MANGALORE UNIVERSITY

REGULATIONS GOVERNING CERTIFICATE PROGRAMME IN *ARTIFICIAL INTELLIGENCE-INTEGRATED SOCIAL COMMUNICATIONS*

(Framed as per Section 44 (1) (c) of K.S.U. Act 2000)

Preamble

Human relationships are fostered through communication and interconnectedness through media. Various media platforms influence human thought patterns, ethical standards and faith life. Hence, there is a need to study and analyze media to enhance human life and activity. This programme provides a comprehensive idea of the theories, practices, and technologies that underpin effective inter and intra-communication in digital age. The integration of Artificial Intelligence (AI) with Faith communications presents a revolutionary approach to engaging with communities, fostering meaningful connections, and disseminating messages of faith and compassion. It will enable the learners to harness the power of digital tools to amplify the message of love, empathy, fraternity and inclusivity.

Objectives of the Certificate Programme are:

1. Provide practical training in utilizing Artificial Intelligence (AI) for communication.
2. Enhance participants' ability to leverage AI tools for effective social engagement.
3. Develop participants' proficiency in applying AI-driven strategies for community outreach.
4. Familiarize participants with cutting-edge AI tools and their potential applications in community work.
5. Provide guidance on ethical considerations when using AI tools in social engagement.
6. Foster collaboration among participants in exploring AI-driven solutions for prevailing challenges.

1. Title and Commencement:

1.1 These regulations shall be called the regulations governing the Certificate Programme in *AI-Integrated Social Communications* in Mangalore University.

1.2 These regulations shall come into force from the date of assent of the Chancellor.

2. Eligibility for Admission:

Candidates who have passed two years Pre-University examination conducted by the Pre-University Education Board in the State of Karnataka from any discipline or any other examinations considered as equivalent thereto shall be eligible.

3. Duration of the Programme:

The duration of Certificate Programmes shall extend over a period of six months.

4. Medium of Instruction:

The medium of instruction and examination shall be in English/Kannada

5. Hours of Instruction:

There shall be 10-12 hours of instruction per week totalling 150 hours of instruction for the Programme.

6. Attendance Requirements:

Each Course shall be treated as an independent unit for the purpose of attendance. A student shall attend a minimum of 75% of the total instruction hours in a course including tutorials and seminars. There shall be no provision for condonation of shortage of attendance and a student who fails to secure 75% attendance in any course is not eligible for appearing for the examination of that course. He/she shall be required to repeat that course.

7. Maximum Period for Completion of the Programmes:

The candidate shall complete the programme within the period prescribed in the regulations governing maximum period for completing various degree/ diploma programmes notified by the University from time to time.

8. Instruction Hours and Scheme of Examinations:

The programme will commence as per the University Calendar of Events. The final examination of the certificate programme will be held as per University Calendar of Events. The scheme of examination is as below:

The hours of instruction and the scheme of examination shall be as stated below:

Paper	Title	Credits	Hours/ Week	Exam/ Hours	I A	Theory	Total
I.	Foundations and Skills for Social Communications.	4	4	3	30	70	100
II.	Media Literacy and Ethics in Social Communications	4	4	3	30	70	100
III.	Project work / Dissertation +Viva	2	2	Project work / Dissertation 50 + Viva 50			100
Total		10	10				300

9. Internal Assessment:

9.1 The Internal assessment may consist of internal tests, assignments, presentations or in any other pattern/format as decided by the Board of Studies.

9.2. Marks scored in the internal assessment shall be indicated separately in the Marks card.

9.3 Internal assessment marks of a failed candidate shall be retained and carried forward to his/her subsequent examination.

10. Registering for Examination:

A candidate shall register for all the courses in the programme when he/she appears for the examination for the first time.

11. Valuation of Answer Scripts:

Each theory/practical course shall be evaluated by eligible examiners as decided by concerned Board of Studies. Any post-graduate and above with expertise in the Faith media communication and allied filed is eligible for evaluation.

12. Provision for Revaluation Retotaling and issuing Photocopy of Answer Scripts:

Students can apply for revaluation/retotalling of marks awarded/personal seeing of answer scripts/obtaining the photocopy of the answer scripts within the specified date by paying prescribed fees.

13. Minimum Marks for a Pass:

13.1 Any candidate who has obtained a minimum of 35% in each course and 40% in aggregate (including internal assessment) shall be declared to have passed the exam.

13.2 There shall be no minimum in respect of internal assessment.

13.3 A candidate who fails in any of the theory courses shall reappear in that theory course in the subsequent examination.

14. Classification of Successful Candidates:

The results of successful candidates at the end shall be classified on the basis of aggregate marks obtained.

Percentage of marks for declaring class:

First Class with Distinction	70% and above
First Class	60% and above but less than 70%
Second Class	50% and above but less than 60%
Pass Class	40% and above but less than 50%

15. Improvement of Results:

15.1 A candidate may be permitted to improve his/her results in a particular course by rejecting his/her existing results within 30 days after the declaration of the result and reappear for the examination whenever the said examination is notified. In case the candidate secures lesser marks in the reappearance examination, she/he may retain the previous results.

15.2 The rejection option shall be exercised only once and the rejection once exercised cannot be revoked.

15.3 Application for rejection and improvement shall be submitted along with the payment of prescribed fee through the department/college together with the original statement of marks.

15.4 The internal assessment marks secured by the candidate during the programme shall be carried forward.

15.5 A candidate who appears for improvement is not eligible for inclusion in the rank list.

16. Applicability:

These regulations shall apply to the Certificate Programme in AI-Integrated social Communication from the date of assent of the Chancellor.

17. Removal of Difficulties:

Any issues not specifically mentioned in these Regulations shall be decided by the Vice Chancellor in consultation with the appropriate bodies of the University.

Registrar