
Detailed Syllabus for MBA (Media Business Management)

(Effective from July 2019)

Department of Management



Makhanlal Chaturvedi National University Of Journalism and Communication
B-38, Press Complex, M.P. Nagar, Zone-I, Bhopal (M.P.) 462 011

**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM &
COMMUNICATION, BHOPAL.**
MINUTES OF THE BOARD OF STUDIES MEETING
Department of Management (12.06.19)

The meeting of Board of Studies of Department of Management is held today i.e. 12.06.19 .The detailed syllabus of MBA full time (Media Business Management) courses (2 year-4 Semester) was placed before the committee members for discussion. The following BOS members and internal members were present in the meeting:-

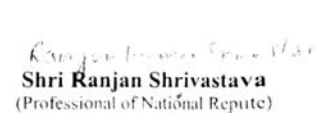
- 1 **Dr. Pavitra Shrivastava**
Head Department of Management, MCNUJC, Bhopal .
Chairman BOS, MCNUJCU Bhopal
- 2 **Dr. Amarjeet Khalsa**
Group Director, IPER, Bhopal
(Expert/ Teacher Nominated by Hon'ble VC For BOS, MCU, Bhopal)
- 3 **Shri. Ranjan Shrivastava**
HT, Bhopal,
(Professional of National Repute)
- 4 **Dr. Parag Dubey**
Professor, Dept. of Management,
NITTR, Bhopal, (External Expert from Education)
- 5 **Dr. Deepak Shrivastava**
Professor , Department of Management,
DAVV, Indore, (External Expert from Education)
- 6 **Dr. Kanchan Bhatia**
Professor, Department of Management, MCNUJC, Bhopal
Member, BOS, MCNUJCU Bhopal
- 7 **Dr. Avinash Bajpai**
Professor, Dept. of Management, MCNUJC, Bhopal
Member, BOS, MCNUJCU Bhopal
- 8 **Dr. K. Mani K. Nair**
Assistant Professor, Department of Journalism, MCNUJC, Bhopal
- 9 **Dr. Kapil R. Chandoriya,**
Assistant Professor, Department of Management, MCNUJC, Bhopal
- 10 **Ms. Manisha Verma,**
Assistant Professor, Department of Management, MCNUJC, Bhopal

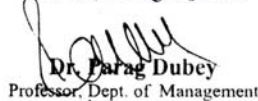
It is discussed and decided that now the MBA Media Management is known as MBA-Media Business Management. The Specialization will be offered in IInd Year i.e. 3rd Semester. First year i.e. Ist & IInd Semester, is Common for all. The Specialization offered will be MBA-Entertainment Communication, MBA- Advertising & Marketing Communication, MBA-Corporate Communication and MBA-E-Commerce. The MBA (MBM) syllabus based on Choice Based Credit System, (CBCS) is approved.

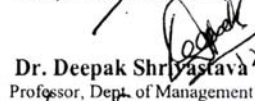
The Attached Syllabus is recommended as per the norms for further implementation. Meeting ended with vote of thanks to all the dignitaries & Invitees.



Dr. Pavitra Shrivastava
Head, Deptt. of Management

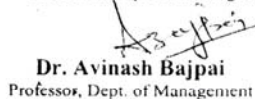

Dr. Amarjeet Khalsa
Group Director, IPER, Bhopal


Shri Ranjan Shrivastava
(Professional of National Repute)


Dr. Parag Dubey
Professor, Dept. of Management

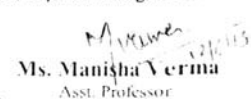

Dr. Deepak Shrivastava
Professor, Dept. of Management

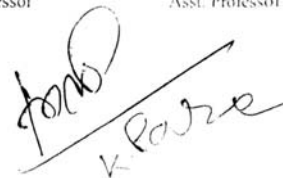

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Dr. Avinash Bajpai
Professor, Dept. of Management


Dr. K. Mani K. Nair
Asst. Professor


Dr. Kapil R. Chandoriya
Asst. Professor


Ms. Manisha Verma
Asst. Professor


K. Parje

Department of Management :

Established in the year 2010, Department of Management came into existence with the objective of enabling students with managerial qualities pertaining to the media industry. Committed to provide excellence in teaching, the department introduces students to concepts of Development, Planning, Functioning, Media Marketing and Brand Building of Media Enterprises in its courses. Also in offer are programme which include mainstream subjects like Broadcast Entertainment, Film Entertainment, New and Interactive Media, Marketing, Advertising, and Event Management. The department has a rich knowledge pool of well-qualified and trained faculty. The curriculum has been designed after regular interaction and inputs from leading academia and industry professionals, keeping the future of the industry in mind.

M.B.A. (Media Business Management) MBA (MBM)

Level – Postgraduate **Duration:-** 2 years (4 semesters) **Seats-** 60

Eligibility Criteria - Applicant must be graduate in any discipline from recognised University, with minimum 50% marks (45% for SC/ ST)

About the Programme

M.B.A. (Media Business Management) is a specialised area of business administration which teaches students about development, planning, functioning and brand building of corporate and media enterprises.

Programme Objectives

To provide students with an overview of media and introduce them to the environment of the Media industry and its management.

To empower students with insights into planning and execution of media plans and also to assess the future needs and trends to give an understanding of the basic functions of management.

To enable students with an understanding of various aspects of entertainment and media industries.

If you are interested in pursuing a career in the ever-dynamic media industry, to create innovative digital concepts, and use skills and technology to help a company grow then this programme is for you.

Career path you can choose after completing the programme

Media Strategist
Marketing Analyst
Marketing Manager
Media Manager
Media planning Manager
TV Producer
Digital Media Assistant
Corporate Communication Manager
Public Relation Officer

MBA: Media Business Management

1 MBACCC-1: Managerial Communication

Total Marks: 100 [Theory (80), Internal (20)]
Credit – 6

COURSE OBJECTIVES

- To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
- To sharpen the analytical, written, non-verbal, spoken communication and interpersonal skills essential in organizations
- To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities
- To inculcate effective presentation skills, writing letters, minutes, notices and circulars maintaining one's poise in private and in public.
- To make the students understand technical aspects of report writing

LEARNING OUTCOMES

- Understanding the basics of communication and its application in Organization
- Developing managerial qualities and interpersonal skills
- Evaluate personal communication, verbal and non-verbal, formal and informal, to identify specific areas for improvement
- Designing organizational communication planning that effectively uses presentations, reports and mass communication

Unit – 1	Introduction to Managerial Communication	L	T	P
1.1	Meaning, Importance & objectives, Forms of communication, Significance of Communication <i>(Lecture, PPT)</i>	11	3	2
1.2	Communication Process, Barriers to effective communication <i>(Lecture, PPT)</i>			
1.3	Techniques of effective communication ,Principles of Effective Communication <i>(Lecture, PPT)</i>			
1.4	Basic Models of communication, Characteristics of successful communication <i>(Lecture, PPT)</i>			
1.5	Choosing Media for Communication <i>(Lecture, PPT, Case study)</i>			

Unit – 2	Means of Communication and Methods	L	T	P
2.1	Types of Communication: Intrapersonal and Interpersonal communication (Lecture, PPT)	10	4	1
2.2	Channels of Communication: Introduction, Classification of Communication Channels (Lecture, PPT)			
2.3	Group Communication: Meetings, Group discussions (Lecture, PPT, Group Discussion)			
2.4	Public Communication, Mass Communication(Lecture, PPT)			
2.5	Communication Network: Intranet–Internet–E-mails–SMS–teleconferencing – videoconferencing (Lecture, PPT)			

Unit – 3	Verbal and Nonverbal communication	L	T	P
3.1	Fundamentals of Oral communication Barriers and Gateways in Oral Communication, Feedback, Telephonic Messages, Negotiation Skills (Lecture, PPT, Role Play)	11	3	1
3.2	Written communication, Merits and Demerits, Significance of Written communication (Lecture, PPT)			
3.3	Non verbal communication, Body Language ,Facial expressions, Face to Face communication (Lecture, PPT)			
3.4	Listening: Meaning, Importance, Types of listening, Tips for effective listening, Barriers for listening (Lecture, PPT)			
3.5	Conducting Meetings : Procedure – Preparing agenda, Minutes and Resolutions Conducting Seminars & Conferences (Lecture, PPT)			

Unit – 4	Introduction to Managerial Writing	L	T	P
4.1	Business Letters: Inquiries, Circulars & notices, Quotations, Orders (Lecture, PPT, Group Discussion)	12	3	-
4.2	Banking correspondence, Agency correspondence, Bad news and persuading letters, Job application letters (Lecture, PPT)			

4.3	Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, Correspondence (Lecture, PPT)			
4.4	Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, Enquiries, Customers' complaints, Collection letters, Sales promotion letters, Application letters (Lecture, PPT)			
4.5	Legal aspects of Business Communication ,The press release ,Press conference , Media interviews (Lecture, PPT, Role Play			
Unit – 5	Report Writing	L	T	P
5.1	Structure of Reports – Long & Short Reports – Formal & Informal Reports (Lecture, PPT)	11	4	1
5.2	Writing Research Reports, Report layout ,Stages of Report Writing (Lecture, PPT)			
5.3	Planning and Types of Reports, Five Ws and one H of Report Writing (Lecture, PPT)			
5.4	Technical Reports – Norms for including Exhibits & Appendices (Lecture, PPT)			
5.5	Public speaking and Presentation of Reports (Lecture, PPT)			

Practical / Projects / Assignments

- Students Presentation, Report Writing
- Case study and Role Play
- Mock Interviews

Suggested Readings

- Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
- Ludlow, R. & Panton, F, The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd
- Pal Rajendra & J.S. Korlahalli, Essentials of Business Communication Sultan Chand & Sons, 8th Edition
- Robbins S.P Organisational Behaviour . Prentice-Hall of India Pvt. Ltd. NewDelhi
- Lesikar, R.V. & Flatley, M.E, Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd
- Rao Nageshwar , Das Rajendra, Business skills, HPH

- Sinha K.K Business Communication - Galgotia Publishing Company, NewDelhi

E-Resource

- <http://www.bdu.ac.in/cde/docs/ebooks/mba/I/P16MBA2%20-%20MANAGERIAL%20COMMUNICATION.pdf>
- http://www.ymcaust.ac.in/mba/images/Study_Material/MC-notes.PDF
- <https://gtumbanotes.files.wordpress.com/2011/06/managerial-communication.pdf>

1MBACCC-1: Managerial Communication

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBACCC-1.1	3	-	-	-	1	-	2	-	1	-	-	1
1MBACCC-1.2	2	-	-	-	1	2	-	-	-	-	-	2
1MBACCC-1.3	3	1	-	-	1	2	-	-	-	-	-	1
1MBACCC-1.4	1	2	3	-	1	-	-	-	-	-	-	1

1MBACCC-2: Principles & Practices of Management

Total Marks: 100 [Theory (80), Internal (20)]

Credit - 6

COURSE OBJECTIVES

- To make students understand the core management principles that are applicable to individuals and organizations
- To understand the basics of management functions and realize the ideal characteristics of a manager
- To help the students to improve their Planning, Organizing, Directing and Decision making skills
- To provide the students with tools and techniques to be used for effective control
- To inculcate Leadership skills and effective communication among students to manage specific situations

LEARNING OUTCOMES

- Understanding Managerial Qualities and Characteristics of Managers
- Practice the process of management's functions including planning, organizing, Directing leading, and controlling
- Gather and analyze information to isolate issues and formulate best control methods
- Determining the most effective action to be executed in specific situations

Unit – 1	Introduction	L	T	P
1.1	Concepts, Function and Process, Nature of Management (Lecture, PPT)	10	4	-
1.2	Management Discipline as Arts or Science (Lecture, Group Discussion)			
1.3	Understanding Management and Administration (Lecture, Industrial Visit)			
1.4	Managerial Skills, Roles of a Manager (PPT, Lecture, Role Play)			
1.5	Levels of Management.(Lecture, PPT)			

Unit – 2	Development of Management Thoughts	L	T	P
2.1	Evolution of Management Thoughts (Lecture, PPT)	11	3	-
2.2	Early Classical Approaches- Administrative, Bureaucratic and Scientific Approach, Contribution and Limitations of Scientific Management(Lecture, PPT)			
2.3	Neo -Classical Approaches -Human Relations Movement, Behavioral Approach-Douglas, McGregor, Abraham Maslow, Chester Barnard, Mary			

	Parker Approach. (Lecture, PPT)			
2.4	Modern Approaches - Quantitative Approach, Contingency Approach. Social System Approach (Lecture, PPT)			
2.5	Management By Objective(MBO), Management by Exception(MBE) (Lecture, PPT)			

Unit – 3	Planning and Decision making	L	T	P
3.1	Concept of Planning, Nature of Planning. (Lecture, PPT, Group Discussion)	9	4	1
3.2	Importance of Planning, Types of Plan. (Lecture, PPT)			
3.3	Process of Planning, Principles of Planning (Lecture , PPT, Case study of Coca Cola and Pepsi)			
3.4	Decision Making - Concept, Significance and Types of Decision (Lecture, PPT, Management Game)			
3.5	Styles of Decision Making, Techniques of Group Decision Making. (Lecture, PPT, Brainstorming session)			

Unit- 4	Organising	L	T	P
4.1	Concept, Process of Organizing, (Lecture, PPT)	9	4	2
4.2	Forms of Organizational Structure (Lecture, PPT)			
4.3	Formal and Informal Organization, Components of Organization Structure (Lecture, PPT, Case study on Disney Design)			
4.4	Line and Staff Structure, Functional Structure, Span of Control, Authority, Responsibility and Accountability (Lecture, PPT)			
4.5	Delegation of Authority, Departmentalization, Centralization and Decentralization. (Lecture, PPT)			

Unit – 5	Directing and Controlling	L	T	P
5.1	Concept of Direction: Definition and Importance of Direction (Lecture, PPT)	10	3	2
5.2	Concept of Leadership, Functions of Leaders, Leadership Styles. (Lecture, PPT, Role Play)			
5.3	Process of Communication, Importance of Communication, Barriers to Communication Channels. (Lecture, PPT, Group Discussion)			
5.4	Concept of Control, Importance of Controlling, Characteristics of Effective Control Process, (Lecture, PPT, Case study on Control techniques)			
5.5	Types of Control System, Essentials of Good Control Systems,			

Techniques of Control (<i>Lecture, PPT</i>)					
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Practical/Projects/Assignments

- Case Studies: Related to Management principles
- Study of Management Strategies of Any Corporate Undertaking
- A Study Related to Management of Any One Media Organization.
- Enactment of Some Management Games
- Field Visit and Role Play

Suggested Readings

- Bhatia Kanchan, Mittal Shweta, “ Management concepts and Practice” Variety Publishers, 2010
- Durai Pravin, “Principle of Management: Text and Cases” Pearson Publisher, 2015
- Joseph M. Putti, Harold Koontz, Essentials of Management, An Asian Perspective, 1998, Tata Mc Graw Hill
- Kreitner, Management Theory and Applications Cengage Learning, India, 2009
- Koontz and Wehrich Principles of Management, Tata Mc Graw Hill. New Delhi
- Rao VSP & Krishna Hari Management text and cases Excel Books, New Delhi
- Robbins, Management, 9th edition Pearson Education, 2008

E-Resource

- https://www.managementstudyguide.com/leadership_basics.htm
- <https://smallbusiness.chron.com/organizational-leadership-concepts->
- <http://www.businessmanagementideas.com/organisation-structure>
- <https://www.amazon.in/Principles-Management-Durai-Pravin-ebook>

1MBACCC-2: Principles and Practices of Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBACCC-2.1	3	1									2	1
1MBACCC-2.2		3				2	1					1
1MBACCC-2.3		2	3		1							1
1MBACCC-2.4		1		3	2						1	

1MBACCC-3:Managerial Economics

Total Marks: 100 [Theory (80), Internal (20)]

Credits - 6

COURSE OBJECTIVES

- To introduce the economic concepts.
- To familiarize with the students the importance of economic approaches in managerial decision making.
- To understand Trade and types
- To understand the applications of economic theories in business decisions.
- To make the student aware about economic environment and international organizations

LEARNING OUTCOMES

- Understanding the basic Concept of Economics.
- Understand the internal and external decision to be made by managers. Analyze the demand and supply condition and assess the position of company.
- Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- Analyze real-world business problems with a systematic theoretical framework.

