



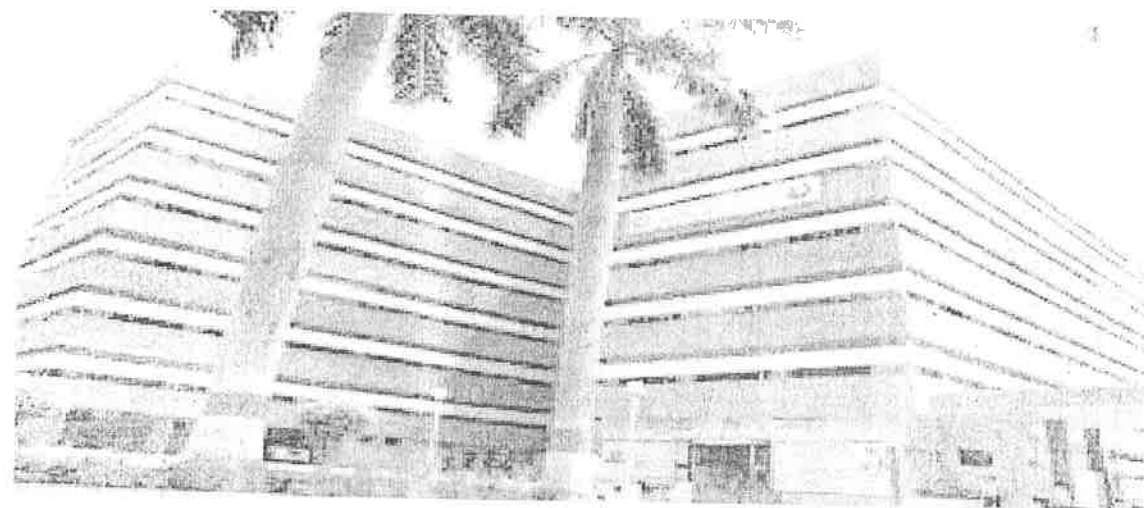
Makhanlal Chaturvedi Rashtriya Patrakarita Akademi Samanar Vishwavidyalaya

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय

Established by the Government of Madhya Pradesh, India



MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION – BHOPAL



MBA in Media Management (MBA-MM)

Specializations

Advertising & Marketing Communication (AMC)

Corporate Communication (CC)

Entertainment Communication (EC)

E-Commerce (E-Com)

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

B-38, VikasBhawan, Press Complex, Zone-1, M.P. Nagar, Bhopal (M.P.) 462011

Ph. (0755)-2553523, 2552998 Website www.mcu.ac.in, www.mcnujcac.in



विभाग... २००६१८

पृष्ठ क्रमांक... १

नस्ती क्रमांक... १

दिनांक 20.06.18

○ माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल

विषय :- पाठ्यक्रम B.Com(Computer) एवं एम.बी.ए. एकीकृत पाठ्यक्रम के BOS के मिनट्स ।

प्रबंधन विभाग की BOS की बैठक दिनांक 20.04.2018 को सम्पन्न हुई। जिसके उपरान्त पाठ्यक्रम B.Com (Computer) तथा एकीकृत एम.बी.ए. पाठ्यक्रम के मिनट्स संलग्न कर आपकी ओर प्रेषित है। बैठक में चार एम.बी.ए. पाठ्यक्रम MBA (AMC,MM,EC,CC) अब MBA-मीडिया मैनेजमेंट के नाम से जाने जाएंगे। तथा specialization (1)कार्पोरेट कम्युनिकेशन (2)एडवर्टाईजिंग तथा मार्केटिंग कम्युनिकेशन (3) इन्टरनेटमेंट कम्युनिकेशन तथा (4)E-Computer होंगे। सभी पाठ्यक्रम CBCS पद्धति अनुसार निर्मित है। उपरोक्त पाठ्यक्रम सत्र 2018-19 से लागू किया जाना प्रस्तावित है। इसके उपरान्त विभागाध्यक्ष ने भी इसका अनुमोदन किया है। पाठ्यक्रम संलग्न कर आगामी कार्यवाही हेतु प्रस्तुत है।

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9.6.18

डॉ. अविनाश वाजपेयी
विभागाध्यक्ष,
मीडिया प्रबंधन विभाग

कुलसचिव

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उपकुलसचिव (अका.)

विभागाध्यक्ष (अका.)

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20.06.2018

[Signature]
23-6-18

कृपया आवश्यक कार्यवाही हेतु।

[Signature]
परिचय/सिस्टम

AR/CC

प्रत्येक पृष्ठ पर
विभागाध्यक्ष के
हस्ताक्षर रहें।

गिरीश जोशी
सहायक कुलसचिव (अकादमिक)

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3.7.18

(अका.)

कृपया विभागाध्यक्ष से प्रत्येक विषय के Syllabus पर कर्तव्य लगावाकर हस्ताक्षर किए जाने हेतु नोट लगे।

[Signature]

24/7/2018

(4/6)

मिडिया प्रबंधन
पृष्ठ क्र. 03-07-2018
दिनांक 03-07-2018

मिडिया प्रबंधन
पृष्ठ क्र. 03-07-2018
दिनांक 03-07-2018

मा. च. रा. व. एवं स. वि. भोपाल
परीक्षा नियंत्रक
62345
07/07/2018

**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM & COMMUNICATION, BHOPAL**

Established under act No. 15 of 1990

Regulation (Ordinance) No.23 (32)

(Under Section 51)

Ordinance for M.B.A. (MM) Two Years Full Time Post Graduate Course

(w.e.f. the session July-2018)

1.0 Course:

1.1 The post Graduate Degree in Media Management of Two Year (Four Semesters) course shall be designated as Master of Business Administration (Media Management) and abbreviated as M.B.A. (MM).

2.0 Admissions:

2.1 A candidate seeking admission to M.B.A. (MM) course should be Graduate of any University recognized by University Grants Commission.

2.2 A candidate seeking admission to M.B.A. (MM) course shall have to submit his/her Migration Certificate from previous University for enrollment in the University.

2.3 Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time..

3.0 Academic Scheme:

3.1 There shall be an Academic Scheme of the course as prescribed by the University and printed in the prospectus /syllabus of the course concerned. The scheme of the course is bounded to all the students. The University shall have right to change and modify the scheme of the course from time to time.

4.0 Examinations:

4.1 There shall be University Examination at the end of each semester.

4.2 These examinations shall be named as follows:

(a) M.B.A. (MM) First Year-M.B.A.

The details of Paper are as under:

**Master of Business Administration (MBA)
Media Management (MM)**

(Ist Semester Common for all)

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Applications & MIS*	1. Business & Media Business Communication 2. Origin and Growth of Indian Media. 3. Organization and Management of Media.	1. Soft Skills For Managers	27

(IInd Semester Common for all)

2 nd	1. Fundamentals of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. Digital Graphics and Media Designing * 3. Organizational Behavior	1. Time and Stress Management 2. Corporate social Responsibility	27
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**MBA Second Year (Specialization)
AMC (IIIrd Semester)**

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Human Resource Management	1. Media Planning and Business Economics. 2. Advertising concepts principle and Planning * 3. Direct Marketing and Sales Promotion	1. New Media and Its Characteristics	27
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AMC (IVth semester)

4 th	<ol style="list-style-type: none"> 1. Integrated Marketing Communication and Creative Advertising 2. Project Management(6 credits 3. Project –Computer Application in Management (6 credits) 	<ol style="list-style-type: none"> 1. Advertising Presentation For TV, Radio, Internet and Mobile* 2. Web Advertising and e-PR 3. Business Environment and Strategic Brand Management. 	<ol style="list-style-type: none"> 1. Space Management and Advertising in Media 2. Entrepreneurship Development 	27
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MBA Second Year (Specialization)
CC (IIIrd semester)

II	<ol style="list-style-type: none"> 1. Media laws and ethics 2. Media research: methods, tools & elements* 3. HRM 	<ol style="list-style-type: none"> 1. Tools & techniques of public relation 2. Corporate media <i>How structure & function</i> 3. Corporate Advd e PR. 		
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CC (IVth semester)

IV	^{<i>Writing</i>} <ol style="list-style-type: none"> 1. Content Writing for Corporate communication 2. Project –Management (6 credits) Project –Computer Application in Management (6 credits) 	<ol style="list-style-type: none"> 1. Corporate consumer behavior and customer relationship management. 2. Integrated corporate communication 3. Event management* 		
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**MBA .Second Year (Specialisation)
EC (IIIrd semester)**

III	1.Media laws and ethics 2.Media research: methods, tools & elements* 3.Human resource management	1.Content Production for Entertainment Media* 2.Media Planning and Business Economics 3.Entertainment Communication and Indian Traditional Media		
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EC (IVth semester)

IV	1Audience Specific Entertainment and Analysis 2.Project –Management (6 credits) Project –Computer Application in Management (6 credits)	1. Entertainment Media Houses Structures and Functions 2.News paper and Magazine Production* 3. Event Management		
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**E commerce
(IIIrd semester)**

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Banking & Insurance	1. Digital Accounting* 2. Cyber Law & Cyber Security 3. E-Customer Relationship Management	1. Stress and Time Management	27
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(IVth semester)

4 th	1. International Marketing and E-Business 2. Project Management (6 credit) 3. Project Computer Application in Management (6 credit)	1. Web Advertising and E-PR 2. HTML & Web Designing* 3. Investment Management & Capital Marketing	1. Election Campaign communication Management 2. Entrepreneurship Development	27
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Total Credits - 108

Note:	The Marking for All Papers except (*) will be internal assessment 20 and written exam is of 80 marks.	The papers with (*) will be marked as internal assessment 20, practical exam is of 30 and written exam is of 50 marks.
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Open Electives

1. *Soft Skills for Managers*
2. *Time and Stress Management*
3. *Space Management and Advertising in Media*
4. *Entrepreneurship Development*
5. *New Media and its Characteristics*
6. *Corporate Social Responsibility*

4.3 The examination of I and III Semesters, called as Odd Semesters, shall be generally held in the months of December-January and that of II and IV Semesters, called Even Semesters, shall be held in the months of May- June.

4.4 There shall be ATKT (Allowed To Keep Term) and Backlog system in which a failure student (who appears in the examination of a semester but fails) to pursue his regular studies in higher semester. He can simultaneously appear in the examination of higher semester as a regular fresh student and in the examination of lower semester as a Backlog student.

4.5 The duration of theory examination of any semester should normally not exceed twenty working days.

4.6 In any case the final result of M.B.A.(MM) shall not be declared unless he/she has fully cleared all the semesters.

5.0 Passing of Examinations:

5.1 In order to pass M.B.A. (MM) Examination of any semester, a candidate shall have to secure following percentage of minimum marks:

- (a) 40% of the maximum marks allotted to each Theory Paper
- (b) 40 % of the maximum marks allotted to each Practical/Viva-voce.
- (c) 40% of the maximum marks allotted to each Internal / Term-work

A Candidate shall have to secure 45% of aggregate marks.

6.0 Awards of Division :

6.1 No division shall be awarded up to third semester.

6.2 Successful candidates in all the semester examination shall be awarded the division at the end of final semester examination taking the aggregate of marks obtained in all semesters as follows :

- (a) 60% and above First Division
 - (b) Less than 60% but not less than 45% Second Division
- Provided the candidate has secured the minimum pass marks as specified under clause 5 above.

7.0 Condonation of deficiency in marks:

- 7.1
- (a) One grace mark shall be awarded by the Vice Chancellor to the candidate who may be placed in the higher division by award of Vice Chancellors on grace mark. The higher division will be shown in the result.
 - (b) Grace marks up to five percent of maximum marks in a theory paper will be granted if the candidate after having appeared in all theory papers together as regular candidate fails in a single paper, provided he secures the minimum aggregate marks required to pass the examination. No grace marks will be granted if the examination is taken in parts.
 - (c) Grace marks are not added to score of the paper or to the aggregate of papers. They are notional in nature. They are indicated to grant the benefit to the student without affecting the magnitude of score or aggregate anywhere.
 - (d) In the mark sheet award of grace marks is indicated as "GR"
 - (e) The grace marks will not be granted to backlog papers.
 - (f) Grace marks will not be granted if the candidate fails in aggregate.
 - (g) Grace marks will not be granted to Practical's-Group i.e. to practical's, projects, internal assessment and term work.

8.0 Attendance:

- 8.1
- (a) A candidate shall be eligible to be admitted to examination if he maintains at least 75% attendance in the teaching program of the class.
 - (b) A shortage in attendance up to 5% can be condoned by the Head of the Department/Head of the Institute on reasonable grounds.

(c) A further shortage up to 10% can be condoned by the Vice Chancellor on recommendation of the Head of Department /Head of the Institute on reasonable grounds.

(d) No candidate can be admitted to examination if his attendance percentage is below 60%.

9.0 Attempt Time Bar :

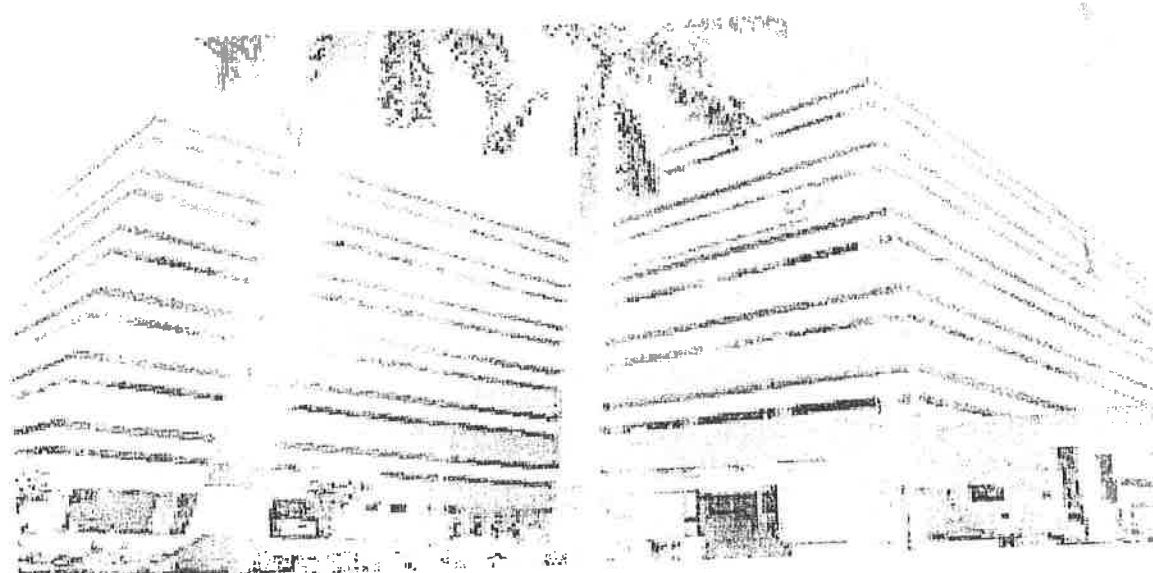
9.1 Candidate shall not be permitted to continue in the M.B.A. (MM) course, if he/she fails to pass all the semester in a maximum of four years from the date of first admission.



**Makhanlal Chaturvedi National University
of Journalism & Communication, Bhopal**

**BOARD OF STUDIES MEETING
DEPARTMENT OF MANAGEMENT**

(DATE: 20-04-2018)



MBA in Media Management (MBA-MM)

Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal



Board of Study Members

- 1 **Dr. H. B. Bansal**
Professor
- 2 **Dr. Nimodhar**
Professor
- 3 **Dr. Avinash Bajpai**
Professor
- 4 **Dr. Kanchan Bhatia**
Professor
- 5 **Dr. K. Mani Kandhan Nair**
Assistant Professor
- 6 **Ms. Manisha Verma**
Assistant Professor
- 7 **Dr. Kapil R. Chandoriya**
Assistant Professor



Semester Wise Credit Distribution Scheme of Courses under CBCS Department Of Management

Master of Business Administration (MBA)
Media Management (MM)

(Ist semester Common for All)

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Application & MIS*	1. <u>Business & Media</u> Communication 2. Origin and Growth of Indian Media 3. Organization and Management of Media	1. Soft Skills For Managers	27

(IInd semester Common for All)

2 nd	1. Fundamental of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. Digital Graphics and Media Designing* 3. Organizational Behavior	1. Space Management and Advertising in Media	27
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MBA Second Year

E-commerce (IIIrd semester)

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Banking & Insurance	1. Digital Accounting* 2. Cyber Law & Cyber Security 3. E-Customer Relationship Management	1. Stress and Time Management	27
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(IVth semester)

4 th	1. International Marketing and E-Business 2. Project Management (6 credit) 3. Project Computer Application in Management (6 credit)	1. Web Advertising and E-PR 2. HTML & Web Designing* 3. Investment Management & Capital Marketing	1. Election Campaign communication Management 2. Entrepreneurship Development	27
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Total Credits - 108

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Note:

The Marking for All Papers except (*) will be internal assessment 20 and written exam is of 80 marks.

The papers with (*) will be marked as internal assessment 20, practical exam is of 30 and written exam is of 50 marks.

Vijai Ji

Nemo Khan

Asghar
20.4.18

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Board of Study Members

- 1 **Dr. H. B. Bansal**
Professor
- 2 **Dr. Nimodhar**
Professor
- 3 **Dr. Avinash Bajpai**
Professor
- 4 **Dr. Kanchan Bhatia**
Professor
- 5 **Dr. K. Mani Kandhan Nair**
Assistant Professor
- 6 **Ms. Manisha Verma**
Assistant Professor
- 7 **Dr. Kapil R. Chandoriya**
Assistant Professor



**Semester Wise Credit Distribution Scheme of Courses under CBCS
Department Of Management**

**Master of Business Administration (MBA)
Media Management (MM)**

(1st semester Common for All)

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Application & MIS*	1. Business & Media Communication 2. Origin and Growth of Indian Media 3. Organization and Management of Media	1. Soft Skills For Managers	27

(IInd semester Common for All)

2 nd	1. Fundamental of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. Digital Graphics and Media Designing* 3. Organizational Behavior	1. Space Management and Advertising in Media	27
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**MBA Second Year
(IIIrd semester) (E-com)**

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Banking & Insurance	1. Digital Accounting* 2. Cyber Law & Cyber Security 3. E-Customer Relationship Management	1. Stress and Time Management	27
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(IVth semester)

4 th	1. International Marketing and E-Business 2. Project Management (6 credit) 3. Project Computer Application in Management (6 credit)	1. Web Advertising and E-PR 2. HTML & Web Designing* 3. Investment Management & Capital Marketing	1. Election Campaign communication Management 2. Entrepreneurship Development	27
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Total Credits - 108

V. P. Singh

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**Makhanlal Chaturvedi National University
of Journalism & Communication, Bhopal**

**BOARD OF STUDIES MEETING
DEPARTMENT OF MANAGEMENT**

(DATE: 20-04-2018)



MBA in Media Management (MBA-MM)



Board of Study Members

- 1 Dr. H. B. Bansal**
Professor
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Professor
- 3 Dr. Avinash Bajpai**
Professor
- 4 Dr. Kanchan Bhatia**
Professor
- 5 Dr. K. Mani Kandhan Nair**
Assistant Professor
- 6 Ms. Manisha Verma**
Assistant Professor
- 7 Dr. Kapil R. Chandoriya**
Assistant Professor



**Semester Wise Credit Distribution Scheme of Courses under CBCS
Department Of Management**

Master of Business Administration (MBA)
Media Management (MM)

(Ist semester Common for All)

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Application & MIS*	1. <u>Business & Media Communication</u> 2. Origin and Growth of Indian Media 3. Organization and Management of Media	1. Soft Skills For Managers	27

(IInd semester Common for All)

2 nd	1. Fundamental of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. Digital Graphics and Media Designing* 3. Organizational Behavior	1. Space Management and Advertising in Media	27
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MBA Second Year
E-commerce (IIIrd semester)

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Banking & Insurance	1. Digital Accounting* 2. Cyber Law & Cyber Security 3. E-Customer Relationship Management	1. Stress and Time Management	27
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(IVth semester)

4 th	1. International Marketing and E-Business 2. Project Management (6 credit) 3. Project Computer Application in Management (6 credit)	1. Web Advertising and E-PR 2. HTML & Web Designing* 3. Investment Management & Capital Marketing	1. Election Campaign communication Management 2. Entrepreneurship Development	27
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Total Credits - 108

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Vijai

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20.4.19

Korsten



Board of Study Members

- 1 Dr. H. B. Bansal**
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Assistant Professor
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Assistant Professor



**Semester Wise Credit Distribution Scheme of Courses under CBCS
Department Of Management**

**Master of Business Administration (MBA)
Media Management (MM)**

(Ist semester Common for All)

mes ter	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credit s
1 st	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Application & MIS*	1. Business & Media Communication 2. Origin and Growth of Indian Media 3. Organization and Management of Media	1. Soft Skills For Managers	27

(IInd semester Common for All)

2 nd	1. Fundamental of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. Digital Graphics and Media Designing* 3. Organizational Behavior	1. Space Management and Advertising in Media	27
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MBA Second Year (IIIrd semester) (E-com)

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Banking & Insurance	1. Digital Accounting* 2. Cyber Law & Cyber Security 3. E-Customer Relationship Management	1. Stress and Time Management	27
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(IVth semester)

4 th	1. International Marketing and E-Business 2. Project Management (6 credit) 3. Project Computer Application in Management (6 credit)	1. Web Advertising and E-PR 2. HTML & Web Designing* 3. Investment Management & Capital Marketing	1. Election Campaign communication Management 2. Entrepreneurship Development	27
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Total Credits - 108

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20.4.18



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20.4.18

MAKHANLAL CHATURVEDINATIONALUNIVERSITY OF JOURNALISM &
COMMUNICATION, BHOPAL

MINUTES OF THE BOARD OF STUDIES MEETING
Department of Management (20.04.18)

The meeting of Board of Studies of Department of Management is held today i.e. 20.04.2018. The detailed syllabus of MBA courses (2year-4 Semester) was placed before the committee members for discussion. The following BOS members and internal members were present in the meeting:-

- 1 **Dr. Avinash Bajpai**
Head Deptt. of Management ,
Chairman BOS , MCU Bhopal
- 2 **Dr. Harbhajan Bansal**
Professor,
Haryana School of Business,
Guru Jambheshwar University, Hisar.
External expert (from Education) BOS MCU Bhopal
- 3 **Dr. Neemo Dhar**
Dean, Faculty of Media Studies & Humanities.
Manav Rachna International Institute of Research & Studies (A Deemed University)
Former Advisor P.R. Delhi Development Authority, New Delhi.
Professional of National Repute, BOS MCU Bhopal
- 4 **Dr. K. Mani Kandhan Nair**
Asst. Professor ,Deptt. of Management
Member BOS MCU Bhopal
- 5 **Prof. Kanchan Bhatia**
Professor ,Deptt. of Management
Spl. Invitee BOS MCU Bhopal
- 6 **Ms Manisha Verma**
Asst. Professor Deptt. of Management
Spl. Invitee BOS MCU Bhopal
- 7 **Dr. Kapil Chandoriya**
Asst. Professor Deptt. of Management
Spl. Invitee BOS MCU Bhopal

The decision to name the MBA course as MBA in Media Management with Specialisation in E.C., A.M.C. & C.C. was already approved in academic council held on 22/08/2017. After discussion the detailed Syllabus of all the MBA full time courses (2year-

(H.S. Bansal)
(Neemo Dhar)
20.4.18
20/4/18

4Semester) i.e.MBA-Entertainment Communication, MBA- Advertising & Marketing Communication, MBA- Corporate Communication based on Choice Based Credit System. (CBCS) is approved. The BOS Members also suggested to start E-Commerce as a Specialization in MBA, initially on experimental basis for one year. If the response is satisfactory it will be implemented as full-fledged degree in future.

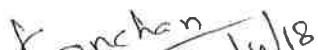
The Attached Syllabus is recommended as per the norms for further implementation. Meeting ended with vote of thanks to all the dignitaries & Invitees.



