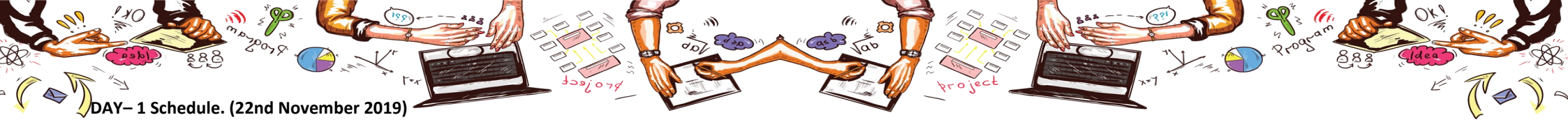


DAY– 1 Schedule. (22nd November 2019)

11:00-12:00	Inauguration (Ms. Anuradha Shankar Singh, ADGP, Training)
12:00-12:30	High tea
12:30-01:30	Prof.. Diwakar Shukla – " Media 4.0 : Fourth Wave"
01:30-02:30	Lunch
02:30-03:30	Sh. Ashish Tomar – " Futuristic Approach: Media Business Management.''
03:30-05:00	Student Presentation Chaired by– Sh. Roopak Khare

DAY– 2 Schedule. (23rd November 2019)

10:30-11:30	Sh. Moonis Ali – " E-Commerce Entrepreneurship"
11:30-12:30	Dr.Sanjay Sharma – " Corporate Communication Strategies."
12:30-12:45	Tea Break
12:45-01:45	Sh. Alok Chatterjee – " Theatre as primitive & First entertainment Mass Media."
01:45-02:30	Lunch
02:30-03:30	Sh. Kamlesh Maheshwari- " Futuristic Approach in Digital Media."
03:30-04:30	Valedictory (Sh. P. Narhari, Commissioner, Urban Administration Dept & Public Relations)
04:30-05:00	Cultural Activities.

Chief Patron

Sh. Deepak Tiwari

Convenor

Prof. Avinash Bajpai

Organising Committee

Prof. Kanchan Bhatia
Professor

Dr. Kapilraj Chandoriya
Assistant Proffessor

Ms. Manisha Verma
Assistant Professor

Technical Support

Sh. Sudhanshu Katdare (Visiting Faculty)
Mrs. Ankita Sharma (Visiting Faculty)
Sh. Prashant Parashar (Computer Tutor)
Mrs. Arti Joshi (Visiting Faculty)
Ms. Krati Joshi (Visiting Faculty)
Mrs. Mukta Trivedi (Visiting Faculty)
Mrs. Ritu Bhavasar (Visiting Faculty)

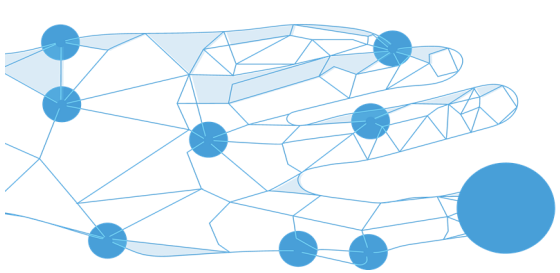
Designed & Composed by.– Aman Raj, Deepankar Kavathekar & Ashutosh Bhargava

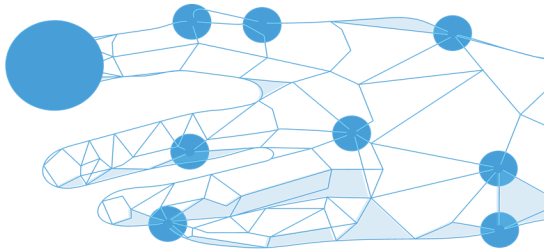
MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM & COMMUNICATION, BHOPAL

Departmental Seminar
on

" Emerging trends in Media Business Management : Futuristic Approach."

22nd – 23rd November , 2019





Organized By
Department of Media Management

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM & COMMUNICATION, BHOPAL

B-38, Vikas Bhawan, Press Complex MP Nagar Zone– 1, Bhopal (M.P.) India, 462011

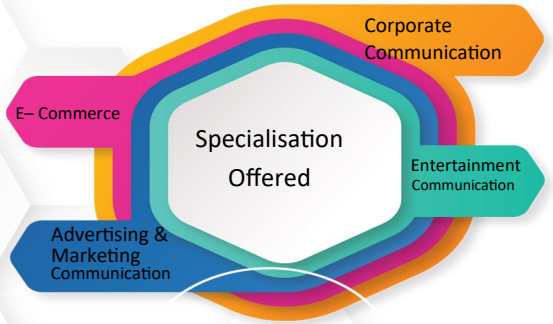
DEPARTMENT OF MEDIA MANAGEMENT

Department of Media Management

The Department of Media Management was established in the year of 2011 and since then it is one of the eminent department in Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal. The department was established with an objective of providing insight into Planning, Organizing, Staffing, Directing, and Controlling of Media Business Plan.

Core Values

- Academic Excellence & Integrity.
- Scholarly Research & Professional leadership.
- Developing Managerial qualities in students.
- Developing Entrepreneurial quality.



About Seminar

This seminar is an opportunity for students to understand futuristic approach of Media Business Management. All the deliberations in this two day seminar will not only enhance students basic understanding but will also help them to gain insight to analyse demand and specific opportunities in this course.

Objectives

1. To provide a platform to discuss Emerging Trends in Media Business Management .
2. To facilitate the Policy makers of Industries and Academicians in finding out solutions for reframing Effective Strategies.
3. The outcome of the deliberation so arrive will help in Industry Institute Interface.
4. To understand future of this course in terms of various dimensions of Specialisation provided by the department.

Guests

Sh. Deepak Tiwari
Vice Chancellor
MCNUJC, Bhopal

Sh. P Narhari
Commissioner, Urban Administration Dept & Public Relations

Ms Anuradha Shankar Singh
Additional DGP, Training

KEYNOTE SPEAKERS

ALOK CHATTERJEE
Director,
MP National School of Drama

MOONIS ALI
Internet Marketer,
Drop Shipper and Market Trainer

DIWAKAR SHUKLA
Director,
Jagran School of Journalism & Communication, JLU

Dr. SANJAY SHARMA
Active Writer,
Motivational speaker& Theatre Artist

ASHISH TOMAR
General Manager,
Dainik Bhaskar, Bhopal

ROOPAK KHARE
Co– Founder, Vinyaasa Productions & ANHD Entertainment.

KAMLESH MAHESHWRI
Deputy Editor
Dainik Bhaskar Digital, Bhopal.