Unit – 1	General Foundations of Managerial Economics	L	T	P
1.1	Introduction, Meaning, Scope of Managerial Economics (class room lectures , PPT)	11	3	-
1.2	Importance of the study of Managerial Economics, Major Functions of a Managerial Economist (PPT, Class room Lecture)			
1.3	<i>Demand Analysis</i> : Introduction, Meaning, Law of Demand, Elasticity of Demand , <i>Demand Forecasting</i> : Introduction, Meaning, Methods of Demand Forecasting (PPT, Lectures)			
1.4	<i>Supply Analysis</i> : Introduction, Meaning of Supply, Law of Supply, Elasticity of supply, Factors Determining Elasticity of Supply (Lectures & PPT)			
1.5	<i>Market Equilibrium</i> : Introduction, Meaning of Market Equilibrium, Changes in Market Equilibrium (PPTs, case study of oil and gas market)			

Unit – 2	Economic Concept	L	T	P
2.1	Law of Variable Proportions (Class room lecture)	10	4	-
2.2	Theory of the Firm . Nature of the Firm - Objectives of Firms (PPTs)			

2.3	<i>Production Analysis:</i> Introduction, Meaning of Production, Production Functions in the Short and Long Run (class room lectures , PPT)			
2.4	Cost Functions – Determinants of Costs – Cost Forecasting - Short Run and Long Run Costs –Type of Costs (PPT , Class room lectures)			
2.5	Analysis of Risk and Uncertainty. (Class room Lectures & Case study)			

Unit – 3	Revenue & Markets	L	T	P
3.1	<i>Revenue Analysis and Pricing Policies-</i> Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Pricing Methods (PPTS, Class room lectures)	11	4	-
3.2	Product Markets -Determination Under Different Markets , Market Structure (PPTs , Class room lectures)			
3.3	Perfect Competition , Price-Output Determination under Perfect Competition (PPT, lectures, Case study- Credit card industry)			
3.4	<i>Imperfect Competition-</i> Introduction, Monopoly – Monopolistic Competition – Duopoly - Oligopoly (PPTs)			
3.5	Pricing and Employment of Inputs Under Different Market Structures – Price Discrimination - Degrees of Price Discrimination. (PPTs, Lectures)			

Unit – 4	Macroeconomics Concepts	L	T	P
4.1	Introduction to National Income , GDP – National Income & GDP Concepts (PPTs)	11	3	-
4.2	Models of National Income Determination (PPTs & Class room Lectures)			
4.3	Economic Indicators - Technology and Employment (PPTs)			
4.4	Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations (PPTs & class room lectures)			
4.5	Fiscal and Monetary Policies. (Class Room Lectures)			

Unit – 5	Macro Economic Environment and international Scenario	L	T	P
5.1	Economic Transition in India (Class room Lectures)	12	2	-
5.2	A quick Review - Liberalization, Privatization and Globalization, Business and Government- public-private participation (PPTs & class room lectures)			
5.3	Industrial Finance- FDIs , Inflation and Deflation –meaning and kinds, Measures to control Inflation Deflation (PPT , Class room lectures)			
5.4	WTO, World Bank, IMF (PPT, class room lectures)			
5.5	International organizations ; UNESCO, UNDP, World Economic Forum , BRICS (PPT, class room lectures)			

Practical / Projects / Assignments

Case Studies: Related micro and macro economics
Study of laws related to economic environment
Field Visit and assignments

Suggested Readings

Dawett K.K , Modern Economic Theory, Sultan Chand & Sons., Dwivedi D.N, Managerial Economics, 7th Ed, Vikas Publishing Gupta G.S., Managerial Economics, TMH, 1988
H.Craig Peterson, W. Cris Lewis, Managerial Economics, PHI, 1994

- India Unbound: Gurucharan Das
- The Wealth of Nation: Adam Smith

E-Resource

<http://pearsoned.co.in/prc/book/paul-g-keat-managerial-economics-economic-tools-todays-decision-makers6e-6/9788131733530>

<http://pearsoned.co.in/prc/book/h-craig-petersen-managerial-economics-4e-4/9788177583861>

<http://www.onlinevideolecture.com/mbaprograms/kmpetrov/managerialeconomics/?course4207>

1MBACCC-3: Managerial Economics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBACCC-1.1	1		2				3		2			3
1MBACCC-1.2	2						2					1
1MBACCC-1.3			1			1	1		1		1	1
1MBACCC-1.4	3		2				1				2	2

1MBACCC-4:Basic Computer Applications

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits – 6

COURSE OBJECTIVES

- To acquaint students with the Operating Systems, Peripheral devices, including both hardware and software and networking
- To give the working knowledge of MS word and documentation
- To make the students understand and modify charts, construct formulas, including the use of in- built functions
- To help the Students to prepare PowerPoint Presentations with Transitions and Animations effects
- To enhance the knowledge of basic components of Multimedia

LEARNING OUTCOMES

- Knowledge of computer equipment, including both hardware and software, familiarize operating systems & networking
- Understanding the word processing techniques and document preparation in MS Word
- Creation of worksheet and workbooks using charts and formulas
- Preparation of PowerPoint Presentations with animation effects
- Application area of various multimedia contents in Media Management

Unit – 1	Computer Fundamentals	L	T	P
1.1	Definition, Basic Components, Hardware and Software, Input/output device. (Lecture, PPT)	10	-	4
1.2	Introduction to Operating System, Necessity and Use, Functions and features of Operating System. (Lecture)			
1.3	Introduction to Windows Desktop, Accessories, Control Panel, Files & Folders. (Lecture, PPT, Practical)			
1.4	Management Information System - Need, Purpose and Objectives of MIS. (Lecture)			
1.5	Information Technology - Definition, Telecommunication and Networks, Network Topologies. (Lecture, PPT)			

Unit – 2	Office Automation Tools: MS Word	L	T	P
2.1	Introduction to MS Office Suit & Introduction to Word Processing Features of MS Word - Spell Check, Thesaurus, Find & Replace. (Lecture, PPT, Practical)	8	-	7
2.2	Insert options in a page – Objects & Shapes, Hyperlink, Header Footer, and			

	Page Numbers. (Lecture, PPT, Practical)			
2.3	Using Mathematical Symbols & Special Characters. (Lecture, PPT, Practical)			
2.4	Creation & Working with Tables, Table Properties. (Lecture, PPT, Practical)			
2.5	Document Editing - Text Formatting & Page Layout Setting, Mail Merge. (Lecture, PPT, Practical)			

Unit – 3	Office Automation Tools: MS Excel	L	T	P
3.1	Introduction to MS Excel, Workbook & Worksheets. (Lecture, PPT, Practical)	8	-	6
3.2	Working with Columns & Rows, Column Setting, Sorting. (Lecture, PPT, Practical)			
3.3	Use of Formulas, Calculations & Functions, Cell Formatting (Lecture, PPT, Practical)			
3.4	Chart Creation, Chart types and Manipulation. (Lecture, PPT, Practical)			
3.5	Borders & Shading, Selection and Printing. (Lecture, PPT, Practical)			

Unit – 4	Office Automation Tools: MS Power Point	L	T	P
4.1	Introduction & Working with MS PowerPoint. (Lecture, PPT, Practical)	8	-	6
4.2	Creating a Presentation. Selection & Working with Slides, Designs & Backgrounds. (Lecture, PPT, Practical)			
4.3	Insert options - Text Box, Multimedia Objects, Shapes, Pictures, Sound, and Movie etc. (Lecture, PPT, Practical)			
4.4	Using and Setting of Transition and Custom Animations. (Lecture, PPT, Practical)			
4.5	Preparing and Delivering of Presentations, Qualities of a Good Presentation. (Lecture)			

Unit – 5	BASIC CONTENTS OF MULTIMEDIA	L	T	P
5.1	Introduction and Definition of Multimedia, Elements of Multimedia. (Lecture)	9	-	4
5.2	Hardware & Software requirement for Multimedia. (Lecture)			

5.3	Area, Use and Applications of Multimedia. (Lecture)				
5.4	File Formats of – Text, Image, Audio, Video and Animation. (Lecture, PPT, Practical)				
5.5	Role and Importance of Multimedia in Media. (Lecture)				

Practical / Projects / Assignments

- 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
- Working with Multimedia Applications

Suggested Readings

- Boyce, jim & Jeff canard Prentice.(2007) *Microsoft office System Inside Out*. Hall of India
- Kumar, Bittu .(1 Sep 2017). *Mastering MS Office Computer Skill Development*. Be Future ready
- Preppernou , Jaon & Cox, Joyce.(2010). *Windows –7 Step by Step and Online Training Solutions*
Inc. PHI publication
- Siechart, Ed Bott Carl & Stinson, Craig (2009). *Windows –7 Inside out* .PHI Learning
- Sinha, Pradeep K. & Sinha , Priti (6th Edition) .*Computer Fundamentals*.BPB Publications

E-Resource

- <https://www.scribd.com/document/96946023/Tutorial-Excel-2007-pdf>
- <https://www.pitt.edu/~poole/Office2007Tutorials/FrontMatter.pdf>
- <https://ptgmedia.pearsoncmg.com/images/9780735623026/samplepages/9780735623026.pdf>

1MBACCC-4: Basic Computer Applications

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBACCC- 3.1	3	-	-	-	-	1	-	-	-	-	-	2
1MBACCC- 3.2	2	-	-	-	3	1	-	-	-	-	-	1
1MBACCC- 3.3	3	2	2	-	-	-	-	-	-	-	-	-
1MBACCC- 3.4	1	2	-	-	3	-	-	-	-	-	-	1
1MBACCC- 3.5	3	1	-	-	3	-	-	-	-	2	-	1

1MBACCE-1: Organization and Management of Media

Total Marks: 100 [Theory (80), Internal (20)]

Credit Points – 6

COURSE OBJECTIVES

- To provide students with an insight into the management practices and policies of media organizations
- To instill an understanding of ownership patterns in media organizations
- To make them aware of effective management strategies for print and electronic media
- To enable students to manage overall functioning and coordination activity in a media organization
- To discuss New Media ventures and enhance managerial skills of students to successfully handle the complexities of media management

LEARNING OUTCOMES

- The students will be able to summarize and analyze essential concepts and principles of media management
- They can analyze business and economics of national and international media markets with reference to key parameters
- They can develop strategic plans for management and smooth functioning of media organizations
- They can analyze, evaluate media ecosystem and critically challenge the possibilities and limitations of concepts from the field of media management

Unit – 1	Introduction and Ownership of Media	L	T	P
1.1	Principles of Management and their Significance, Functions of Management, Planning and Coordination (Classroom Lecture with Power Point Presentation)	15	1	-
1.2	Ownership Patterns of Mass Media in India; Private Ltd. & Public Ltd. (Classroom Lecture with Power Point Presentation)			
1.3	Media as a Business and Social Institution; Media Economics (Classroom Lecture with Power Point Presentation)			
1.4	Behaviour in Media Organization, Competition and Media Development (Classroom Lecture with Power Point Presentation)			
1.5	Global Media Scenario; Issues of Monopolies, Conglomerates, Vertical and Horizontal Integration (Classroom Lecture with Power Point Presentation)			

Unit – 2	Print Media Management	L	T	P
2.1	Introduction to Print Media; Concept, Hierarchy and Functions (Power Point Presentation)	13	-	2

2.2	Changing Role of Editorial Staff and other Media Persons, Editorial Response System and Reporting <i>(Classroom Lecture with Power Point Presentation)</i>			
2.3	Print Media and Political System <i>(Classroom Lecture)</i>			
2.4	Managing Advertising Circulation and Marketing of Newspaper <i>(Classroom Lecture with Power Point Presentation)</i>			
2.5	Factors affecting Newspaper Circulation, Managing News Agencies <i>(Power Point Presentation and Visit to any Print Media Industry)</i>			

Unit – 3 Electronic Media Management		L	T	P
3.1	Introduction to Radio, Doordarshan, Satellite and Cable Television in India and private broadcasting system in India. <i>(Classroom Lecture and Power Point Presentation)</i>	13	-	2
3.2	Cinema Industry; Its Work Culture and Functions of various departments. <i>(Classroom Lecture and Power Point Presentation)</i>			
3.3	Recruitment and Service conditions, Planning and execution of program <i>(Classroom Lecture and Power Point Presentation)</i>			
3.4	Administration and Program Management in Media; Scheduling and Quality Control <i>(Lecture and Power Point Presentation, Visit to any Electronic Media House)</i>			
3.5	Revenue Model of Electronic Media Industry <i>(Classroom Lecture and Power Point Presentation)</i>			

Unit – 4 Social Media Management		L	T	P
4.1	Introduction to New Media Platforms; Facebook, Twitter and Instagram <i>(Classroom Lecture and Power Point Presentation)</i>	15	-	-
4.2	Managing Social Media Accounts and Brand Building through Social Media Promotional Activities <i>(Classroom Lecture and Power Point Presentation)</i>			
4.3	Digital Rights Management, Content Regulation <i>(Classroom Lecture and Power Point Presentation)</i>			
4.4	Planning and Control Problems in New Media <i>(Classroom lecture and Power Point Presentation)</i>			
4.5	Social Media Marketing Strategies <i>(Classroom Lecture and Power Point Presentation)</i>			

Unit – 5 Advertising Management		L	T	P
5.1	Introduction to Advertising; Concept, Nature, Functioning and Scope	14	1	2

	(Classroom Lecture and Power Point Presentation)					
5.2	Advertisement Planning and execution; Role of Studio Manager (Power Point Presentation)					
5.3	Media Mix, Media Buying and Brand Placement					
	(Classroom Lecture and Power Point Presentation)					
5.4	Revenue Model, Audience Rating Analysis (Power Point Presentation and Visit to an Advertising Agency)					
5.5	Different Account Handling and Campaign Management (Power Point Presentation and Visit to an Advertising Agency)					

Practical / Projects / Assignments

- Study the Managerial Job Roles and Management of any Print Media Organization
- Visit a local Television/Radio channel and study its functions and management process
- Develop a House Journal, suggest Brand Name for same and mention strategies to manage its brand value.
- Tabulate rates of Advertising in different Newspapers/Channels and compare them

Suggested Readings

- Barton, R., (1970), *Handbook of Advertising Management*, US: McGraw Hill Pub
- Chiranjeev, A., (2000), *Electronic Media Management*, Authors Press.
- Dibankar, P., & Biswaroy B.K., (1993), *Media Management in India*, Kanishka Publishing House.
- Edverd, H., & Chesney Mc R.,, *The Global Media*
- Koontz, H., & Heinz, W, *Essentials of Management*, McGraw Hills Publication
- Kothari,G., *Newspaper Management*, Netherland: Intercultural Open University

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- https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice
- <https://www.slideshare.net/AbdulJawadChaudhry/chapter-1-introduction-to-media-management>
- https://www.researchgate.net/publication/312557618_Media_Management
- http://shodhganga.inflibnet.ac.in/bitstream/10603/54534/5/05_chapter%201.pdf

1MBACCE-1: Organization and Management of Media

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBACCE 1.1	3	-	-	-	-	-	-	2	-	-	-	2
1MBACCE-1.2	2	2	-	1	-	-	-	-	-	1	-	1
1MBACCE-1.3	-	2	3	2	3	-	-	-	-	1	1	-
1MBACCE-1.4	1	2	2	2	1	-	-	-	-	-	-	-

1MBACCE-2: Origin and Growth of Media

Total Marks: 100 [Theory (80), Internal (20)]

Credit – 6

COURSE OBJECTIVES

- To make students aware of rich and diverse history of Indian Press, television and radio
- To highlight the role of government in media ecosystem
- To educate students about role of newspapers in Indian freedom struggle
- To make students aware of growth of one Hindi and English newspapers particularly
- To give an introduction of different forms of traditional media

LEARNING OUTCOMES

- Students will be able to explain birth and growth of Indian Press
- They will get thorough understanding of contribution of Indian press in the freedom movement and able to share it
- Students will gain knowledge of growth of national and Vernacular press, Television, Radio
- They will have a perspective towards different forms of Traditional Media

Unit – 1	Characteristics of Pre-Independence Press	L	T	P
1.1	Concept of Journalism and Media			
1.2	History of Bengal Gazette and Udant Marthand			
1.3	Contribution of pioneer journalists like Raja Ram Mohan Roy and Bhartendu Babu Harish Chandra			
1.4	Brief Introduction of prominent journalists – Lokmanya Tilak , Mahatma Gandhi , Baburao Vishnu Paradhkar , Makhanlal Chaturvedi Madhav Rao Sapre and Ganesh Shankar Vidyarthi			
1.5	Role of press in freedom movement			

Unit – 2	Characteristics of Post-Independence Regional Language Press	L	T	P
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, Dainik Bhaskar Government efforts in growth of press after Independence formation of Press Commission			
2.3	Trends in post independence leading Hindi Cosmopolitan Hindi newspapers and magazines, Navbharat Times , Hindustan , Jansatta , Hindi Outlook Hindi India Today			
2.4	Trends In post - independence / vernacular language newspapers: one each in			

	Malyalam , Telugu , ITamil , Kannada Bengali , Marathi , Gujarati and Assamese			
2.5	Growth of leading Hindi News Agencies - Hindustan Samachar ,Bhasha , Univarta			

Unit – 3	Characteristics of Post - Independence English Language Press	L	T	P
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 PTI , UNI			
3.5	Characteristics of English news magazine - the Week , Outlook , India Today			

Unit – 4	Brief Introduction of Radio and Television	L	T	P
4.1	Development of Radio; public and private radio systems ;characteristics of FM and Ham Radio , Community Radio			
4.2	Brief history of Television in India			
4.3	Introduction to public and private television network cable industry in India			
4.4	Recommendations of Various Committees for Improvement of All India Radio and Doordarshan			
4.5	Introduction to Regulatory Bodies – TRAI			

Unit – 5	Brief History of Development of Film and Traditional Media	L	T	P
5.1	Traditional media, like puppet , drama , folk theatre forms			
5.2	Contemporary relevance of traditional media			
5.3	A brief history of early silent Indian Cinema			
5.4	Early talkies era In India			
5.5	Growth of different types of films such as documentary and features film, parallel and commercial cinema In India			

Practical / Projects / Assignments

- Prepare chart / poster on timeline of origin and growth of Indian Press , television and radio broadcasting
- Make a poster presentation on different forms of folk theatres

Suggested Readings

- Patrakarita Ka Itihas , Dr ArjunTiwari,Vani Prakashan,NewDelhi
- Bharatiya patrakarita Kosh , Shri Vijaydutt Shridhar , Vani Prakashan , New Delhi
- Patrakarita Tab Se AbTak ,Dhananjay Chaupra , Uttar Pradesh Hindi Sansthan , Lucknow
- India ' s newspaper Revolution , Robbin Jaffrey , Jaico Publication , New Delhi

- Mass Communication in India ,Keval J Kumar, Jaico Publication
- History of the Press in India, J Natrajan , Asia Publishing House , Delhi

1MBACCE-2: Origin and Growth of Media

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBACCC– 2.1	1	-	-	-	-	1	-	-	-	2	1	1
1MBACCC– 2.2	-	2	-	4	-	1	-	-	-	-	1	2
1MBACCC– 2.3	2	1	-	-	3	3	-	-	1	1	-	1
1MBACCC– 2.4	3	-	-	-	3	1	-	-	-	1	-	1

2MBACCC-5: Media Research: Methods, Tools & Elements

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits – 6

COURSE OBJECTIVES

- To use research to solve problems and take advantage of future research opportunities
- To familiarize students with different marketing research terminologies to make them comfortable conversing with research consultants and asking the right questions
- To learn how different methods of data collection as well as analysis is applied to marketing and other fields of research.
- To provide students the necessary skills to understand importance of calculation methods of statistics tools in implementing in business research project from start to finish
- To make them aware about research report preparation and the use of bibliography in marketing and other fields including media research

LEARNING OUTCOMES

- Understanding the contemporary importance of research process and how it can be completed easily
- Remember the students how and where the respective data can be collected
- Create an effective layout of good quality research in the field of marketing as well as media and understand use of sampling techniques for data collection.
- Understand what precaution are required to complete a research report and how to make it effective by use of various calculation techniques like mean, mode, median, std. deviation and mean deviation etc.