Dr. Harbhajan Bansal
Professor



Dr. Neemo Dhar
Dean, MRITRS
Advisor, P.R. Member BOS



Dr. Ranchor Bhatia
Professor



Dr. Kapil R. Chandoriya
Assistant Professor



Dr. K. Mani Kandhan Nair
Assistant Professor



Ms. Manisha Verma
Assistant Professor



Dr. Avinash Bajpai
Chairman BOS



**Makhanlal Chaturvedi National University
of Journalism & Communication, Bhopal**

**BOARD OF STUDIES MEETING
DEPARTMENT OF MANAGEMENT**

(DATE: 20-04-2018)



MBA in Media Management (MBA-MM)

Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal



Board of Study Members

- 1 Dr. H. B. Bansal**
Professor
- 2 Dr. Nimodhar**
Professor
- 3 Dr. Avinash Bajpai**
Professor
- 4 Dr. Kanchan Bhatia**
Professor
- 5 Dr. K. Mani Kandhan Nair**
Assistant Professor
- 6 Ms. Manisha Verma**
Assistant Professor
- 7 Dr. Kapil R. Chandoriya**
Assistant Professor



Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal
Semester Wise Credit Distribution Scheme of Courses under CBCS
Department Of Management

Master of Business Administration (MBA)
Media Management (MM)

(Ist Semester Common for all)

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Applications & MIS*	1. Business & Media Communication 2. Origin and Growth of Indian Media. 3. Organization and Management of Media.	1. Soft Skills For Managers	27

(IInd Semester Common for all)

2 nd	1. Fundamentals of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. Digital Graphics and Media Designing * 3. Organizational Behavior	1. Time and Stress Management 2. Corporate social Responsibility	27
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MBA Second Year (Specialisation)
AMC (IIIrd Semester)

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Human Resource Management	1. Media Planning and Business Economics. 2. Advertising concepts principle and Planning * 3. Direct Marketing and Sales Promotion	1. New Media and Its Characteristics	27
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AMC (IVth semester)

4 th	1. Integrated Marketing Communication and Creative Advertising 2. Project Management (6 credits) 3. Project –Computer Application in Management (6 credits)	1. Advertising Presentation For TV, Radio, Internet and Mobile* 2. Web Advertising and e-PR 3. Business Environment and Strategic Brand Management.	1. Space Management and Advertising in Media 2. Entrepreneurship Development	27
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MBA Second Year (Specialisation) CC (IIIrd semester)

III	1. Media laws and ethics 2. Media research: methods, tools & elements* 3. Human resource management	1. Tools & techniques of public relation 2. Corporate media houses structures and functions 3. Corporate advertising and e-PR*		
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CC (IVth semester)

IV	1. Content Wiring for Corporate communication 2. Project –Management (6 credits) Project –Computer Applications in Management (6 credits)	1. Corporate consumer behavior and customer relationship management. 2. Integrated corporate communication 3. Event management*		
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MBA .Second Year (Specialisation) EC (IIIrd semester)

II	1.Media laws and ethics 2.Media research: methods, tools & elements* 3.Human resource management	1.Content Production for Entertainment Media* 2.Media Planning and Business Economics 3.Entertainment Communication and Indian Traditional Media		
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EC (IVth semester)

V	1.Audience Specific Entertainment and Analysis 2.Project –Management (6 credits) Project –Computer Application in Management (6 credits)	1. Entertainment Media Houses Structures and Functions 2.News paper and Magazine Production* 3. Event Management		
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Total Credits - 108

Note:	The Marking for All Papers except (*) will be internal assessment 20 and written exam is of 80 marks.	The papers with (*) will be marked as internal assessment 20, practical exam is of 30 and written exam is of 50 marks.
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Neena Khan



**Semester Wise Credit Distribution Scheme of Courses under CBCS
Department Of Management**

Master of Business Administration (MBA)
Media Management (MM)

(Ist semester Common for All)

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1. Science of Communication 2. Principle & Practice of Management 3. Basic Computer Application & MIS*	1. Business & Media Communication 2. Origin and Growth of Indian Media 3. Organization and Management of Media	1. Soft Skills For Managers	27

(IInd semester Common for All)

2 nd	1. Fundamental of Media Production* 2. Basics of Accounting and Finance 3. Marketing Management	1. Media Language: Structure Style & Translation 2. Digital Graphics and Media Designing* 3. Organizational Behavior	1. Space Management and Advertising in Media	27
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MBA Second Year
(E-Commence)(IIIrd semester)

3 rd	1. Media Laws and Ethics 2. Media Research: Methods, Tools & Elements* 3. Banking & Insurance	1. Digital Accounting* 2. Cyber Law & Cyber Security 3. E-Customer Relationship Management	1. Stress and Time Management 2. New Media & its Characteristics	27
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(IVth semester)

4 th	1. International Marketing and E-Business 2. Project Management (6 credit) 3. Project Computer Application in Management (6 credit)	1. Web Advertising and E-PR 2. HTML & Web Designing* 3. Investment Management & Capital Marketing	1. Election Campaign communication Management 2. Entrepreneurship Development 3. Corporate Social Responsibility	27
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Total Credits - 108

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The Marking for All Papers except (*) will be internal assessment 20 and written exam is of 80 marks.

The papers with (*) will be marked as internal assessment 20, practical exam is of 30 and written exam is of 50 marks.

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Semester Wise Credit Distribution Scheme of Courses under CBCS

Department Of Management

Master of Business Administration (MBA) – Media Management (MM)

Common for All

MBA I Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1 Science of Communication	1 Media Business Communication	1 Soft Skills For Managers	27
	2 Principle & Practice of Management	2 Origin and Growth of Indian Media.		
	3 Basic Computer Applications & MIS*	3 Organization and Management of Media.		


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Science of Communication

Objective: to Acquaint Students with the Concept and Process of Communication and to enable them to appreciate the Potential and Limitations of various Communication Processes

Unit-1: Nature, Characteristics and Process of Communication

- 1.1 Communication, Definition, Nature and Scope, Functions of Communication.
- 1.2. Types of Communication: Intra-Personal, Interpersonal, Group and Mass Communication.
- 1.3. Human Needs of Communication, Barriers in Communication.
- 1.4. Indian Approach to Communication, Verbal and Non-Verbal Communication.
- 1.5. Communication Flows: One-Step, Two-Step, Multi Step, Importance of Communication Flows.

Unit-2: Concept and Models of Mass Communication

- 2.1 Concept of Mass Communication, Concept of Mass Media
- 2.2. Difference between Communication and Mass Communication.
- 2.3 .Models of Mass Communication: Macomb & Shaw's, Agenda Setting Model, Gate Keeping Model, Gratification Model.
- 2.4. Four Theories of Press: Authoritarian, Libertarian, Social Responsibility and Soviet Media Theory
- 2.5. Contemporary Issues of Mass Media, Mass Media for Rural India - Strategies.

Unit-3: Introduction to Media and New Media Technology

- 3.1 Traditional Media - Print Media, Radio & Television: Its Characteristics.
- 3.2. Impact of Media, Credibility of Media, Media Literacy.
- 3.3. Folk Media: Meaning and Its Characteristics, Drama, Dance, Music, Song and Its Important.
- 3.4. New Media - Satellite and Cable Media, Digital Media.
- 3.5. Media Audience: Its Characteristics and Types, Its Important and Uses.

Unit-4: Media and Its Impact on Society

- 4.1 Indian Society and Culture - Characteristics, Current Socio-Economic Problems.
- 4.2. Impact of Globalization and Information Technology Revolution.
- 4.3. Role of Media in Democracy and Social Change.
- 4.4 Relation of Media to Violence.
- 4.5. Western Hegemony, Family, Gender and Children Issues, Education.

Unit-5: Indian and Global Media: Current Trends and Problems

- 5.1 Declining Diversity, Media Ownership
- 5.2. Tabloidization and Trivialization of Media, Citizen Journalism.
- 5.3. Declining Audiences For Traditional News Media, Media Ethics, Paid News.
- 5.4. Advertorials, Decline National Development Agenda, Plagiarism Issue.
- 5.5. Media Corruption, Yellow Journalism, Media Convergence, Sting Operations.

Practical Projects:

Suggested Topics:

- Study of Different Media, Their Functions and Style.
- Interpersonal and Group Communication Exercises in The Class Room.

References

1. Arbind Singhal: "India's Communication Revolution"
2. G Partsarhi : History of Indian Journalism
3. Ninan Shevanthi : "Headlines From The Heartland: Reinventing The Hindi Public Sphere", Sage Publication - 2007
4. Robbin Jeffery : India's Newspaper Revolution", Oxford University Press
5. Usha Rani. Dr. Traditional Media and Development
6. - Arvind Singhal and Everett M. Rogers, Indian Information Revolution, Sage Pub. Delhi.
7. - Denis Mcquail, Mass Communication Theory : An Introduction, Response Publication, New Delhi
8. - Keval J. Kumar, Mass Communication in India, Jaico, Mumbai - Pradeep Kumar Day, Perspectives in Mass Communication.


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Principles & Practices of Management

Objective: To make students understand the core management principles which are applicable to individuals, medium and large organizations. The students are expected to learn the basics of management functions and realize the ideal characteristics of a manager.

Unit 1 Introduction

- 1.1 Concepts, Function and Process, Nature of Management
- 1.2 Management Discipline as Arts or Science
- 1.3 Understanding Management and Administration
- 1.4 Managerial Skills, Roles of a Manager
- 1.5 Levels of Management.

Unit -2 Development of Management Thoughts

- 2.1 Evolution of Management Thoughts
- 2.2 Early Classical Approaches- Administrative, Bureaucratic and Scientific Approach, Contribution and Limitation of Scientific Management
- 2.3 Neo -Classical Approaches -Human Relations Movement, Behavioral Approach-Douglas, McGregor, Abraham Maslow, Chester Barnard, Mary Parker Approach.
- 2.4 Modern Approaches - Quantitative Approach, Contingency Approach.
- 2.5 Social System Approach, Decision Theory Approach

Unit-3 Planning and Decision Making

- 3.1 Definition of Planning, Nature of Planning.
- 3.2 Importance of Planning, Types of Plan.
- 3.3 Process of Planning, Principles of Planning
- 3.4 Decision Making - Concept, Significance and Types of Decision.
- 3.5 Styles of Decision Making, Techniques of Group Decision Making.

Unit- 4 Organizing

- 4.1 Concept, Process of Organizing,
- 4.2 Forms of Organizational Structure
- 4.3 Formal and Informal Organization, Components of Organization Structure
- 4.4 Line and Staff Structure, Functional Structure, Span of Control, Authority, Responsibility and Accountability,
- 4.5 Delegation of Authority, Departmentation, Centralization and Decentralization.

Unit 5 – Directing and Controlling

- 5.1 Concept of Direction: Definition and Importance of Direction
- 5.2 Concept of Leadership, Functions of Leaders, Leadership Styles, Theories of Leadership
- 5.3 Process of Communication, Importance of Communication, Barriers to Communication, Communication Channels.
- 5.4 Concept of Control, Importance of Controlling, Characteristics of Effective Control, Control Process,
- 5.5 Types of Control System, Essentials of Good Control Systems, Techniques of Control

Practical Projects:

Suggested Topics:

- Case Studies: Related to Management Failures, Marketing Strategy Formulation With Respect to 7p's.
- Study of Management Strategies of Any Corporate Undertaking.
- A Study Related to Management of Any One Media Organization.
- Enactment of Some Management Games.

References

1. Koontz and Weihrich Principles of Management, Tata Mc Graw Hill. New Delhi
2. Satya Raju & Parthasarthy, Management: Text & Cases, Prentice Hall of India
3. Joseph L. Massie, Essentials of Management, Prentice Hall of India
4. Biswajeet Patanayak, Human Resource Management, Prentice Hall of India
Gomes-Mejia, Balkin & Hardy, Managing Human Resource, Prentice Hall of India.
5. Bhatia Kanchan , Mittal Shweta, "Management Concepts and Practices "Variety
Publisher, New Delhi 20019
6. Joseph M. Putti, Harold Koontz, Essentials of Management, An Asian Perspective,
1998, Tata Mc Graw Hill.


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Basic Computer Applications & MIS

OBJECTIVES: To acquaint students with the computer and its parts. Use of Operating System, Word Processing, Excel & PowerPoint. To enable students to acquire the following skills.

- Creating and managing of files and folders, processing text.
- Page Layout and Designs for Newspaper and Magazine Publications
- Analysis of data and preparation of charts and graphs.
- Making PowerPoint Presentations
- Handling Internet and using its terminologies.
- Basics about Web Page Designing and Publishing.
- Knowing Multimedia Contents

Unit 1: COMPUTER FUNDAMENTALS:

- 1.1 Definition, Basic Components, Hardware and Software, Input/output devices.
- 1.2 Introduction to Operating System, Necessity and Use, Functions and features of Operating System
- 1.3 Introduction to Windows, Desktop, Accessories, Control Panel, Files & Folders.
- 1.4 Management Information System - Need, Purpose and Objectives of MIS.
- 1.5 Information Technology - Definition, Telecommunication and Networks, Network Topologies.

Unit 2: OFFICE AUTOMATION TOOLS: MS WORD:

- 2.1 Introduction to MS Office Suit & Introduction to Word Processing Features of MS Word - Spell Check, Thesaurus, Find & Replace.
- 2.2 Insert options in a page - Objects & Shapes, Hyperlink, Header Footer, Page Numbers.
- 2.3 Using Mathematical Symbols & Special Characters.
- 2.4 Creation & Working with Tables, Table Properties.
- 2.5 Document Editing - Text Formatting & Page Layout Setting, Mail Merge.

Unit 3: OFFICE AUTOMATION TOOLS: MS EXCEL:

- 3.1 Introduction to MS Excel, Workbook & Worksheets.
- 3.2 Working with Columns & Rows; Column Setting, Sorting.
- 3.3 Use of Formulas, Calculations & Functions, Cell Formatting.
- 3.4 Chart Creation, Chart types and Manipulation.
- 3.5 Borders & Shading, Selection and Printing.

Unit 4: OFFICE AUTOMATION TOOLS: MS POWER POINT:

- 4.1 Introduction & Working with MS PowerPoint.
- 4.2 Creating a Presentation. Selection & Working with Slides, Designs & Backgrounds.



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- 4.3 Insert options - Text Box, Multimedia Objects, Shapes, Pictures, Sound, and Movie etc.
- 4.4 Using and Setting of Transition and Custom Animations.
- 4.5 Preparing and Delivering of Presentations, Qualities of a Good Presentation.

Unit 5: BASIC CONTENTS OF MULTIMEDIA:

- 5.1 Introduction and Definition Multimedia. Elements of Multimedia.
- 5.2 Hardware & Software requirement for Multimedia.
- 5.3 Area, Use and Application of Multimedia.
- 5.4 File Formats of - Text, Image, Audio, Video and Animation.
- 5.5 Role and Importance of Multimedia in Media.

PRACTICAL PROJECTS:

- Creating and Modifying Files and Folders.
- Searching & Creating Shortcuts on Desktop
- Hindi & English Typing Practice
- Text Formatting in MS Word
- Use of Functions & Charts in MS Excel
- Creating & Presenting Presentation in MS PowerPoint.
- Using Internet Browsers

REFERENCES:

- Fundamentals of Computers - PHI, V Rajaraman
- Windows - BPB Publications
- MS Office - BPB Publications


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Media Business Communication

Objective: - This course intends to develop good communication skills and make students understand use and purpose of communication in professional field for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Unit 1: Introduction to Communication

- 1.1 Concept, definition and elements of Business Communication
- 1.2 Sign Symbols and Code Systems of Business Communication
- 1.3 Informal Communication like Grapevine Communication.
- 1.4 7 C's of Communication Essential of Business Communication
- 1.5 Cross Cultural Communication.

Unit 2: Professional Communication

- 2.1 Employment Communication: Writing CV& Application Letter, Group Discussions.
- 2.2 Interview, Types of Interview, Candidates Preparation, Interviewers Preparation.
- 2.3 Impact of Technological a advancement on Business Communication.
- 2.4 Communication Networks, Social Media, Teleconferencing, Videoconferencing
- 2.5 Verbal Communication: Definition, Principles of Successful Verbal Communication, Effective Verbal Communication, Effective Listening.

Unit 3: Non-Verbal Communication

- 3.1 Non-Verbal Communication, Body Language, Paralanguage
- 3.2 Written Communication: Purpose, Pros & Cons of Written Communication, and Clarity in Writing.
- 3.3 Principles of Effective Writing, Writing Techniques.
- 3.4 Business Letters and Reports: Introduction to Business Letters, Types of Business Letter, Layout of Business Letter.
- 3.5 Reports: Definition & Purpose, Types of Business Reports, Reports Writing.

Unit 4: Group Communication& Presentation Skills

- 4.1 Meetings: Need, Importance & Planning of Meetings
- 4.2 Drafting of Notice, Agenda, Minutes & Resolutions of Meeting,
- 4.3 Writing Memorandum, Press Release, Press Conference
- 4.4 Business Etiquettes – Netiquettes, Telephonic & Table Etiquettes.
- 4.5 Presentation Skills: Elements of Presentation, Designing A Presentation, Advanced Visual Support For Business Presentation, Types of Visual Aid, Appearance & Posture, Practicing Delivery of Presentation.

Unit 5: Corporate Communication

- 5.1 Corporate Communication: Definition, Scope and Importance
- 5.2 Components of Corporate Communication.
- 5.3 Professional Communicator Responsibilities.
- 5.4 Corporate Communication & Public Relation
- 5.5 Role of Social Media in Communication.

References:

1. Lesikar Rv & Pettit Jr. Jd -- Basic Business Communication: Theory & Application (Tata Mc Grow Hill, 10th Edition).
2. Bisen & Priya – Business Communication (New Age International Publication)
3. Kalkar, Suryavanshi, Sengupta - Business Communication (Orient Blackswan)
4. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
5. P.D. Chaturvedi – Business Communication (Pearson Education, 3rd Edition 2006).
6. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGraw Hill, 3rd Edition).
7. Denis Mcquail, Mass Communication Theory : An Introduction, Response Publication, New Delhi
8. Keval J. Kumar, Mass Communication in India, Jaico, Mumbai - Pradeep Kumar Day, Perspectives in Mass Communication.



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Origin and Growth of Indian Media

Objectives

- To educate students about role of newspapers in Indian freedom struggle.
- To acquaint students with historical growth, development and trends of different media.

Unit 1 Characteristics of Pre-Independence Indian Press

1.1 History of Bengal Gazette' and 'Udant Marthand'

1.2 Contribution of Pioneer Journalists like Raja Ram Mohan Roy and Bhartendu Babu Harishchandra

1.3 Role of Press in Freedom Movement.

1.4 Brief Introduction of Prominent Journalists: Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paradhkar, Makhnall Chaturvedi, Madhavrao Sapre and 'Ganesh Shankar Vidyarthi.

1.5. Mission vs. Missionary Journalism, Contemporary Issues in Journalism. .

Unit 2 Characteristics of Post-Independence Regional Language Press

2.1 The Regional Press after Independence: Nature and Growth; Web Based Regional Newspapers.

2.2 Trends in Post Independence Leading Hindi Language Newspapers: Nai Duniya, Danik Bhaskar, Dainik Aaj.

2.3. Cosmopolitan Hindi Newspapers and Magazines: Navbharat Times, Hindustan, Jansatta, Outlook, India Today.

2.4 Trends in Post Independence Leading Non-Hindi Regional Language Newspapers: One Each in Malayalam, Telugu, Tamil, Kannada, Bengali, Marathi, Gujarati and Assamese.

2.5. Growth of Leading Hindi News Agencies, Web Based Regional Newspapers.

Unit 3 Characteristics of Post-Independence English Language Press

3.1 The English Press After Independence: Nature and Growth; Web Based Newspapers

3.2 Characteristics of Times of India, Indian Express, Hindustan Times.

3.3 Characteristics of the Statesman, The Hindu, The Tribune.

3.4 Growth and Characteristics of English Language News Agencies

3.5. Ethics and Challenges of Print Media.

Unit 4 Brief Introduction of Radio and Television History

4.1 Development of Radio; Public and Private Radio Systems; Characteristics of FM and HUM Radio

4.2 Brief History of Television in India

4.3 Introduction to Public and Private Television Networks; Cable Industry in India.

4.4 Recommendations of Various Committees for Improvement of Air and Doordarshan

4.5. Ethics and Challenges of Broadcasting Media.

Unit 5, Brief History of Development of Film and Traditional Media

5.1 A Brief History of Early Silent Indian Cinema

5.2 Early Talkie Era in India

5.3 Growth of Different Types of Films Such As Documentary and Feature Films; Parallel and Commercial Cinema in India.

5.4 Traditional Media; Contemporary Relevance of Traditional Media.

5.5. Ethics and Challenges of Traditional Media.



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Reference:

1. Arbind Singhal: "India's Communication Revolution"
2. G Partsarhi : History of Indian Journalism
3. Ninan Shevanthi : "Headlines From The Heartland: Reinventing The Hindi Public Sphere", Sage Publication - 2007
4. Robbin Jeffery : India's Newspaper Revolution", Oxford University Press
5. Usha Rani. Dr. Traditional Media and Development



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Organization and Management of Media

Objective: To provide students with an insight in to the management practices and policies of media organizations, both print & electronic. Also aims to enhance the managerial skills of students to successfully handle the complexities of Media management.

Unit-1: Introduction and Ownership of Media

1.1 Principles of Media Management and their Significance, Media as Industry and Profession
Principles of Good Management.

1.2 Ownership Patterns of Mass Media in India, Private Ltd., Public Ltd. Companies.

1.3 Individual Ownership, Trust, Co-Operative, Religious Institutions (Societies) and Franchisees.

1.4 Main Newspapers, Magazines, Television News Channels, Radio News Channels and News Portal of India

1.5 Global Media Scenario Major International Television Channels, Radio Channels, Transnational Media Houses and Globalization of Media.

Unit-2: Print Media Management

2.1 Concept, Hierarchy, Function & Organization Structure of Different Departments.

2.2 Changing Role of Editorial Staff and Other Media Persons. Editorial-Response System, Event Management & Reporting.

2.3 Media & Political System.

2.4 Advertising, Circulation & Marketing of Newspapers, Factors Affecting Circulation. Type of Circulation.

2.5 Management & Organization of News Agencies

Unit-3: Electronic Media Management

3.1 Organization & Structure of Radio & Doordarshan, Satellite & Cable Television in India, Private Broadcasting System in India.

3.1 Cinema Industry - Functions & Organization Structure of Departments.

3.3 Recruitment & Service Conditions, Planning & Executions of Program, Production Teams, Control, Practices & Procedures.

3.4 Administration & Program Management in Media - Scheduling, Transmitting, Record Keeping, Quality Control and Cost Effective Techniques.

3.5 Advertising, P.R. and Brand Promotion for Building and Sustaining Audiences.

Unit-4: New Media Ventures.

4.1 Planning and Control, Problems.

4.2 Process & Prospects of Launching Print Media Ventures.

4.3 Process & Prospects of Launching Electronic and Web Media.

4.4 Organization Theory, Delegation & Decentralization.

4.5 Motivation, Control & Coordination in Media Ventures.

Unit-5: Media Business Management

- 5.1 Marketing Function (Product, Price, Place and Promotion) With Focus on Subscription Revenue, Distribution of TV Channels and Radio Stations,
- 5.2 Finance Management, Budgeting, Accounts Management for Fund Flow Planning
- 5.3 Production Planning and Execution, Control Practices and Procedures.
- 5.4 Administration and Program Management - Scheduling, Transmitting, Inventory Management.
- 5.5 Distribution and Logistics Management

Practical Project: Suggested Topics:

- Study the Organization Structure of any Print Media Organization.
- Prepare a Detailed List of the Media Houses of India.
- Visit a Local Television Channel and Study Its functions & Organizational Structure.
- Tabulate rates of Advertising of Different Newspapers/Channels & compare them.

References:

- Chiranjeev Avinash, Electronic Media Management, Authors Press, 2000
- Harold Koontz & Heinz Weihrich, Essentials of Management, McGraw Hills Publication.
- Edverd Herman & Robert Mc Chesney, The Global Media
- New Missionaries of Global Capitalism, Madhyam Publication.
- Heslie W. Rue & Lloyd Byars, Management, 13th Edition, Tata Mc Graw Hill.
- Dibankar Panigrahy & B.K. Biswaroy, Media Managemnt in India, Kanishka Publishing House, 1993
- Biswajeet Gupta, Media Development-New Horizons, Kanishka Publications New Delhi 2006.
- K.P. Yadav, Media Managment, Adhyayan Publications, New Delhi, 2006
- Gulab Kothari, Newspaper Management, Intercultural Open Uni., Netherland.


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Soft Skills for Managers

Objective: The course will help the students to develop basic managerial skills and also professional etiquettes required become a successful manager

Unit 1 Concepts of Soft Skills

- 1.1 Meaning and Definition of Soft Skills Types of Skills; Conceptual, Supervisory, Technical, Managerial and Decision Making Skills.
- 1.2 Listening and Monitoring Soft Skills, Socializing Soft Skill
- 1.3 Method to Develop Soft Skills: Professional Skills, Life Skills.
- 1.4 Soft Skills in the Workplace
- 1.5 Behavioral Skills, Attitude and Altitude, Lateral Thinking

Unit 2 Developing effective Communication Skills.

- 2.1 Components of effective Communication, Communication Process and Its Handling
- 2.2 Interpersonal and Cross Cultural Communication Skills, Communication Barriers
- 2.3 Non – Verbal Communication, Study of Different Pictorial Expression of Non-Verbal Communication and Its Analysis
- 2.4 Written Communication Skills, Developing Writing Skills.
- 2.5 Memoranda, Notices, Circulars, Formal and Informal Letters, Essentials of Effective Correspondence

Unit 3. Presentation Skill Practice

- 3.1 Planning and Preparation, Presentation Design, Delivery of Presentation
- 3.2 Concept of Methods for Presentation, Methods of Delivery.
- 3.3 Informative Presentations, Persuasive Presentations Visual Support Handouts
- 3.4 Evaluating the Presentation, Preparing Feedback
- 3.5 Leadership and Team Building in Presentation, Group Dynamics

Unit 4 Self Management Skills

- 4.1 Who Am I, Attributes, Self Discipline, Self Awareness, SWOT Analysis.
- 4.2 Self Criticism, Recognition of One's Own Limits and Deficiencies, Independency Etc.
- 4.3 Planning & Goal Setting, Managing Self – Emotions, Ego, Pride.
- 4.4 Office Management, Filing System, Types of Correspondence
- 4.5 Importance of Self Confidence, Self Esteem, Self Evaluation

Unit 5. Developing Professional Etiquettes

- 5.1 Importance of Professional Etiquette, Basic Professional etiquette tips
- 5.2 Conversation Etiquettes, Handshake Etiquettes
- 5.3 Introduction and Greeting Etiquettes, Electronic Communication Etiquettes
- 5.4 Professional Etiquette in the Workplace Meeting and Greeting
- 5.5 Dinning Etiquettes, Telephone, E-Mail and Public Relations Offices Etiquettes.