Unit – 1	Concept & Process of Research	L	T	P
1.1	Meaning, Definitions, Needs & Importance of Media Research (Classroom Lecture & Power point presentation)	10	-	6
1.2	Research Process (Classroom Lecture & Power point presentation)			
1.3	Basic Elements of Media Readership & Circulation, ABC, NRS, GRP, TRP, HUT (Classroom Lecture & Power point presentation)			
1.4	Type of Research, Layout of Research (Classroom Lecture & Power point presentation)			
1.5	Research Problem: Selection and Formulation (Classroom Lecture & Power point presentation)			

Unit – 2	Marketing & Advertising Research	L	T	P
2.1	Meaning, utility, Importance & history of Marketing Research (Classroom Lecture & Power point presentation)	10	-	6
2.2	Product Research, Brand Research (Classroom Lecture & Power point presentation)			

2.3	Web-Survey for Marketing Research <i>(Classroom Lecture & Power point presentation)</i>			
2.4	Advertising Research – Test Marketing & Media Selection <i>(Classroom Lecture & Power point presentation)</i>			
2.5	Applications of Marketing & Advertising Research <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 3	Techniques, Tools & Methods for Research	L	T	P
3.1	Formulation of Hypothesis, Types and Testing <i>(Classroom Lecture & Power point presentation)</i>	10	-	6
3.2	Primary & Secondary Sources for Data Collection <i>(Classroom Lecture & Power point presentation)</i>			
3.3	Sampling Techniques, Simple & Random <i>(Classroom Lecture & Power point presentation)</i>			
3.4	Areas of Media Research, Channel Analysis, Content Analysis, Audience Analysis , Feedback/Forward Analysis <i>(Classroom Lecture & Power point presentation)</i>			
3.5	New Trends of Research: Data Analysis & Interpretation <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 4	Business Statistics	L	T	P
4.1	Meaning and Importance of Statistics, Classification & Tabulation of Data <i>(Classroom Lecture with Practical)</i>	10	-	6
4.2	Functions and Limitation of Business Statistics <i>(Classroom Lecture with Practical)</i>			
4.3	Measurement of Central Tendency: Mean, Median Mode <i>(Classroom Lecture with Practical)</i>			
4.4	Measurement of Dispersion, Range Quartile, Mean Deviation and Standard Deviation <i>(Classroom Lecture with Practical)</i>			
4.5	Skewness and Kurtosis <i>(Classroom Lecture with Practical)</i>			

Unit – 5	Report Preparation	L	T	P
5.1	Meaning of Report preparation, Types & Drafting <i>(Classroom Lecture & Power point presentation)</i>	10	-	6
5.2	Drawing Conclusion, Suggestion and Findings <i>(Classroom Lecture & Power point presentation)</i>			
5.3	<i>Precaution in Preparing the Report</i> <i>(Classroom Lecture & Power point presentation)</i>			
5.4	Bibliography & Annexure; APA, MLA Others <i>(Classroom Lecture & Power point presentation)</i>			

5.5	Report Preparation: Research Paper Writing (One) (Field study: Data Collection, Lab class)			
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Practical / Projects / Assignments

- Prepare at least one research report (research paper) with relevant discipline and it viva
- Assignment
- Seminar presentation by students

Suggested Readings

- Burns, R. B. (2008). *Business Research Methods and Statistics Using SPSS*. New Delhi: Sage Publishing India
- Gaur, A. S., & Gaur, S. S. (2015). *Statistical Methods for Practice and Research: A Guide to Data Analysis Using SPSS 16.0*. New Delhi: Sage Publishing India
- Gupta, S. L., & Gupta, H. (2011). *Research Methodology – Text and Cases with SPSS Applications*. New Delhi: International Book House Pvt. Limited
- Kothari, C. R. (2004). *Research Methodology Methods and Techniques 2nd Edition*. Agra: New Age International (P) Limited Publishers
- Sharma, S. R., & Chaturvedi, A. (1996). *Research in Mass Media Hardcover*. New Delhi: Radha Publisher

E-Resource

- https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
- <http://www.egyankosh.ac.in/handle/123456789/15618>
- <http://www.egyankosh.ac.in/handle/123456789/3156>
- <http://www.egyankosh.ac.in/handle/123456789/48784>

2MBACCC-5: Media Research: Methods, Tools & Elements

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(AMC)CCC-8.1	3	2	3	1	-	-	-	-	-	-	2	1
3MBA(AMC)CCC-8.2	-	3	2	2	1	-	-	-	1	-	2	1
3MBA(AMC)CCC-8.3	1	2	1	1	1	-	-	-	1	-	1	2
3MBA(AMC)CCC-8.4	1	3	2	2	3	-	-	-	2	-	3	3

2MBACCC-6: Basic Accounting and Finance

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To explain the concept of basic accounting, cost accounting and financial accounting
- To discuss the relationship between accounting techniques, methodologies and its applicability
- To describe the cost concept & its elements that helps in determining cost of products and services
- To illustrate different types of assets and their investment criterion
- To develop the analytical skills for effective working capital management

LEARNING OUTCOMES

- Understanding the concepts of basic accounting, cost accounting & financial accounting
- Enable to interpret the financial results
- Determination of cost of product and service.
- Selection of source of finance for capital and revenue expenditure
- Application of different techniques of project appraisal

Unit – 1	Basics of accounting	L	T	P
1.1	Accounting meaning, definition, Accounting process. (Lecture and PPT)	15	-	2
1.2	Golden rules of Accounting. (Lecture and PPT)			
1.3	Concepts of Accounting. (Lecture and PPT with Example discussion)			
1.4	Conventions of Accounting. (Lecture and PPT)			
1.5	Concept of Depreciation & its reasons. (Lecture and PPT)			

Unit – 2	Cost and costing methodologies	L	T	P
2.1	Meaning, Elements of cost. (PPT and Classroom activity)	15	-	2
2.2	Types of cost. (Lecture, PPT and Group Discussion)			
2.3	Budgets, Objectives of budgets (Lecture, PPT and individual activity)			
2.4	Importance & Limitations of Budgets (Lecture, PPT)			

2.5	Classification of budgets. (lecture, PPT and Classroom Preparation)			
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Unit – 3	Basics of Financial management	L	T	P
3.1	Meaning and scope of Financial Management. (Lecture, PPT and discussion)	12	2	3
3.2	Functions of Financial Management. (Lecture, PPT and discussion)			
3.3	Long term sources of funds. (PPT and Example based discussion)			
3.4	Short term sources of funds. (Lecture , PPT and Example based discussion)			
3.5	Types of Financial Markets. (Lecture, PPT and discussion)			

Unit – 4	Working Capital Management	L	T	P
4.1	Types of capital in business. (Lecture and PPT and Example based discussion)	14	-	1
4.2	Concept of working capital management & its objectives. (Lecture , PPT)			
4.3	Components, determinants of working capital. (Lecture and PPT)			
4.4	Factors affecting working capital level. (Lecture, PPT and Case study of Bajaj Auto Ltd.)			
4.5	Concepts of dividends & its forms. (Lecture, PPT and Group Discussion)			

Unit – 5	Cost of capital, capital structure & investment decisions	L	T	P
5.1	Concept of Capital Structure (Lecture , PPT)	12	2	3
5.2	Importance of Capital Structure (Lecture and PPT and Example based discussion)			
5.3	Factors determining Capital Structure (Lecture , PPT)			
5.4	Investment decision criteria- basis of discounting methods(NPV & IRR method- only theory) (Lecture ,PPT)			
5.5	Investment decision criteria- basis of non-discounting			

	methods(Pay-Back Period and Accounting Rate of Return method-only theory)			
	(Lecture ,PPT) (Case study of Mc Don's Corporation-India)			

Practical / Projects / Assignments

- Unit based written assignment
- List out the different assets and liabilities on the basis of current and fixed
- Prepare a small case study on golden rules of accounting
- Calculate working capital of any business plan
- Presentation on any topic of their choice
- Report on interpretation of financial statement of any media organization

Suggested Readings

- Anthony robert n., hawkins f., merchant kenneth n. (2007), accounting text & cases, tata mc graw hill publication, new delhi, 12th ed
- Banerjee(2009), financial accounting, phi,.
- Chandra Prasanna,(2004) financial management, new delhi
- Pandey I. M(2009), financial management, vikas publication
- P. C. Tulsian (2008), financial accounting

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- <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Design%20Management/Sem%20I/Financial%20Management/Financial%20Management.pdf>
- <http://www.csun.edu/~zz1802/Finance%20303/Web-Stuff/Lecture-Notes-Mid1.pdf>
- <http://www.boekhandelkrings.nl/images/boeken/90/018/5/6/9789001856717.pdf>
- <http://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>

2MBACCC-6: Basic Accounting and Finance

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBACCC-6.1	3				1	1			1	1	1	2
2MBACCC-6.2	1	2		2	3	2				1	2	3
2MBACCC-6.3			3			3	2		3		3	1
2MBACCC-6.4	2	3			3			1	2	1	2	1
2MBACCC-6.5		2	3	2	3		3					1

2MBACCC-7: Marketing Management

Total Marks: 100 [Theory (80), Internal (20)]
Credits – 6

COURSE OBJECTIVES

- To explain the students various underlying concepts involved in Marketing
- To describe the students various factors of Global, International & Domestic market
- To explain the students how pricing affects marketing decisions
- To discuss with students various differences between Product & a Brand
- To describe various channels of distribution to & their relative importance in Marketing to students

LEARNING OUTCOMES

- The students would eventually generate within themselves ability of decision making
- The students would conclude how pricing is done & also that it is not merely a production cost plus profit term
- The students would eventually develop within themselves the importance of Brand concept over the product concept
- The students would be able to compare between domestic & International marketing approaches

Unit – 1	Introduction to Marketing Management	L	T	P
1.1	Nature, scope & importance, Core concepts of marketing. (Class room Lecture)	11	4	-
1.2	Different types of Marketing orientations/Philosophies (Class room lecture & PPT)			
1.3	Marketing Environment (PPTs & Case study of Walmart Inc.)			
1.4	Factors affecting Marketing Environment (Class Room Lecture with PPT's)			
1.5	Understanding Consumers & Industrial Market (Class room lectures, PPTs with reference of Bosch India Ltd.)			

Unit – 2	Marketing Mix	L	T	P
2.1	Marketing Mix : 7 P model for service and 4 P Model for Product, Marketing Strategies (PPT)			
2.2	Market Segmentation: Factors for segmentation, Importance (Classroom lectures)			
2.3	Market Targeting : Need & Importance			

	(PPT)			
2.4	Market Positioning , Targeting vs Positioning (PPT)			
2.5	Understanding Consumer & Competition (PPT)			

Unit – 3	Product and Pricing	L	T	P
3.1	Product, Product Class and Categories, Product Mix, Elements of Product mix (PPT)	10	4	1
3.2	Product Life Cycle, Strategies of Different stages of PLC (PPT)			
3.3	Brands : USP, EVP , New Product Development (PPT)			
3.4	Nature of Pricing, Factors affecting Pricing & steps in Price Determination (Classroom lectures & PPTs)			
3.5	Pricing Strategies & Techniques (PPTs)			

Unit – 4	Distribution(Place) and Promotion	L	T	P
4.1	Importance & function of distribution channels (PPTs)	12	3	-
4.2	Channel Design Selection (Class room lectures)			
4.3	Channel Members & their management (PPTs with special mentioning of FMCG sector channel)			
4.4	Promotion Mix & its Elements, Sales Promotion (Class room Lectures)			
4.5	Conflict Management in distribution, causes & cures. (Class room Lectures)			

Unit – 5	Application of Marketing	L	T	P
5.1	Marketing Information System & Marketing Research (Classroom lecture & PPT)	9	3	1
5.2	International & Global Marketing (PPTs & Case study of Walmart Inc.)			
5.3	Rural Marketing & Societal Marketing concept (Class Room Lecture with special reference to Reliance foundation & ITC rural marketing concept)			
5.4	Service Marketing - Significance and Types (PPT with Hilton Hotels case study)			
5.5	Recent Terms in Marketing (Classroom lecture & PPT)			

Practical / Projects / Assignments

- Project Report : On Marketing strategy of Vodafone
- Study of distribution channel networks of Parle-G
- Visit to Coca Cola company production capacity at Peelukhedi, Bhopal

Suggested Readings

- Kotler, P. (1994). *Marketing Management Analysis, Planning, Implementation & Control*. New Delhi: Prentice Hall of India
- Kotler, P., & Armstrong, G. (1997). *Principles Of Marketing*. New Delhi: Prentice Hall of India
- Ramaswamy, ., V., & Namakumari, S. (2010). *Marketing Management*. New Delhi: MacMillan
- Sarangi, S. K. (2011). *Marketing Management*. New Delhi: Asian Books Pvt. Ltd
- Sontakki, C. N. (2011). *Marketing Management*. New Delhi: Kalyani Publication

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- <https://www.slideshare.net/walbert35/marketing-management-ebook>
- dl.ueb.edu.vn/bitstream/1247/.../1/Marketing_Management_-_Millenium_Edition.pdf
- <https://bookboon.com/en/essentials-of-marketing-ebook>
- <https://www.penguinrandomhouse.com/books/.../this-is-marketing.../9780525540830/>
- <https://www.goodreads.com/book/show/3328127-a-framework-for-marketing-management>

2MBACCC-7: Marketing Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBACCC-7.1		2	3	1								
2MBACCC-7.2		2	3			1	1					
2MBACCC-7.3	2			3		2				2		
2MBACCC-7.4	3	1		1		2	2					2

2MBACCC-8: Human Resource Management

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To have an understanding of the basic concepts, functions and processes of human Resource Management
- To help the student to learn HR planning and its effective implementation in Organizations
- To be aware of the role, functions and functioning of human resource department of the organizations
- To design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems
- To make the students understand the concept of Industrial relations and Grievance causing factors in Industries

LEARNING OUTCOMES

- Understanding of Basic HR skills and functions of HRM
- Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes
- Research and support the development and communication of the organization's total compensation plan
- Assess the manner in which good employee relations and communications can contribute to business goals

Unit – 1	Introduction to HRM	L	T	P
1.1	Evolution & Growth - Personnel Management, Human Resource Management (Lecture, PPT)	10	4	-
1.2	Human Resource Management, Concepts, Scope & Objectives of HRM. (Lecture, PPT)			
1.3	Functions of HRM, Significance of HRM (Lecture, PPT, Role Play)			
1.4	Human Resource Environment ,HR strategies (Lecture, PPT, Industrial Visit)			
1.5	Strategic HRM, Strategic Management Process Lecture, PPT (Lecture, PPT, Case study of HR restructuring of Coca Cola)			

Unit – 2	Human Resource Planning	L	T	P
2.1	Introduction to HRP, Process of HRP, Levels of Human Resource Planning (Lecture, PPT)	11	3	-
2.2	Need and Importance of HRP, Barriers and Suggestions for effective HRP (Lecture, PPT)			
2.3	Job analysis & Job design, Process of Job Analysis, Techniques of Job Analysis (Lecture, PPT)			
2.4	Recruitment Concept, Recruitment Strategies ,Recruitment Policy (Lecture, PPT, Case study of Recruitment strategy of Public & Private sector)			
2.5	Selection Process, Placement and Induction (Lecture, PPT)			

Unit – 3	Human Resource Development	L	T	P
3.1	Human Resource Development Concepts, Functions of HRD (Lecture, PPT)	9	4	2
3.2	Training and Development, Techniques of Training and Development (Lecture, PPT, Group Discussion)			
3.3	Job Evaluation, Techniques of JE (Lecture, PPT)			
3.4	Career planning and Development (Lecture, PPT)			
3.5	Performance Appraisal, Significance and Process, Techniques of PA (Lecture, PPT)			

Unit – 4	Compensation Management	L	T	P
4.1	Compensation Management: Introduction, Objectives and Importance (Lecture, PPT)	9	4	2
4.2	Different Forms of Employee Compensation for Executives & Non-Executives (Lecture, PPT)			
4.3	Factors Influencing Compensation, Wage differential (Lecture, PPT)			
4.4	Essentials of Quality of Work Life, Work Life Balance (Lecture, PPT)			
4.5	Total Quality Management, Kaizen, Quality Circle. (Lecture, PPT)			

Unit – 5	Managing Industrial Relations	L	T	P
5.1	Industrial Relation, Importance and Objectives, Discipline (Lecture, PPT, Case study of Maruti Suzuki)	12	3	1
5.2	Grievance, Factors Causing Grievance, Grievance Handling Machineries.			

	(Lecture, PPT, Role Play)				
5.3	Trade Union, Importance and Limitations (Lecture, PPT)				
5.4	Bargaining Strategies, Collective Bargaining Strategies, Limitations (Lecture, PPT)				
5.5	Workers Participation in Management (Lecture, PPT)				

Practical / Projects / Assignments

- Case Studies Related to HR issues
- Team Building exercises
- Enactment of Some Management Games
- Field Visit, Role Play of Trade Union Issues and Students Assignment

Suggested Readings

- Dowling, (2007). *International Human Resource Management* Cengage Learning, India
- Dessler, V. (2009). *Human Resource Management*, Pearson Education
- Asawatthapa K.(2001). *International Human Resource Management*, Tata McGraw Hill Publication
- Mejia G., & David B. B., (2013). *Managing Human Resource Management*, Pearson Education
- Rao P. S., (2010). *Essential of HRM and Industrial Relation*. Himalaya Publication House

E-Resource

- http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf
- <https://www.humanresourcetoday.com/ebook>
- <https://researchguides.georgebrown.ca/c.php?g=490444&p=3356338>

2MBACCC-8: Human Resource Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBA(AMC)CCC-8.1	1				3	2			1			
2MBA(AMC)CCC-8.2		2	3		2							
2MBA(AMC)CCC-8.3		3	2		1					3		
2MBA(AMC)CCC-8.4		1			1	2				3		

2MBACCE-3: Graphic Designing for Digital Media

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits-6

COURSE OBJECTIVES

- To know the features & Working of Offset printing
- To provide hands on practice in CorelDraw for graphic designing
- To aware about advanced techniques for graphic designing in CorelDraw
- To make the students understand the basics of Photoshop for image editing
- To give knowledge about the advanced learning in Photoshop with layers and filters

LEARNING OUTCOMES

- Understanding the working process of offset printing technology
- Creating vector based graphics in CorelDraw
- Application of CorelDraw tools for hoarding and advertisements
- Understanding the tools of Photoshop for image editing
- Application of layers and filters in Photoshop document

Unit – 1	Introduction to Digital Graphics & Printing	L	T	P
1.1	Introduction to Digital Graphics and Offset Printing, Types of Printing. <i>(Lecture, PPT, Practical)</i>	10	-	3
1.2	Working of Offset Printing, Transparent Printouts and Laser Printers. <i>(Lecture, PPT, Practical, Industry Visit)</i>			
1.3	Single & Four Color Printing, Print Page & Web Page. <i>(Lecture, PPT, Practical)</i>			
1.4	Use and Advantages of Digital & Offset Printing. <i>(Lecture, PPT, Practical)</i>			
1.5	Graphic Color Mode and Models. <i>(Lecture, PPT, Practical)</i>			

Unit – 2	Graphics Designing - Using Corel Draw –I	L	T	P
2.1	Elements & Principles of Design in CorelDraw <i>(Lecture, PPT)</i>	8	-	10
2.2	Creating & Opening a Document in CorelDraw, Tools of Corel Draw. <i>(Lecture, PPT, Practical)</i>			
2.3	Vector Graphics and Raster Graphics, Image Rasterisation <i>(Lecture, PPT, Practical)</i>			

2.4	Managing Palette Selecting Colors, Creating and Editing Images. (Lecture, PPT, Practical)			
2.5	Working with Various Page Layouts for Publishing. (Lecture, PPT, Practical)			

Unit – 3	Graphics Designing - Using Corel Draw -II	L	T	P
3.1	Hoarding & Paper Advertising in Corel Draw. (Lecture, PPT, Practical)	8	-	9
3.2	Working with Layers: Creating Layers, Layers Changing, Layer Properties. (Lecture, PPT, Practical)			
3.3	Working with Objects - Group, Ungroup, Ungroup all, Combine, Break Apart. (Lecture, PPT, Practical)			
3.4	Locking & Unlocking Object, Convert to Curves, Text Editing & Special Effects. (Lecture, PPT, Practical)			
3.5	Exporting & Importing Objects in Corel Draw. (Lecture, PPT, Practical)			

Unit – 4	Digital Graphics - Using Adobe Photoshop –I	L	T	P
4.1	Introduction to Adobe Suite and Adobe Photoshop Software. (Lecture)	7	-	7
4.2	Pixels, Resolution setting, Image and Canvas Size. (Lecture, PPT, Practical)			
4.3	Graphic File Formats, Color Mode Conversion. (Lecture, PPT, Practical)			
4.4	Creating & Viewing of Documents in Photoshop. Text Basics. (Lecture, PPT, Practical)			
4.5	Creating New Images in Photoshop, Basic Image. Manipulations. (Lecture, PPT, Practical)			

Unit – 5	Digital Graphics - Using Adobe Photoshop –II	L	T	P
5.1	Use of Tools, Palettes and Panels, channels (Lecture, PPT, Practical)	11	-	5
5.2	Working with Layers- Creating, Editing and Arranging. (Lecture, PPT, Practical)			
5.3	Filters and its use in Image Editing, Layer Masking. (Lecture, PPT, Practical)			
5.4	Applying and Blending Filters, Masking Tools and Effects (Lecture, PPT, Practical)			
5.5	Exporting to Various File Formats & Saving in Different File Formats. (Lecture, PPT, Practical)			

Practical / Projects / Assignments

- Create a Design of Flower using Various Tools and Colors fill in CorelDraw
- Practical for Offset Printing
- Design Logos and Business Cards, Holiday Greeting Card, Brochures in CorelDraw
- Explain Photoshop basics and various tools available in Photoshop tool box
- Image Editing, Resize and Cropping, export images in Photoshop
- Create Layer Masking in Photoshop

Suggested Readings

- CorelDraw X5 Simple steps Kogent Learning Solutions(2012), Dreamtech Press
- CorelDraw X6 Simple steps Kogent Learning Solutions (2013), Dreamtech Press
- Photoshop CS6 in Simple steps Kogent Learning Solutions(2014). Dreamtech Publication
- Lisa, Bible & Dayley DaNae & Dayley, Brad. (2015) Adobe Photoshop CS6 Wiley India
- Romaniello, Stephen & Kloskowski Matt Wiley.(2005).Photoshop CS2. Dreamtech India

E-Resource

- <https://learn.corel.com/graphics-tutorials/written-tutorials-for-coreldraw/coreldraw-projects/>
- <https://www.photoshopessentials.com/photoshop-text/text-effects/image-in-text/>
- <https://www.youtube.com/watch?v=KbxSx2f8dUE>
- <https://www.youtube.com/watch?v=hHz9VxwnBq0>
- <https://www.youtube.com/watch?v=ZBKHeU8rWFs>

2MBACCE-3: Graphics Designing for Digital Media

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBACCC – 3.1	3	-	-	-	-	1	-	-	-	-	-	2
2MBACCC – 3.2	2	-	-	-	3	1	-	-	-	-	-	1
2MBACCC – 3.3	3	2	2	-	-	-	-	-	-	-	-	-
2MBACCC – 3.4	1	2	-	-	3	-	-	-	-	-	-	1
2MBACCC – 3.5	3	1	-	-	3	-	-	-	-	2	-	1

2MBACCE-4: Organizational Behaviour

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To generate awareness about behavioral dimensions in Organizations
- To enhance the students understanding of one's own behavior and its impact on others
- To equip the students with an essential knowledge based on Behavioral dynamics of organizations with necessary models, tools and techniques
- To gather, organize and apply information for diagnosing, predicting and controlling human behavior and performance in the organization
- To inculcate techniques of group decision making , communication and Interpersonal behavior in students

LEARNING OUTCOMES

- Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization
- Analyze the complexities associated with management of the group behavior in the organization
- Identify personal dimensions of personality, job satisfaction, motivation and learning
- Examine group formation techniques and evaluate the developments of basic conflict resolutions

Unit – 1	Introduction to Organizational Behavior	L	T	P
1.1	Organizational Behavior concepts, Roles and Responsibilities of Manager (Lecture, PPT)	10	4	-
1.2	Nature and Scope of OB (Lecture, PPT)			
1.3	Values, Types of values, Attitudes, Formation, changing attitudes (Lecture, PPT)			
1.4	Managing Work Force Diversity (Lecture, PPT, Case study of Marriott)			
1.5	Organizational Behavior Models (Lecture, PPT)			

Unit – 2	Individual Behavior	L	T	P
2.1	Factors affecting individual behavior - personal, environmental and Organizational	11	3	-

	<i>(Lecture, PPT)</i>			
2.2	Perception, Perceptual process, Barriers in Perception , Managing perception <i>(Lecture, PPT)</i>			
2.3	Motivation: Concept, Theories of Motivation, Maslow, Herzberg, McClelland, Porter & Lawler Model, Adams equity theory. <i>(Lecture, PPT)</i>			
2.4	Personality determinant, Emotional Intelligence. <i>(Lecture, PPT, Management Game)</i>			
2.5	Learning Principles and Theories <i>(Lecture, PPT)</i>			

Unit – 3	Behavior Dynamics	L	T	P
3.1	Nature and meaning of Interpersonal Behaviour, Concept of Self <i>(Lecture, PPT, Role Play)</i>	9	4	1
3.2	Transaction Analysis (TA), Benefits and uses of Transactional Analysis <i>(Lecture, PPT)</i>			
3.3	Johari Window Model <i>(Lecture, PPT)</i>			
3.4	Interpersonal Communication, Organizational Communication <i>(Lecture, PPT)</i>			
3.5	Power and politics, Source of Power, Managing Politics <i>(Lecture, PPT)</i>			

Unit – 4	Group Behavior	L	T	P
4.1	Group Behavior: Introduction to Group Behavior, Foundations of group Behavior, Concept of group and group dynamics <i>(Lecture, PPT, Case study)</i>	9	4	2
4.2	Types of groups, Formal and Informal groups <i>(Lecture, PPT)</i>			
4.3	Group decision making and Teams Vs Groups. <i>(Lecture, PPT, Group Exercise)</i>			
4.4	Leadership in Organization, , Theories of Leadership <i>(Lecture, PPT, Management Game , Case study of Apple)</i>			
4.5	Organizational Conflict, Managing conflict and Negotiation <i>(Lecture, PPT, Case study , Role Play)</i>			

Unit – 5	Organizational structure and Management of Change	L	T	P
5.1	Organizational structure and design: Types of organizational structure <i>(Lecture, PPT)</i>	12	3	1
5.2	Management of Change: Resistance to change. <i>(Lecture, PPT)</i>			

5.3	Approaches to manage Organizational change. (Lecture, PPT)				
5.4	Organization Citizenship Behaviour (OCB) (Lecture, PPT)				
5.5	Stress Management Techniques (Lecture, PPT, Group Discussion)				

Practical / Projects / Assignments

- Student presentations, Expert Lecture
- Field Visit, Role Play, Case studies and Management Games
- Research on organisation behaviour of any organisation with respect to different characteristics of organisation behaviour

Suggested Readings

- Aswathappa K , Organization Behaviour Himalaya Publication, 2005
- Luthans Fred , Organizational Behavior, McGraw Hill, 11th Edition, 2001
- Newstrom ,Organizational Behaviour: Human Tata McGraw Hill & Davis Behaviour aWork, 2010
- Pareek Udai , Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004
- Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008

E-Resource

- http://www.damits.ac.in/library_doc/Organizational_Behaviour.pdf
- http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf
- https://www.macmillanihe.com/resources/sample-chapters/9781137429445_sample.pdf

2MBACCE-4: Organizational Behaviour

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBACCE – 4.1	3					2			1			
2MBACCE– 4.2		2	3						1			
2MBACCE– 4.3	3								2		1	
2MBACCE– 4.4		1	2		3							

3MBA(AMC)CCC-9: Media Law and Ethics

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To create conceptual understanding about Media laws, its role and functioning
- To ensure media practicing under the constitution with social responsibility
- To aware students to legal and ethical aspects of the media and its values
- To give an overview of recent amendment and future challenges media regulation
- To know what media ethics and how its leads media persons and media establishments to the path of professional rectitude
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment

LEARNING OUTCOMES

- To know Constitution Aspect of Indian Media
- To understand Laws and Regulation of Media
- To understand Media Ethics and its adaptation in media profession
- To understand media code and conduct and self regulation.
- To able to do fare and honest journalism with social responsibility

Unit – 1	Constitution and Media	L	T	P
1.1	Media laws: Concept Nature, scope and significance (Lecture & PPT's)	11	4	-
1.2	A brief history of media laws with special reference statutory regulations, Ganging Act, Vernacular Press Act and other laws. (Lecture & PPT's)			
1.3	Freedom of Speech and Expression: Concept, Universal declarations of Human Rights, International covenant on civil and political rights, American convention on Human Rights, European convention on Human Rights. (Lecture & PPT's)			
1.4	Right to privacy: Concept, significance of right to privacy, Is it absolute right?, Purely interruption on the part of right to Phone taping related to privacy. (Lecture & PPT's)			
1.5	Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions (Lecture & PPT's)			

Unit – 2	Business Laws	L	T	P
2.1	Indian Contract Act. 1872, Sale of Goods Act 1930 (Lecture & PPT's)	12	3	-

2.2	The Negotiable Instrument Act. 1881, The Companies Act. 1956 & 2013 (Lecture & PPT's)			
2.3	Consumer Protection Act 1986, Law of Partnership Act. 1932 & 1996 (Lecture & PPT's)			
2.4	FEMA and Advertising Council of India, PRSI, NBA (Lecture & PPT's)			
2.5	Right to Information Act 2005, Official Secrets Act.1923 (Lecture & PPT's)			

Unit – 3	Main provision IPC &CrPC for Media	L	T	P
3.1	124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, residence, language etc. 153(B) Imputation assertions prejudicial to national integration. (Lecture & PPT's)	12	3	-
3.2	171(G) False statement in connection with an election, 292 Sale, etc, of obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery. (Lecture & PPT's)			
3.3	Article 499 –504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment. (Lecture & PPT's)			
3.4	Cr.PC : Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. (Lecture & PPT's)			
3.5	Section 196: Permission of state government against crime. (Lecture & PPT's)			

Unit – 4	Acts related to Media	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case. (Lecture & PPT's)	12	3	-
4.2	Press & Registration of Book Act 1967: Procedure for Commencing and Carrying News paper, Registration Of Newspaper (Lecture & PPT's)			

4.3	Press Council Act 1978: Concept and Background, Object, Constitute, Function and power of press council. (Lecture & PPT's)			
4.4	Cinematography Act 1953: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Guideline to Board of film certification. (Lecture & PPT's)			
4.5	Prasar Bharti Act 1997: Background, Composition of Prasar Bharti, Function & Power of Corporation, Own fund, Power of central government to give directions. (Lecture & PPT's)			

Unit – 5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law. (Lecture & PPT's)	9	3	1
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), (Lecture & PPT's)			
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees. (Lecture & PPT's)			
5.4	All India Radio (AIR) code for election coverage (Lecture & PPT's)			
5.5	ASCI commercial code, Editor Guild. (Lecture & PPT's)			

Practical / Projects / Assignments

- Presentation by Students
- Assignment
- (A) Study Of Following leading cases and presentation in class/seminar–**
 - Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)
 - Eenadu Editor RamojiRao case, 1984) (Regarding breach of Parliamentary/Legislative privileges) Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
 - Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy,) Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)
- (B) (B)**
 - Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the class teacher
 - Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media

- Organize a debate on PrasarBharati and present scenario AIR and DD each student presents a paper on one Media Law
- To organize a seminar and guidelines for parliamentary coverage and AIR and TV quotes arrange discussion with leading advocates on media law and invite senior journalist and editor to participate any other assignment given by professor concerned

Suggested Readings

- Press Vidhi, Dr N.K. Taka Vishwavidyalaya Prakashan Varanasi
- Journalistic ethics by PK Bandopadhyay and Kuldeep Arora
- Janmadhyam Kanoonevammuttardayitva, Dr. Shrikant Singh
- Press law, DD Basu prentice hall publication
- Mass media Law and Regulation in India AMIC publication
- Bharat meinPraveshvidhi by Surendra Kumar &ManasPrabhakar
- Mass media law and regulation in India, VenkatAiyer, AMIC publication
- K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC
- TV news ethics by Marilyn JM Atelsk Focal press
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, Gol, New Delhi

E-Resources

- <http://www.nraismc.com/wp-content/uploads/2017/03/106-MEDIA-LAWS.pdf>
- <http://www.nraismc.com/wp-content/uploads/2017/03/205-PRESS-LAW-MEDIA-ETHICS-backup.pdf>
- http://content.inflibnet.ac.in/data-server/eacharya-documents/548158e2e41301125fd790cf_INFIEP_72/65/ET/72-65-ET-V1-S1_jmc-28-lec.pdf
- <https://clas.uiowa.edu/sites/clas.uiowa.edu.sjmc/files/MediaLawEthicsRegulation.pdf>

3MBA(AMC)CCC-9: Media Law and Ethics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(AMC)CCC-9.1	3		2	3		3	3			3		3
3MBA(AMC)CCC-9.2	3	2	3	2		2	2		2	2		2
3MBA(AMC)CCC-9.3	3				2	2	3	1	1	2		2
3MBA(AMC)CCC-9.4	3		2			2	2	1		2	1	2
3MBA(AMC)CCC-9.5	3	2	2	2		3	3		2	2		3

3MBA(AMC)CCC-10: Media Business Structure and Strategies

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits: 6

COURSE OBJECTIVES

- To develop an understanding about the evolution, characteristics and Production techniques of different Media
- This course provides students with unique learning opportunities to gain insight into various management functions within the Radio & Music industry
- To enable the learner to appreciate the television basics introduction with different segments, and introduce the basics of TV industries
- To expose the learner to the basics of managing folk tradition and the products that make up the artist identity as a commercial proposition
- To understand the current events and project future trends in media industry through case studies

LEARNING OUTCOMES

- Be able to evolve strategies to survive and cope with the expectations of the Print industry which is competitive and dynamic
- Describe the rights of the Broadcasting media companies and how they distribute the contents to public
- Be able to manage Radio production with commercial proposition
- Analyze the current events and future trends of various media related practices through case studies

Unit – 1	Print Media Production	L	T	P
1.1	Evolution of Print Media in India (PPTs & Class room lectures)	10	4	2
1.2	Indian freedom revolution and Indian Press (PPTs & Class room lectures)			
1.3	Indian Language in Print Media (PPTs & Class room lectures)			
1.4	Print Media and business (PPTs & Class room lectures)			
1.5	Print Media Production Process (PPTs & Class room lectures, Field Visit, Report Writing)			

Unit – 2	Basics of Radio industries	L	T	P
2.1	Origin and development of Radio	11	3	4