References:

1. Carnegie Dale, How to Win Friends and Influence People, New York: Simon & Schuster, 1998.
2. Soft Skills Training – A Workbook to Develop Skills For Employment By Fredrick H. Wentz
3. Personality Development and Soft Skills , Oxford University Press By Barun K. Mitra
4. The Time Trap : The Classic Book On Time Management By R. Alec Mackenzie


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Semester Wise Credit Distribution Scheme of Courses under CBCS


Department Of Management

Master of Business Administration (MBA) – Media Management (MM)

Common for All

MBA II Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
2 nd	1 Fundamentals of Media Production*	1 Media Language: Structure Style & Translation	1 Time and Stress Management	27
	2 Basics of Accounting and Finance	2 Digital Graphics and Media Designing*	2 Corporate Social Responsibility	
	3 Marketing Management	3 Organizational Behavior		


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Fundamentals of Media Production

Objective: To develop an understanding about the evolution, characteristics and Production techniques of different Media.

Unit-1: Print Media Production

- 1.1 Evolution of Print Media in India.
- 1.2 Characteristics of Pre-Independence Indian Press.
- 1.3 Post Independence Indian Press.
- 1.4 Indian Language in Print Media.
- 1.5 Print Media Production Process

Unit-2: Radio Media

- 2.1 Development of Radio.
- 2.2 Private and Public Radio in India.
- 2.3 Community Radio, Radio Production Techniques.
- 2.4 Radio Scripts, Radio Talks, Discussions, Features, Radio News Room, Phone in Programs.
- 2.5 Radio Studio Management

Unit-3 Television

- 3.1 Brief History of Indian Television,
- 3.2 Cable Television Network in India.
- 3.3 Video Production – TV Studio, Video Recording and Maintenance equipments.
- 3.4 TV Script, Direction & Production for Television.
- 3.5 Editing Techniques.

Unit-4 Indian Traditional Media

- 4.1 Introduction to Indian Traditional (Folk) Media.
- 4.2 Various Forms of Traditional Media, Indian Folk Dances, Nukkad- Natak, Tamasha, Jatra, Bidesiya.
- 4.3 Impact and Effect of Traditional Media.
- 4.4 Production Techniques of Traditional Media.
- 4.5 Traditional Media in Digital Age.

Unit-5 Film and Cinema Production

- 5.1 A Brief History of Indian Cinema.
- 5.2 Growth Different Types of Films: Documentaries, Feature Films.
- 5.3 Parallel and Commercial Cinema in India.
- 5.4 Web Based Production.
- 5.5 Web Based Entertainment, Online Music Store, Online Book Houses and Libraries.

Practical Project:

Suggested Topics:

- Study of Various Media
- Study of Satellite Channels-Radio & T.V.
- Study of Documentaries with Critical Evaluation.
- Evaluation of a Film Networking Site Newspaper.

References:

- The Media and Cultural Production, Eric Louw, Sage Publication, 2001.
- Communication and Culture, An Introduction, Tony Schirato, Sage Publication, 2000.
- Zimmerman, Eric. "Narrative, Interactivity, Play, and Games", Pgs.154-164, in First Person: New Media as Story, Performance, and Game, Wardrip-Fruin, Noah and Harrigan, Pat, Cambridge Ma, Mit Press, 2004.
- Gunning, Tom. "The Cinema of Attractions" An Early Cinema: Space, Frame, Narrative, Ed. Thomas Elsaesser, Bfi Publishing, London, 1990.
- Entertainment Law: Cases and Materials On Film, Television, and Music (American Casebook Series) (Hardcover), Sherri L. Burr (Author), William D. Hensley (Author)



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Basics of Accounting and Finance.

Objectives: - The objective of this course is the students understand the basic concept of finance accounting, cost accounting & management accounting and relation between them and their application in decision making.

Unit – 1 Basics of accounting

- 1.1 Accounting meaning, definition, accounting process.
- 1.2 Golden rules of accounting, journal, ledger posting.
- 1.3 Concept & convention of accounting.
- 1.4 Preparation of Trading and Profit and Loss Account.
- 1.5 Concept of Final account, Meaning of adjustment in final accounts.

Unit –2 Cost and costing methodologies

- 2.1 Meaning, types & elements of cost.
- 2.2 Introduction of costing, methods of costing.
- 2.3 Budgets, objectives of budgets & its importance
- 2.4 Limitations of budgets, Classification of budgets.
- 2.5 Concept of Cost sheet.

Unit – 3 Basics of financial management

- 3.1 Meaning, scope and functions of financial management.
- 3.2 Long term sources of funds.
- 3.3 Short term sources of funds.
- 3.4 Concept of depreciation & its needs.
- 3.5 Methods of depreciation calculation.

Unit- 4 Working Capital Management

- 4.1 Types of capital in business.
- 4.2 Concept of working capital management, objectives of working capital management.
- 4.3 Components, determinants of working capital.
- 4.4 Concepts of dividends & its forms.
- 4.5 Factors affecting working capital level.

Unit- 5 Cost of capital, capital structure & investment decisions

- 5.1 Concept of cost of capital.
- 5.2 Concept of capital structure, agency problem.
- 5.3 Investment decision criteria- basis of discounting methods.
- 5.4 Investment decision criteria- basis of non-discounting methods.
- 5.5 Capital structure and leverage.

References

1. Anthony robert n., hawkins f., merchant kenneth n., **accounting text & cases**, tata mcgraw hill publication, new delhi, 12th ed. 2007.
2. P. C. Tulsian, **financial accounting**, 2008.
3. Banerjee, **financial accounting**, phi, 2009.
4. Prasanna chandra, **financial management**, new delhi, tmh, 2004.
5. Pandey i. M., **financial management**, vikas publication, 2009.



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Marketing Management

Objective: This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. The topic of the syllabus will be discussed from an application oriented perspective.

Unit 1, Concepts of Marketing

- 1.1 Core Concepts of Marketing: Concept, Meaning, Definition, Nature, Scope and Importance of Marketing.
- 1.2 Process & Function of Marketing
- 1.3 Types of Marketing: Regional & National Marketing, Social Marketing, Intellectual Marketing, Internet Marketing, Telemarketing, Personal Selling.
- 1.4 Understanding Business Marketing : Service Marketing, Rural Marketing, Direct Marketing
- 1.5 Adapting Marketing to New Liberalized Economy - Digitalization, Customization, Changing Marketing Practices

Unit 2 Market Analysis and Selection

- 2.1 Introduction: Nature and Contents of Marketing Plan.
- 2.2 Marketing Environment, Controllable and Uncontrollable Factors Effecting Marketing Decisions
- 2.3 Analyzing Latest Trends in Political, Economic, Socio-Cultural and Technical Environment
- 2.4 Concept of Market Potential & Market Share
- 2.5 Characteristics of Consumer and Organizational Markets, Buyer Behavior, 5 Step of Buyer Decision Process

Unit 3, Market Segmentation, Targeting and Positioning

- 3.1 Meaning and Concept of Market Segmentation, Basis for Market Segmentation
- 3.2 Types of Market Segmentation, Effective Segmentation Criteria
- 3.3 Target Markets, Concept of Target Market, Positioning and Differentiation Strategies
- 3.4 Concept of Positioning – Value Proposition & Unique Selling Proposition (USP)
- 3.5 Types of Marketing Mix, Marketing Information System, Strategic Marketing Planning and organization

Unit 4, Analyzing Product

- 4.1 Concept of Product, Classification of Product
- 4.2 Product Decision- Major Product Decisions, Product Line and Product Mix Branding
- 4.3 Packaging and Labeling
- 4.4 Product Life Cycle – Strategic Implications
- 4.5 New Product development and Consumer adoption Process.

Unit V Pricing & Distribution Channels

- 5.1 Price Decision- Concept, and Meaning of Price and Pricing
- 5.2 Significance of Pricing Decision, Factors affecting Price Determination
- 5.3 Pricing Methods and Techniques, Pricing Policies and Strategies; Discounts and Rebates.
- 5.4 Place Decision- Nature, Functions, and Types of Distribution Channels
- 5.5 Marketing Channel System - Functions and Flows.

References:-

1. Philip Kotler-Agrihotri : Principle of Marketing 13 E, Pearson Education
2. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition).
3. Rajan Saxena: Marketing Management, Tata McGraw Hill.
4. R Kumar & Goel-Marketing Management (Udh Publishers, Edition 2013).
5. Tapan Panda : Marketing Management, (Excelbooks)
6. Stanton William J - Fundamentals of Marketing (Tata Mc Graw Hill)
7. Etzel M.J., Walker B.J. and Stanton William J - Marketing Concept & Cases Special Indian Edition (Tata Mc Graw Hill, 13th Edition)

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Media Language: Structure, Style & Translation

Objectives

- To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.
- To prepare students learn idioms and phrases generally used in both the language for journalistic expressions
- To develop ability of students to do different translations from English to Hindi or Hindi to English

Unit 1 Essentials of Media Writing

- 1.1 Characteristics of Writing for Newspapers & Magazines
- 1.2 Basics of Grammar in Hindi & English; Use of Phrases and Words
- 1.3 Basics of Writing for Radio
- 1.4 Basics of Writing for T.V.
- 1.5. Basics Writing For Social Media.

Unit 2 News & Feature Writing Skills

- 2.1 Understanding Human Language
- 2.2 Writing Intros & Headline
- 2.3 Writing Simple News Stories
- 2.4 Writing Feature Articles
- 2.5. News: Concepts & Elements

Unit 3 Paraphrasing & Translation

- 3.1 Methods of Paraphrasing, Attribution & Quoting
- 3.2 Translating Different News Items
- 3.3 Translating Creative Writing
- 3.4 Phrases in Hindi and English used for the same expression
- 3.5. Language, Society and Language Change

Unit 4 Translating Journalistic Content- Business

- 4.1 Translating Different News Items from Business Pages
- 4.2 Translating Different Headlines of Business News
- 4.3 Translating Article on Business
- 4.4 Glossary Words in Both the Languages, Generally Used For the same Expression for Business Related Journalistic Content
- 4.5. Elementary Phonetics and Phonology

Unit 5 Translating Journalistic Content Sports

- 5.1 Translating Different News Items on Five Different Sports
- 5.2 Translating Headlines of Sport News Items of Different Sports.
- 5.3 Translating Column Article of a Renowned Person on Sport
- 5.4 Glossary Words in Both the Languages, Generally used for the same expression for different Sports.
- 5.5. Understanding Concepts of Language Acquisition and Intervention

Practical

Writing of News in Hindi and English and Creating Headlines for Various Types of News.
Preparing Glossary for Various Kinds of News.

References

- Raina Gaurishankar, Sancharmadhay Lekhan, Vani Prakashan, New Delhi.
- Dikshit Surya Prasad; Agrawal Pavan, Madhayam Lekhan Kala, New Royal Book Company, Lucknow.
- Media Lekhan Aur Sampadan Kala, Discovery Publishing House, New Delhi
- Media Lekhan Siddhant Aur Vyavahar (Mishra) Mishra Chander Prakash, Snajay Prakashan, New Delhi
- Media Lekhan Ke Sidhant, Panth N.C., Takshashila Publisher ND
- The Scriptwriter's Workbook, The Scriptwriter's Workbook, Oxford Focal Press
- Gupta Jitendra, Patrakarita Mein Anuvad, MCRPVV
- Chandra Ramesh, Rajbhasha Our Takniki Anuvad, Kalyani Education
- Catford J.C., Anuvad Ka Bhashik Sidhanth, Madhya Pradesh Hindi Granth Academy
- Bhatiya Kailash, Anuvad Kala Sidhant Aur Prayog, Takshashila Publisher Nd
- Bora Rajmal, Editor, Anuvad Kya Hai, Vani Prakashan, New Delhi



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Digital Graphics & Media Designing

Course Objective: To take the students through various Graphic Designing Softwares used for Media Designing. The training include hands-on-training to students in the application of various Digital Formats.

Unit – 1: Introduction to Digital Graphics & Printing

- 1.1 Introduction to Digital Graphics and Offset Printing, Types of Printing.
- 1.2 Working of Offset Printing, Transparent Printouts and Laser Printers.
- 1.3 Single & Four Color Printing, Print Page & Web Page
- 1.4 Use and Advantages of Digital & Offset Printing..
- 1.5 Graphic Color Mode and Models

Unit-2:Graphics Designing - Using Corel Draw -I

- 2.1 Introduction to CorelDraw, Creating & Opening a Document.
- 2.2 Tools of Corel Draw
- 2.3 Vector Graphics and Raster Graphics, Image Rasterisation.
- 2.4 Managing Palette selecting colors, Creating and editing Images.
- 2.5 Working with various Page Layouts for Publishing.

Unit-3:Graphics Designing - Using Corel Draw -II

- 3.1 Hoarding & Paper Advertising in Corel Draw.
- 3.2 Working with Layers: Creating Layers, Layers Changing, Layer Properties.
- 3.3 Working with Objects - Group, Ungroup, Ungroup all, Combine, Break Apart .
- 3.4 Locking & Unlocking Object, Convert to Curves. Text Editing & Special Effects.
- 3.5 Exporting & Importing Objects in Corel Draw.

Unit-4:Digital Graphics - Using Adobe Photoshop -I

- 4.1 Introduction to Adobe Suite and Adobe Photoshop Software.
- 4.2 Pixels, Resolution, Image and Canvas Size.
- 4.3 Color Models and Modes, Graphic File Formats, Color Mode Conversion.
- 4.4 Creating & Viewing of Documents in Photoshop.
- 4.5 Creating New Images in Photoshop, Basic Image Manipulations.

Unit-5:Digital Graphics - Using Adobe Photoshop -II

- 5.1 Use of Tools, Palettes and Panels.
- 5.2 Working with Layers- Creating, Editing and Arranging.
- 5.3 Filters and its use in Image Editing, Layer Masking.
- 5.4 Applying and Blending Filters, Masking Tools and Effects.
- 5.5 Exporting to Various File Formats & Saving in Different File Formats.

TEXT AND REFERENCES:

- Coreldraw X4 For Simple Steps
- Coreldraw X4 The Official Guide By Gary David Bouton

TEXT & REFERENCE BOOKS:

- Prakhar Complete Course For DTP (Coreldraw, Pagemaker, Photoshop)
- Adobe Photoshop- Creative Techniques, PHI
- Photoshop 6: The Complete Reference Paperback


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Practical Projects:

Suggested Topics:

- Prepare a power point presentation to release stress of professionals.
- Analyze time management technique with respect to any organisation.
- Research on organisation behaviour of any organisation with respect to different characteristics of organisation behaviour.

References:

1. Aswathappa K , Organization Behaviour Himalaya Publication
2. Robbins Organization Behaviour Pearson Educational Asia.
3. Luthans Organization Behaviour Tata McGraw Hill.
4. Udai Pareek Understanding Origination Oxford Publishing House
5. Hersey, Management of Organizational Behaviour Prentice Hall India
6. Blanchard & Johnson Behaviour in Organisation
7. Newstrom Organizational Behaviour: Human Tata McGraw Hill & Davis Behaviour at Work
8. Rawlinson, OB & Analysis Addison Wesley Bradfield & Edwards



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Corporate Social Responsibility

Objective: The course will help the students to understand CSR activities in an organization with special reference to Media Industry and the Ethical Issues of a Media Manager.

Unit 1: Introduction to Corporate Social Responsibility

- 1.1 Concept of Corporate Social Responsibility.
- 1.2 Elements of CSR, importance of CSR,
- 1.3 Guidelines of Corporate Social Responsibility
- 1.4 Role of CSR,
- 1.5 Corporate Public Relations & CSR.

Unit 2: Managing Corporate Social Responsibility

- 2.1 Managing Corporate Social Responsibility,
- 2.2 Implementation of CSR.
- 2.3 Planning for CSR,
- 2.4 Process of CSR.
- 2.5 New Trends in Corporate with respect to CSR.

Unit 3: Corporate Social Responsibility in Industry

- 3.1 CSR initiatives taken by Public Sector
- 3.2 CSR in Media Industry.
- 3.3 CSR in Banking Sector.
- 3.4 CSR in corporate sector
- 3.5 Role of Corporate Social Responsibility in Corporate Governance.

Unit 4: CSR and Ethics

- 4.1 Business and Ethical Responsibility
- 4.2 Managerial Ethics
- 4.3 Difference between Tangible and Intangible Value of CSR.
- 4.4 Corporate Social Responsibility towards Customers
- 4.5 Corporate Social Responsibility for Employees and Stake Holders

Unit 5: Significance of CSR with respect to Indian Society

- 5.1 Concept of CSR in Traditional Indian Society.
- 5.2 Indianism as Mantra of Infinity and Diversity
- 5.3 Bhagwad Geeta and Managerial Effectiveness,
- 5.4 Source of Indian Ethos and Ethics in Management :(Vedas, Puranas, Upanishads, Ramayana, Mahabharata)
- 5.5 Management of Self


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Reference

1. Badi, R.V. & Badi N. V., Business Ethics, Vrinda Publication Pvt. Ltd., 2008.
2. Baxi C.V. ,Prasad Ajit Corporate Social Responsibility, Concepts and Cases, Excel Book ,2009
3. Corporate Social Responsibility: Doing The Most Good for Your Company and Your Cause, Philip Kotler & Nancy Lee 3.
4. Investing In Corporate Social Responsibility: A Guide to Best Practice, Business Planning & The UK's Leading Companies, Kogan Page Publishers, John Hancock
5. Murthy, C.S.V., Business Ethics, Himalaya Publishing House, 2006.



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Stress and Time Management

Objective- This course is designed to give students an introductory background to the causes of stress and how stress affects our body. The course will also focus upon stress reducing techniques in personnel and professional life and how managing time can overcome stress in individual's life.

Unit 1 Concept, Nature and Dimensions of Stress

- 1.1 Introduction to Stress , Nature of Stress
- 1.2 The Body's Reactions to Stress, Adaptive and Maladaptive Behavior, Individual and Cultural Differences
- 1.3 Types of Stress, Causes of Stress
- 1.4 Consequences of Stress.
- 1.5 Stress at the Work Place

Unit 2 Sources of Stress and Managing Stress

- 2.1 Factors Causing Stress, Organizational Stressors, Individual Stressors, Psychological Stressors
- 2.2 Work Stress and Its Management
- 2.3 Challenging Stressful Thinking, Psychological and Spiritual Relaxation Methods
- 2.4 Physical Methods of Stress Reduction, Common Meditation Techniques, Exercise, Yoga and Meditation
- 2.5 Time Management, Developing Concentration, Organizing the Work Area, Prioritizing

Unit 3 Work Place Strategy and Self Development

- 3.1 Developing sense of Humor, Learning to Laugh, Reducing Conflicts
- 3.2 Role of Group Cohesion and Team Spirit, Improving Personality for overcoming Stress
- 3.3 Leading with Integrity, Enhancing Creativity
- 3.4, Effective Decision Making.
- 3.5 Identify Time Bandits, Brainstorm Solutions For Time Bandits.

Unit 4 Techniques of Improving Time Management

- 4.1 Time Management Tips, Benefits of Time Management,
- 4.2 Setting Smart Goals, evaluate Priorities
- 4.3 Improving Time Management by Sequencing and Queuing
- 4.3 Improving Efficiency, Techniques for Managing Paper Work
- 4.5 Pareto Principle, Work Life Balance

Unit 5, Managing Stress through Time Management

- 5.1 Time Scheduling, Methods of Recording Time.
- 5.2 Tackling Procrastination, Learn to Delegate
- 5.3 Organize Your Workspace. Handling Interruptions. Preparing to Save Time.
- 5.4 Listening Effectively, Controlling E-Mail, Handling Interruptions.
- 5.5 Preparing to Save Time, Working With Different Personalities.

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References

1. Argyle, The Psychology of Happiness. Tata Mcgraw Hill. 2012
2. Dwivedi, R.S "Human Relations and Organizational Behavior: A Global Perspective", Macmillan 5 Th Edition, 2009
3. David Allen " **Getting Things Done: The Art of Stress-Free Productivity**"
4. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2012.
5. Jim Loehr Tony Schwartz The Power of Full Engagement: Managing Energy, Not Time, Is The Key to High Performance and Personal Renewal Paperback – January 3, 2005
6. Julie Morgenstern Time Management From The Inside Out, Second Edition: The Foolproof System
7. Stephen P. Robbins, Timothy A Judge, Seema Sanghi "Organizational Behaviour", Pearson Education, 13th Ed., 2009
8. Waltschafer, Stress Management ,Cengage Learning, 4th Edition 2009..



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Semester Wise Credit Distribution Scheme of Courses under CBCS

Department Of Management

Master of Business Administration (MBA) – Media Management (MM)

Specialization in

Advertising Marketing Communication – AMC

MBA III Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
3 rd	1 Media Laws and Ethics	1 Media Planning and Business Economics.	1 New Media and Its Characteristics	27
	2 Media Research: Methods, Tools & Elements*	2 Advertising Concepts Principle and Planning		
	3 Human Resource Management	3 Direct Marketing and Sales Promotions		


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Media Laws and Ethics

Objective: -To develop a thorough understanding of the legal and ethical aspect of laws related to media and to sensitize media students to issues faced by working professionals.

Unit-1 Introduction to Laws Framework

- 1.1. Overview of Indian Legal System, Salient Feature of Indian Constitution, Freedom of speech and expression, Fundamental Rights and Duties.
- 1.2. Media Rustications and Constitutional Provisions, Concept of Truth & Falsehood under Indian Law.
- 1.3. Introduction of Intellectual Property Rights, Types of IPR, Copyright, Trade Mark & Patent Laws, Industrial Tool Design.
- 1.4. Copyright and Trademark Registration, Symbols & Logos, Infringement & dilution relevant to Media Industry.
- 1.5. Patent, Ownership & Protection International Practices, Patent Licensing, Cases & Rulings.

Unit-2 Piracy Laws & Internet Laws

- 2.1. Piracy Laws, Appropriation & Intrusion, Publication of Pvt. Information & False Light.
- 2.2. Gathering Information, Records & Meetings, Existing Laws in Piracy Protection, Spam.
- 2.3. Protection of News Services, Defamation, Libel & Slanders, Human Rights, Trial Level Remedies & Restrictive Orders.
- 2.4. Internet Laws: Copyright on the Net, Domain Names, Cyber Squatting, Piracy on the Net, Piracy Policy, and Website Polices.
- 2.5 Regulation of Obscene Material, Existing Registration & Loop Holes, Digital Signatures & E-Contracts, Convergence Bill.

Unit-3 Specialized Media Laws

- 3.1. Press & Registration of Book Act 1967, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act. 1955.
- 3.2. Press Council, Press Commissions, Cinematography Act, 1953.
- 3.3. Prasar Bharti Act, Cable Television Act, Information Technology Act, Cyber Laws
- 3.4. Concept of Free Press and Fair Trail, Major Provisions of Indian Penal Code and Media Industries.
- 3.5. Children and Internet, Presentation of Pornography in Indian Media and Regulation Acts.

Unit-4 Business Laws

- 4.1. Indian Contract Act 1872, Sale of Goods Act 1930
- 4.2. The Negotiable Instrument Act 1881, The Companies Act 1956
- 4.3. Consumer Protection Act 1986, Law of Partnership
- 4.4. FEMA , Ed, Signature and E-Contracts.
- 4.5. Right to Information Act 2005, Official Secrets Act.1923

Unit-5 Media Business Ethics

- 5.1. Introduction of Ethics and Moral Values, Ethics of Media, Ethics and Moral Values of Media Persons.
- 5.2. Social Responsibility of A Media Person, Relationship of Media With Business.
- 5.3. Concept of Media Council and Media Ombudsman in the World.
- 5.4. Codes for Radio, Television, Print Media and Social Media Business.
- 5.5. Advertising Standards Council of India, Different Types of Broadcasting Association in India.

Practical

- Two Case Studies Under RTI Where Punishment Has Been Awarded By The State
- Central Information Commission.
- Presentation of At Least Two Defamation Cases.
- Two Case Studies Each On Libel and Slander.

References

- Peranjy Guha Thakusta, Media Ethics, Truth, Fairness & Objectivity, Oxford University Press
- K.S. Venkatshwaran, Mass Media Laws of Regulations in India, Asian Mass Communication Research & Information, Singapore.
- D.D. Basu, Law of The Press, Wadhwa Company Ltd.
- ROY.L. Moore, Advertising & Public Relations Law, Lawrence Associate Publisher, 1998
- NAVAL Prabhakar, Media Ethics & Laws, Commonwealth Publisher, New Delhi.
- Sarkar R.C., The Press in India, Publication Division.



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Media Research: Methods, Tools & Elements

Objective: - to provide an overview of media: global, national & local, classification of various media, sources of media information, media innovation and agency media interface - also aims to provide an insight into planning and execution of media plans. To provide an introduction to the fundamentals of media research, its importance and relevance to media. Also aims to familiarize the students with techniques and tools used in research.

Unit-1: Media Research

- 1.1 Meaning, Definition, Need & Importance of Media Research, Media Surveys.
- 1.2 Ethical issues in Media Research
- 1.3 Basic Elements of Media Readership & Circulation, Audit Bureau of Circulation (ABC), NRS, Rating, Gross Rating Point (GRP), TRP, Homes Using T.V. (HUT) Share, Impression.
- 1.4 Research Process in Media
- 1.5. Criteria for Comparison of Media Laws, Media Independence, and Specialized Service Related to Media

Unit-2: Areas of Research & Its Significance

- 2.1 Areas of Media Research-Source Analysis, Channel Analysis, Content Analysis, Audience Analysis, Feedback/Forward Analysis
- 2.2 Research in Electronic & Web Media, Media- Importance, Applications, Formative, Procession and Summative Research
- 2.3. Advertising Research, Audience Analysis Evaluating Feedback
- 2.4 Research Significance With Respect To Communication.
- 2.5 Types of Research, Importance & Limitation

Unit-3: Techniques, Tools & Research Methodologies

- 3.1 Hypothesis Formulation And Testing, Research Design And Its Types.
- 3.2 Sampling Its Meaning, Characteristics and Types & Problems.
- 3.3 Sources of Data: Primary and Secondary Source, Questionnaire and Schedules
- 3.4 Observation Participatory and Non Participatory, Interview Method, Case Study, Content Analysis, Survey Research, Experimental and Field Research,
- 3.5 Reliability, Validity and Objectivity of Each Method.