	<i>(PPTs & Class room lectures)</i>			
2.2	Private and Public Radio in India <i>(PPTs & Class room lectures)</i>			
2.3	Community Radio <i>(PPTs & Class room lectures)</i>			
2.4	Radio Production Techniques <i>(PPTs & Class room lectures)</i>			
2.5	Radio Studio Management and business <i>(PPTs & Class room lectures, Field Visit, Report Writing)</i>			

Unit – 3	Basics of Television Industries	L	T	P
3.1	Origin of Private TV channel in India <i>(PPTs & Class room lectures)</i>	11	3	4
3.2	Cable Television Network in India <i>(PPTs & Class room lectures)</i>			
3.3	Public and Private News Channel System <i>(PPTs, Class room lectures & Field Visit)</i>			
3.4	TV Studio management and business <i>(PPTs, Class room lectures, Field Visit & Report Writing)</i>			
3.5	TV Scripts and Editing Techniques <i>(PPTs & Class room lectures)</i>			

Unit – 4	Basics of Indian Traditional Media	L	T	P
4.1	Introduction to Indian Folk Media <i>(PPTs & Class room lectures)</i>	10	4	2
4.2	Various Forms of Folk Media <i>(PPTs & Class room lectures)</i>			
4.3	Impact and effects of Folk Media <i>(PPTs & Class room lectures, Field Visit)</i>			
4.4	Folk Media as Business Prospective <i>(PPTs & Class room lectures)</i>			
4.5	Traditional Media in Digital Age <i>(PPTs & Class room lectures, Guest Lecture)</i>			

Unit – 5	Film Production and Business	L	T	P
5.1	Brief History of Indian Cinema <i>(PPTs & Class room lectures)</i>	10	4	2
5.2	Parallel and Commercial Cinema in India <i>(PPTs & Class room lectures)</i>			
5.3	Documentaries, Feature and short Films <i>(PPTs & Class room lectures)</i>			
5.4	Web Based Production, Web series <i>(PPTs & Class room lectures)</i>			

5.5	Challenges of Entertainment and Media Business											
(PPTs & Class room lectures)												

Practical / Projects / Assignments

- Study of Various Media
- Study of Folk tradition-Dance & Song
- Study of Documentaries with Critical Evaluation
- Evaluation of a Film Networking with Media Business

Suggested Readings

- Begleiter, Marcie. From Word To Image, *Storyboarding and the Filmmaking Process*
- Kumar, Keval J, *Mass Communication in India*, Jaico Publication, Six edition, 2012
- Goodwin, Eugene H. *Groping for ethics in Journalism*, Iowa State Press
- Hough, George A. *News Writing*, Kanishka Publishers, New Delhi 1998
- Hodgson F. W. *Modern Newspapers practice*, Heinemann London, 1984
- Ninan, Shevanthi : "*Headlines From The Heartland: Reinventing The Hindi Public Sphere*", Sage Publication – 2007

E- Resource

- <http://comminfo.rutgers.edu/~aspoerri/Teaching/DMPOnline/Requirements.html#Textbooks>
- http://lib.bue.edu.eg:8081/cgi-bin/koha/opac-detail.pl?biblionumber=6302&query_desc=ti%2Cwrdl%3A%20radio%20television

3MBA(AMC)CCC-10: Media Business Structure and Strategies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2 MBACCC– 10.1	1	-	-	-	-	1	-	-	-	2	1	1
2 MBACCC– 10.2	-	2	-	4	-	1	-	-	-	-	1	2
2 MBACCC– 10.3	2	1	-	-	3	3	-	-	1	1	-	1
2 MBACCC– 10.4	3	-	-	-	3	1	-	-	-	1	-	1

3MBA(AMC)CCC-11: Media Business Planning

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To integrate the basic concepts of economics to analyze and make optimal Media business decisions
- To understand how Economics and media planning are related with each other
- To analyze and evaluate the efficiency and effectiveness of media type based on cost, revenue and performance
- To make the students aware about the functions and methods employed by an advertising agency and its relationship with the various media in buying/selling negotiations
- Understand the trends in traditional media and new media, and match a client's objective to media choices to reach a target audience

LEARNING OUTCOMES

- Ability to understand Media business and its Economics
- Create Media plan with keeping in view the theories of Economics
- Evaluate the effectiveness and efficiency of various media alternatives
- Ability to apply different tools in media buying and scheduling decisions
- Compare the challenges that new media pose to traditional media outlets

Unit – 1	Introduction To Business Economics	L	T	P
1.1	Meaning, Nature and Scope of Business Economics, Micro and Macro Economics (PPTs & Class room Lecture)	12	4	-
1.2	Demand and Supply- Meaning Schedule, Determinant ,Law of Demand and Supply, Change, Elasticity of Demand and Supply (Class Room Lecture, PPTs, Discussion)			
1.3	Theory of Costs- Basic Concepts, Types of Cost, Relationship between Average and Marginal Cost Curve (Class room Lecture, PPTs)			
1.4	Basic Concepts of Revenue, Revenue Curves, Types of Revenue, (PPTs, Class room Discussion & Lecture)			
1.5	Concept of Market and Main Forms of Market, ; Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly			
	(PPTs, Group Discussion & Class room Lecture)			

Unit – 2	Concept of Media Planning	L	T	P
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2.1	Meaning and Features of media ,Media Planning and need of Business Economics in Media Industry., Factors Influencing Media Planning, Media Planning Terminology. (<i>Class room Lecture, & PPTs</i>)	10	4	1
2.2	Media Planning Elements, Role of Media in Business, Media Planning Process, Component of a Media Plan (<i>PPTs, Class room Lecturs</i>)			
2.3	Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS (<i>PPTs , Class room Discussion & GD</i>)			
2.4	Challenges of Media Planning with respect to business economics (Cost, Revenue, Market condition) (<i>Discussion, PPTs & Lectures</i>)			
2.5	TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, Calculation of TRP and GRP (<i>PPTs, Lectures</i>)			

Unit – 3	Media Mix & Media Strategy	L	T	P
3.1	Meaning, Need, Factors, Types, Class of Media Mix, Deciding Ideal Media Mix (<i>PPTs, Lectures & General Group discussion</i>)	12	4	1
3.2	Print Media - Meaning, Factors Affecting, Types , The Economics of Publishing Business, Cost and Revenues. (<i>PPTs, Lectures</i>)			
3.3	Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations (<i>Class room Lectures, PPTs</i>)			
3.4	Radio- Meaning & Factors , Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio, Concept Out of Home (OOH) (<i>Lectures, PPTs</i>)			
3.5	Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components, Steps in Formulating Media Strategies (<i>PPTs, Lectures & Case Study of Oneplus Mobile</i>)			

Unit – 4	Advertising , Media Budgeting, Buying & Scheduling	L	T	P
4.1	Meaning and Concept of Advertising , India's major Media and Advertising Houses (<i>PPTs, Lectures</i>)	11	3	1

4.2	Meaning, Importance, Concept and Factors of Media Budget Methods of Setting Media Budget (ROI based Approach, BEP Analysis, Advertising Sale) (<i>Class room Discussion, Lecture & PPTs</i>)			
4.3	Meaning, Role, Objectives and Process of Media Buying, Role of Media Buyer, Art of Media Buying (<i>Lectures, PPTs & Case Study on Integral Media</i>)			
4.4	Meaning and Role Assumptions Approaches and Types of Media selling (<i>Lectures,PPTs</i>)			
4.5	Meaning and Importance of Media Scheduling, Factors affecting Media Scheduling, Scheduling Patterns (Continuity, Pulsing, Flighting) (<i>PPTs, Class room Lectures</i>)			

Unit – 5	New Media Business	L	T	P
5.1	Meaning, Importance, Nature and History of New Media, Foundation Of New Media , Present Scenario (<i>PPTs, Lectures</i>)	12	2	-
5.2	New Media Versus traditional Media, (in Terms of TV , Radio, Print) (<i>Class room Lectures, PPTs</i>)			
5.3	Internet Market:- online streaming (music and Video), Podcast Cost, Revenue(hits and bounce rate), Market Size & Competition, Online Advertising Cost, Revenue (<i>PPTs, Class room Discussion & Lectures</i>)			
5.4	Social Media and Its Impact, Digital Advertising, Mobile Commerce, Mobile Market ; Revenue, Cost, Market Size, (<i>PPTs, Lectures & Case study on social media marketing Paytm, ICICI Bank, Chumbak</i>)			
5.5	New Media Challenges; Ad blockers, piracy, hacking, (<i>PPTs, Lectures & Case Study: Axel Springer vs Ad Blocking</i>)			

Practical / Projects / Assignments

- Student Assignment on Media Planning of different corporate companies
- Event Planning Exercise
- Comparative study of Different Media Houses Buying and Selling
- Launching an Advertisement On Social Media and Finding its Impact Factor

Suggested Readings

- Chaturvedi D.D. Macro Economics , Analysis and Policy; Galgotia Publishing Company
- Herrick Dennis .F., Media Management in Age of Giants, Surjeet Publications
- H. L. Bhatia Micro Economic Theory; Modern Publisher Delhi

- Jhingan M.L., Micro Economic Theory; Konark Publishers Pvt. Ltd Delhi
- Kohli Vanita, Indian Media Business, Sage Publication, New Delhi
- Menon Arpita , (2010), Media Planning and Buying, Tata McGraw Hill Education Private Limited
- Mithani D.M., Macro Economics; Himalaya Publishing House

E-Resource

- http://eprints.undip.ac.id/9799/2/Media_Planning_lta.pdf
 - <http://www.apcollege.in/wp-content/uploads/2015/10/Media-Planning-notes-17.pdf>
 - <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>
- (C)** http://www.dphu.org/uploads/attachements/books/books_3926_0.pdf

3MBA(AMC)CCE-11: Media Business Planning

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(EC)CCE-11.1	3				1	2	2	2		1		1
3MBA(EC)CCE-11.2		2	3		2	1		1	2			2
3MBA(EC)CCE-11.3	2	3	2		1		1			2	1	2
3MBA(EC)CCE-11.4			3		3				1		2	3
3MBA(EC)CCE-11.5	3	2				2		1		1		1

3MBA(AMC)CCC: Advertising Concepts & Retail Management

Total Marks: 100 [Theory (80), Internal (20)]

Credits - 6

COURSE OBJECTIVES

- To enable the students to understand the concept of advertisement and its relevance to the marketing
- To describe the different types of advertising
- To make them aware about different segmentation and pricing strategies in retail marketing
- Understand the financial implication of strategic retail decisions
- Understand the integration of merchandise management and stores layout and locations

LEARNING OUTCOMES

- Students would get proficient in communication skills required in corporate world
- Students would understand the importance of advertising in current corporate scenario
- Students would understand what it takes to make a PR strategy successful
- Application of Financial implications and understanding of merchandise management in Retail sectors.

Unit – 1	Advertising: An Introduction	L	T	P
1.1	Need, Scope, Evolution and Growth of Advertising <i>(Class room lecture & PPTs)</i>	11	3	-
1.2	Definition, Importance and Functions of Advertising <i>(Class room lecture & PPTs)</i>			
1.3	Public Relation and Marketing <i>(Class room lecture & PPTs)</i>			
1.4	Types of Media: Electronic, Films, Print, Outdoor Media For Advertising Concepts. <i>(Class room lecture & PPTs)</i>			
1.5	Advertising vis-a-vis other forms of Communication: Propaganda, Publicity, Personal Selling and Sales Promotion <i>(Class room lecture & PPTs)</i>			

Unit – 2	Types of Advertising	L	T	P
2.1	Advertising Objectives, Advertising Appeals, Persuasion <i>(Class room lecture & PPTs)</i>	10	4	-
2.2	New Trends of Advertising Agencies <i>(Class room lecture & PPTs)</i>			
2.3	Commercial and Non Commercial Advertising <i>(Class room lecture & PPTs)</i>			

2.4	Classified and Display Advertising, Consumer and Business Advertising (Class room lecture & PPTs)			
2.5	Corporate and Public Service Advertising (Class room lecture & PPTs)			

Unit – 3	Introduction to Retail Management & Environment	L	T	P
3.1	Concept of retailing, Nature and Scope of retailing (Class room lecture & PPTs)	11	4	-
3.2	Economic Significance of Retailing, Retailing Management decision process (Class room lecture & PPTs)			
3.3	Product retailing vs. Service retailing (Class room lecture & PPTs)			
3.4	Types of retailers, Understanding the retailing environment (Class room lecture & PPTs)			
3.5	Elements in retailing marketing environment, Environmental issue (Class room lecture & PPTs)			

Unit – 4	Retail Marketing Mix & Segmentation	L	T	P
4.1	Components of Retail marketing mix (Class room lecture & PPTs)	11	3	-
4.2	Retail Marketing mix for various format (Class room lecture & PPTs)			
4.3	Pricing Strategies, Factors influencing pricing (Class room lecture & PPTs)			
4.4	Segmentation in Retail, Criteria for Effective Segmentation (Class room lecture & PPTs)			
4.5	Dimensions of Segmentation, Limitations of Market Segmentation (Class room lecture & PPTs)			

Unit – 5	Store Location & Layout	L	T	P
5.1	Types of Retail Stores Locations, Factors affecting Retail Location Decisions (Class room lecture & PPTs)	12	2	-
5.2	Location Based Retail Strategies, Technology in Retail Marketing Decisions (Class room lecture & PPTs)			
5.3	Retail Merchandising Management Process, Mall Management (Class room lecture & PPTs)			
5.4	Role of rural retailing in India, Periodic Markets (Shanties/Haats/Jathras) (Class room lecture & PPTs)			

5.5	Challenges of Retail marketing (Class room lecture & PPTs)			
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Practical / Projects / Assignments

- Analysis of Latest Ad Campaign
- A Comparative Study of Retail Marketing Strategies of Product and Service.
- Developing Advertising Briefs For any product of their choice

Suggested Readings

- David Aaker & Mayer Nylen, David W., Advertising: Planning, Implementation & Control. 4th Edition
- Pickens, Mario, Creative Advertising: Ideas & Techniques From World’s Best Campaigns
- Rossetti/Percy Advertising Communication & Promotion Management-Tata Mcgraw Hill
- Hauled, Anand, Planning For Power Advertising, Sage Publication
- Sharma Sandeep, Kumar Deepak: Advertising: Planning, Implementation & Control, 2003
- Berman and Evans, Retail Management, Prentice Hall 2004
- Davis and Ward, Managing Retail Consumption, John Wiley & Sons 2002
- Dunne, Lusch and Gable, —RetailingI, South-Western 2002
- Gibson Vedamani ,Retail Management –Functional Principles and Practices, Jaico Books, Second Edition,2004
- Levy and Weitz, Retail Management, Irwin 2004
- Rosemary Varley and Mohammed Rafiq Principles of Retail Management, Palgrave Macmillan,2005

E-Resource

- https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf
- http://ebooks.lpude.in/management/bba/term_5/DMGT305_RETAIL_MANAGEMENT.pdf
- <https://www.welingkaronline.org/autoptlibrary/librarynotices/retailmanagement.pdf>

MBACCC-:12 Advertising Concepts & Retail Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBACCC-12.1												
1MBACCC-12.2												
1MBACCC-12.3												
1MBACCC-12.4												

3MBA(AMC)CCE-5: e-Advertising and e-PR

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To make students efficient in the field of advertising & public relations
- To provide the knowledge of the latest trends in advertising
- To acquaint students with theoretical and practical aspects of web advertising
- To prepare with social media marketing skills that are highly required in media jobs
- To inculcate Web Advertising and e-PR skills in students needed in the industry

LEARNING OUTCOMES

- Understand the basic knowledge of web advertising and e-PR
- Improving advertising skills
- Apply marketing skills required in the industry
- Understand the market demand and work towards it

Unit – 1	Introduction	L	T	P
1.1	e-PR -Definition, Objectives and Function (Lecture, PPT)	10	4	1
1.2	e-PR Strategies, Definition & Elements of Action (Lecture, PPT)			
1.3	Concept & Application of e-PR Activity (Lecture , PPT)			
1.4	Traditional PR and Online PR (Lecture, Group Discussion)			
1.5	Research Tools, Search Engine (Lecture, PPT)			

Unit – 2	Web Advertising	L	T	P
2.1	Online advertising, advantage and disadvantage (Lecture, PPT)	10	4	1
2.2	Types of online advertising (Lecture, PPT)			
2.3	Mobile advertising (Lecture, Report: Indian Mobile Market)			
2.4	Target market and its types (Lecture, PPT)			
2.5	Ad tracking and its purpose (Lecture, PPT)			

Unit – 3	Social media marketing	L	T	P
3.1	Introduction to Social media marketing (Lecture, PPT)	9	3	3
3.2	Social media marketing platforms: Facebook, YouTube, Twitter, Instagram (PPT, Group work on marketing tools of the social media platforms)			
3.3	Content marketing (Lecture , PPT)			
3.4	Email marketing (Lecture, Group discussion)			
3.5	Ad blocking (Lecture, Case study: Adblock plus)			

Unit – 4	Production of advertising	L	T	P
4.1	Introduction to Front Page, Choosing Text to Format, Font Properties (Lecture, PPT)	9	4	2
4.2	Changing Background Settings, Hyperlink Change Image Properties (Lecture, Advertisement designing)			
4.3	Hot Spot, Image Map, Themes, Style Sheet (Lecture, Class activity)			
4.4	Search engine optimization (Lecture, PPT)			
4.5	On-Page & Off -Page Optimization (Lecture, PPT)			

Unit – 5	Web Designing, MS and Front Page	L	T	P
5.1	Creating form Templates, Adding Field to Form (Lecture, Template designing)	10	4	1
5.2	Dividing a Page in to Frame, Editing in Frame (Lecture, PPT)			
5.3	Online Text Boxes, Scrolling Text Boxes, Radio Box, Check Box and Push Button (Lecture, PPT)			
5.4	Publishing & Web Server, Uploading the Web Pages on the Web Server (Lecture, PPT)			
5.5	Social Media for Various Businesses: B2C & B2B (Lecture, PPT)			