Unit-4: Business Statistics

- 4.1. Tabulation and Classification of Data, Data Processing & Data Analysis, Interpretation
- 4.2 Elementary Statistics Mean, Median & Mode
- 4.3, Inferential Statistics, Correlation & Regression
- 4.4 Probability & Vector Analysis, Parametric and Non Parametric.

4.5 Time Series Analysis, Chi-Square Test.

Unit-5: SPSS: New Trends for Research

5.1 Introductions of SPSS, Frequency Analysis, Graphic and Diagrammatic Representation Of Data through SPSS

5.2 Correlation & Regression, by Using SPSS

5.3 Factor Analysis through SPSS

5.4 Research Analysis Its Credibility, Objectivity & Perseverance with Respect to Suggestions

5.5 Index, Citation and Bibliography, Research Report Writing, APA Style of Writing Bibliography

Practical project:

Suggested topics:

- Do an impact study of effectiveness of a radio program/tv programme.
- Study the effectiveness of a public service campaign.
- Research an impact study of effectiveness of newspaper supplements/magazine editorials
- Develop a research plan for any topic.
- Project of audience research

References:

1. R.n. Mukherjee, social research and statistics, prakashan, delhi
2. B.n. Gosh, scientific method and social research, sterling publishers, new delhi-92.
3. Ravindranath mukherjee, samaajik shod and saankhyiki, vivekprakashan.
4. Alan bryman, social research methods, 3rd ed., oxford university press.
5. Jason s. Wrench, quantitative research methods for communication, oxford university press.
6. Bruce wren, robertstevens&davidroudon: marketing research, jaico publishing house.
7. J.v. Vilaniam, more effective communication a manual for professional east balbir.
8. Belmont, the practice of social research, wadsworth, california
9. Roger d. Wimmes& joseph r. Dominide, mass media research, a introduction, wade -worth publication company belmont.
10. Arthur asaberger, media & communication research methods, 2000, sage, new delhi pub., indiapt. Ltd.
11. Gunter, media research methods, sage, new delhi pub., indiapt. Ltd.

Human Resource Management

Objective:- To understand the basics of Human Resource Management, to equip students with knowledge, skill and competencies. to manage people along with material, information, capital and knowledge asset in the organization, to help the students in formulating their own managerial style, their assumptions and belief about 'people', to study globalization and its impact on International Human Resource Management

Unit Introduction to HRM

- 1.1 Evolution & Growth - Personnel Management,
- 1.2 Human Resource Management, Concepts & Significance of HRM.
- 1.3 Principles and Objectives, Policies and Practices.
- 1.4 Human Resources Planning, Job Analysis.
- 1.5 Job Evaluation, Job Design, Job Enlargement, Job Rotation, Job Enrichment.

Unit-2 Human Resource Development

- 2.1 Human Resource Development Concepts, Different Techniques of HRD
- 2.2 Development Function, Training and Development.
- 2.3 Performance Appraisal & Career Development.
- 2.4 Recruitment, Selection, Placement, Induction.
- 2.5 Transfer, Promotion and Separation

Unit-3 Compensation Management

- 3.1 Compensation Management: Introduction, Objectives and Importance
- 3.2 Different Forms of Employee Compensation for Executives & Non- Executives.
- 3.3 Factors Influencing Compensation.
- 3.4 Essentials of Quality of Work Life, Work Life Balance
- 3.5 Productivity Concepts in Context to HRM - Total Quality Management, Kaizen, Quality Circle.

Unit- 4 Behavioral Dimensions of HRM

- 4.1 Introduction to Cross Cultural HRM
- 4.2 International HRM, Work Force Diversity.
- 4.3 Identifying Employee Needs and Their Satisfaction.
- 4.4 Employee Grievances and Its Redresser.
- 4.5 Discipline-Concepts, Relevance, Approaches and Disciplinary Action

Unit-5 Managing Industrial Relations

- 5.1 Industrial Disputes and Its Causes
- 5.2 Industrial Relation, Importance and Objectives
- 5.3 Trade Union, Importance and Limitations
- 5.4 Bargaining Strategies, Collective Bargaining Strategies, Limitations
- 5.5 Workers Participation in Management



Practical Projects

Suggested Topics:

- Discuss Trade Union and Its Problems of Various PSU.
- Role Play of Various Hr Issues in Organizations
- Minimum 5 Cases to Be Discussed On Hr

References

1. Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd
2. Human Resource Management: Gaining Competitive Advantage, Noe, Hollenbeck, Gerhart & Wright, Irwin TMH
3. Human Resource Management, V.S.P Rao- Excel Books.
4. Managing Human Resources: Productivity, Quality of Work Life, Profits, Wayne F. Cascio-TMH
5. HRM and Personnel Management, K Ashwathappa, TMH
6. Compensation Management “ Dr Kanchan Bhatia Himalaya Publication, New Delhi
7. Human Resource Management, T.N Chhabra, Dhanpat Rai & Sons Pvt. Ltd.



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Media Planning and Business Economics

Objective: To provide a comprehensive overview of the Indian Media business & recent developments in the media industry. From this curriculum we also aim to develop an understanding of economic part of media and of print, broadcast films & music as business

Unit-1: Introduction to Media Planning:

- 1.1 Component of a Media Plan, Media Scheduling, & Objectives.
- 1.2 Media Strategies, Media Operations, Media Budgeting and Media Selling.
- 1.3 Media Innovations, Circulation & Calculation of T.R.P, G.R.P.
- 1.4 Factors Affecting Media Plan & Selection - Nature & Message, Competition Etc.
- 1.5 Campaign Planning With Respect to 5m's (Mission, Message, Media, Money & Measurement)

Unit-2: Advertising Ethics.

- 2.1 India's Major Media & Advertising Houses and Their Holdings, Inflow of Capital in Media & Advertising Organization.
- 2.2 Major Heads of Income in Media, Advertising & Media Industry.
- 2.3 Ethics of Advertising with respect to Mass Communication.
- 2.4 Calculation of Advertising Effectiveness With Respect to Sales & Appealing.
- 2.5 Significance of Advertising in Developing Customer Relationship, Removing Attrition, Gaining Advocacy for Products and Services.

Unit-3: Business in Media, Films & Music Industries

- 3.1 The Economics of Publishing Business, Cost and Revenues.
- 3.2 Circulation, Advertising, Subscriptions.
- 3.3 Brand Extensions, Online/Internet, Buying & Selling Space in Print Media.
- 3.4 Accounting Norms: Revenues, Valuation.
- 3.5 Major Milestones of Television : The Satellite Years, Multi-System Operators (MSO's), Present Scenario

Unit 4: Advertising, Event Marketing & Promotion Business

- 4.1 Business Models of Television Broadcast Industry, Distribution to Cable Operators/MSO D th Operators or Telecom Broadband Company.
- 4.2 Revenue Generation, Subscription, Advertising, Carriage & Placement Revenue, Buying & Selling Advertisement Time.
- 4.3 Accounting Norms & Valuation.
- 4.4 Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio.
- 4.5 The Transition Years of Indian Film Industry. Present Scenario

Unit 5: New Media Business

- 5.1 Music, Present Scenario, New Avenues, Internet, Mobile Phones, Fm Stations, Satellite Radio Stations, Home Videos, Music Industry Business - Film, Non -Film Music & Catalogue.
- 5.2 Events for Entertainment, Event Planning, Event Costing and Budgeting, Audience Management, Event Sponsorship Strategy, Sponsorship Proposals, Event Selling, Invitations, Evolving Events.
- 5.3 Promotional Strategy, Advertising, Publicity and Feedback:
- 5.4 Telecommunication, Present Scenario, Revenuc's of valuc added services.
- 5.5 Internet, Present Scenario, Mobile, Subscription, Advertising, Selling, Partnerships, Others, Introduction to M- Commerce (Mobile Advertising Etc).

Practical Projects:

Suggested Topics:

- Study of Major Indian Media Houses and Their Holdings.
- Presentation on Present Media Scenario in India.
- A Study on Impact of Multiplex Revolution on Indian Films.
- Submission of A Report Based On Clippings of Newspapers & Magazines Regarding Media & Business

References:

1. Live Row, Handbook of New Media.
2. Cromlech, the ABC; of Internet, BPB Publications, New Delhi.
3. Vinita Kohli, Indian Media Business, Sage Publication, New Delhi
4. Edverd Herman & Robert Mc Chesney, the Global Media-New Missionaries of Global Capitalism, Madhyam Publication.
5. Keval J. Kumar, Mass Communication in India, Jaico Publishing House.


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Advertising Concepts: Principles & Planning

Objectives: To give students an introduction to the field of advertising including its evolution & history, its relevance in marketing mix and also provide an overview of the advertising scenario in India and its impact on society & economy

Unit 1, Advertising: An Introduction

- 1.1 Need, Scope, Evolution and Growth of Advertising
- 1.2 Definition, Importance and Functions of Advertising
- 1.3 Public Relation and Marketing.
- 1.4 Types of Media: Electronic, Films, Print, Outdoor Media For Advertising Concepts.
- 1.5 Advertising vis-a-vis other forms of Communication: Propaganda, Publicity, Personal Selling and Sales Promotion

Unit 2.Types of Advertising

- 2.1 Commercial and Non Commercial Advertising
- 2.2 Classified and Display Advertising.
- 2.3 Consumer and Business Advertising
- 2.4 Corporate and Public Service Advertising
- 2.5 Awareness Advertising

Unit 3: Advertising Agencies and Models

- 3.1 Aida Theory Pact and Dagmar
- 3.2 Advertising Objectives, Advertising Appeals, Persuasion
- 3.3 Advertising Agency: Types of Agencies, Structure and Functions of Advertising Agency.
- 3.4 Selection of Advertising Agency and Compensation
- 3.5 New Trends of Advertising Agencies

Unit 4: Advertising Creativity and Copy Writing:

- 4.1 Creativity: Definition and Its Importance in Advertising
- 4.2 Advertising Message and Types of Copies
- 4.3 Copy Writing: Copy Elements, Headlines, Subheads, Body, Logo and Slogans
- 4.4 Preparing an Effective Advertising Copy:
- 4.5 Role of Color, Layout and Designs

Unit 5: Advertising Planning Process

- 5.1 Media Planning and Decision, Scheduling.
- 5.2 Advertising Budget.
- 5.3 Affordable Method, Per Unit Method Percentage Method, Competitive Parity and Task Objective Method
- 5.4 Marketing Plan and Its Effect On Advertising
- 5.5 Marketing Objectives, Marketing Strategies, Targeting and Positioning, Competitor Analysis

Practical Projects:

Suggested Topics:


- Analysis of Latest Ad Campaign
- A Comparative Study of Advertising Strategies of Competing Products
- Developing Advertising Briefs For Products.
- Dummy Client Pitching.

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References

1. David Aaker & Mayer Nylen, David W., Advertising: Planning, Implementation & Control. 4th Edition.
2. Pickens, Mario, Creative Advertising: Ideas & Techniques From World's Best Campaigns.
3. Rossetti/Percy Advertising Communication & Promotion Management-Tata Mcgraw Hill.
4. Hauled, Anand, Planning For Power Advertising, Sage Publication
5. Sharma Sandeep, Kumar Deepak: Advertising: Planning, Implementation & Control, 2003
6. Sanjay Tiwari: Uncommon Sense of Advertising, 2003.
7. Leslie Lazar, Kanuk, and Kassarian, Consumer Behavior, Prentice Hall of India.
8. M.S. Raju and Dominique - Consumer Behavior, Concepts Application and Cases, Vikas, Publication, New Delhi.


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Direct Marketing & Sales Promotion

Objective: To acquaint students with direct marketing techniques and sales promotion activities involved in promotion of products and services and their effective utilization.

Unit 1: Introduction to Direct Marketing:

- 1.1 Concept of Direct Marketing, Definition, Role of Direct Marketing.
- 1.2 Objectives and Strategies of Direct Marketing.
- 1.3 Difference between Direct Marketing, Direct Selling, Inverse Marketing.
- 1.4 Direct Marketing Techniques, Database Marketing, Direct Response Marketing.
- 1.5 Interactive Technology, Need & Significance.

Unit 2: Network Marketing & Personal Selling:

- 2.1 Types of Network, Internet Marketing, Acquiring Customers on the Web.
- 2.2 Consumer Behaviour Meaning, Need, Significance, Role of Customer & Decision Making Process.
- 2.3 Internet Shopping Meaning, Significance, Advantages. Types of Internet Shopping.
- 2.4 Customer Relationship Management with respect to Internet Shopping. Process of Preparing Internet Shopping Strategies & Evaluation.
- 2.5 Tools of Direct Marketing & their Scope in the Future.

Unit 3: Personal Selling & Sales Management:

- 3.1 Difference between Personal Selling & Sales Management, Personal Selling Strategies.
- 3.2 Personal Selling Process, Scope of Personal Selling.
- 3.3 Sales Professionals Types, Responsibilities. Advantages & Disadvantage.
- 3.4 Skills in Personal Selling. Management of the Sales Force, Problems of Sales Management, C
- 3.5 Case Study: On Personal Selling or Sales management.

Unit 4: Sales Promotion, Approach & Strategies:

- 4.1 Concept of Sales Promotion, Role, Benefits, Significance & Problems or Disadvantages.
- 4.2 Sales Promotion Techniques, Push & Pull Strategies,
- 4.3 Methods of Calculation to Mobilize Budget Invested Extra in Promotion.
- 4.4 Sales Promotion for Service Industry and sales promotion for Product.
- 4.5 Tools of Sales Promotion, Sales Promotional during Product Life Cycle.

Unit 5: Trade Sales & Sales Force Promotion:

- 5.1 Concept of Trade Sales Promotion, Objectives, Types.
- 5.2 Advantages & Disadvantages of Trade Sales Promotion and its Strategies.
- 5.3 Sales Force Promotion Meaning, Types, Advantages & Disadvantages.
- 5.4 Integrated Sales Promotion and Difference Between Services & Products.
- 5.5 Sales Force Promotion Strategy with respect to Product Life Cycle.

Practical Projects:

Suggested Topics:

- Study The Indian Companies Using Direct Marketing For The Promotion of Their Brands.
- Study & Present At Least 10 Companies Using Only Web-Marketing for Their Promotions.
- Prepare A Sales Promotion Plan For A Year For Any Leading Brand.
- Study The Sales Promotion Schemes and Its Association With Advertising Campaign For Any Brand.

References:

1. Dasgupta, Sales Management: in the Indian Perspective Prentice Hall of India, New Delhi.
2. Philip Kotler, Principles of Marketing, Tata McGraw Hill, New Delhi.
3. Arun K. & Meenakshi, Marketing Management, Vikas Publishing House, New Delhi, 2009.
4. Sanjay Tiwari, The Uncommon Sense of Advertising, Response Book, 2008, New Delhi.
5. Dasgupta, Marketing Mantra: The Real Story of Direct Marketing in India, Prentice Hall of India, New Delhi.
6. Robert Hayes, McCoy: Direct Marketing, Jaico Publishing House, New Delhi.


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New Media and its Characteristics

Course Objectives: Distinguish between New Media and Other Mediums of Communication and Illustrate the Characteristics of new Media. To compare the strengths and Weaknesses of New Media with television Radio and Print Media and to discuss about the Interactivity of New Media

Unit-1: Digital and Internet Introduction

- 1.1 Digital Technology and Communication.
- 1.2 Introduction to Internet.
- 1.3 Use of Internet as a Communication Medium.
- 1.4 Digital Marketing Concepts.
- 1.5 Introduction to Social Media.

Unit-2: New Media communication and Journalism

- 2.1 New Media an Introduction, form of Communication.
- 2.2 Advantages & Issues of New Media.
- 2.3 New Media Power and Limitations.
- 2.4 Online News Papers, Online Magazines, Online Journalism.
- 2.5 Role of Mobile in Social Media.

Unit-3: Cyber Space and New Media

- 3.1 Concept of Cyber Space, Cyber Culture and Cyber Media.
- 3.2 Cyber Crime & Law and its necessity.
- 3.3 Evolution of New Media Languages.
- 3.4 Cyber Security Cyber Law
- 3.5 Ethics of Cyber Communication.

Unit-4: Characteristics of New Media and Industry

- 4.1 Concept of Convergence.
- 4.2 Multimedia in New Media.
- 4.3 New Media Industry: Software Marketing, Advertising, Games.
- 4.4 Briefings:- Online Payments, Surveys and Forms, Affiliate and Voucher Marketing, Crowd Sourcing.
- 4.5 New Media and Public Relations.


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Unit-5 :New Media Communities

- 5.1 Virtual Community: Twitter, Blogs, LinkedIn, Face Book Whatsapp.
- 5.2 Online Diaries : Video Conferencing, SMS, MMS.
- 5.3 Web Radio, Web Advertising, Mobile Communication.
- 5.4 Social Media Channels, Portals & Websites. /
- 5.5 Popular Google Features.

Reference:

- Fundamental of Internet-TMT
- Computer Journals and Magazines
- www.google.com
- Online Journalism- Tapas Ray
- Web Journalism- Shyam
- www.wikipedia.org
- India Connected – Mapping The Impact Of New Media
Publisher: Sage Publications
- New Media: A Critical Introduction (Paperback) by Martin Lister
- Convergence Culture: Where Old and New Media Collide by Henry Jenkins



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Semester Wise Credit Distribution Scheme of Courses under CBCS

Department Of Management

Master of Business Administration (MBA) –Media Management (MM)

Specialization in

Advertising Marketing Communication – AMC

MBA IV Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
1 st	1 Integrated Marketing Communication and Creative Advertising	1 Advertising Presentation for TV, Radio, Internet and Mobile	1 Space Management and Advertising in Media	27
	2 Project Management (6 credits)	2 Web Advertising and e-PR	2 Entrepreneurship Development	
	3 Project – Computer Application in Management (6 credits)	3 Business Environment and Strategic Brand Management		

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Integrated Marketing Communication & Creative Advertising:

Objective: The subject aims to introduce the core concept and practices of IMC planning and evaluation to develop an integrated approach for communication.

Unit1: Introduction to Integrated Marketing Communication

- 1.1 Definition, Scope, Need, Characteristics, Difference Between (IMC Integrated Marketing Communication and IBC(Integrates Business Communication)
- 1.2 IMC Plan & Its Components for Products.
- 1.3 Advertising Tools, Promotional Tools, Integration Tools.
- 1.4 Importance of IMC Plans with respect to Information Technology, Channel Power, Competition, Integration of Information. Mass Media Advertising, Communication and Information Technology.
- 1.5 Economic and Creative Justification of Marketing Communications.

Unit 2: Corporate Image, Identity & Brand Management

- 2.1 IMC Plan & Its Component for Services.
- 2.2 Corporate Identity, Meaning, Significance & Scope.
- 2.3 Identity & Its Promotion with respect to Brand & Product Attributes.
- 2.4 Image and It Promotion. Branding, Packaging, Brand Equity and Brand Positioning.
- 2.5 Development of Brand Loyalty, Brand Parity, Brand Credibility, Umbrella Branding & Brand extension through IMC

Unit 3 IMC Planning Integrated Tools for Promotion

- 3.1 4C's of Integrated Communication: Collaboration, Coherence, Consistency and Congruence.
- 3.2 Advertising Tools, Role of Advertising in Integrated Marketing Communications, Advertising Agency.
- 3.3 Media Selection and Creativity. Planning, Campaigning, & Budgeting
- 3.4 Trade Promotions, Consumer Relationship Management, Public Relations, Regulations, Sponsorship Programs.
- 3.5 Event Management, Direct Marketing, Personal Selling, Corporate Advertising, Integrated Marketing Communication Integration Tools.

Unit 4: Integrated Marketing & Creative Advertising:

- 4.1 Internet Marketing, Integrated Marketing Communications For Small Business
- 4.2 Evaluation of an Integrated Marketing Program, Design a n Integrated Marketing Communication Program for a Product/Service.
- 4.3 Concept, Factors Affecting Creativity & Methods. Research & Creativity
- 4.4 Anatomy of Print Advertising, Persuasion Techniques, and Creative Thought Process & Appeal.
- 4.5 Idea Visualization- Methods & Techniques, Word/Picture Association, Visual Thinking & Communication. The Big Idea, Art Director, Role & Qualities.

Unit 5: Advertising, Copy Writing & Scripting

- 5.1 Designing Ad Layout, Format, Balance, Stages and Principles, Visuals & Illustrations
Visuals Copy, Integration & Execution.
- 5.2 Basics of Ad Copy Writing - Scripting For Radio Television and Other Media
- 5.3 The Language of Visuals. Generating Ideas for TV, Idea to Scripting, & Script to Story Board. Technical Aspects.
- 5.4 Writing For Radio - Unique Needs, Methods and Technical Aspects, Radio Script, Copywriting for Other Media.
- 5.5 Direct Mail, Outdoor & Outdoor Transit Media, Point of Purchase & Sales Literature, Trans Creation.

Practical Projects: Suggested Topics:

- Designing of An Advertising Campaign For A Product/Brand
- Designing of Sales Promotion Scheme For The Same Brand.
- Designing of Public Relations Programme For The Same Brand
- Designing An Integrated Marketing Communication Plan For New Brand
- Developing Print Advertisements For Different Products & Services.
- Developing A Social Service Campaign.
- Developing A Print Campaign For Launching A New Product.
- Designing Packages For Products.
- Developing Story Boards.
- Radio Scripting For A Public Service Campaign.
- Designing Direct Mail Piece, Hoardings, Sales Literature.



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Advertising Presentation for TV, Radio, Internet and Mobile

Objectives:

- To make students able to appreciate electronic media advertiser
- To give understanding of advertising agency and its functioning
- To impart skill of advertisements making

Unit 1: Concepts of Advertisement

- 1.1 Advertisement: Meaning Functions & Importance
- 1.2 Elements of a Good Advertisement
- 1.3 Types and Appeals of Advertisements
- 1.4 Advertising and Society
- 1.5. Storyboard for Television Advertisement

Unit 2: Advertisement for Radio & TV

- 2.1 Creativity in Advertisement
- 2.2 Copy Writing and Creative Direction
- 2.3 Writing for Radio Advertisement (Jingles and Spots)
- 2.4 Importance of Commercials in Electronic Media
- 2.5 Importance of Visual Thinking

Unit 3: Production of Advertisement.

- 3.1 Concept of Media Planning.
- 3.2 Research Inputs Media, Product and Audience Profile.
- 3.3 Components of Media Plan, Scheduling Techniques.
- 3.4 Developing Media Plan.
- 3.5. Media Selection: Alternative Media.

Unit 4 Advertising Agency and its Structure

- 4.1 Introduction to Major Advertising Agencies in India
- 4.2 Structure and Function of an Advertising Agency
- 4.3 Rates of Commercials for Electronic Media
- 4.4 Agencies of Rating
- 4.5. Role of Advertising Agencies, Advertising Agency and Client Relationship

Unit 5: Advertisement for Web

- 5.1 Internet as a Medium of Advertising
- 5.2 Evolution of Web Advertising
- 5.3 Production of Web Advertisements.
- 5.4 Web Portals and Advertising Revenue
- 5.5. Advertising & Marketing Website


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Reference: -

- News Audiences & Every Day Life By Nath, Shyam ASCI Code of Advertisement
- Advertisement Code of Doordarshan
- Advertising Copywriting, Philp Warad Burton Grid
- Creative Advertising- Theory and Practice By Andre E. Mariarty
- Advertising Management By Dr. Mm Varma,
- Handbook of Advertising Management By Roger Barton, McGraw Hill Pub.
- Principles of Marketing, Philip Kotler, Prentice Hall, New Jersy
- Media Planning By J Radarns, Business Books, 1971
- Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk, Prentice Hall India
- Essentials of Management By Harold Koonz and Heinz Weihrich, Mc Graw -Hills Pub.



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Web Advertising and e-PR

Objectives: Every organization needs people who are efficient in the field of advertising & public relations. The objective of this course is to acquaint students with theoretical and practical aspects of web advertising and Internet based PR and to develop skills in this stream.