Practical / Projects / Assignments

- Case study on ad blocks and how to overcome it.
- Write a report on any social media platform and its marketing techniques
- Report on Indian Mobile Market
- Group work on marketing tools of the social media platforms

- Designing On-Line Promotional Banners/Advertisements
- Designing Web Content For Educational Institution

Suggested Readings

- Ogilvy David, Ogilvy on Advertising, Prion; New edition edition (2014)
- Krug Steve, Don't Make Me Think! A Common Sense Approach to Web Usability, New Riders; 1 edition (2000)
- Tiwary Avinash, Know online advertising, 2006
- Rogers Cadenhead, Ms Frontpage 2000 in 24 Hours, Techmedia New Delhi.
- Harris Godfev, Advertising On The Internet Let Your Fingers Do The Talking, Atlantic Publishers, New Delhi.
- Matthaig, E-PR The Essential Guide to Public Relations On The Internet, 2000

E-Resource

- <https://blog.hubspot.com/marketing/online-advertising>
- <https://digitalmarketinginstitute.com/blog/what-is-digital-pr>
- <https://www.augure.com/content/blog/pr-online/>
- <https://www.stuff.co.nz/national/politics/112727507/online-advertising-nz-government-spends-millions-with-facebook-google-and-other-social-media-platforms>

3MBA(AMC)CCE-5: Web Advertising and e-PR

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(AMC)CCE-5.1	3				1	2		2			1	3
3MBA(AMC)CCE-5.2	2		3		2	1	1	2	1		1	2
3MBA(AMC)CCE-5.3		2			3	2		1	2	1	1	
3MBA(AMC)CCE-5.4	2	1		1	2	3		2			2	1

3MBA(AMC)CCE-6: Direct Marketing & Personal Selling

Total Marks: 100 [Theory (80), Internal (20)]
Credits – 6

COURSE OBJECTIVES

- To acquaint students with direct marketing techniques and sales promotion activities involved in promotion of products and services and their effective utilization
- To describe the relationship of direct marketing with other marketing communications tools
- To explain the roles of sales promotion, merchandising, point of sale and field marketing
- To give and insight about Network Marketing and Personal Selling
- To inculcate in them strategies of marketing and promotion

LEARNING OUTCOMES

- The students will be able to devise, apply and control appropriate direct marketing and sales promotion campaigns to meet defined objectives
- They can apply the principles of testing and measurement and financial controls which support direct marketing and sales promotion campaign
- They will become able to evaluate and analyze market scenario and develop strategies for sales promotion accordingly

Unit – 1	Introduction to Direct Marketing	L	T	P
1.1	Concept of Direct Marketing, Definition, Role of Direct Marketing <i>(Classroom Lecture & Power point presentation)</i>	5	-	3
1.2	Objectives and Strategies of Direct Marketing <i>(Classroom Lecture & Power point presentation)</i>			
1.3	Difference between Direct Marketing, Direct Selling, Inverse Marketing <i>(Classroom Lecture, Group Discussion & Power point presentation)</i>			
1.4	Advantage of Direct Marketing Techniques, Database Marketing, Direct Response Marketing . <i>(Classroom Lecture & Power point presentation)</i>			
1.5	Interactive Technology, Need & Significance for Direct Marketing. <i>(Classroom Lecture & Practical)</i>			

Unit – 2	Network Marketing & Personal Selling	L	T	P
2.1	Types of Network, Internet Marketing, Acquiring Customers on the Web <i>(Classroom Lecture & Practical)</i>	6	-	2
2.2	Consumer Behaviour Meaning, Need, Significance, Decision Making Process <i>(Classroom Lecture, Case Study & Power point presentation)</i>			

2.3	Internet Shopping Meaning, Significance, Advantages. Types of Internet Shopping <i>(Classroom Lecture & Power point presentation)</i>			
2.4	Customer Relationship Management with respect to Internet Shopping. Process of Preparing Internet Shopping Strategies & Evaluation <i>(Classroom Lecture & Power point presentation)</i>			
2.5	Tools of Direct Marketing & their Scope for the Future <i>(Classroom Lecture, Role Playing & Power point presentation)</i>			

Unit – 3	Personal Selling & Sales Management	L	T	P
3.1	Difference between Personal Selling & Sales Management, Personal Selling Strategies <i>(Classroom Lecture & Power point presentation)</i>	6	3	-
3.2	Personal Selling Process, Scope of Personal Selling <i>(Classroom Lecture & Power point presentation)</i>			
3.3	Sales Professionals Types, Responsibilities. Advantages & Disadvantage <i>(Classroom Lecture & Power point presentation)</i>			
3.4	Skills in Personal Selling. Management of the Sales Force, Problems of Sales Management . <i>(Classroom Lecture & Power point presentation)</i>			
3.5	Case Study: On Personal Selling and Sales management <i>(Case Study)</i>			

Unit – 4	Sales Promotion, Approach & Strategies	L	T	P
4.1	Concept of Sales Promotion, Role, Benefits, Significance, Advantages and Disadvantages. <i>(Classroom Lecture & Power point presentation)</i>	6	2	1
4.2	Sales Promotion Techniques, Push & Pull Strategies. <i>(Classroom Lecture & Case Study)</i>			
4.3	Methods of Budget, Calculation for Sales Promotion. <i>(Classroom Lecture & Power point presentation)</i>			
4.4	Differentiate Sales Promotion for Services and Product. <i>(Classroom Lecture & Case Study)</i>			
4.5	Tools of Sales Promotion, Sales Promotional Strategies during various stage of Product Life Cycle. <i>(Classroom Lecture, Case Study & Power point presentation)</i>			

Unit – 5	Trade Sales & Sales Force Management	L	T	P
5.1	Concept of Trade Sales Promotion, Objectives, Types (Classroom Lecture & Power point presentation)	6	3	1
5.2	Advantages & Disadvantages of Trade Sales Promotion and its Strategies (Laboratory Practical & workshop)			
5.3	Sales Force Promotion Meaning, Types, Advantages & Disadvantages (Classroom Lecture & Group Discussion)			
5.4	Difference Between Integrated Sales Promotion for Services & Products (Classroom Lecture & Power point presentation)			
5.5	Sales Force Promotion Strategy with respect to Rural Markets (Classroom Lecture Case Study)			

Practical / Projects / Assignments

- Assignment
- Student Presentation

Suggested Readings

- Arun, K., & Meenakshi. (2009). *Marketing Management*. New Delhi: Vikas Publishing House
- Dasgupta. (2004). *Marketing Mantra: The Real Story of Direct Marketing in India*. New Delhi: Prentice Hall of India
- Dasgupta. (2004). *Sales Management: in the Indian Perspective*. New Delhi: Prentice Hall of India
- Hayes, R. (2006). *Mccoys: Direct Marketing*. New Delhi: Jaico Publishing House
- Kotler, P. (2008). *Principles of Marketing*. New Delhi: Tata McGraw Hill
- Tiwari, S. (2008). *The Uncommon Sense of Advertising*. New Delhi: Response Book

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- <https://www.books.mec.biz/tmp/books/BZUNEGF6GMCFB6FGXYG6.pdf>
- http://www.designersinc.ca/pdfs/The_Handbook_Direct_Marketing.pdf
- <http://htbiblio.yolasite.com/resources/Marketing%20Book.pdf>
- <http://arifsari.net/mark405course/chapter5.pdf>

3MBA(AMC)CCE-6: Direct Marketing & Personal Selling

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(AMC)CCE-6.1	3		3		2	1	2	1	1			2
3MBA(AMC)CCE-6.2			2		3	1	1		2	2	1	2
3MBA(AMC)CCE-6.3	2	2	3		1			2		1	2	3

4MBA(AMC)CCC-13: Integrated Marketing Communication & Advertising Management

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To introduce students to the principle and basic concept of marketing communication process in a streamlined integrated marketing strategy
- To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing function and other promotional activities
- To make the student understand the basic concept and principles of advertising
- To understand the construction of an effective advertisement and the role of advertising in present scenario
- To develop an understanding of the various writing tasks for specific audiences and purposes

LEARNING OUTCOMES

- Outline the nature of IMC and describe its environment
- Designing IMC objectives and IMC Plan
- Ability to Implement Advertising strategies in organisations
- Develop critical thinking, creativity and analytical skills in Advertising
- Application of writing skills in advertising agencies

Unit – 1	Introduction to Integrated Marketing Communication	L	T	P
1.1	Meaning, Features , Evolution of IMC, Reasons for Growth of IMC (PPTs & Class room Lectures)	12	3	1
1.2	Communication Process, IMC plan & its component , Importance of IMC plan with respect to Information technology. (PPT , Class room Lecture)			
1.3	Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing Decision (PPTs & Class room Lectures, Case study on Red Bull)			
1.4	Traditional and Alternative Response Hierarchy Models. (PPTs & Class room Lectures)			
1.5	Establishing Objectives and Budgeting: Promotional Objectives, Sales vs. Communication Objectives, DAGMAR (PPTs & Class room Lecture)			

Unit – 2	Elements of IMC	L	T	P
2.1	Sales promotion – Scope, role of Sales Promotion as IMC tool, , Types of Sales Promotion. (<i>Class room Lectures & PPTs</i>)	10	2	1
2.2	Public Relations and Publicity – Introduction, Role of PR in IMC, Publicity, Sponsorship – definition, Essentials ,event & cause sponsorship (<i>PPT & Class room Lecture</i>)			
2.3	Direct Marketing - Role, Objectives & Component of direct marketing in IMC, Tools of Direct Marketing. (<i>PPTs & Class room lectures</i>)			
2.4	Personal Selling –Process of Personal Selling in IMC, advantages and disadvantages of Personal Selling. (<i>Class room Lecture , In-Class Exercises, PPT</i>)			
2.5	Advertising – Features, Role, Types of Advertising in IMC, Advantages and Disadvantages. (<i>PPT, Class room Lectures</i>)			
Unit – 3	Advertising Concepts & Principles	L	T	P
3.1	Types of Media used for advertising. (<i>PPTs</i>)	10	3	-
3.2	Categories of Adoption and Innovation. (<i>PPTs & Class room Lectures</i>)			
3.3	Application of Advertising Campaigns, Brand Positioning through Advertising. (<i>PPT, Lecture & Case Study on Coca-Cola</i>)			
3.4	Application of Print Advertisement, Television Advertising, Legal and Ethical Aspects of Advertising. (<i>PPT, Class room Lecture</i>)			
3.5	Advertising Agencies – Functions, Types of Agencies, Advertising Agency Structure, Agency Selection Criteria. (<i>PPT, Class room Lecture</i>)			
Unit – 4	Advertising Budget and Measuring Effectiveness	L	T	P
4.1	Methods of advertising Budgeting. (<i>PPTs & Class room Lecture</i>)	12	3	1
4.2	Advertising Policy and Approaches. (<i>PPT & In-Class Dicussion</i>)			
4.3	Measuring Effectiveness of Advertisment & Promotional program and Evaluating social, Ethical, and Economics Aspects . (<i>Class Room Lecture, PPTs, In-class discussion and debates</i>)			

4.4	Advertising Research – What, When, Where and How, Testing Process (PPT & class room lectures)			
4.5	Ethics in Advertising and Promotion Ethics, Advertising and Children, Social and Cultural Consequences . (PPT & case study of Amul vs. Kwality Walls Ice-Cream Ad War)			

Unit – 5	Advertising , copy Writing & Scripting	L	T	P
5.1	Designing Ad Layout, Format, Balance, Stages (PPT & class room lectures)	11	4	1
5.2	Basics of Ad Copy Writing - Scripting for Radio & Television. (PPTs, Class room Lecture)			
5.3	Generating Innovative Ideas For Scripting, & Script to Story Board. (PPTs , class room lectures & In class discussion)			
5.4	Unique Needs in Writing For Radio. (Class room Lecture & PPTs)			
5.5	Direct Mail, Outdoor & Outdoor Transit Media, Point of Purchase. (Class room lectures)			

Practical / Projects / Assignments

- Assignments on IMC plan of Different Companies
- Group Study on different IMC Elements
- Student Presentation on difference between TV, Radio & Print Advertisement

Suggested Readings

- Aakar , Batra and Myers, Advertising Management , PHI
- Blown & Bach (2002), Integrated Marketing Communications, PHI
- Belch Michae & Purani Keyoor, Advertising & Promotion- An Integrated Marketing Communications Perspective, McGraw Hill
- Belch, G.E. & Belch, M.A. (2014). Advertising & Promotion : An Integrated Marketing Communication Perspective, New Delhi , Tata McGraw Hills
- Chunawalla, S.A. (2008). Foundations of Advertising : Theory & Practice , New Delhi, Himalaya Publishing House
- Kazmi S H and Batra Satish K , Advertising & Promotions, Excel
- PR Smith and Ze Zook , Marketing Communication, Fifth Edition (E- Book)

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- https://www.academia.edu/13180608/Ebook_IMC_Integrated_Marketing_Communication
- <https://www.kobo.com/us/en/ebook/integrated-marketing-communication-5>
- <http://postfair.changeip.com/0133157873-integrated-marketing-communications-4th-edition.pdf>

4MBA(AMC)CCC-13: Integrated Marketing communication & Advertising Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(AMC)CCC-13.1	2					2	3	1		1		2
4MBA(AMC)CCC-13.2	2		3		2			2	2	1	2	1
4MBA(AMC)CCC-13.3		2	2		2	2		1	2	2	1	1
4MBA(AMC)CCC-13.4		3	2		2	2				1	2	2
4MBA(AMC)CCC-13.5	2				3	2		2	1	3		1

4MBA(AMC)CCC-14: Entrepreneurship Development

Total Marks: 50 [Theory (40), Internal (10)]

Credits – 6

COURSE OBJECTIVES

- To provide a clear vision to the students on the process of formulating, planning & implementing a new venture
- To develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement
- To make them understand the process and procedure involved in setting up a small enterprise
- To make them familiar with the sources of help and support available for starting a small scale industry
- To inculcate in them necessary managerial skills required to run a small- scale industry

LEARNING OUTCOMES

- They will gain the ability to discern distinct entrepreneurship traits
- They can analyze the parameters to assess opportunities and constraints for new business
- They can design and apply the strategies for successful implementation of ideas
- They will become able to plan, organize and execute a project or new venture with the goal of bringing new products and service to the market

Unit – 1	Entrepreneurship Development Perspective	L	T	P
1.1	Meaning, Definition and Concept of Enterprise, Entrepreneurship and Entrepreneurship Development (Classroom Lecture & Power point presentation)	5	2	-
1.2	Evolution of Entrepreneurship, Theories of Entrepreneurship (Classroom Lecture & Power point presentation)			
1.3	Characteristics and Skills of A Successful Entrepreneur. (Classroom Lecture & Power point presentation)			
1.4	Concepts of Entrepreneurship, Entrepreneur V/S Intrapreneur, Entrepreneur v/s. Entrepreneurship, Entrepreneur V/S. Manager (Classroom Lecture & Power pointpresentation)			
1.5	Factors Affecting Entrepreneurship, Problems of Entrepreneurship (Classroom Lecture & Power point presentation)			

Unit – 2	Concept of Entrepreneurial Competency	L	T	P
2.1	Meaning and Concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies (Classroom Lecture & Power point presentation)	6	1	-

2.2	Entrepreneurial Mobility, Factors Affecting Entrepreneurial Mobility, Types of Entrepreneurial Mobility <i>(Classroom Lecture & Power point presentation)</i>			
2.3	Entrepreneurial Motivation, Meaning and Concept of Motivation <i>(Classroom Lecture & Power point presentation)</i>			
2.4	Entrepreneurship Development Program, Needs and Objectives of EDP's <i>(Classroom Lecture & Power point presentation)</i>			
2.5	Phases of EDP's, Evaluation of EDP's <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 3	Agencies for Policy Formulation and Implementation	L	T	P
3.1	Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII). <i>(Classroom Lecture & Power point presentation)</i>	7	1	-
3.2	National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB). <i>(Classroom Lecture & Power point presentation)</i>			
3.3	Financial Support System: Forms of Financial Support, Long Term and Short Term Financial Support, Sources of Financial Support <i>(Classroom Lecture & Power point presentation)</i>			
3.4	Development Financial Institutions, Investment Institutions <i>(Classroom Lecture & Power point presentation)</i>			
3.5	Role of Government in Promoting Entrepreneurship <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 4	Creating Entrepreneurial Venture	L	T	P
4.1	Business Planning Process, Environmental Analysis, SWOT Analysis. <i>(Classroom Lecture with Practical)</i>	5	2	1
4.2	Defining Business Idea, Developing Business Plan for New Enterprise <i>(Classroom Lecture with Practical)</i>			
4.3	Setting of Medium Scale Media Enterprise <i>(Classroom Lecture with Practical)</i>			
4.4	Compilation of Basic Government Procedures <i>(Classroom Lecture with Practical)</i>			
4.5	Case Study, Preparation of Business Plan and Financial Proposal <i>(Classroom Lecture with Practical)</i>			

Unit – 5	Media Business Management	L	T	P
5.1	Project Management Tools and Techniques, Management Feasibility (Classroom Lecture & Power point presentation)	6	1	3
5.2	Project Management: Concept, Features, Classification of Projects, Issues in Project Management (Classroom Lecture & Power point presentation)			
5.3	Project Identification, Project Formulation, Project Design and Network Analysis (Classroom Lecture & Power point presentation)			
5.4	Project Evaluation, Project Appraisal (Classroom Lecture & Power point presentation)			
5.5	Project Report Preparation (Field study: Data Collection, Lab class)			

Practical / Projects / Assignments

- Prepare at least one research report (research paper) with relevant discipline and its viva

Suggested Readings

- Badi, R. V., & Badi, N. V. (1997). *Entrepreneurship*. New Delhi: Vrinda Publications, 2nd Edition
- Barringer, M. J. (2012). *Entrepreneurship*. New York: Prentice-Hall
- Couger, C. (1999). *Creativity and Innovation*. New York: IPP
- Holt. (1998). *Entrepreneurship: New Venture Creation*. New Delhi: Prentice-Hall
- Kakkar, D. N. (1998). *Entrepreneurship Development*. New Delhi: Wiley Dreamtech
- Lall, M., & Sahai, S. (2008). *Entrepreneurship (Excel Books 2 Edition)*. New Delhi: Excel Book Publishers
- Rai, A. K. (n.d.). *Entrepreneurship Development*. Vikas Publishing
- Sehgal, & Chaturvedi. (2013). *Entrepreneurship Development*. New Delhi: Udh Publishing Edition

E-Resource

- [https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_text books](https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_text_books)
- <http://www.egyankosh.ac.in/handle/123456789/15618>
- <http://www.egyankosh.ac.in/handle/123456789/3156>
- <http://www.egyankosh.ac.in/handle/123456789/48784>

4MBA(AMC)CCC-14: Entrepreneurship Development

PEO	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(AMC)-14.1	3				2	2	1	2				1
3MBA(AMC)-14.2	2	2	3		2	1	2	1			2	2
3MBA(AMC)-14.3		3	3		1	1			2		1	1
3MBA(AMC)-14.4			2		3	2	2	1	3	2	2	2

4MBA(AMC)CCE-7: Advertising Presentation for TV, Radio, Internet and Mobile

**Total Marks: 100 [Theory (80), Internal (20)]
Credit Points – 6**

COURSE OBJECTIVES

- To make students understand Advertising world and its scope
- To give an insight about how to make advertisements for various media platforms
- To throw light on how to write creative advertisements for effective communication
- To make students familiar with Advertisement Production Process from planning to execution
- To introduce web advertising, its importance and scope

LEARNING OUTCOMES

- Students will become able to apply their creative writing skills for different media platforms
- They will be skilled enough to work efficiently in advertising company
- Students will become potential to create changes in society through effective communication
- They can analyze latest trends in advertising world, and hence they won't face much difficulty to get jobs and achieve their organization's goals

Unit – 1	Concepts of Advertisement	L	T	P
1.1	Advertisement Meaning, Function and Importance <i>(Power Point Presentation & Classroom Lecture)</i>	13	2	-
1.2	Elements of Good Advertisement <i>(Classroom Lecture with Power Point Presentation)</i>			
1.3	Types and Appeals of Advertisement <i>(Classroom Lecture & Showing Television and Print advertisement with different appeals in classroom through projector & PPT)</i>			
1.4	Advertising Models (DAGMAR, AIDA, Innovation Adoption Model, Information Processing Model, Innovation Adoption Model) <i>(Classroom Lecture with Power Point Presentation)</i>			
1.5	Advertising and Society <i>(Classroom Lecture)</i>			

Unit – 2	Advertisement for Print, Radio and T.V.	L	T	P
2.1	Importance of Creativity in Advertising <i>(Classroom Lecture)</i>	12	2	2
2.2	Copy Writing Technique and Creative Direction <i>(Power Point Presentation and Field Visit to an Advertising Agency)</i>			
2.3	Writing for Print, Radio and Television <i>(Classroom Lecture with Power Point Presentation)</i>			

2.4	Development Process of Advertisement (Power Point Presentation and Field Visit to Advertising Agency and MY FM Office)			
2.5	Importance of Commercials in Media, Codes of Advertising. (Classroom Lecture with Power Point Presentation)			

Unit – 3	Advertisement Production	L	T	P
3.1	Concept of Media Planning (Classroom Lecture)	11	3	1
3.2	Media Research Importance and Audience Profile (Classroom Lecture with Power Point Presentation)			
3.3	Components of Media Plan and Scheduling Technique (Power Point Presentation with Discussion on Media Plan of Maruti Suzuki in M.P. Region)			
3.4	Developing Media Plan (Classroom Lecture and Discussion)			
3.5	Media Selection: Alternative Media (Classroom Lecture and Discussion)			

Unit – 4	Advertising Agency and its Structure	L	T	P
4.1	Introduction to Major Advertising Agencies in India (Classroom Lecture with Power Point Presentation)	11	1	3
4.2	Structure and Function of an Advertising Agency (Classroom Lecture and Visit to an Advertising Agency)			
4.3	Job roles of Different Personnel in Advertising Agency (Power Point Presentation and Visit to an Advertising Agency)			
4.4	Work Process and Flow in an Advertising Agency (Classroom Lecture and Visit to an Advertising Agency)			
4.5	Advertising and Client Relationship (Classroom Lecture)			

Unit – 5	Web Advertising	L	T	P
5.1	Web as a medium of Advertising (Classroom Lecture)	13	1	2
5.2	Evolution of Web Advertising (Classroom Lecture and Power Point Presentation)			
5.3	Web Advertisement Production (Power Point Presentation and Showing Making of a Web Advertisement)			
5.4	Social Networking Sites and Advertising (Classroom Lecture with Power Point Presentation)			
5.5	Types of Web Advertisements (Power Point Presentation)			

Practical / Projects / Assignments

- Make an Advertisement for Print, Radio and Television
- Make a Flow Chart explaining Development Process of Advertisement
- Develop a Media Plan for Television Advertisement
- Visit an Advertising Agency to Understand Different Job Roles of Advertising Personnel
- Develop a Web Advertisement

Suggested Readings

- Burton, Philip Ward, *Advertising Copywriting*, New York
- Moriarty, Sandra E., *Creative Advertising; Theory and Practice*
- Dr. Varma & Aggarwal, *Advertising Management*, King Book
- Barton, Roger, *Handbook of Advertising Management*, (1970), McGraw Hill Pub. US
- Sissors, Jack Z., and Baron, Roger, B., (2010), *Advertising Media Planning*, McGraw Hill Pub. US

E-Resource

- <https://basiccloudmanager.edves.net/general/CloudPassport/lab/assignment/MechanicsBASIC-TECHNOLOGYJSS-1-AFIRST-TERM2014-20151414176166.pdf>
- https://www.researchgate.net/publication/262299774_Creativity_and_Ad_Theory
- https://shodhganga.inflibnet.ac.in/bitstream/10603/54534/5/05_chapter%201.pdf
- <http://www.mediaspacesolutions.com/blog/5-steps-to-effective-media-planning>

4MBA(AMC)CCE-7: Advertising Presentation for TV, Radio, Internet and Mobile

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(AMC)CCE-7.1	3	2	3	1	2	2	-	-	-	3	2	2
4MBA(AMC)CCE-7.2	-	-	3	1	3	2	-	-	-	2	2	-
4MBA(AMC)CCE-7.3	-	3	3	3	-	3	3	-	1	2	2	-
4MBA(AMC)CCE-7.4	-	2	1	2	-	2	-	-	2	-	-	-

4MBA(AMC)CCE-8: Business Environment and Strategic Brand Management

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To give students an introduction to the field of Business Environment including its evolution & history
- To familiarize the students with terminologies and processes of Business Policy and Strategic Management
- To generate awareness about industry analysis and sustainable competitive advantage
- To inculcate among students basics of Branding Principles and its relevance in current market situations
- To make the student aware about Brand strategy and Brand extension

LEARNING OUTCOMES

- Understanding of Strategic Management so as to enable strategy formulation in Organization
- Environmental scanning and appreciation of external business environment for effective strategy implementation
- Learn how to identify brand meaning and to measure brand strength for any particular market offering
- Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance

Unit – 1	Introduction to Business Environment	L	T	P
1.1	Concept, Components and Significance of Business Environment <i>Lecture, PPT</i>	10	4	-
1.2	Elements of Business environment. <i>(Lecture, PPT)</i>			
1.3	Business as a social System/Economic System <i>(Lecture ,PPT)</i>			
1.4	Business Environment – Socio economic sector. Technology Sector, Government Sector <i>(Lecture, PPT)</i>			
1.5	Factors effecting environment of Business, Legal environment and External Factors Influencing Business Environment <i>(Lecture, PPT)</i>			

Unit – 2	Business Policy and Corporate Strategy	L	T	P
2.1	Business Policy concepts, Business Policy Characteristics and importance <i>(Lecture, PPT)</i>	11	3	-

2.2	Strategies and Tactics, Elements of Business Policy (Lecture, PPT)			
2.3	Corporate strategy, BCG matrix (Lecture, PPT, Case study)			
2.4	Different Types of Policies, Strategies, Programmes and Procedures (Lecture, PPT)			
2.5	Management by Objective(MBO), Management by Exception(MBE) and SWOT analysis (Lecture, PPT, Group Discussion)			

Unit – 3	Principles of Branding	L	T	P
3.1	Meaning and types of branding. (Lecture, PPT)	9	4	1
3.2	Evolution & Historical perspective of Branding (Lecture, PPT)			
3.3	Importance & significance of branding. (Lecture, PPT)			
3.4	Architecture of branding, Anatomy of branding (Lecture, PPT)			
3.5	Brand Challenges and its overcoming (Lecture, PPT, Case study of Thomas Cook)			

Unit – 4	Brand Planning & Strategies	L	T	P
4.1	Brand recognition and Awareness. (Lecture, PPT)	9	4	1
4.2	Concept of Brand Identity, Brand Potential, Brand Contact Requirement. (Lecture, PPT)			
4.3	Strategic Planning for brand creation (Lecture, PPT)			
4.4	Techniques applied to branding: Brand Personality, Brand Image, Brand Response (Lecture, PPT)			
4.5	Brand Positioning and repositioning. (Lecture, PPT)			

Unit – 5	Brand Extension & Brand Equity	L	T	P
5.1	Concept of Brand Equity and Customer based brand equity. (Lecture, PPT)	12	3	1
5.2	Brands equity measures and methods of measuring. (Lecture, PPT)			
5.3	Needs of communication in Branding (Lecture, PPT)			

5.4	Brand extension., Advantages & Disadvantages of Brand Extension. (Lecture, PPT)				
5.5	e-Branding –Building the Brand Online. (Lecture, PPT, Group Discussion)				

Practical / Projects / Assignments

- Case Studies Related to Strategic Management and Branding
- A Study Related to Brand positioning of any Organization
- Enactment of Some Management Games
- Role Play

Suggested Readings

- Dutta K., *Brand Management*, Oxford Publishing
- Dwivedi D. N., (2009). *Managerial Economics*, Vikas Publishing House
- Kazmi A., (1986). *Strategic Management*, Mc Graw-Hill Book
- Pant, H. (2007), *Advertising & Consumer Behavior*, New Delhi: Response Book
- Paul J. (2008). *Business Environment Text & Cases*, New Delhi, Tata McGraw Hill
- Moorthi Y. L. *Brand Management*, Vikas Publication, Delhi:

E-Resource

- <http://www.ncert.nic.in/ncerts/l/lebs103.pdf>
- <http://www.pondiuni.edu.in/storage/dde/downloads/h1040.pdf>
- [http://164.100.133.129:81/eCONTENT/Uploads/CONCEPTS_OF_BRAND_MANAGEMENT .pdf](http://164.100.133.129:81/eCONTENT/Uploads/CONCEPTS_OF_BRAND_MANAGEMENT.pdf)
- <https://tranbaothanh.files.wordpress.com/2016/09/strategic-brand-management-4th-edition.pdf>

4MBA(AMC)CCE-8:Business Environment and Strategic Brand Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(AMC)CCE-8.1	3	1				2						
4MBA(AMC)CCE-8.2					2		3					
4MBA(AMC)CCE-8.3	2	3				1						1
4MBA(AMC)CCE-8.4	1					2				3		1

3MBA(CC)CCC-9: Media Law and Ethics

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To create conceptual understanding about Media laws, its role and functioning
- To ensure media practicing under the constitution with social responsibility
- To aware students to legal and ethical aspects of the media and its values
- To give an overview of recent amendment and future challenges media regulation
- To know what media ethics and how its leads media persons and media establishments to the path of professional rectitude
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment

LEARNING OUTCOMES

- Student to know Constitution Aspect of Indian Media
- Student to understand Laws and Regulation of Media
- Student to understand Media Ethics and its adaptation in media profession
- Student to understand media code conduct and regulations.
- Student to able to do fare and honest journalism with social responsibility

Unit – 1	Constitution and Media	L	T	P
1.1	Media laws: Concept Nature, scope and significance (Lecture & PPT's)	11	4	-
1.2	A brief history of media laws with special reference statutory regulations, Ganging Act, Vernacular Press Act and other laws. (Lecture & PPT's)			
1.3	Freedom of Speech and Expression: Concept, Universal declarations of Human Rights, International covenant on civil and political rights, American convention on Human Rights, European convention on Human Rights. (Lecture & PPT's)			
1.4	Right to privacy: Concept, significance of right to privacy, Is it absolute right?, Purely interruption on the part of right to Phone taping related to privacy. (Lecture & PPT's)			
1.5	Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions (Lecture & PPT's)			

Unit – 2	Business Laws	L	T	P
2.1	Indian Contract Act. 1872, Sale of Goods Act 1930 (Lecture & PPT's)	12	3	-

2.2	The Negotiable Instrument Act. 1881, the Companies Act. 1956 & 2013 (Lecture & PPT's)			
2.3	Consumer Protection Act 1986, Law of Partnership Act. 1932 & 1996 (Lecture & PPT's)			
2.4	FEMA and Advertising Council of India, PRSI, NBA (Lecture & PPT's)			
2.5	Right to Information Act 2005, Official Secrets Act.1923 (Lecture & PPT's)			

Unit – 3	Main provision IPC &CrPC for Media	L	T	P
3.1	124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, residence, language etc. 153(B) Imputation assertions prejudicial to national integration. (Lecture & PPT's)	12	3	-
3.2	171(G) False statement in connection with an election, 292 Sale, etc, of obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery. (Lecture & PPT's)			
3.3	Article 499 –504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment. (Lecture & PPT's)			
3.4	Cr.PC : Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. (Lecture & PPT's)			
3.5	Section 196: Permission of state government against crime. (Lecture & PPT's)			

Unit – 4	Acts related to Media	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case. (Lecture & PPT's)	12	3	-
4.2	Press & Registration of Book Act 1967: Procedure for Commencing and Carrying News paper, Registration Of Newspaper (Lecture & PPT's)			

4.3	Press Council Act 1978: Concept and Background, Object, Constitute, Function and power of press council. (Lecture & PPT's)			
4.4	Cinematography Act 1953: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Guideline to Board of film certification. (Lecture & PPT's)			
4.5	Prasar Bharti Act 1997: Background, Composition of Prasar Bharti, Function & Power of Corporation, Own fund, Power of central government to give directions. (Lecture & PPT's)			

Unit – 5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law. (Lecture & PPT's)	9	3	1
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), (Lecture & PPT's)			
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees. (Lecture & PPT's)			
5.4	All India Radio (AIR) code for election coverage (Lecture & PPT's)			
5.5	ASCI commercial code, Editor Guild. (Lecture & PPT's)			

Practical / Projects / Assignments

- Presentation by Students'
- Assignment

(A) Study Of Following leading cases and presentation in class/seminar–

- Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)
- Eenadu Editor RamojiRao case, 1984) (Regarding breach of Parliamentary/Legislative privileges) Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
- Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy,)
Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)

(B) (B)

- Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the class teacher

- Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media
- Organize a debate on PrasarBharati and present scenario AIR and DD each student presents a paper on one Media Law
- To organize a seminar and guidelines for parliamentary coverage and AIR and TV quotes arrange discussion with leading advocates on media law and invite senior journalist and editor to participate any other assignment given by professor concerned

Suggested Readings

- Press Vidhi, Dr N.K. Taka Vishwavidyalaya Prakashan Varanasi
- Journalistic ethics by PK Bandopadhyay and Kuldeep Arora
- Janmadhyam Kanoonevammuttardayitva, Dr. Shrikant Singh
- Press law, DD Basu prentice hall publication
- Mass media Law and Regulation in India AMIC publication
- Bharat meinPraveshvidhi by Surendra Kumar &ManasPrabhakar
- Mass media law and regulation in India, VenkatAiyer, AMIC publication
- K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC
- TV news ethics by Marilyn JM Atelsk Focal press
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, Gol, New Delhi

E-Resources

- <http://www.nraismc.com/wp-content/uploads/2017/03/106-MEDIA-LAWS.pdf>
- <http://www.nraismc.com/wp-content/uploads/2017/03/205-PRESS-LAW-MEDIA-ETHICS-backup.pdf>
- http://content.inflibnet.ac.in/data-server/eacharya-documents/548158e2e41301125fd790cf_INFIEP_72/65/ET/72-65-ET-V1-S1_jmc-28-lec.pdf
- <https://clas.uiowa.edu/sites/clas.uiowa.edu.sjmc/files/MediaLawEthicsRegulation.pdf>

3MBA(CC)CCC-9 Media Law and Ethics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(CC)CCC-9.1	3		2	3		3	3			3		3
3MBA(CC)CCC-9.2	3	2	3	2		2	2		2	2		2
3MBA(CC)CCC-9.3	3				2	2	3	1	1	2		2
3MBA(CC)CCC-9.4	3		2			2	2	1		2	1	2
3MBA(CC)CCC-9.5	3	2	2	2		3	3		2	2		3

3MBA(CC)CCC-10: Media Business Structure and Strategies

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits: 6

COURSE OBJECTIVES

- To develop an understanding about the evolution, characteristics and production techniques of different Media
- This course provides students with unique learning opportunities to gain insight into various management functions within the Radio & Music industry
- To enable the learner to appreciate the television basics introduction with different segments, and introduce the basics of TV industries
- To expose the learner to the basics of managing folk tradition and the products that make up the artiste identity as a commercial proposition
- To understand the current events and project future trends in media industry through case studies

LEARNING OUTCOMES

- Be able to evolve strategies to survive and cope with the expectations of the Print industry which is competitive and dynamic
- Describe the rights of the broadcasting media companies and how they distribute the contents to public
- Be able to manage radio production with commercial proposition
- Analyze the current events and future trends of various media related practices through case studies