Unit 1 Introduction

- 1.1 e-PR -Definition, Objectives and Function
- 1.2 e-PR -Strategies, Definition & Elements of Action
- 1.3 Concept & Application of e-PR Activity
- 1.4 Process of Making Epic Activity
- 1.5 Research Tools, Search Engine

Unit 2 Web Advertising-

- 2.1 Internet as Advertising Medium Online & Web Advertising
- 2.2 E-Mail Advertising, E-Mail News Letter, Online Stores, Web Brands
- 2.3 Advertising on Internet, Web Advertising Tools
- 2.4 Measuring Effectiveness of Advertising on Internet
- 2.5. Search Engine Optimization (SEO)

Unit 3, Web Advertising

- 3.1 Concept of Banner Advertising, Importance of Banner Advertising
- 3.2 Using Forms for FAQ-Role of Click-through Rate (CTR) in Banner
- 3.3 Direct & Indirect Advertising
- 3.4 Relation of Web Advertising with Marketing
- 3.5. Advantages of Digital Medium over Other Media

Unit 4 Web Advertising

- 4.1 Introduction to Front Page, Choosing Text to Format, Font Properties
- 4.2 Changing Background Settings, Hyperlink Change Image Properties
- 4.3 Hot Spot, Image Map, Themes, Style Sheet
- 4.4. On-Page & Off -Page Optimization
- 4.5. Search Engine Optimization Techniques

Unit 5 Web Designing, MS and Front Page

- 5.1 Creating form Templates, Adding Field to Form
- 5.2 Dividing a Page in to Frame, Editing in Frame
- 5.3 Online Text Boxes, Scrolling Text Boxes, Radio Box, Check Box and Push Button
- 5.4 Publishing & Web Server, Uploading the Web Pages on the Web Server
- 5.5. Social Media for Various Businesses: B2C & B2B

Practical

- Designing On-Line Promotional Banners/Advertisements
- Promoting A Website Through Search-Engines
- Designing Web Content For Educational Institution

Reference

1. Bahl Raghav, Exploring Front Page 2002, Cyber Tech Publication New Delhi.
2. Rogers Cadenhead, Ms Frontpage 2000 in 24 Hours, Techmedia New Delhi.
3. Harris Godfev, Advertising On The Internet Let Your Fingers Do The Talking, Atlantic Publishers, New Delhi.
4. Matthaig, E-Pr The Essential Guide to Public Relations On The Internet, 2000
5. Kuegler Thomas J., Web Advertising and Marketing
6. Alexis Leon, Internet For Everyone, Leon Techworld Chennai.
7. Steven Armstrong, Advertising on the Internet, Kogan Page U.K.



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Business Environment and Strategic Brand Management

Objectives: To give students an introduction to the field of Business Environment including its evolution & history, its relevance in marketing and also provide an overview of the Business Policy and Strategic Brand Management. Also develop a clear understanding of Branding concept its creation, development strategies, its extension and importance in the present complex world of competitive marketing scenario.

Unit 1 Introduction to Business Environment

- 1.1 Concept, Components and Significance of Business Environment, Elements of Business environment.
- 1.2 Business as a social System/Economic System: Objective of Business; Factors effecting environment of Business,
- 1.3 Business Environment – Socio economic sector. Technology Sector, Government Sector
- 1.4 Economic factors and its Components, Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption, Political Stability
- 1.5 Legal environment and External Factors Influencing Business Environment, Dimensions of International Business Environment, Challenges.

Unit 2 Business Policy and Corporate Strategy:

- 2.1 Business Policy concepts, Business Policy – Characteristics and importance,
- 2.2 How to make policy corporate strategy, Strategies and Tactics, Elements of Business Policy
- 2.3 Policies and procedures. Policy Formulation and Implementation, BCG matrix.
- 2.4 Different Types of policies, Classification, Strategies, Programmes, procedures and rules
- 2.5 M.B.O./ M.B.E. Major and Minor policies, SWOT analysis

Unit –3 Principles of Branding

- 3.1 Meaning and types of branding.
- 3.2 Evolution & Historical perspective of branding.
- 3.3 Importance & significance of branding.
- 3.4 Architecture of branding, Anatomy of branding.
- 3.5 Brand Challenges and its overcoming.

Unit –4 Brand Planning & Strategies

- 4.1 Brand recognition and Awareness.
- 4.2 Concept of Brand Identity, Brand Potential, Brand Contact Requirement.
- 4.3 Strategic Planning for brand creation.
- 4.4 Techniques applied to branding: Brand Personality, Brand Image Brand Response.
- 4.5 Brand Positioning and repositioning.

Unit –5 Brand Extension & Brand Equity

- 5.1 Concept of Brand Equity and Customer based brand equity.
- 5.2 Brands equity measures and methods of measuring.
- 5.3 Needs of communication in Branding.
- 5.4 Launching of new brand, managing brand over time, brand extension. Advantages & Disadvantages of Brand Extension.
- 5.5 e-Branding –Building the Brand Online.

References:

- Justin Paul, Business Environment: Text & Cases, New Delhi, Tata McGraw Hill, 2008
- D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2009.
- . Shaikh Salim, Business Environment, Pearson Education, 2009
- Pant, Himanshu, Advertising & Consumer Behavior, New Delhi: Response Book, 2007.
- .Brand Management, Kirti Dutta, Oxford Publishing
- Brand Management, Y L R Moorthi, Vikas


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Entrepreneurship development

Objective: To provide a clear vision to the students on the process of formulating, planning & implementing a new venture.

Unit I The Entrepreneurship development perspective

- 1.1 Meaning, Definition and concept of Enterprise.
- 1.2 Evolution of Entrepreneurship
- 1.3 Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager,
- 1.4 Factors affecting Entrepreneurship
- 1.5 Problems of Entrepreneurship

Unit II Concept of Entrepreneurial Competency

- 2.1 Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies
- 2.2 Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility.
- 2.3 Entrepreneurial Motivation: Meaning and concept of Motivation.
- 2.4 Needs and Objectives of EDPs
- 2.5 Phases of EDPs

Unit III

Agencies for Policy Formulation and Implementation:

- 3.1 :District Industries Centers (DIC)
- 3.2 Small Industries Service Institute (SISI)
- 3.3 Entrepreneurship Development Institute of India (EDII)
- 3.4 National Institute of Entrepreneurship & Small Business Development (NIESBUD)
- 3.5 National Entrepreneurship Development Board (NEDB)

Unit IV Creating Entrepreneurial Venture

- 4.1 Business Planning Process
- 4.2 Environmental analysis
- 4.3 SWOT Analysis
- 4.4 Defining Business Idea, Developing Business Plan for New Enterprise
- 4.5 Setting of Medium Scale Media Enterprise

Unit V Project Management

5.1 Project Management Tools and Techniques

5.2 Concept and Features

5.3 Classification of projects

5.4 Issues in Project Management

5.5 Project Report Preparation

Suggested Readings:

1. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
2. Couger, C- Creativity and Innovation (IPP, 1999)
3. Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)
4. A.K. Rai – Entrepreneurship Development, (Vikas Publishing)
5. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)
6. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
7. Holt - Entrepreneurship : New Venture Creation (Prentice-Hall) 1998.
8. Barringer M J - Entrepreneurship (Prentice-Hall)


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Space Management and Advertising in Media

Objective – To understand the communication process of Advertising, Marketing, Research, campaign strategies, concepts, budgets, creative process, new approach and ethics in Print, broadcasting, online and social media advertising.

Unit -1

Understanding Media Profile Marketing

- 1.1. Understanding Media, Direct Mail & Internet
- 1.2. Media Advertising, Types of Media Advertising
- 1.3. Retail & Wholesale, Regional, National & Co-Operative, Govt. Advertising, Comparative Advertising.
- 1.4 Media Coverage (Circulation/Readership/Audience/Viewership/Clicks)
- 1.5 Media Planning Methods: Media Strategies & Media Mix

Unit- 2.

Media Buying and Advertising

- 2.1 Space Availability & Importance.
- 2.2 News Paper Design
- 2.3 Display Advertising: Challenges and Scope of Display Advertising,
- 2.4 Advertising on Websites, Budget Analysis.
- 2.5 Planning Advertisements Campaigns

Unit - 3

Social Media Marketing

- 3.1 Internet Marketers,
- 3.2 Social Media – Tumblr, Google, Face book, LinkedIn, Twitter, YouTube, Marketing Strategies.
- 3.3 .Digital Storytelling and Social Media,
- 3.4 Professional Marketers, Business Owners, Marketing
- 3.5. Content Marketing,

Unit- 4. Email Marketing and Content Management

- 4.1. Email Marketing
- 4.2. Marketing Communication to Targeted Audience, Build Users Lists, Deliver Emails & Generate Relevant Clicks
- 4.3. Content Analysis and Intent Analysis.
- 4.4. Content and Blog Marketing (CBM)
- 4.5. Mobile Marketing (MM) – Strategizing Marketing Through Smart Devices, App-Based Marketing

Unit-5. Ethics in Advertising and Important Bodies

- 5.1. Important Bodies of Media Industries
- 5.2. Media Business and New Technology
- 5.3. New Trends in Media Business
- 5.4. Legal Issues in Media Business.
- 5.5 Social Effects of Advertising, Benefits of Advertising, Seven Guideline to Evaluate Advertising.

Reference Books:

1. Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
2. Baird, Click; Magazine and Production; 4th Edition
3. Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson-Hall
4. Melkote, Srinivas; Communication For Development in The Third World; (1991); Sage
5. Ed. Glasser, Theodore; The Idea of Public, Journalism;(1999); Guilford Press
6. Bathla, Sonia; Women, Democracy and The Media; (1998); Sage Publication



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Semester Wise Credit Distribution Scheme of Courses under CBCS

Department Of Management

Master of Business Administration (MBA) – Media Management (MM)

Specialization in

Corporate Communication – CC

MBA III Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
3 rd	1 Media Laws and Ethics	1 Tools & Techniques of Public Relation	1 New Media and Its Characteristics	27
	2 Media Research: Methods, Tools & Elements*	2 Corporate Media House Structure and Functions		
	3 Human Resource Management	3 Corporate Advertising & e-PR		


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Media Laws and Ethics

Objective: -To develop a thorough understanding of the legal and ethical aspect of laws related to media and to sensitize media students to issues faced by working professionals.

Unit-1 Introduction to Laws Framework

- 1.1. Overview of Indian Legal System, Salient Feature of Indian Constitution, Freedom of speech and expression, Fundamental Rights and Duties.
- 1.2. Media Rustications and Constitutional Provisions, Concept of Truth & Falsehood under Indian Law.
- 1.3. Introduction of Intellectual Property Rights, Types of IPR, Copyright, Trade Mark & Patent Laws, Industrial Tool Design.
- 1.4. Copyright and Trademark Registration, Symbols & Logos, Infringement & dilution relevant to Media Industry.
- 1.5. Patent, Ownership & Protection International Practices, Patent Licensing, Cases & Rulings.

Unit-2 Piracy Laws & Internet Laws

- 2.1. Piracy Laws, Appropriation & Intrusion, Publication of Pvt. Information & False Light.
- 2.2. Gathering Information, Records & Meetings, Existing Laws in Piracy Protection, Spam.
- 2.3. Protection of News Services, Defamation, Libel & Slanders, Human Rights, Trial Level Remedies & Restrictive Orders.
- 2.4. Internet Laws: Copyright on the Net, Domain Names, Cyber Squatting, Piracy on the Net, Piracy Policy, and Website Polices.
- 2.5 Regulation of Obscene Material, Existing Registration & Loop Holes, Digital Signatures & E-Contracts, Convergence Bill.

Unit-3 Specialized Media Laws

- 3.1. Press & Registration of Book Act 1967, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act. 1955.
- 3.2. Press Council, Press Commissions, Cinematography Act, 1953.
- 3.3. Prasar Bharti Act, Cable Television Act, Information Technology Act, Cyber Laws
- 3.4. Concept of Free Press and Fair Trail, Major Provisions of Indian Penal Code and Media Industries.
- 3.5. Children and Internet, Presentation of Pornography in Indian Media and Regulation Acts.

Unit-4 Business Laws

- 4.1. Indian Contract Act 1872, Sale of Goods Act 1930
- 4.2. The Negotiable Instrument Act 1881, The Companies Act 1956
- 4.3. Consumer Protection Act 1986, Law of Partnership
- 4.4. FEMA , Ed, Signature and E-Contracts.
- 4.5. Right to Information Act 2005, Official Secrets Act.1923

Unit-5 Media Business Ethics

- 5.1. Introduction of Ethics and Moral Values, Ethics of Media, Ethics and Moral Values of Media Persons.
- 5.2. Social Responsibility of A Media Person, Relationship of Media With Business.
- 5.3. Concept of Media Council and Media Ombudsman in the World.
- 5.4. Codes for Radio, Television, Print Media and Social Media Business.
- 5.5. Advertising Standers Council of India, Different Types of Broadcasting Association in India.

Practical

- Two Case Studies Under RTI Where Punishment Has Been Awarded By The State
- Central Information Commission.
- Presentation of At Least Two Defamation Cases.
- Two Case Studies Each On Libel and Slander.

References

- Peranjay Guha Thakusta, Media Ethics, Truth, Fairness & Objectivity, Oxford University Press
- K.S. Venkatshwaran, Mass Media Laws of Regulations in India, Asian Mass Communication Research & Information, Singapore.
- D.D. Basu , Law of The Press, Wadhwa Company Ltd.
- ROY.L. Moore, Advertising & Public Relations Law, Lawrence Associate Publisher, 1998
- NAVAL Prabhakar, Media Ethics & Laws, Commonwealth Publisher, New Delhi.
- Sarkar R.C., The Press in India, Publication Division.


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Media Research: Methods, Tools & Elements

Objective: - to provide an overview of media: global, national & local, classification of various media, sources of media information, media innovation and agency media interface - also aims to provide an insight into planning and execution of media plans. To provide an introduction to the fundamentals of media research, its importance and relevance to media. Also aims to familiarize the students with techniques and tools used in research.

Unit-1: Media Research

- 1.1 Meaning, Definition, Need & Importance of Media Research, Media Surveys.
- 1.2 Ethical issues in Media Research
- 1.3 Basic Elements of Media Readership & Circulation, Audit Bureau of Circulation (ABC), NRS, Rating, Gross Rating Point (GRP), TRP, Homes Using T.V. (HUT) Share, Impression.
- 1.4 Research Process in Media
- 1.5. Criteria for Comparison of Media Laws, Media Independence, and Specialized Service Related to Media

Unit-2: Areas of Research & Its Significance

- 2.1 Areas of Media Research-Source Analysis, Channel Analysis, Content Analysis, Audience Analysis, Feedback/Forward Analysis
- 2.2 Research in Electronic & Web Media, Media- Importance, Applications, Formative, Procession and Summative Research
- 2.3. Advertising Research, Audience Analysis Evaluating Feedback
- 2.4 Research Significance With Respect To Communication.
- 2.5 Types of Research, Importance & Limitation

Unit-3: Techniques, Tools & Research Methodologies

- 3.1 Hypothesis Formulation And Testing, Research Design And Its Types.
- 3.2 Sampling Its Meaning, Characteristics and Types & Problems.
- 3.3 Sources of Data: Primary and Secondary Source, Questionnaire and Schedules
- 3.4 Observation Participatory and Non Participatory, Interview Method, Case Study, Content Analysis, Survey Research, Experimental and Field Research,
- 3.5 Reliability, Validity and Objectivity of Each Method.

Unit-4: Business Statistics

- 4.1. Tabulation and Classification of Data, Data Processing & Data Analysis, Interpretation
- 4.2 Elementary Statistics Mean, Median & Mode
- 4.3, Inferential Statistics, Correlation & Regression
- 4.4 Probability & Vector Analysis, Parametric and Non Parametric.

4.5 Time Series Analysis, Chi-Square Test.

Unit-5: SPSS: New Trends for Research

5.1 Introductions of SPSS, Frequency Analysis, Graphic and Diagrammatic Representation Of Data through SPSS

5.2 Correlation & Regression, by Using SPSS

5.3 Factor Analysis through SPSS

5.4 Research Analysis Its Credibility, Objectivity & Perseverance with Respect to Suggestions

5.5 Index, Citation and Bibliography, Research Report Writing, APA Style of Writing Bibliography

Practical project:

Suggested topics:

- Do an impact study of effectiveness of a radio program/tv programme.
- Study the effectiveness of a public service campaign.
- Research an impact study of effectiveness of newspaper supplements/magazine editorials
- Develop a research plan for any topic.
- Project of audience research

References:

1. R.n. Mukherjee, social research and statistics, prakashan, delhi
2. B.n. Gosh, scientific method and social research, sterling publishers, new delhi-92.
3. Ravindranathmukherjee, samaajik shod and saankhyiki, vivekprakashan.
4. Alan bryman, social research methods, 3rd ed., oxford university press.
5. Jason s. Wrench, quantitative research methods for communication, oxford university press.
6. Bruce wren, robertstevens&davidroudon: marketing research, jaico publishing house.
7. J.v. Vilaniam, more effective communication a manual for professional east balbir.
8. Belmont, the practice of social research, wadsworth, california
9. Roger d. Wimmes& joseph r. Dominide, mass media research, a introduction, wade -worth publication company belmont.
10. Arthur asaberger, media & communication research methods, 2000, sage, new delhi pub., indiapt. Ltd.
11. Gunter, media research methods, sage, new delhi pub., indiapt. Ltd.


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Human Resource Management

Objective:- To understand the basics of Human Resource Management, to equip students with knowledge, skill and competencies. to manage people along with material, information, capital and knowledge asset in the organization, to help the students in formulating their own managerial style, their assumptions and belief about 'people', to study globalization and its impact on International Human Resource Management

Unit Introduction to HRM

- 1.1 Evolution & Growth - Personnel Management,
- 1.2 Human Resource Management, Concepts & Significance of HRM.
- 1.3 Principles and Objectives, Policies and Practices.
- 1.4 Human Resources Planning, Job Analysis.
- 1.5 Job Evaluation, Job Design, Job Enlargement, Job Rotation, Job Enrichment.

Unit-2 Human Resource Development

- 2.1 Human Resource Development Concepts, Different Techniques of HRD
- 2.2 Development Function, Training and Development.
- 2.3 Performance Appraisal & Career Development.
- 2.4 Recruitment, Selection, Placement, Induction.
- 2.5 Transfer, Promotion and Separation

Unit-3 Compensation Management

- 3.1 Compensation Management: Introduction, Objectives and Importance
- 3.2 Different Forms of Employee Compensation for Executives & Non- Executives.
- 3.3 Factors Influencing Compensation.
- 3.4 Essentials of Quality of Work Life, Work Life Balance
- 3.5 Productivity Concepts in Context to HRM - Total Quality Management, Kaizen, Quality Circle.

Unit- 4 Behavioral Dimensions of HRM

- 4.1 Introduction to Cross Cultural HRM
- 4.2 International HRM, Work Force Diversity.
- 4.3 Identifying Employee Needs and Their Satisfaction.
- 4.4 Employee Grievances and Its Redresser.
- 4.5 Discipline-Concepts, Relevance, Approaches and Disciplinary Action

Unit-5 Managing Industrial Relations

- 5.1 Industrial Disputes and Its Causes
- 5.2 Industrial Relation, Importance and Objectives
- 5.3 Trade Union, Importance and Limitations
- 5.4 Bargaining Strategies, Collective Bargaining Strategies, Limitations
- 5.5 Workers Participation in Management


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Practical Projects
Suggested Topics:

- Discuss Trade Union and Its Problems of Various PSU.
- Role Play of Various Hr Issues in Organizations
- Minimum 5 Cases to Be Discussed On Hr

References

1. Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd
2. Human Resource Management: Gaining Competitive Advantage, Noe, Hollenbeck, Gerhart & Wright, Irwin TMH
3. Human Resource Management, V.S.P Rao- Excel Books.
4. Managing Human Resources: Productivity, Quality of Work Life, Profits, Wayne F. Cascio-TMH
5. HRM and Personnel Management, K Ashwathappa, TMH
6. Compensation Management " Dr Kanchan Bhatia Himalaya Publication, New Delhi
7. Human Resource Management, T.N Chhabra, Dhanpat Rai & Sons Pvt. Ltd.



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Tools and Techniques of Public Relations

Objectives: - Understanding extensively the Status of different tools of communication & their utility for the media.

Unit 1: Tool of PR: Types of Tools, Paid and Unpaid Tools

- 1.1 Video and Documentary and its Production.
- 1.2 Script Writing, Preparation of Story Board, Writing for Newspapers.
- 1.3 Writing for Radio and Writing for TV.
- 1.4 Film as tool for PR, Characteristics of Cinema, Realistic Cinema Commercial Cinema, and Corporate Film.
- 1.5 Writing Script for News Reel, Video Clipping, and Semi Structured.

Unit 2: Visual Tools for PR

- 2.1 Camera as a PR tool, Photo communication.
- 2.2 Uses of Photo in PR.
- 2.3 Caption Writing.
- 2.4 Introduction to House Journal, House Journal Designing, Printing & Production of H.J
- 2.5 Types of House Journal: Brochure, Folder, In House Magazine.

Unit 3: Exhibition, Traditional and Extension Media

- 3.1 Exhibition, Measurement Posters.
- 3.2 Traditional Media: Meaning and its various types
- 3.3 Outdoor Media; Meaning, Advantage, Disadvantage, Types of Hoardings, Site Traffic.
- 3.4 Transit Media: Meaning, Advantage, Disadvantage, Neon Signs, and Bus Panels.
- 3.5 Direct Mail, Meaning, Message Designing, Advantage and Disadvantage.

Unit 4: Other Tools of PR: Verbal

- 4.1 Speeches for Different Occasions; Professional Interview, Dos and Don'ts for Interview.
- 4.2 Conference: Meaning, Organizing a Conference, Seminar.
- 4.3 Business Letter, Types of Business Letter.
- 4.4 Writing for the House Journal.
- 4.5 News letter, Types of Newsletter, Annual Report.

Unit 5: Media Relations

- 5.1 Meaning of Media Relations: Maintaining the Media Relations.
- 5.2 Introduction to Press Release, Writing Techniques for Press Release, Types of Release,
- 5.3 Organizing Press Conferences, Types of Press Conferences, Press Briefings, and Visits & Interviews.
- 5.4 Corporate Social Responsibility, Organizing Event to Promote CSR.
- 5.5 Arranging the Visit, Case Study of CSR.

Practical

Designing Lab-Journal in the form a House Journal for any reputed PSU or University

Writing of Business Letter

Writing Press Releases & Press Conference

Designing Events as a part of CSR of any company

References

1. Girald Miluson, Television Production Focal Press, 13th Ed. Oxford, 2003
2. Srivastav, H.O. Broadcast Technology A Review, Gyan Publishing House New Delhi, 2000
3. Boyd Andrew, Braodcast Journalism : Techniques of Radio & TV News Focal Press 2001
4. Ashish Rajadhyaksha, Willemen Paul, Encyclopedia of Indian Cinema, Oxford University Press, 1994
5. Satyajeet Ray, Ourfilms Their Films, Deesha Books, Bombay, 1993
6. Monk Berry, The Freelance Photocopy Handbook, Ebury Press, London
7. Donald T Readwell, Public Relations Writing, Principles In Praticce, Response Books, 2005
8. Keval J Kumar, Mass Communication in India, Jaico Publication.



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Corporate Media Houses: Structure and Function

Objectives: - To develop understanding of structure & functions of various Corporate Media Houses and Organizations.

Unit -1 Public Broadcast Houses

- 1.1 Doordarshan: Organizational Structure and Function.
- 1.2 Air: Organizational Structure and Function.
- 1.3 PIB: Organizational Structure and Function.
- 1.4 DAVP: Organizational Structure and Function.
- 1.5. Rajya Sabha & Lok Sabha Television: Organizational Structure and Function.

Unit-2 MNC in Media and Advertising

- 2.1 9x Media Pvt Ltd, Zee Media: Organizational Structure and Function and Working Profile.
- 2.2 Shemaroo Entertainment, Sri Adhikari : Organizational Structure and Function and Working Profile.
- 2.3 ADK Fortune Communications Pvt Ltd: Organizational Structure and Function and Working Profile.
- 2.4 Advantech Wireless, Balaji Telefilm: Organizational Structure and Function and Working Profile.
- 2.5 Affinity Global Advertising Pvt Ltd, APCO Worldwide India Pvt Ltd: Organizational Structure and Function and Working Profile.

Unit-3 Indian Media & Entertainment Houses

- 3.1. Sun TV Network, Dish TV, Zee Entertain: Organizational Structure and Function.
- 3.2. Db Corp, Pressman Advertising, Sphere Global: Organizational Structure and Function.
- 3.3. TV18 Broadcast, Reliance Communication: Organizational Structure and Function.
- 3.4. Picture House, Den Networks, TV Today Network: Organizational Structure and Function.
- 3.5. Galaxy Entertainment, Baba Arts: Organizational Structure and Function.

Unit- 4 World Media & Entertainment

- 4.1 BBC Worldwide (India) Pvt Ltd: Organizational Structure and Working Profile.
- 4.2 BOT VFX India Pvt Ltd, Next Media works: Organizational Structure and Working Profile.
- 4.3 Brand Capital, Saregama India, Garnet Intl: Organizational Structure and Working Profile.
- 4.4 Cinema Craft India, DQ Entertainment, Media works: Organizational Structure and Working Profile.
- 4.5. Bag Films, SAB Events, Cinevista: Organizational Structure and Working Profile.

Unit-5 Advertising and Media Houses

- 5.1. PVR Tips Industries, Cineline India: Organizational Structure and Function.
- 5.2. Jagranprakashan, Prime Focus, INOX Leisure: Organizational Structure and Function.
- 5.3. Entertainment Network India Ltd, HT Media: Organizational Structure and Function.
- 5.4. Hathway Cable, Eros Intl: Organizational Structure and Function.
- 5.5. Siti Networks, Mukta Arts: Organizational Structure and Function.

Assignments:-

- Visit Any Three Media Houses
- Prepare Paper on Functioning of Media Houses
- Organize Seminar on Functioning of Media House

References :-

1. Mike Allen, Scot Titsworth & Stephen K. Hunt, Quantitative Research In Communication, Sage Publication, 2008.
2. Gerald Milson, Television Production Focal Press, 13th Ed. Oxford, 2003
3. Srivastava H.O. Broadcast Technology A Review, Gyan Publishing House New Delhi 2000
4. Boyd Andrew, Broadcast Journalism, Techniques of Radio & TV News Focal Press 2001
5. Ashish Rajadhyaksha, Will Men Paul, Encyclopedia of Indian Cinema, Oxford University Press, 1994
6. Satyajit Ray, Our Films Their Films, Desha Books, Bombay, 1993
7. Monk Berry, The Freelance Photocopy Handbook, Ebury Press, London
8. Donald Treadwell, Public Relations Writing, Principles In Practice, Response Books, 2005
9. Keval J Kumar, Mass Communication In India, Jaico Publication
10. डॉ. श्रीकांत सिंह – टेलीविजन पत्रकारिता
11. डॉ. देवव्रत सिंह, भारतीय इलेक्ट्रॉनिक मीडिया


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Corporate Advertising and e-PR

Objectives: -In current scenario use of web advertising internet based PR is rapidly increasing. Every organization needs people who are efficient in the field of Advertising & Public Relations. The objective of this course is to acquaint students with theoretical and practical aspects of Web Advertising and Internet Based PR and to develop skills in this stream.

Unit 1 Introduction

- 1.1 e-PR: Definition objectives, types and function
- 1.2 e-PR strategies, definition & elements of action e-PR
- 1.3 Concept & Application of e-PR Activity
- 1.4 Process of Making e-PR Activity
- 1.5 Research Tools, Search Engine, e-PR & Websites

Unit 2 Corporate PR

- 2.1 Corporate Citizenship
- 2.2 Corporate Social Responsibility
- 2.3 Corporate Crisis Management
- 2.4 Corporate Branding
- 2.5 Media Relations

Unit 3 Corporate Publications

- 3.1 Production of Corporate Publications, Writing for Various Types of Publications
- 3.2 Layout Designing, Graphics and Photographs
- 3.3 Corporate Film, Audio Visual Material
- 3.4 Printing Technique and Process
- 3.5 Editing and Proof Reading, its role in corporate PR

Unit 4 Advertising Communication

- 4.1 Definition of Advertising, Objectives, Utility, Its role in Society, Concepts and Features
- 4.2 Medium of Advertising: New Papers, Magazines, Radio, Television, Internet, Outdoor and New Media
- 4.3 Types of Advertisement-Commercial, Social, Institutional and Financial
- 4.4 Copy of Advertisement of Various Mediums and their Differences
- 4.5 Advertising Campaign: Selection of Media & Budget, Advertising Agency, Advertising Code of Conduct

Unit 5 Advertising Creativity

- 5.1 Creativity: Concept & Role in Advertising
- 5.2 Copywriting: Role & Importance of Advertising Copywriter
- 5.3 Copy Elements-Headline, Subhead, Body Copy, Logos & Slogans
- 5.4 How to Develop Effective Copy AIDA (Copy Writer Pyramid)
- 5.5 Layout-Definition, Steps & its importance

Practical

- Designing On-line Promotional Banners/Advertisements
- Promoting a website through search-engines
- Designing web content for educational institution

References

1. Bahl Raghav, Exploring Front Page 2002, Cyber Tech Publication New Delhi.
2. Rogers Cadenhead, Ms Frontpage 2000 In 24 Hours, Techmedia New Delhi.
3. Harris Godfev, Advertising On The Internet Let Your Fingers Do The Talking, Atlantic Publishers, New Delhi.
4. Matthaig, E-Pr The Essential Guide to Public Relations On The Internet, 2000
5. Kuegler Thomas J., Web Advertsing and Marketing
6. Alexis Leon, Internet for Everyone, Leon Techworld Chennai.
7. Steven Armstrong, Advertising On The Internet, Kogan Page U.K.


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MBA IV Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
4 th	1 Content Writing for Corporate Communication	1 Consumer Behaviour and Customer Relationship	1 Space Management and Advertising in Media	27
	2 Project–Management(6 credits)	2 Integrated Corporate Communication	2 Entrepreneurship Development	
	3 Project – Computer Application in Management (6 credits)	3 Event Management		

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Content Writing for Corporate Communication

Objective: - To impart practical knowledge related to tools & techniques of Corporate Public Relations and to develop skills regarding various media.

Unit-1: Introduction:

- 1.1 Introduction to different types of Writing, Technical Writing, Creative Writing.
- 1.2 Writing Techniques for Print, Audio, Audio Visual and New Media.
- 1.3 Writing Format of different contents in Print & Audio-Visual & New Media.
- 1.4 Writing skills in terms of Meaning, Message, Grammar, Credibility and Correctness.
- 1.5 Practical aspects of Article Writing, Editorial Writing, Innovation Writing for Science & Technology, Report Writing for any Corporate Event.

Unit 2: Writing for Print Media:

- 2.1 Writing for Media: Writing Style, & Language, Writing Structure Etc.
- 2.2 Writing for Corporate Literature, Business Writing for Internal and External Publication.
- 2.3 Writing for Corporate Communications, Media Outsourcing Content Writing
- 2.4 Case Study: Media Writing with Respect to Different Beats of News Paper
- 2.5. Developing Effective Writing, Reading & Listening Skills.

Unit 3: Writing for Audio:

- 3.1 Preparing for: Radio Programme format like Radio Talk Shows, Radio Spot, & Radio Interviews.
- 3.2 Writing for Unscripted, Semi Scripted, Fully Scripted Program.
- 3.3 Writing for Silver Screen with respect to Entertainment, Infotainment & Edutainment.
- 3.4 Writing for Advertising, Road Shows, and Road Plays (Nukkad Natak).
- 3.5 Characteristics of Audio Documentary

Unit 4: Writing for Audio Visual:

- 4.1 Writing Techniques of different types of Script, Unscripted, Semi Script, and Fully Script Production.
- 4.2 Corporate Film, Corporate Videos, Production Process.
- 4.3 Documentary Film, Corporate Advertising, Formation Process.
- 4.4 Preparation of Dialog, Delivery & Writing for all characters in Audio Video Production.
- 4.5 Characteristics of Audio Visual Documentary.

Unit-5: Event & Exhibitions:

- 5.1 Development & Planning for Event, Sponsorships, Vendor, Venue Management, Security Management, Guest Coordination.
- 5.2 Protocol, Audience Management, Writing for Souvenir.
- 5.3 Event Marketing, Promotion & Entry Fees Management.
- 5.4 Exhibition & Planning, Writing for Outdoor, Yellow Pages, Newsletters.
- 5.5 Direct Mail Campaigns, Writing for Different Types of Corporate Event

Practical Projects:

Suggested Topics:

1. Production of House Journal & Brochure, Corporate Print Advertisement.
2. Production of Radio Spot & Interview.
3. Production of Corporate Film.

References:

1. Gerald Milson, Television Production Focal Press, 13th Ed. Oxford, 2003
2. Srivastava H.O. Broadcast Technology A Review, Gyan Publishing House New Delhi 2000
3. Boyd Andrew, Broadcast Journalism, Techniques of Radio & TV News Focal Press.2001
4. Ashish Rajadhyaksha, Will Men Paul, Encyclopedia of Indian Cinema, Oxford University Press, 1994
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6. Monk Berry, The Freelance Photocopy Handbook, Ebury Press, London
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Consumer Behaviour and Customer Relation Management

Objective: To provide a broad understanding of consumer behaviour, in which all characters related to psychology of customers are taught & their importance in present scenario. It also gives students essential insights into human psychology, understanding & profiling consumers to drive more effective & creative communication.

Unit 1

Consumer Behavior

- 1.1 Consumer Behaviour: Meaning Scope & Its application
- 1.2 Need & Motives
- 1.3 Role of Consumers in Marketing
- 1.4 Types of Consumers: Rural and Urban
- 1.5 Consumer Decision making process, Innovation & Diffusion Process.

Unit 2

Customer Relationship Management Fundamentals

- 2.1 Customer Relationship Management Fundamentals- Theoretical Perspectives of Relationship.
- 2.2 Evolution of Relationship Marketing, Stages of Relationship
- 2.3 CRM definitions, Purposes of CRM, Types of CRM.
- 2.4 CRM Cycle, Stakeholders in CRM, Significance of CRM
- 2.5 Success factors in CRM, CRM Implementation

Unit 3

Customer Satisfaction

- 3.1 Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction.
- 3.2 Components of Customer Satisfaction.
- 3.3 Rationale of Customer Satisfaction.
- 3.4 Measuring Customer Satisfaction, Customer Satisfaction and Marketing Program evaluation, Customer Satisfaction Practices.
- 3.5 Cases of Customer Satisfaction

Unit 4 Customer Relationship Management

- 4.1 Concept of Customer Relationship Management, 4 C 's of CRM
- 4.2 Employee-Organisation Relationship, Employee - Customer Linkage
- 4.3 Employee Customer Orientation, Service Failure, Service Recovery Management..
- 4.4 Customer Life Time Value, Customer Profitability, Customer Experience Management.
- 4.5 Rural CRM,, Customer Relationship Management Practices in Retail Industry

Unit-V Consumer Decision making strategy

- 5.1 Consumer Decision making, Concept and Process
- 5.2 Customer loyalty, Message strategies
- 5.3 Diffusion of Innovation: Process of Diffusion and Adoption, Innovation,
- 5.4 Consumer and Society: Consumerism, Consumer Protection, Consumer Right and Consumer Education
- 5.5 Knowledge Management, Role of Information Technology in CRM

References:-

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-Phi Learning
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer Relationship Management Handbook Prentice Hall
5. Peelan-Customer Relationship Management Prentice Hall
6. Kristin Anderson, Carol Kerr : Customer Relationship Management, McGraw-Hill Professional
7. Chaturvedi-Customer Relationship Management(Excel Books)
8. Sheth J N, Parvatiyar A. and Shainesh G. : Customer Relationship Management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education


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Integrated Corporate Communication

Objective: To familiarize the students with the different elements of Integrated Marketing Communications, so that they can look at marketing communications with a holistic approach. The course is designed to enable the students to learn the basics of marketing communications.

Unit 1: Integrated Marketing Communication (IMC)

- 1.1 Introduction to Integrated Marketing Communication (IMC): Definition and Importance.
- 1.2 Objectives of Marketing Communication,
- 1.3 Factors Contributing to IMC, Participants in IMC, IMC Promotion Mix
- 1.4 IMC Management & Planning Model
- 1.5 Challenges in IMC

Unit 2: Advertising Management

- 2.1 Advertising Management: Meaning, and Scope of Advertising.
- 2.2 Classification of Advertising, Types of Advertising,
- 2.3 Advertising Campaigns
- 2.4 Advertising Agencies – their role, functions, organization.
- 2.5 Ethical and Social Issues in Advertising

Unit 3: Tools of Marketing Communication

- 3.1 Message Design- Creative Concept Development; Creative Processes for Different Forms of IMC.
- 3.2 AIDA Model Considerations for Creative Idea Visualization, Creative Planning.
- 3.3 Publicity – Types of Publicity.
- 3.4 Relationship between Advertising and Publicity.
- 3.5 Personal Selling, Direct Marketing and Direct Response Methods, Event Management.

Unit 4: Integrated Corporate Marketing & Corporate Image

- 4.1 Integrated Corporate Marketing: Corporate Importance
- 4.2 Corporate Images: Development & Maintenance Corporate Image.
- 4.3 Importance of PR in Image Building.
- 4.4 Corporate Identity, Relevance, Definition, & Its Types.
- 4.5. Elements in Corporate Identity Programs and Concept of USP.

Unit 5: Marketing Communications

- 5.1 Emerging Concepts and Issues of Marketing Communications
- 5.2 Sponsorship: POP, Supportive Communication
- 5.3 Role of e-Commerce in Marketing Communication.
- 5.4 Corporate Communication, Public Relations – Types of PR.
- 5.5 Sales Promotion – Different Types of Sales Promotion, Relationship between Sales Promotion and Advertising.


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Suggested Readings:

1. Siraj M Joseph & Rahtz Don R : Integrated Marketing Communication – A Strategic Approach, Cengage Learning
2. Kenneth Clow & Donald Baack : Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
3. Borden & Marshall : Advertising Management; Mv Taraporevala Sons' Co Pvt. Ltd, Richard D Irwin Inc. Homewood, Illinois.
4. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
5. Copley Paul : Marketing Communications Management Concepts & Theories, Cases and Practices; Butterworth- Heinemann Publication
6. Duncon : Integrated Marketing Communications, Tata McGraw Hills
7. Belch & Belch: Advertising and Promotion: An Integrated Marketing Communications Perspective, Tata McGraw Hills.



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Event Management

Objectives: To understand the events and its related concepts and to make students aware about handling the events and its application in current scenario for successful conduction of programmes and also building career opportunities.

Unit-1 Event Management Basics

- 1.1 Concept of Event, Needs and Understanding of Event Management.
- 1.2 Types of Event Management, Corporate and Social Events.
- 1.3 Feasibility Study of Event & Point of Considerations.
- 1.4 Event Proposal, Its Content & Importance.
- 1.5 Identification of Client for the Event.

Unit-2 Coordination of an Event

- 2.1 Decoration and Entertainment & Arrangement for Performance of the Event.
- 2.2 Venue Selection, Feasibility Study of Venue, Venue Management.
- 2.3 Vendor Management & Registration Process.
- 2.4 Safety & Security Requirement Venue Place.
- 2.5 Safety Obligations & Safety Standards

Unit-3 Event Planning

- 3.1 Event Planning Concept, Planning of Pre -Event.
- 3.2 Post Planning Event.
- 3.3 Event Selection & Associated Risk.
- 3.4 Event Design & Resources and Smart Event Design Concept.
- 3.5 Event Layout with the Scheduling.

Unit-4 Event Marketing & Promotion

- 4.1 Sponsorship & Its Sources of an Event.
- 4.2 Audience Acquisition & Participation Management.
- 4.3 Event Sponsorship Strategies, Event Selling.
- 4.4 Sponsorship Proposal & Agreement.
- 4.5 Event Promotional Strategies, Publicity & Advertisement.

Unit-5 Event Evaluation

- 5.1 Assessment & Measurement of an Event Success, Customer Satisfaction.
- 5.2 Post-Event Evaluation and Its Written Analysis.
- 5.3 Demonstrate Problem-Solving Skills in Various Situations, Importance of Skilled Employee in an Event.
- 5.4 Career Opportunities in Event Management.
- 5.5 Ethics in Event Management & Role of ISES (International Special Events Society).

References:

- Nayak, Atul Fundamentals of Marketing, New Delhi, Excel Book.
- Dimitri Jasssiopoules, Event Management, a Professional & Development Approach, Juta Academic
- Krynparry, Antonshone, Sucessful Event Management, a Practical Handbook.
- Syanverder Wagen, Br Carlo, Event Management for Tourism Cultural Business Sporting Events, Pearson Education, 2008.
- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
Successful Event Management by Anton Shone & Bryn Parry



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Semester Wise Credit Distribution Scheme of Courses under CBCS

Department Of Management


Master of Business Administration (MBA) –Media Management (MM)

Specialization in

Entertainment Communication - EC

MBA III Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
3 rd	1 Media Laws and Ethics	1 Content Production for Entrepreneurship Media*	1 New Media and Its Characteristics	27
	2 Media Research: Methods, Tools & Elements*	2 Media Planning and Business Economics		
	3 Human Resource Management	3 Entertainment Communication and Indian Traditional Media		


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Media Laws and Ethics

Objective: -To develop a thorough understanding of the legal and ethical aspect of laws related to media and to sensitize media students to issues faced by working professionals.

Unit-1 Introduction to Laws Framework

- 1.1. Overview of Indian Legal System, Salient Feature of Indian Constitution, Freedom of speech and expression, Fundamental Rights and Duties.
- 1.2. Media Rustications and Constitutional Provisions, Concept of Truth & Falsehood under Indian Law.
- 1.3. Introduction of Intellectual Property Rights, Types of IPR, Copyright, Trade Mark & Patent Laws, Industrial Tool Design.
- 1.4. Copyright and Trademark Registration, Symbols & Logos, Infringement & dilution relevant to Media Industry.
- 1.5. Patent, Ownership & Protection International Practices, Patent Licensing, Cases & Rulings.

Unit-2 Piracy Laws & Internet Laws

- 2.1. Piracy Laws, Appropriation & Intrusion, Publication of Pvt. Information & False Light.
- 2.2. Gathering Information, Records & Meetings, Existing Laws in Piracy Protection, Spam.
- 2.3. Protection of News Services, Defamation, Libel & Slanders, Human Rights, Trial Level Remedies & Restrictive Orders.
- 2.4. Internet Laws: Copyright on the Net, Domain Names, Cyber Squatting, Piracy on the Net, Piracy Policy, and Website Polices.
- 2.5 Regulation of Obscene Material, Existing Registration & Loop Holes, Digital Signatures & E-Contracts, Convergence Bill.

Unit-3 Specialized Media Laws

- 3.1. Press & Registration of Book Act 1967, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act. 1955.
- 3.2. Press Council, Press Commissions, Cinematography Act, 1953.
- 3.3. Prasar Bharti Act, Cable Television Act, Information Technology Act, Cyber Laws
- 3.4. Concept of Free Press and Fair Trail, Major Provisions of Indian Penal Code and Media Industries.
- 3.5. Children and Internet, Presentation of Pornography in Indian Media and Regulation Acts.

Unit-4 Business Laws

- 4.1. Indian Contract Act 1872, Sale of Goods Act 1930
- 4.2. The Negotiable Instrument Act 1881, The Companies Act 1956
- 4.3. Consumer Protection Act 1986, Law of Partnership
- 4.4. FEMA, Ed, Signature and E-Contracts.
- 4.5. Right to Information Act 2005, Official Secrets Act. 1923

Unit-5 Media Business Ethics

- 5.1. Introduction of Ethics and Moral Values, Ethics of Media, Ethics and Moral Values of Media Persons.
- 5.2. Social Responsibility of A Media Person, Relationship of Media With Business.
- 5.3. Concept of Media Council and Media Ombudsman in the World.
- 5.4. Codes for Radio, Television, Print Media and Social Media Business.
- 5.5. Advertising Standards Council of India, Different Types of Broadcasting Association in India.

Practical

- Two Case Studies Under RTI Where Punishment Has Been Awarded By The State
- Central Information Commission.
- Presentation of At Least Two Defamation Cases.
- Two Case Studies Each On Libel and Slander.

References

- Peranjay Guha Thakusta, Media Ethics, Truth, Fairness & Objectivity, Oxford University Press
- K.S. Venkatshwaran, Mass Media Laws of Regulations in India, Asian Mass Communication Research & Information, Singapore.
- D.D. Basu, Law of The Press, Wadhwa Company Ltd.
- ROY.L. Moore, Advertising & Public Relations Law, Lawrence Associate Publisher, 1998
- NAVAL Prabhakar, Media Ethics & Laws, Commonwealth Publisher, New Delhi.
- Sarkar R.C., The Press in India, Publication Division.


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Media Research: Methods, Tools & Elements

Objective: - to provide an overview of media: global, national & local, classification of various media, sources of media information, media innovation and agency media interface - also aims to provide an insight into planning and execution of media plans. To provide an introduction to the fundamentals of media research, its importance and relevance to media. Also aims to familiarize the students with techniques and tools used in research.

Unit-1: Media Research

- 1.1 Meaning, Definition, Need & Importance of Media Research, Media Surveys.
- 1.2 Ethical issues in Media Research
- 1.3 Basic Elements of Media Readership & Circulation, Audit Bureau of Circulation (ABC), NRS, Rating, Gross Rating Point (GRP), TRP, Homes Using T.V. (HUT) Share, Impression.
- 1.4 Research Process in Media
- 1.5. Criteria for Comparison of Media Laws, Media Independence, and Specialized Service Related to Media

Unit-2: Areas of Research & Its Significance

- 2.1 Areas of Media Research-Source Analysis, Channel Analysis, Content Analysis, Audience Analysis, Feedback/Forward Analysis
- 2.2 Research in Electronic & Web Media, Media- Importance, Applications, Formative, Procession and Summative Research
- 2.3. Advertising Research, Audience Analysis Evaluating Feedback
- 2.4 Research Significance With Respect To Communication.
- 2.5 Types of Research, Importance & Limitation

Unit-3: Techniques, Tools & Research Methodologies

- 3.1 Hypothesis Formulation And Testing, Research Design And Its Types.
- 3.2 Sampling Its Meaning, Characteristics and Types & Problems.
- 3.3 Sources of Data: Primary and Secondary Source, Questionnaire and Schedules
- 3.4 Observation Participatory and Non Participatory, Interview Method, Case Study, Content Analysis, Survey Research, Experimental and Field Research,
- 3.5 Reliability, Validity and Objectivity of Each Method.

Unit-4: Business Statistics

- 4.1. Tabulation and Classification of Data, Data Processing & Data Analysis, Interpretation
- 4.2 Elementary Statistics Mean, Median & Mode
- 4.3, Inferential Statistics, Correlation & Regression
- 4.4 Probability & Vector Analysis, Parametric and Non Parametric.

4.5 Time Series Analysis, Chi-Square Test.

Unit-5: SPSS: New Trends for Research

5.1 Introductions of SPSS, Frequency Analysis, Graphic and Diagrammatic Representation Of Data through SPSS

5.2 Correlation & Regression, by Using SPSS

5.3 Factor Analysis through SPSS

5.4 Research Analysis Its Credibility, Objectivity & Perseverance with Respect to Suggestions

5.5 Index, Citation and Bibliography, Research Report Writing, APA Style of Writing Bibliography

Practical project:

Suggested topics:

- Do an impact study of effectiveness of a radio program/tvprogramme.
- Study the effectiveness of a public service campaign.
- Research an impact study of effectiveness of newspaper supplements/magazine editorials
- Develop a research plan for any topic.
- Project of audience research

References:

1. R.n. Mukherjee, social research and statistics, prakashan, delhi
2. B.n. Gosh, scientific method and social research, sterling publishers, new delhi-92.
3. Ravindranathmukherjee, samaajik shod and saankhyiki, vivekprakashan.
4. Alan bryman, social research methods, 3rd ed., oxford university press.
5. Jason s. Wrench, quantitative research methods for communication, oxford university press.
6. Bruce wren, robertstevens&davidrouton: marketing research, jaico publishing house.
7. J.v. Vilaniam, more effective communication a manual for professional east balbir.
8. Belmont, the practice of social research, wadsworth, california
9. Roger d. Wimmes& joseph r. Dominide, mass media research, a introduction, wade -worth publication company belmont.
10. Arthur asaberger, media & communication research methods, 2000, sage, new delhi pub., indiapt. Ltd.
11. Gunter, media research methods, sage, new delhi pub., indiapt. Ltd.


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Human Resource Management

Objective:- To understand the basics of Human Resource Management, to equip students with knowledge, skill and competencies. to manage people along with material, information, capital and knowledge asset in the organization, to help the students in formulating their own managerial style, their assumptions and belief about 'people', to study globalization and its impact on International Human Resource Management

Unit Introduction to HRM

- 1.1 Evolution & Growth - Personnel Management,
- 1.2 Human Resource Management, Concepts & Significance of HRM.
- 1.3 Principles and Objectives, Policies and Practices.
- 1.4 Human Resources Planning, Job Analysis.
- 1.5 Job Evaluation, Job Design, Job Enlargement, Job Rotation, Job Enrichment.

Unit-2 Human Resource Development

- 2.1 Human Resource Development Concepts, Different Techniques of HRD
- 2.2 Development Function, Training and Development.
- 2.3 Performance Appraisal & Career Development.
- 2.4 Recruitment, Selection, Placement, Induction.
- 2.5 Transfer, Promotion and Separation

Unit-3 Compensation Management

- 3.1 Compensation Management: Introduction, Objectives and Importance
- 3.2 Different Forms of Employee Compensation for Executives & Non- Executives.
- 3.3 Factors Influencing Compensation.
- 3.4 Essentials of Quality of Work Life, Work Life Balance
- 3.5 Productivity Concepts in Context to HRM - Total Quality Management, Kaizen, Quality Circle.

Unit- 4 Behavioral Dimensions of HRM

- 4.1 Introduction to Cross Cultural HRM
- 4.2 International HRM, Work Force Diversity.
- 4.3 Identifying Employee Needs and Their Satisfaction.
- 4.4 Employee Grievances and Its Redresser.
- 4.5 Discipline-Concepts, Relevance, Approaches and Disciplinary Action

Unit-5 Managing Industrial Relations

- 5.1 Industrial Disputes and Its Causes
- 5.2 Industrial Relation, Importance and Objectives
- 5.3 Trade Union, Importance and Limitations
- 5.4 Bargaining Strategies, Collective Bargaining Strategies, Limitations
- 5.5 Workers Participation in Management

Practical Projects

Suggested Topics:

- Discuss Trade Union and Its Problems of Various PSU.
- Role Play of Various Hr Issues in Organizations
- Minimum 5 Cases to Be Discussed On Hr

References

1. Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd
2. Human Resource Management: Gaining Competitive Advantage, Noe, Hollenbeck, Gerhart & Wright, Irwin TMH
3. Human Resource Management, V.S.P Rao- Excel Books.
4. Managing Human Resources: Productivity, Quality of Work Life, Profits, Wayne F. Cascio-TMH
5. HRM and Personnel Management, K Ashwathappa, TMH
6. Compensation Management " Dr Kanchan Bhatia Himalaya Publication, New Delhi
7. Human Resource Management, T.N Chhabra, Dhanpat Rai & Sons Pvt. Ltd.


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Content Production for Entertainment Media

Objective: - To prepare students in the production aspects of film animation & new media, as required by the present media environment all across globe. The course will provide an overview of the process of development and production of original concepts, true events and novels for features, television movies, series and internet distribution.

Unit-1, Introduction to Indian Writers

- 1.1. History of Indian Literature, Prominent Writings, Important Works, Cultural Significance
- 1.2. Introduction to Creative Writing: Writing Styles, Creative Writing Skills.
- 1.3. Story: Various Forms of Writing Styles, Genres of Story, Engaging Idea.
- 1.4. Poetry: Elements of Poetry, Types of Poetry, Famous Poets and Their Works.
- 1.5. Drama: Structure of Drama, One Act □ Two Act □ Three Act Play, Characterization

Unit-2, Cinema & Film Appreciation

- 2.1 Understanding Cinema: Genres of Films, Cultural Significance in Relation to Film, Film Screening
- 2.2. Story Telling Techniques of Cinema: Elements of Storytelling, Plot Development.
- 2.3. Various Theories of Films: Apparatus Theory, Auteur Theory, Feminist Film Theory, Formalist Film Theory.
- 2.4. Film Movement: Types and Characteristics
- 2.5. Dynamics of Characterization: Character Building, Constructing Dynamic Dialogues, Non – Traditional Film

Unit-3, Writing for Visual Media

- 3.1. Visualization: Screenwriter's Mind, Elements of a Story, Unpacking Idea.
- 3.2. Building the Script: Ideation, Research & Development, Concept & Treatment Note, Story, Screenplay and Dialogues.
- 3.3. Finalizing the Script: Maintaining an Audience's Trust, Turning Story into a Script, Rewriting Script, Adaptation and Collaboration.
- 3.4. Production: Script, Cast and Crew, Location and Film Scheduling.
- 3.5. Storyboarding: Visual Story Telling & Storyboards, Origins of Story Boards and Aspect Ratio.

Unit 4, Media & Entertainment Industry

- 4.1. Indian & Global: Trends of the Industry, Key Players/Companies Operating in M&E Industries.
- 4.2. Indian and Global Film Industry: Market Size, Growth Rate, International Trends.
- 4.3. Product Life Cycle for Filmed Entertainment: Music Release, Theatrical Release, Home Video Rights, DTH, New Media (VOD, IPTV), Satellite, Cable and Terrestrial Telecast.
- 4.4. Film Distribution, Home Video, Music Sales (Physical and Digital), Overseas Distribution, New Media and Online Download Rights.
- 4.5. Merchandising Rights, Revenue Sharing Models and Agreements, Revenue Earning Potential.

Unit 5 Indian and Global Gaming Industry

- 5.1. International Studio Models and Its Adaptation in India, Career Opportunities in Filmed Entertainment Space.
- 5.2. Costing for Animation, VFX and Gaming Industries, Pixar, Pent Media, Avatar, God of War, World of Warcraft.
- 5.3 Evolution of Gaming, Market Size, Growth Rate, National Trends, Major International Gaming Studios.
- 5.4. Gaming Platforms: Pc, Console, Online Gaming, Mobile Gaming, Multi Player Gaming and Their Potential.
- 5.5. Film Based Indian and International Gaming Franchises: Sales Performance, Successful Case Studies.

References: -

1. The Creative Writing Course Book: Forty Authors Share Advice and Exercises for Fiction and Poetry
2. Creative Writing By Adele Ramet
3. Creative Writing for People Who Can't Not Write By Kathryn Lindskoog
4. Film As Film: Understanding and Judging Movies By Victor F. Perkins
5. Understanding the Film: An Introduction To Film Appreciation, Student Edition By Jan Bone, Ron Johnson
6. Theory of Film: the Redemption of Physical Reality; By Siegfried Kracauer.
7. Screen Education: From Film Appreciation To Media Studies; By Terry Bolas
8. Asian Film Journeys: Selection From Cinemaya By Rashmi Doraiswamy, Latika Padgaonkar
9. How Movies Work By Bruce F. Kawin
10. Film Study: An Analytical Bibliography, Volume 1 By Frank Manchel
11. The World Viewed: Reflections on the Ontology of Film By Stanley Cavell
12. A Short History of Film By Wheeler W. Dixon, Gwendolyn Audrey Foster
1. Creative Writing: a Workbook With Readings By Linda Anderson


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Media Planning and Business Economics

Objective: To provide a comprehensive overview of the Indian Media business & recent developments in the media industry. From this curriculum we also aim to develop an understanding of economic part of media and of print, broadcast films & music as business

Unit-1: Introduction to Media Planning:

- 1.1 Component of a Media Plan, Media Scheduling, & Objectives.
- 1.2 Media Strategies, Media Operations, Media Budgeting and Media Selling.
- 1.3 Media Innovations, Circulation & Calculation of T.R.P, G.R.P.
- 1.4 Factors Affecting Media Plan & Selection - Nature & Message, Competition Etc.
- 1.5 Campaign Planning With Respect to 5m's (Mission, Message, Media, Money & Measurement)

Unit-2: Advertising Ethics.

- 2.1 India's Major Media & Advertising Houses and Their Holdings, Inflow of Capital in Media & Advertising Organization.
- 2.2 Major Heads of Income in Media, Advertising & Media Industry.
- 2.3 Ethics of Advertising with respect to Mass Communication.
- 2.4 Calculation of Advertising Effectiveness With Respect to Sales & Appealing.
- 2.5 Significance of Advertising in Developing Customer Relationship, Removing Attrition, Gaining Advocacy for Products and Services.

Unit-3: Business in Media, Films & Music Industries

- 3.1 The Economics of Publishing Business, Cost and Revenues.
- 3.2 Circulation, Advertising, Subscriptions.
- 3.3 Brand Extensions, Online/Internet, Buying & Selling Space in Print Media.
- 3.4 Accounting Norms: Revenues, Valuation.
- 3.5 Major Milestones of Television : The Satellite Years, Multi-System Operators (MSO's), Present Scenario

Unit 4: Advertising, Event Marketing & Promotion Business

- 4.1 Business Models of Television Broadcast Industry, Distribution to Cable Operators/MSO D th Operators or Telecom Broadband Company.
- 4.2 Revenue Generation, Subscription, Advertising, Carriage & Placement Revenue, Buying & Selling Advertisement Time.
- 4.3 Accounting Norms & Valuation.
- 4.4 Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio.
- 4.5 The Transition Years of Indian Film Industry. Present Scenario

Unit 5: New Media Business

- 5.1 Music, Present Scenario, New Avenues, Internet, Mobile Phones, Fm Stations, Satellite Radio Stations, Home Videos, Music Industry Business - Film, Non -Film Music & Catalogue.
- 5.2 Events for Entertainment, Event Planning, Event Costing and Budgeting, Audience Management, Event Sponsorship Strategy, Sponsorship Proposals, Event Selling, Invitations, Evolving Events.
- 5.3 Promotional Strategy, Advertising, Publicity and Feedback:
- 5.4 Telecommunication, Present Scenario, Revenue's of value added services.
- 5.5 Internet, Present Scenario, Mobile, Subscription, Advertising, Selling, Partnerships, Others, Introduction to M- Commerce (Mobile Advertising Etc).

Practical Projects:

Suggested Topics:

- Study of Major Indian Media Houses and Their Holdings.
- Presentation on Present Media Scenario in India.
- A Study on Impact of Multiplex Revolution on Indian Films.
- Submission of A Report Based On Clippings of Newspapers & Magazines Regarding Media & Business

References:

1. Live Row, Handbook of New Media.
2. Cromlech, the ABC; of Internet, BPB Publications, New Delhi.
3. Vinita Kohli, Indian Media Business, Sage Publication, New Delhi
4. Edverd Herman & Robert Mc Chesney, the Global Media-New Missionaries of Global Capitalism, Madhyam Publication.
5. Keval J. Kumar, Mass Communication in India, Jaico Publishing House.


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Entertainment Communication and Indian Traditional Media

Objectives: - To introduce student with fundamentals of entertainment and to develop the basic understandings of students about entertainment communication and the Indian traditions

Unit 1 Introduction to the Entertainment Communication

- 1.1 Definition and Meanings of Entertainment, Introduction of Entertainment Industries.
- 1.2 Entertainment as Communication, Concept and Development of Entertainment
- 1.3 Introduction to Indian Traditions of Entertainment
- 1.4 Indian Concepts of Beauty and Art, Upanishads and Ancient Indian Text Literature
- 1.5 Introduction to Rasa Sidhant, Silpa Sastra

Unit 2 Various Aspects of Entertainment

- 2.1 Anthropology of Entertainment
- 2.2 Role of Festivals and Rituals in Entertainment
- 2.3 Influential Power of the Entertainment Media Content
- 2.4. Psychology of Entertainment Media
- 2.5 Dramatic Theory of Entertainment: Tragedy, Comedy, Tragic-Comedy, Melodrama, Narrative Impact

Unit 3 Theatre Forms, Elements and Stage

- 3.1 Introduction of Indian Natya Shastra
- 3.2 Traditional Indian Theatre (Folk Theatre Forms of India)
- 3.3 Classical and Contemporary, Stylized and Naturalistic Theatre
- 3.4 Types of Theatre, Introduction to Dance, Musical, Puppet, Mime, Mask Etc
- 3.5 Types of Stages and Its Requirements

Unit 4 Films & Music as Business

- 4.1 The Transition Years of Indian Film Industry & Present Scenario
- 4.2 The Retail Revolution, Producer/Distributors Agreements
- 4.3 Revenue: Theatre Release, Cable, Satellite Release
- 4.4 Music - Present Scenario, Music Industry Business - Film, Non Film Music & Catalogue
- 4.5 New Avenues; Internet, Mobile Phones, Fm Stations, Satellite Radio Stations, Home Videos

Unit 5 Entertainment as an Art and Humour

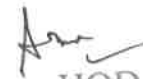
- 5.1 Contemporary Issues in Entertainment Industries in India.
- 5.2 Various Forms of Entertainment, Traditional and Modern Music, Folk Songs, Drama
- 5.3 Selected Schools of Drama, Theatre and Cinema Production
- 5.4. Humour as Entertainment, Vidushak As Entertainer and Communicator
- 5.5 Principles of Indian Esthetics, Architecture and Painting.

Practical

- Analysis of Entertainment Though Print Media & History.
- Study of Recent Trends of Entertainment Communication.
- Study of Entertainment Done Though Humour Programs.
- Study of Folk Media in Today's Scenario.

Reference

1. Indian Theatre Tradition of Performance By Farley Richmond Et Al: Part One Chapters To 3, Pages 19 To 113.
2. Indian Theatre By Nemichand Jain Chapter I, Pages 11 To 31.
3. Indian Theatre: Tradition of Performance By Farley Richmond Part: Four chapters 9, Pages 275 To 305.
4. Indian Theatre Tradition of Performance By Farley Richmond Et Al: Part Six, Chapters 12, Pages 385 To 461.
5. The History of Dramatic Art in Ancient India By Dr. M. K. Madhu, 1992 Vidya Bhavan, Delhi.
6. The Indian Theatre, By Mulk Raj Anand, Published By D. Dobson, 1950.
7. Hrum, L. J. Shrum.: the Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion.
8. News As Entertainment; the Rise of Global Infotainment: Daya K Thussu.
9. Communication and Culture, An Introduction, Tony Schirato, Sage Publication, 2000
10. Understanding the Visual, Tony Schirato, Sage Publication, 2001


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Master of Business Administration (MBA) – Media Management (MM)

Specialization in

Entertainment Communication - EC

MBA IV Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
4 th	1 Audience Specific Entertainment and Analysis	1 Entertainment Media Houses Structure and Functions	1 Space Management and Advertising in Media	27
	2 Project Management (6 credits)	2 News Paper and Magazine Production*	2 Entrepreneurship Development	
	3 Project – Computer Application in Management (6 credits)	3 Event Management		



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Audience Specific Entertainment & Analysis

Objectives: To introduce students with tools and techniques of audience analysis & to develop skills of the students for audience research.

Unit 1: Introduction to Audience Analysis:

- 1.1 Audience Analysis, Meaning, Scope & Importance in the Present Scenario.
- 1.2 Use of Audience Analysis, Types of Audience Analysis, Organization Involved in Audience Analysis Research.
- 1.3 Introduction and Purpose of Audience Research, Process of Audience Research, Making an Agenda,
- 1.4 Strategies for Getting Good Feedback in Audience Analysis.
- 1.5 Tools Used for Audience Analysis & Research

Unit 2: Audience Specific Rating Agencies:

- 2.1 Audience Analysis for Various Media I.E. Print, Broadcast, Internet, Mobile Etc.
- 2.2 National Readership Survey, Audit Bureau of Circulations, Television Rating Point (TRP), TAM Meters & BARC India.
- 2.3 Description of AIAA (All India Advertising Association), Directorate of Advertising and Visual Publicity (DAVP), NRS (National Readership Survey), ABC (Audit Bureau of Circulation).
- 2.4 Press Trust of India (P.T.I.), U.N.I., Entertainment Association, its Structure, Working & Principles.
- 2.5 New Trends in Entertainment Industry, Scope in the coming Years.

Unit-3: Audience Research Tools & Techniques:

- 3.1 Types of Audience Research, Introduction to Qualitative Research, Quantitative Audience Research, Practical Process for Both Researches.
- 3.2 Exploratory Research, Meaning, Significance & Process, Advantages & Disadvantages.
- 3.3 Hypothesis, Meaning, Types, Advantages & Disadvantages.
- 3.4 Entertainment Research, Infotainment Research, Edutainment Research
- 3.5 Success stories on Entertainment Industries .

Unit-4: Audience Research Process:

- 4.1 Idea Generation and Visualization, Planning a Sample, Trial Interviews (Fieldwork), Depth Interviews, Focus Group Discussions
- 4.2 Online Audience Research, How the Internet Works the Web: Email, and E-Commerce, M-Commerce.
- 4.3 Using Search Engines, Directories, and Portals, Balancing Privacy, Security, and User Trust.
- 4.4 Analyzing, Interpretation and Application of the Research Findings.
- 4.5 Preparation & Procedure for Preparing Final Reports.

Unit-5: Various Programs & Their Audiences:

- 5.1 Specialty Channels, I.E. Movies Channels, News Channels, Sports Channels, Music Channels.
- 5.2 Education and Religious Channels, Technology and Cultural Citizenship,
- 5.3 Develop Context and Presentation According To the Context for Various Media Channels.
- 5.4 Documentary Production considering all Elements of Entertainment.
- 5.5 Documentary Production on some Topic based on Social Enhancement.

Practical Project:**Suggested Topics:**

- Study of Audience for Specific Program of Entertainment.
- Preparation of Audience Research Plan
- Conducting an Audience Poll through Internet.

References:

1. Shipes.W.C: Writer and Audience.
2. How to Do Media and Cultural Studies, Jane Stokes, Sage Publication, 2002.
3. Visual Methods in Social Research, Marcus Banks, Sage Publication, 2001.
4. Shajahan, S. Research Methods for Management, Mumbai: Jaico Publishing House.
5. Sharma, Jai Narain, Research Methodology: the Discipline and Its Dimensions, New Delhi: Deep & Deep Publication, 2007.
6. Sharma, S.R. and Chaturvedi, Research in Mass Media New Delhi: Radha Publication, 1996.
7. Mike Allen, Scot Titsworth & Stephen K. Hunt, Quantitative Research in Communication, Sage Publication, 2008.
8. Gerald Milson, Television Production Focal Press, 13th Ed. Oxford, 2003
9. Srivastava H.O. Broadcast Technology Review, Gyan Publishing House New Delhi 2000
10. Boyd Andrew, Broadcast Journalism, Techniques of Radio & TV News Focal Press 2001
11. Ashish Rajadhyaksha, Will Men Paul, Encyclopedia of Indian Cinema, Oxford University Press, 1994
12. Satyajit Ray, Our Films Their Films, Desha Books, Bombay, 1993
13. Monk Berry, the Freelance Photocopy Handbook, Ebury Press, London
14. Donald Treadwell, Public Relations Writing, Principles in Practice, Response Books, 2005


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Entertainment Media Houses: Structures and Functions

Objectives: - To develop understanding of structure & functions of various entertainment media houses.

Unit -1 Public Broadcast Houses

- 1.1 Prasar Bharti: Organizational Structure, Function
- 1.2 Doordarshan: Organizational Structure, Function
- 1.3 Air: Organizational Structure, Function
- 1.4 Lok Sabha Television: Organizational Structure, Function
- 1.5 Rajya Sabha T.V.: Organizational Structure, Function

Unit-2 Entertainment Houses

- 2.1 Epic Television Networks: Organizational Structure, Function and Working Profile
- 2.2 Zee Network Organizational Structure, Function and Working Profile
- 2.3 Multi Screen Media Private Limited: Organizational Structure, Function and Working Profile
- 2.4 Viacom 18: Organizational Structure, Function and Working Profile
- 2.5 Sahara One Media Entertainment: Organizational Structure, Function and Working Profile

Unit- 3 Music Industries

- 3.1 Zing, Zee Etc Bollywood, Music India: Organizational Structure, Function and Working Profile
- 3.2 Manoranjan Music, Bindass Play, E 24: Organizational Structure, Function and Working Profile
- 3.3 Mastiii, Channel X, Music India, 9xm: Organizational Structure, Function and Working Profile
- 3.4 Sony Rox Hd, B4u Music, Sony Mix: Organizational Structure, Function and Working Profile
- 3.5. M Tunes, Zoom, 9x Jalwa: Organizational Structure, Function and Working Profile

Unit-4 Film Production Companies

- 4.1 Yash Raj Films, Phantom Films: Organizational Structure, Function
- 4.2 Dharma Productions, Rajshri Productions: Organizational Structure, Function
- 4.3 U-T.V. Motion Pictures, Balaji Motion Pictures: Organizational Structure, Function
- 4.4 Red Chillies Entertainment, Excel Entertainment: Organizational Structure, Function
- 4.5 Aamir Khan Film Productions, Anurag Kashyap Films: Organizational Structure, Function

Unit-5 Private Radio Channels

- 5.1 My FM, Synergy Media Pvt. Ltd.: Organizational Structure, Function
- 5.2 Radio City, Radio Mantra, Radio Mirchi: Organizational Structure, Function
- 5.3 Indigo, Fever FM, Big FM: Organizational Structure, Function
- 5.4 Radio Popcorn, Radio One: Organizational Structure, Function
- 5.5 Red FM, Midday FM, Gyan vani: Organizational Structure, Function


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Assignments:-

- Visit any three Entertainment Houses
- Prepare a Paper on Functioning of Radio Houses
- Organise Seminar on Functioning of Production House

References:-

1. Bahl Raghav, Exploring Front Page 2002, Cyber Tech Publication New Delhi.
2. Rogers Cadenhead, Ms Frontpage 2000 in 24 Hours, Techmedia New Delhi.
3. Harris Godfev, Advertising on the Internet Let Your Fingers Do the Talking, Atlantic Publishers, New Delhi.
4. Sarkar, Art & Print Production, Oxford University Press.
5. Belanadi, Video Production, Oxford University Press.
6. Derlyur & Graham, Basics of Video Production
7. W.C. Brown, Television Production, Burr Ours/Wood Publication Iqwa.Usa
8. Allan Wetzel, Television Production, Tata Mcgraw Hill Roy Thomson, Grammar of Shots.
Sarkar, Art & Print Production, Oxford University Press


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Newspaper and Magazine Production

Objective: - This course is structured to provide students working knowledge of the publishing industry - newspapers, magazines and books. We will explore traditional business models and how disruptive forces including digitalization, consumer generated content, low barriers to entry and changing media consumption patterns are reshaping the industry.

Unit – Newspaper: General Overview

- 1.1 Newspaper: Introduction of Indian Newspaper, E-Newspaper, Magazine, E-Magazine, Journals.
- 1.2 Classification of Newspaper and Magazine, Structure and Functions of the Editorial Setup.
- 1.3 Functions of a Sub-Editor – Writing, Editing, Design.
- 1.4 Technicalities in Newspaper Production.
- 1.5 Printing Process in the Newspaper and Magazine.

Unit-2 Newspaper Design and Layout

- 2.1 Problems of Format, Effects of New Production Technology.
- 2.2 Changes in Approach to Newspaper Design.
- 2.3 Contemporary Modular Design, Appearance and Character of the Newspaper.
- 2.4 Arrangement of Ads in Newspapers.
- 2.5 Preparing Using the Style Sheet, Preparing the Dummy.

Unit- 3 Copy Editing and Page Planning

- 3. 1. Manuscript Editing, Beat As Sources of News, Gathering the News.
- 3.2. Photo Editing, Proof Reading.
- 3.3. Unit Count and Copy Fitting.
- 3.4. Page Planning.
- 3.5. Typography and Typesetting.

Unit- 4: Newspaper Production

- 4.1. Getting the Page Ready: Paste Up
- 4.2. Lithography Filming, Plate Making, Immediate Post Printing Activities.
- 4.3. Meaning and Components of Information Communication Technology (ICT), Areas of ICTS Application in Newspaper Production.
- 4.4. Elements of Page Design, Different Types of Pages and Its Impotence, Page Distribution.
- 4.5. Newspaper Distribution, Process, Distribution Points, Agents, Hoker.

Unit -5 Typography and Design of Newspaper and Magazine

- 5.1. Principles of Layout – Balancing Grey Matter and White Space, Understanding Fonts, Balancing Visuals and / Or Ads and Editorial Content.
- 5.2. Planning the Page – Deciding Weightage of Story, Positioning for Optimum, Effectiveness, Balance in Editorial Content, Preserving the Format.
- 5.3. Selecting Visuals – Image Energy, Lines of Force, Impact + Information Ethical, Considerations when Selecting Visual for Crime / Death / Grief Stories.
- 5.4. Cropping Pictures, Formulating Effective Graphics.
- 5.5. Editing in the Computer Using Photoshop, Pagemaker, Corel Draw, Illustrator, Quark Express/ Indesign.

References –

1. Shipes.W.C: Writer and Audience.
2. How To Do Media and Cultural Studies, Jane Stokes, Sage Publication, 2002.
3. Visual Methods in Social Research, Marcus Banks, Sage Publication, 2001.
4. Shajahan, S. Research Methods for Management, Mumbai: Jaico Publishing House.
5. Sharma, S.R. and Chaturvedi, Research in Mass Media New Delhi: Radha Publication, 1996.
6. Mike Allen, Scot Titsworth & Stephen K. Hunt, Quantitative Research in Communication, Sage Publication, 2008.
7. Gerald Milson, Television Production Focal Press, 13th Ed. Oxford, 2003
8. Srivastava H.O. Broadcast Technology a Review, Gyan Publishing House New Delhi 2000
9. Boyd Andrew, Broadcast Journalism, Techniques of Radio & T.V. News Focal Press 2001
10. Ashish Rajadhyaksha, Will Men Paul, Encyclopedia of Indian Cinema, Oxford University Press, 1994
11. Satyajit Ray, Our Films Their Films, Desha Books, Bombay, 1993
12. Monk Berry, the Freelance Photocopy Handbook, Ebury Press, London
13. Donald Treadwell, Public Relations Writing, Principles in Practice, Response Books, 2005
14. Keval J Kumar, Mass Communication in India, Jaico Publication
15. डॉ .श्रीकांत सिंह – टेलीविजन पत्रकारिता
16. डॉ .देवव्रत सिंह ,भारतीय इलेक्ट्रॉनिक मीडिया
17. सूर्य प्रकाश ,टेलीविजन न्यूज प्रोडक्शन


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Event Management

Objectives: To understand the events and its related concepts and to make students aware about handling the events and its application in current scenario for successful conduction of programmes and also building career opportunities.

Unit-1 Event Management Basics

- 1.1 Concept of Event, Needs and Understanding of Event Management.
- 1.2 Types of Event Management, Corporate and Social Events.
- 1.3 Feasibility Study of Event & Point of Considerations.
- 1.4 Event Proposal, Its Content & Importance.
- 1.5 Identification of Client for the Event.

Unit-2 Coordination of an Event

- 2.1 Decoration and Entertainment & Arrangement for Performance of the Event.
- 2.2 Venue Selection, Feasibility Study of Venue, Venue Management.
- 2.3 Vendor Management & Registration Process.
- 2.4 Safety & Security Requirement Venue Place.
- 2.5 Safety Obligations & Safety Standards

Unit-3 Event Planning

- 3.1 Event Planning Concept, Planning of Pre -Event.
- 3.2 Post Planning Event.
- 3.3 Event Selection & Associated Risk.
- 3.4 Event Design & Resources and Smart Event Design Concept.
- 3.5 Event Layout with the Scheduling.

Unit-4 Event Marketing & Promotion

- 4.1 Sponsorship & Its Sources of an Event.
- 4.2 Audience Acquisition & Participation Management.
- 4.3 Event Sponsorship Strategies, Event Selling.
- 4.4 Sponsorship Proposal & Agreement.
- 4.5 Event Promotional Strategies, Publicity & Advertisement.

Unit-5 Event Evaluation

- 5.1 Assessment & Measurement of an Event Success, Customer Satisfaction.
- 5.2 Post-Event Evaluation and Its Written Analysis.
- 5.3 Demonstrate Problem-Solving Skills in Various Situations, Importance of Skilled Employee in an Event.
- 5.4 Career Opportunities in Event Management.
- 5.5 Ethics in Event Management & Role of ISES (International Special Events Society).

References:

- Nayak, Atul Fundamentals of Marketing, New Delhi, Excel Book.
- Dimitri Jasssiopoules, Event Management, a Professional & Development Approach, Juta Academic
- Krynparry, Antonshone, Sucessful Event Management, a Practical Handbook.
- Syanverder Wagen, Br Carlo, Event Management for Tourism Cultural Business Sporting Events, Pearson Education,2008.
- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
Successful Event Management by Anton Shone & Bryn Parry


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Semester Wise Credit Distribution Scheme of Courses under CBCS

Department Of Management

Master of Business Administration (MBA) – Media Management (MM)

Specialization in

E-Commerce

MBA III Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
3 rd	1 Media Laws and Ethics	1 Digital Accounting*	1 Stress and Time Management	27
	2 Media Research: Methods, Tools & Elements*	2 Cyber Law & Cyber Security		
	3 Banking & Insurance	3 E-Customer Relationship Management		


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Media Laws and Ethics

Objective: -To develop a thorough understanding of the legal and ethical aspect of laws related to media and to sensitize media students to issues faced by working professionals.

Unit-1 Introduction to Laws Framework

- 1.1. Overview of Indian Legal System, Salient Feature of Indian Constitution, Freedom of speech and expression, Fundamental Rights and Duties.
- 1.2. Media Restrictions and Constitutional Provisions, Concept of Truth & Falsehood under Indian Law.
- 1.3. Introduction of Intellectual Property Rights, Types of IPR, Copyright, Trade Mark & Patent Laws, Industrial Tool Design.
- 1.4. Copyright and Trademark Registration, Symbols & Logos, Infringement & dilution relevant to Media Industry.
- 1.5. Patent, Ownership & Protection International Practices, Patent Licensing, Cases & Rulings.

Unit-2 Piracy Laws & Internet Laws

- 2.1. Piracy Laws, Appropriation & Intrusion, Publication of Pvt. Information & False Light.
- 2.2. Gathering Information, Records & Meetings, Existing Laws in Piracy Protection, Spam.
- 2.3. Protection of News Services, Defamation, Libel & Slanders, Human Rights, Trial Level Remedies & Restrictive Orders.
- 2.4. Internet Laws: Copyright on the Net, Domain Names, Cyber Squatting, Piracy on the Net, Piracy Policy, and Website Policies.
- 2.5 Regulation of Obscene Material, Existing Registration & Loop Holes, Digital Signatures & E-Contracts, Convergence Bill.

Unit-3 Specialized Media Laws

- 3.1. Press & Registration of Book Act 1967, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act. 1955.
- 3.2. Press Council, Press Commissions, Cinematography Act, 1953.
- 3.3. Prasar Bharti Act, Cable Television Act, Information Technology Act, Cyber Laws
- 3.4. Concept of Free Press and Fair Trial, Major Provisions of Indian Penal Code and Media Industries.
- 3.5. Children and Internet, Presentation of Pornography in Indian Media and Regulation Acts.

Unit-4 Business Laws

- 4.1. Indian Contract Act 1872, Sale of Goods Act 1930
- 4.2. The Negotiable Instrument Act 1881, The Companies Act 1956
- 4.3. Consumer Protection Act 1986, Law of Partnership
- 4.4. FEMA, E-Signature and E-Contracts.
- 4.5. Right to Information Act 2005, Official Secrets Act. 1923

Unit-5 Media Business Ethics

- 5.1. Introduction of Ethics and Moral Values, Ethics of Media, Ethics and Moral Values of Media Persons.
- 5.2. Social Responsibility of A Media Person, Relationship of Media With Business.
- 5.3. Concept of Media Council and Media Ombudsman in the World.
- 5.4. Codes for Radio, Television, Print Media and Social Media Business.
- 5.5. Advertising Standards Council of India, Different Types of Broadcasting Association in India.

Practical

- Two Case Studies Under RTI Where Punishment Has Been Awarded By The State
- Central Information Commission.
- Presentation of At Least Two Defamation Cases.
- Two Case Studies Each On Libel and Slander.

References

- Peranjay Guha Thakusta, Media Ethics, Truth, Fairness & Objectivity, Oxford University Press
- K.S. Venkatshwaran, Mass Media Laws of Regulations in India, Asian Mass Communication Research & Information, Singapore.
- D.D. Basu , Law of The Press, Wadhwa Company Ltd.
- ROY.L. Moore, Advertising & Public Relations Law, Lawrence Associate Publisher, 1998
- NAVAL Prabhakar, Media Ethics & Laws, Commonwealth Publisher, New Delhi.
- Sarkar R.C., The Press in India, Publication Division.


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Media Research: Methods, Tools & Elements

Objective: - to provide an overview of media: global, national & local, classification of various media, sources of media information, media innovation and agency media interface - also aims to provide an insight into planning and execution of media plans. To provide an introduction to the fundamentals of media research, its importance and relevance to media. Also aims to familiarize the students with techniques and tools used in research.

Unit-1: Media Research

- 1.1 Meaning, Definition, Need & Importance of Media Research, Media Surveys.
- 1.2 Ethical issues in Media Research
- 1.3 Basic Elements of Media Readership & Circulation, Audit Bureau of Circulation (ABC), NRS, Rating, Gross Rating Point (GRP), TRP, Homes Using T.V. (HUT) Share, Impression.
- 1.4 Research Process in Media
- 1.5. Criteria for Comparison of Media Laws, Media Independence, and Specialized Service Related to Media

Unit-2: Areas of Research & Its Significance

- 2.1 Areas of Media Research-Source Analysis, Channel Analysis, Content Analysis, Audience Analysis, Feedback/Forward Analysis
- 2.2 Research in Electronic & Web Media, Media- Importance, Applications, Formative, Procession and Summative Research
- 2.3. Advertising Research, Audience Analysis Evaluating Feedback
- 2.4 Research Significance With Respect To Communication.
- 2.5 Types of Research, Importance & Limitation

Unit-3: Techniques, Tools & Research Methodologies

- 3.1 Hypothesis Formulation And Testing, Research Design And Its Types.
- 3.2 Sampling Its Meaning, Characteristics and Types & Problems.
- 3.3 Sources of Data: Primary and Secondary Source, Questionnaire and Schedules
- 3.4 Observation Participatory and Non Participatory, Interview Method, Case Study, Content Analysis, Survey Research, Experimental and Field Research,
- 3.5 Reliability, Validity and Objectivity of Each Method.

Unit-4: Business Statistics

- 4.1. Tabulation and Classification of Data, Data Processing & Data Analysis, Interpretation
- 4.2 Elementary Statistics Mean, Median & Mode
- 4.3, Inferential Statistics, Correlation & Regression
- 4.4 Probability & Vector Analysis, Parametric and Non Parametric.


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4.5 Time Series Analysis, Chi-Square Test.

Unit-5: SPSS: New Trends for Research

- 5.1 Introductions of SPSS, Frequency Analysis, Graphic and Diagrammatic Representation Of Data through SPSS
- 5.2 Correlation & Regression, by Using SPSS
- 5.3 Factor Analysis through SPSS
- 5.4 Research Analysis Its Credibility, Objectivity & Perseverance with Respect to Suggestions
- 5.5 Index, Citation and Bibliography, Research Report Writing, APA Style of Writing Bibliography

Practical project:

Suggested topics:

- Do an impact study of effectiveness of a radio program/tv programme.
- Study the effectiveness of a public service campaign.
- Research an impact study of effectiveness of newspaper supplements/magazine editorials
- Develop a research plan for any topic.
- Project of audience research

References:

1. R.n. Mukherjee, social research and statistics, prakashan, delhi
2. B.n. Gosh, scientific method and social research, sterling publishers, new delhi-92.
3. Ravindranath mukherjee, samaajik shod and saankhyiki, vivekprakashan.
4. Alan bryman, social research methods, 3rd ed., oxford university press.
5. Jason s. Wrench, quantitative research methods for communication, oxford university press.
6. Bruce wren, robertstevens&davidrouton: marketing research, jaico publishing house.
7. J.v. Vilaniam, more effective communication a manual for professional east balbir.
8. Belmont, the practice of social research, wadsworth, california
9. Roger d. Wimmes& joseph r. Dominide, mass media research, a introduction, wade -worth publication company belmont.
10. Arthur asaberger, media & communication research methods, 2000, sage, new delhi pub., indiapt. Ltd.
11. Gunter, media research methods, sage, new delhi pub., indiapt. Ltd.



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Banking and Insurance

Part – A : Banking

UNIT- I:

Banking: Meaning and Definition,

Functions, Significance

Types of Banks,

Banking Operations,

Process and Limits of Credit Creation.

Unit - II:

Banking Regulation Act 1949: History; Important features of Banking Regulation Act

Restrictions on advances,

Banking Reforms: Brief study of Narasimgham Committee Report

Banking regulation Act as applicable to banking companies and public sector banks

Banking Regulation Act as applicable to Co- operative Banks.

Unit - III:

Indian Banking system: Structure and organization of banks.

Reserve Bank of India

Apex banking institution;

Commercial banks Development banks


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State bank of India - Brief history objectives, Functions, structure and organization, working and progress

Part – B : Insurance

Unit- IV:

Principles of indemnity, proximate cause, subrogation, contribution and sharing.
Study of various proposal and policy forms used in general insurance

Classification of various non-life insurance products and the scope of coverage of fire insurance and marine insurance

Discuss the various kinds of miscellaneous insurances

Describe the classes of insurances requiring specialized knowledge i.e. industrial all risk industrial all risk insurance, aviation insurance, oil and gas insurance

Regulatory provisions under insurance act 1938 and IRDA act 1999

Underwriting practice and procedures, types and classification of hazards.

Unit- V:

Fire Insurance: General Information relating to Fire Insurance Need for Fire Insurance

Scope of Fire Insurance, Physical and Moral Hazards in Fire Insurance,

Fire Insurance Contract: Principles, Difference between Fire and Life Insurance Contracts Procedure of taking a Fire Insurance Policy.

Marine Insurance: Classification of subject matter of Marine Insurance, Marine Insurance Contract: Its essential Characteristics

Express and Implied warranties under Marine Insurance.



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Suggested Readings:

1. P. K. Gupta: Insurance and Risk Management; HPH, Mumbai.
2. Harrington, Scolt, E. and Niehans, Gregary R.: Insurance and Risk Management; McGraw Hill Book Co., New York.
3. M. Motihar: Principles and Practice of Insurance; ShardaPustakBhawan, Allahabad.
4. M. N. Mishra: Insurance Principles and Practice; S. Chand & Co. Ltd. New Delhi.
5. M. Arif Khan: Theory and Practice of Insurance; Educational Book House, Aligarh.


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Digital Accounting

Unit – 1: Accounting Meaning

- 1.1 Basic Terminology of Accounting , Scope and Utility of Accounts
- 1.2 Difference between Book Keeping and Accountancy,
- 1.3 Types of Accounts and Transactions, Assets and Liabilities
- 1.4 Accounting Principles, Branches of Accounting, Limitations of Accounting
- 1.5 Principles of Double Entry System Rules and Regulation, Debit and Credit

Unit – 2: General Procedure of Accounting

- 2.1 Journal Entry, Rules of Debit & Credit, Method of Journalizing, Advantage
- 2.2 Ledger, Meaning, Utility, Posting entries
- 2.3 Practical system of book keeping – Cashbook, types of cash book, Single column, double column
- 2.4 Entries, Trial Balance, Objective, preparation, errors & rectification,
- 2.5 Final Account Preparation and Balance sheet

Unit – 3: Advance Accounting

- 3.1 Receipts and Payment Accounting
- 3.2 Income Expenditure accounting
- 3.3 Branch and Department Accounts
- 3.4 Final Accounting with Adjustments
- 3.5 Royalty Accounting

Unit – 4: Accounting with Tally ERP

- 4.1 Basic Feature of Tally,
- 4.2 Creation of Company, Vouchers Preparation
- 4.3 Entries in Journal, Ledger, Cash book preparation
- 4.4 Profit and Loss Account and Balance Sheet
- 4.5 Opening balances of certain Ledger, Data Transfers

Unit – 5: Accounting with Busy

- 5.1 Basic Concepts of Busy, Accounting and Inventory
- 5.2 Key Components in Busy, Objectives of Busy
- 5.3 Setting up a Company in Busy – Creation, Opening, Editing, Closing
- 5.4 Voucher Entry - Sales and Purchase, Sales & Purchase Return, Payment and Receipts
- 5.5 Stock transfer, GST Calculation, Printing Utility

Reference Book

1. Pandey, I. M. – Elements of Management Accounting, Vikas Publishing House New Delhi
2. Maheshwari, S.N. – Corporate Accounting, Vikas Publishing Hosue New Delhi
3. Sharma R. K. and Gupta S.K. – Management Accounting, Kalyani Publishers New Delhi
4. Goyal V.K. and GoyalRuchi – Financial Accounting, Prentice Hall Publication 5th Edition
5. Dr. ChaudhryK – Busy Made Easy, CreateSpace Independent Publishing 2017
6. Nadhani Ashok K, Simplest Book for Learning Tally ERP 9, BPB Publications

Cyber Law and Cyber Security

Course Objective : The students will learn the basic Network Communication Concepts along with Data Security System. They will gain the knowledge of Cyber Law, Security and the Tools & Methods used for Cyber Crime.

Unit-I Networking & Communication Concepts

- 1.1 Introduction to Cyber Law, Cyber law policy.
- 1.2 Basic Terminology used in Cyber Security, Elements of Cyber Security.
- 1.3 Network System, Topology and Types of Networks.
- 1.4 Data Security, Types of data Security Threats.
- 1.5 Intro to Information Security, Goals for Security, E-Commerce Security.

Unit-II Cryptography & IDS

- 2.1 Introduction to Cryptography.
- 2.2 Applications of Cryptography, Digital Signatures.
- 2.3 Tools and Techniques of Cryptography.
- 2.4 Introduction to Intrusion Detection System (IDS): Need, Methods, Types of IDS, Password, Limitations and Challenges.
- 2.5 Firewall Introduction, Characteristics and types, Benefits and limitations. Trusted Systems, Access Control.

Unit-III Cyber Law and Cyber Crime

- 3.1 Introduction of Cyber Law and Crime, Categorizing Cyber Crime.
- 3.2 Perception of Cyber Criminals: Hackers, Insurgents and Extremist Groups.
- 3.3 Information Warfare and Surveillance, Cyber Terrorism.
- 3.4 Concept, Information as an Intelligence Weapon.
- 3.5 Attacks and Retaliation, Attack and Defense.

Unit-IV Cyber Security

- 4.1 Introduction, Definition and Origin, Cybercrime and Information Security.
- 4.2 Classification of Cybercrimes.
- 4.3 The Legal Perspectives-Indian Perspective and Global perspective.
- 4.4 Types of Attacks, a Social Engineering.
- 5.5 Cyber Stalking, Cloud Computing and Cybercrime.



Unit-V Tools and Methods used in Cyber Crime

- 5.1 Introduction to Various tools and Methods, Terminologies.
- 5.2 Security Goals: Authentication, Authorization,
- 5.3 Cipher Techniques: Substitution and Transposition.
- 5.4 One Time Pad, Modular Arithmetic.
- 5.5 Block Ciphers, Stream Ciphers. Secret Splitting and Sharing.

Text Book:

- 1. Bernard Menezes, "Network Security and Cryptography", Cengage Learning, ISBN-978-81-315-1349-1

Reference Books:

- 1. PDF Digital Content: Stuart McClure, Joel Scambray, George Kurtz, Hacking
- 2. Exposed Network Security Secrets and Solutions, McGrawHill, 2012
ISBN: 978-0-07-178028-5
- 3. Berouz Forouzan, "Cryptography and Network Security", 2 edition, TMH, ISBN :9780070702080



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E-Customer Relationship Management

Objectives

This course examines customer relationship management (CRM) and its application in marketing, sales, and service. Effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit.

Unit - I

Fundamentals of CRM

1.1 Introduction to CRM

1.2 CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer Relationships

1.3 Difference between CRM and eCRM, features of eCRM

1.4 CRM technology components, Customer life style, Customer interaction.

1.5 Models of CRM, Strategic CRM

Unit - II

Customer Retention & Development

2.1 Concept of customer retention, Managing Customer Retention or Value Retention

2.2 Economics of Customer Retention , Strategies of Customer Retention

2.3 Positive Customer Retention Strategies, KPI for Customer Retention

2.4 Strategies for Customer Development

2.5 Strategies for terminating Customer Relationships.

Unit III

CRM in Marketing

3.1 Impact of CRM on Marketing Channels

3.2 One-to-one Relationship Marketing - Cross Selling & Up Selling

3.3 Customer Retention, Behavior Prediction - Customer Profitability & Value Modeling

3.4 Channel Optimization - Event-based marketing. - CRM and Customer Service

3.5 The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Unit - IV

Sales Force Automation

4.1 Sales Process, Activity, Contact- Lead and Knowledge Management

4.2 Field Force Automation. - CRM links in e-Business

4.3 E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP)

4.4 Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner Relationship Management (PRM).

4.5 Analytical CRM - Managing and sharing customer data - Customer information data bases

.Unit - V

CRM Implementation

5.1 Defining success factors - Preparing a business plan requirements, justification and processes. –

5.2 Choosing CRM tools - Defining functionalities

5.3 - Managing customer relationships - conflict, complacency

5.4 Resetting the CRM strategy. Selling CRM internally - CRM development Team

5.5 Team - Scoping and prioritizing - Development and delivery - Measurement.

References

Alok Kumar Rai, Customer relationship management concept & cases,
Prentice Hall of India Private Limited, New Delhi, 2011

S. Shanmugasundaram Customer relationship Management, Prentice
Hall of India Private Limited, New Delhi, 2008

Kaushik Mukherjee, CRM, Prentice Hall of India Private Limited, New Delhi, 2008


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Semester Wise Credit Distribution Scheme of Courses under CBCS

Department Of Management

Master of Business Administration (MBA) – Media Management (MM)

Specialization in

E-Commerce

MBA IV Semester

Semester	Core Course (Compulsory) 6 Credits Each	Elective (Soft Core) 6 Credits Each	Open Elective (OE) 3 Credits	Total Credits
4 th	1 International Marketing and E-Business	1 Web Advertising and e-PR	1 Election Campaign Communication Management	27
	2 Project Management (6 credits)	2 HTML & Web Designing	2 Entrepreneurship Development	
	3 Project – Computer Application in Management (6 credits)	3 Investment Management & Capital Marketing		



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International Marketing & E-Business

Unit – 1: Introduction to International Marketing & E-Business

- 1.1 Introduction, Scope of international marketing & E-business
- 1.2 International Marketing vs. Domestic Marketing with impact of E-business
- 1.3 Principles of International marketing with Whiteley's Model (Electronic Market ,EDI, Internet commerce)
- 1.4 MNCs and TNCs
- 1.5 Advantage and Disadvantage of International Marketing and E-business

Unit – 2: International Marketing & E-Business Environment

- 2.1 Introduction to Political Environment, Political system, Legal and Regulatory Environment
- 2.2 Socio cultural Environment and its Impact on International Marketing & e-business
- 2.3 Economic and Technological Environment
- 2.4 Challenges in Global Marketing & E-business
- 2.5 International Trade Environment with Trade theories, Trade barriers and different Agreements (WTO, GATT)

Unit – 3: International Marketing & E-Marketing Entry Strategies

- 3.1 Introduction and Function of International Market and E-marketplace
- 3.2 Different entry Modes and Market Entry Strategies
- 3.3 International Market Mix ,E-marketplace types and their features
- 3.4 Strategic Alliances, Direct Investments
- 3.5 Manufacturing and Franchising in International marketing and E-business

Unit – 4: International Product Policy and Planning with E-Business

- 4.1 Products: National and international , New product Development
- 4.2 Product Planning, Product Adoption and standardization
- 4.3 International market Segmentation and E-business platform
- 4.4 International marketing plans and Budget and Pricing Policy
- 4.5 International Distribution and Logistics Planning with Ground Levels of E-business

Unit – 5: E-PR and New Media

- 5.1 Import Export scene in India, Import Export Policy, Export Documentation, Export Procedure, International Technology Transfer and Counter Trade, The Trade Market Regime
- 5.2 Foreign Exchange and Foreign Currency Introduction and Exchange Market
- 5.3 International Financial Institution (IMF, WORLD BANK, IBRD, IFC, OECD)
- 5.4 Legal and Ethical Issues in International Marketing and E-commerce
- 5.5 The Future of International Marketing and E-business

References

1. Whiteley, D. (2000). E-Commerce, Strategy, Technologies and Applications, London, McGraw Hill.
2. international marketing; Philip R. cateora
3. International Marketing; Rakesh Mohan

Web Advertisement & E-PR

Course Objectives : To provide basic and emerging concepts and principles of Web Advertisements and E -Public Relations to better decision making in the areas of Web Advertising, Public Relations & Communication Sector.

Unit – I: Web Advertising Concepts

- 1.1 Definitions, Internet as Advertising Medium.
- 1.2 Evolution and History, Role, Objectives, Functions.
- 1.3 Basic Theories and Applications of Web Advertising.
- 1.4 Types of Web Advertising, Significance of Web Advertising.
- 1.5 The Concept of Advertising on the Net, Viral Advertising.

UNIT – II: Advertising Agencies

- 2.1 Web Advertising Agencies – Structure and Functions.
- 2.2 Transformation of mainstream advertising to Web Advertisement.
- 2.3 Ethical & Social Issues in Web Advertising.
- 2.4 Types of online Advertising, Concept & Importance of Banner Advertising.
- 2.5 Introduction to Advertising Laws & Advertising Statutory Bodies in India.

UNIT – III: Understanding E-Public Relations

- 3.1 Brief History of Public Relations & E-PR.
- 3.2 The Evolution of E-PR.
- 3.3 E-PR Concepts, Definitions and Theory.
- 3.4 E-PR Process and Practice – Strategy, Media Selection, Feedback and Evaluation.
- 3.5 Tools of E-PR – Media relations, E-mail, Social Media, Newsletters, Online Contents.

UNIT – IV: E-PR and Communication


- 4.1 E-PR's Role in Business, Government, Politics, NGOs and Industry Associations.
- 4.2 Laws and Ethics in E-PR.
- 4.3 Campaign Planning in E-PR.
- 4.4 Online E-PR Strategies.
- 4.5 The E-Public Relations Environment:
Trends, Consequences, Growth and Power of Public Opinion, Political, Sports etc.

UNIT – V: E-PR and New Media

- 5.1 New Media- Definitions, Concept and Scope.
- 5.2 Challenges and Opportunities of New Media.
- 5.3 The Characteristics of New Media and its Significance.
- 5.4 How Digitalization and Convergence influence E-PR.
- 5.5 E-PR Tools on Internet – Uses and their Online Applications.
(Online Media Relations, Online Media Releases etc.).

Reference Books :

- 1. BANERJEE, PREETA M (Ed): Social Responsibility and Environmental Sustainability in Business (New Delhi: Response Business Books, 2010).
- 2. MANUKONDA R.: Advertising Promotions and News Media (DPS Publishing House India, 2013).
- 3. L'ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008).
- 4. JAISHRI JETHWANEY: Public Relations Management, 2010.
- 5. SRIVASTAVA KM: Public Relations in the Digital Era (Pilgrims Publishing, Varanasi, 2007).


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HTML and Web Designing

Course Objectives : To Introduce students the latest Communication Technology based on Internet along with its Protocols. Students will learn the HTML Tags and will design the Web Pages using Adobe Dream Weaver.

Unit-1 Internet Communication

- 1.1 Introduction to the Internet, Brief History & Development of Internet.
- 1.2 Intranet, Internet Service Provider, Services of Internet.
- 1.3 Search Engines, Electronic Mail, Chat, Video Conferencing.
- 1.4 Remote Login, E-Commerce, Communication Services.
- 1.5 Connection types, Dial-up Networking, Gateway, DNS server.

Unit-2 Website and Protocols

- 2.1 Introduction to World Wide Web, Web pages and Contents.
- 2.2 Computer Networks, URL (Uniform Resource Locator)
- 2.3 IP Address and Reserved IP Address.
- 2.4 Domain Name Registration.
- 2.5 Internet Protocols: FTP, HTTP, TCP/IP. SMTP.

Unit-3 HTML Tag Structure

- 3.1 HTML Basic Tag and Structure: Open and Closed Tags, Head & Body Sections.
- 3.2 Concepts of Hypertext, Working With Text Bold, Italic, Underline, Blink, Teletype,
- 3.3 Superscript, Subscript, Font, Paragraph, Aligning Text, Line Break, Inserting Images, Image Source Setting.
- 3.4 Backgrounds: Custom Backgrounds and Colors, Color Coding in HTML.
- 3.5 Table Layout and Presentation: List types and its Tag, Ordered and Unordered List.

Unit-4 Website Designing with Dream Weaver- I

- 4.1 Getting Started with Dream Weaver.
- 4.2 Planning & Developing Websites, Index and Homepages.
- 4.3 Creating a Basic Webpage and Setting Page Properties.
- 4.4 Working with Texts & Graphics, Image Placement.
- 4.5 Internal & External Hyperlinks to WebPages.



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Unit -5 Website designing with Dream Weaver - II

- 5.1 Adding Multimedia Contents to WebPages, Viewing and Managing HTML Codes.
- 5.2 Inserting Table and adjusting Table Properties.
- 5.3 Creating Forms & inserting other Web Contents.
- 5.4 Testing with Various Browsers.
- 5.5 Web Publishing and uploading files to the Server.

Text Books:

- 1. Internet and Web Design Based on DOEACC III Revised syllabus 'O' Level Mac Millan India Ltd.
- 2. Teach Yourself HTML 4 in 24 Hours By Dick Oliver (Tech media) 4th edition
- 3. Complete HTML: BPB
- 4. Macromedia Flash 8 : A Beginner's Guide Published by McGraw-Hill/Osborne
- 5. Dream weaver MX: A Beginner's Guide: Ray West, Tom Muck


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