Unit – 1	Print Media Production	L	T	P
1.1	Evolution of Print Media in India (PPTs & Class room lectures)	10	4	2
1.2	Indian freedom revolution and Indian Press (PPTs & Class room lectures)			
1.3	Indian Language in Print Media (PPTs & Class room lectures)			
1.4	Print Media and business (PPTs & Class room lectures)			
1.5	Print Media Production Process (PPTs & Class room lectures, Field Visit, Report Writing)			

Unit – 2	Basics of Radio industries	L	T	P
2.1	Origin and development of Radio (PPTs & Class room lectures)	11	3	4
2.2	Private and Public Radio in India (PPTs & Class room lectures)			

2.3	Community Radio (PPTs & Class room lectures)			
2.4	Radio Production Techniques (PPTs & Class room lectures)			
2.5	Radio Studio Management and business (PPTs & Class room lectures, Field Visit, Report Writing)			

Unit – 3	Basics of Television Industries	L	T	P
3.1	Origin of Private TV channel in India (PPTs & Class room lectures)	11	3	4
3.2	Cable Television Network in India (PPTs & Class room lectures)			
3.3	Public and Private News Channel System (PPTs, Class room lectures & Field Visit)			
3.4	TV Studio management and business (PPTs, Class room lectures, Field Visit & Report Writing)			
3.5	TV Script and Editing Techniques (PPTs & Class room lectures)			

Unit – 4	Basics of Indian Traditional Media	L	T	P
4.1	Introduction to Indian Folk Media (PPTs & Class room lectures)	10	4	2
4.2	Various Forms of Folk Media (PPTs & Class room lectures)			
4.3	Impact and Effect of Folk Media (PPTs & Class room lectures, Field Visit)			
4.4	Folk Media as Business Prospective (PPTs & Class room lectures)			
4.5	Traditional Media in Digital Age (PPTs & Class room lectures, Guest Lecture)			

Unit – 5	Film Production and Business	L	T	P
5.1	Brief History of Indian Cinema (PPTs & Class room lectures)	10	4	2
5.2	Parallel and Commercial Cinema in India (PPTs & Class room lectures)			
5.3	Documentaries, Feature and short Films (PPTs & Class room lectures)			
5.4	Web Based Production, Web series (PPTs & Class room lectures)			
5.5	Challenges of Entertainment and Media Business (PPTs & Class room lectures)			

Practical / Projects / Assignments

- Study of Various Media
- Study of Folk tradition-Dance & Song
- Study of Documentaries with Critical Evaluation .
- Evaluation of a Film Networking with Media Business

Suggested Readings

- Begleiter, Marcie. From Word To Image, *Storyboarding and the Filmmaking Process*
- Kumar, Keval J, *Mass Communication in India*, Jaico Publication, Six edition, 2012
- Goodwin, Eugene H. *Groping for ethics in Journalism*, Iowa State Press
- Hough, George A. *News Writing*, Kanishka Publishers, New Delhi 1998
- Hodgson F. W. *Modern Newspapers practice*, Heinemann London, 1984
- Ninan, Shevanthi : "*Headlines From The Heartland: Reinventing The Hindi Public Sphere*", Sage Publication – 2007

E- Resource

- <http://comminfo.rutgers.edu/~aspoerri/Teaching/DMPOnline/Requirements.html#Textbooks>
- http://lib.bue.edu.eg:8081/cgi-bin/koha/opac-detail.pl?biblionumber=6302&query_desc=ti%2Cwrdl%3A%20radio%20television

3MBA(CC)CCC-10: Media Business Structure and Strategies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2 MBACCC– 10.1	1	-	-	-	-	1	-	-	-	2	1	1
2 MBACCC– 10.2	-	2	-	4	-	1	-	-	-	-	1	2
2 MBACCC– 10.3	2	1	-	-	3	3	-	-	1	1	-	1
2 MBACCC– 10.4	3	-	-	-	3	1	-	-	-	1	-	1

3MBA(CC)CCC-11: Media Business Planning

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To integrate the basic concepts of economics to analyze and make optimal Media business decisions
- To understand how economics and media planning are related to each other
- To analyze and evaluate the efficiency and effectiveness of media type based on cost, revenue, and performance
- To make the students aware about the functions and methods employed by an advertising agency and its relationship with the various media in buying/selling negotiations
- Understand the trends in traditional media and new media, and match a client's objective with media choices to reach the target audience

LEARNING OUTCOMES

- Ability to understand Media business and its Economics
- Create Media plan keeping in view the theories of Economics
- Evaluate the effectiveness and efficiency of various media alternatives
- Ability to apply different tools in media buying and scheduling decisions
- Compare the challenges that new media pose to traditional media outlets

Unit – 1	Introduction To Business Economics	L	T	P
1.1	Meaning, Nature and Scope of Business Economics, Micro and Macro Economics (PPTs & Class room Lecture)	12	4	-
1.2	Demand and Supply- Meaning Schedule, Determinant ,Law of Demand and Supply, Change, Elasticity of Demand and Supply (Class Room Lecture, PPTs, Discussion)			
1.3	Theory of Costs- Basic Concepts, Types of Cost, Relationship between Average and Marginal Cost Curve (Class room Lecture, PPTs)			
1.4	Basic Concepts of Revenue, Revenue Curves, Types of Revenue, (PPTs, Class room Discussion & Lecture)			
1.5	Concept of Market and Main Forms of Market, ; Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly (PPTs, Group Discussion & Class room Lecture)			

Unit – 2	Concept of Media Planning	L	T	P
2.1	Meaning and Features of Media ,Media Planning and need of Business Economics in Media Industry., Factors Influencing Media Planning, Media Planning Terminology (<i>Class room Lecture, & PPTs</i>)	10	4	1
2.2	Media Planning Elements, Role of Media in Business, Media Planning Process, Component of a Media Plan (<i>PPTs, Class room Lecturs</i>)			
2.3	Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS (<i>PPTs , Class room Discussion & GD</i>)			
2.4	Challenges of Media Planning with respect to business economic (Cost, Revenue, Market condition) (<i>Discussion,PPTs & Lecturs</i>)			
2.5	TRP, National Television Study, ADMAR, Satellite Cable Network Study, Reach and Coverage Study, Calculation of TRP and GRP (<i>PPTs, Lectures</i>)			

Unit – 3	Media Mix & Media Strategy	L	T	P
3.1	Meaning, Need, Factors, Types, Class of Media Mix, Deciding Ideal Media Mix (<i>PPTs, Lectures &General Group discussion</i>)	12	4	1
3.2	Print Media - Meaning, Factors Affecting, Types , The Economics of Publishing Business, Cost and Revenues. (<i>PPTs, Lectures</i>)			
3.3	Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations (<i>Class room Lectures, PPTs</i>)			
3.4	Radio- Meaning & Factors , Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio. Concept Out of Home (OOH) (<i>Lectures, PPTs</i>)			
3.5	Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components,Steps in Formulating Media Strategies (<i>PPTs, Lectures & Case Study of Oneplus Mobile</i>)			

Unit – 4	Advertising , Media Budgeting, Buying & Scheduling	L	T	P
4.1	Meaning and Concept of Advertising , India's major Media and Advertising Houses (<i>PPTs, Lectures</i>)	11	3	1
4.2	Meaning, Importance, Concept and Factors of Media Budget Methods of Setting Media Budget (ROI based Approach, BEP Analysis, Advertising Sale) (<i>Class room Discussion, Lecture & PPTs</i>)			

4.3	Meaning, Role, Objectives and Process of Media Buying, Role of Media Buyer, Art of Media Buying (Lectures,PPTs & Case Study on Integral Media)			
4.4	Meaning and Role Assumptions Approaches and Types of Media selling (Lectures,PPTs)			
4.5	Meaning and Importance of Media Scheduling, Factors affecting Media Scheduling, Scheduling Patterns (Continuity, Pulsing, Flighting) (PPTs, Class room Lectures)			

Unit – 5	New Media Business	L	T	P
5.1	Meaning, Importance, Nature and History of New Media, Foundation Of New Media , Present Scenario (PPTs, Lectures)	12	2	-
5.2	New Media Versus traditional Media, (in Terms of TV , Radio, Print) (Class room Lectures, PPTs)			
5.3	Internet Market:- online streaming (music and Video), Podcast Cost, Revenue(hits and bounce rate), Market Size & Competition, Online Advertising Cost, Revenue (PPTs, Class room Discussion & Lectures)			
5.4	Social Media and Its Impact,Digital Advertising, Mobile Commerce, Mobile Market ; Revenue, Cost, Market Size, (PPTs, Lectures & Case study on social media marketing Paytm,ICICI Bank,Chumbak)			
5.5	New Media Challenges; adblockers, piracy, hacking, (PPTs, Lectures & Case Study: Axel Springer vs Ad Blocking)			

Practical / Projects / Assignments

- Student Assignment on Media Planning of different corporate companies
- Event Planning Exercise
- Comparative study of Different Media Houses Buying and Selling
- Lunching an Advertisement On Social Media and Finding its Impact Factor

Suggested Readings

- Chaturvedi D.D. Macro Economics , Analysis and Policy; Galgotia Publishing Company
- Herrick Dennis .F., Media Management in Age of Giants, Surjeet Publications
- H. L. Bhatia Micro Economic Theory; Modern Publisher Delhi
- Jhingan M.L., Micro Economic Theory; Konark Publishers Pvt. Ltd Delhi
- Kohli Vanita, Indian Media Business, Sage Publication, New Delhi
- Menon Arpita , (2010), Media Planning and Buying, Tata McGraw Hill Education Private Limited
- Mithani D.M., Macro Economics; Himalaya Publishing House

E-Resource

- http://eprints.undip.ac.id/9799/2/Media_Planning_Ita.pdf
- <http://www.apcollege.in/wp-content/uploads/2015/10/Media-Planning-notes-17.pdf>
- <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>
- http://www.dphu.org/uploads/attachements/books/books_3926_0.pdf

3MBA(EC)CCC-11: Media Business Planning

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(EC)CCC-11.1	3				1	2	2	2		1		1
3MBA(EC)CCC-11.2		2	3		2	1		1	2			2
3MBA(EC)CCC-11.3	2	3	2		1		1			2	1	2
3MBA(EC)CCC-11.4			3		3				1		2	3
3MBA(EC)CCC-11.5	3	2				2		1		1		1

3MBA(CC)CCC12: Corporate Advertising & e-PR

Total Marks: 100 [Theory (80), Internal (20)]

Credit Points – 6

COURSE OBJECTIVES

- To acquaint students with theoretical and practical aspects of Corporate Advertising and internet based PR
- To provide basics , emerging concepts and principles in relation to better decision making in the areas of Advertising and Public Relation
- To enable the students to integrate various functions with organizational goals and strategies
- To provide hands-on training on planning and production of brand and advertising campaigns
- To provide skills on various relevant software especially in corporate advertising and e-PR

LEARNING OUTCOMES

- Students will be able to apply their practical knowledge and theoretical concepts in the field of corporate advertising and e-PR
- They will be skilled to use software efficiently for brand promotion and campaign promotion
- Students will become potential to make creative campaigns that will play a crucial role in achieving organization's goals
- They can analyze latest trends in corporate advertising and e-PR, hence they can apply strategies, tactics and techniques of e-PR efficiently

Unit – 1	Understanding Corporate Advertisement	L	T	P
1.1	Corporate Advertisement; Meaning, Objectives, Type and Function including Communication Theory & Research. (Power Point Presentation & Classroom Lecture)	13	2	-
1.2	Role, Significance of Corporate Advertising and Media Planning. (Classroom Lecture with Power Point Presentation)			
1.3	Basic Theories of Advertising and Application (Classroom Lecture with Power Point Presentation)			
1.4	Strategies and Elements of Corporate Advertising & oral and visual communication. (Classroom Lecture)			
1.5	Role of Corporate Advertising in Society. (Classroom Lecture)			

Unit – 2	Understanding e-PR	L	T	P
2.1	e-PR; Definition, Objectives, types and function, Political Economies of Public Communication. (Classroom Lecture)	14	1	1

2.2	e-PR strategies, elements and actions of e-PR (Power Point Presentation and Classroom Lecture)			
2.3	Concept and application of e-PR activity, Public Affairs & lobbying. (Classroom Lecture with Power Point Presentation)			
2.4	Process of making e-PR activity (Power Point Presentation and Classroom Lecture)			
2.5	Research tools, Search Engine, e-PR and Websites (Classroom Lecture and visit to a corporate house)			

Unit – 3	Corporate Public Relation	L	T	P
3.1	Corporate Citizenship and its role in society and representation (Classroom Lecture)	11	3	1
3.2	Corporate Social Responsibility (Classroom Lecture & Case Study of Reliance Foundation)			
3.3	Role of PR in Corporate Crisis Management (Power Point Presentation with Discussion case study of Nestle)			
3.4	Corporate Branding; Elements and Strategies (Classroom Lecture and Power Point Presentation)			
3.5	Corporate PR Process and Practice; Media Relation, Press Conference and Press Release (Classroom Lecture and visit to a Corporate House)			

Unit – 4	Corporate Publication; Tools and Application	L	T	P
4.1	Corporate Publication Production Process (Classroom Lecture with Power Point Presentation)	10	3	3
4.2	Writing Techniques for Various Types of Publication (Classroom Lecture and Visit to an Advertising Agency)			
4.3	Introduction to software of Layout Designing, Graphic Designing and Photo Editing; Adobe Photoshop & Corel Draw (Classroom Lecture and Expert Lecture of an Advertising Personnel)			
4.4	Corporate Film/Video Production Process; Scripting to Editing (Classroom Lecture and Visit to an Advertising Agency)			
4.5	Production & Publication of Print Material; House Journals, Magazine, Brochure (Visit to a Print Media House and Expert Lecture)			

Unit – 5	e-PR; Tools, Techniques and Application	L	T	P
5.1	PR in the age of New Media; Scope, Challenges and Opportunities (Classroom Lecture)	13	1	2
5.2	PR Tools of the Internet; Uses and their application (Online Media Relations, Online Media Release) (Classroom Lecture and Power Point Presentation)			

5.3	Social Media – Platforms, Analytics and Campaigns (Power Point Presentation and Classroom Lecture)		
5.4	Online PR Strategies; Relationship building in an internet age (Classroom Lecture and visit to a Corporate House)		
5.5	Building Relationship through Interactivity (Power Point Presentation)		

Practical / Projects / Assignments

- Visit a Corporate House to Understand Job Role of Public Relationship Officer
- Design e-PR strategy for any FMCG product
- Design a Brochure for any Corporate House
- Design one corporate advertisement of an automobile company

Suggested Readings

- Armstrong, Steven, *Advertising On The Internet*, Kogan Page, U.K
- Brown, Rob, (2009), *Public Relation & Social Web*, Kogan Page
- Duhe, Sandra C., (2007), *New Media & Public Relation*, Peter Lang
- Garbett, Thomas F., (1981), *Corporate Advertising; The What, The Why and The How*, McGraw- Hill
- Haig, Matt (2001), *E-PR: The Essential Guide Online Public Relation*, Kogan Page Business Books
- Shel, Holtz, (2003), *Public Relation on the Net; Winning Strategies to inform and influence the New Media, the Investment Community, the Government, the Public & More*, Amacon, USA

E-Resource

- <https://2012books.lardbucket.org/pdfs/public-relations.pdf>
- https://www.researchgate.net/publication/265387451_E-Public_Relations_Impact_and_Efficiency_A_Case_Study
- https://www.academia.edu/6410075/DIGITAL_PUBLIC_RELATIONS

3MBA(CC)CCC-12: Corporate Advertising & e-PR

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(CC)CCC-12.1	3	1	2	-	-	-	-	-	-	2	-	1
3MBA(CC)CCC-12.2	-	-	3	1	3	-	-	-	-	3	-	-
3MBA(CC)CCC-12.3	-	2	3	1	2	-	1	-	-	2	-	-
3MBA(CC)CCC-12.4	-	-	2	-	3	1	-	-	-	2	-	-

3MBA(CC)CCE-5: Corporate Media Houses Structure and Functions

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]
Credits – 6

COURSE OBJECTIVES

- To get an in-depth knowledge of the working profiles of the corporate media houses and organizations
- To understand the effect of ownership of public broadcast houses
- To provide knowledge of noted national and international media houses
- To aware student of entertainment media houses and future entertainment industry
- To prepare students for jobs in Corporate media house

LEARNING OUTCOMES

- Understand the basics of Corporate media house
- Remember the history and autonomy struggles of public broadcast house
- Analyze the data provided by media and how the data changes on the basis of ownership
- Understand the knowledge of workings of media industry and apply it throughout their careers

Unit – 1	Media Ownership	L	T	P
1.1	Introduction: Corporate media <i>(Lecture, PPT)</i>	10	3	2
1.2	Impact of corporate media in society <i>(Lecture, Group Discussion)</i>			
1.3	History and evolution of media in India (from print to digital) <i>(Lecture, PPT)</i>			
1.4	Media management during crisis <i>(Lecture, Report on crisis management case)</i>			
1.5	Press Ownership and India's media conglomerates <i>(Lecture, PPT)</i>			

Unit – 2	Public broadcast Houses	L	T	P
2.1	Prasar Bharati, DD, AIR <i>(Lecture, PPT)</i>	10	3	2
2.2	The Chanda Committee, The Varghese Committee, The Joshi working group <i>(Lecture, Group discussion on media autonomy)</i>			
2.3	Prasar Bharati bill(1989) , Prasar Bharati Act (1990) <i>(Lecture, PPT)</i>			
2.4	Press Information Bureau, DAVP <i>(Lecture, PPT)</i>			

2.5	BBC world wide(India) Pvt Ltd: Organizational Structure and working profile <i>Lecture, Case study on: comparison between BBC & (Prasar Bharati model)</i>			
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Unit – 3	Media organizations and House	L	T	P
3.1	Press Trust of India, Indo-Asian News Service, ANI <i>(Lecture, PPT)</i>	10	2	3
3.2	Reuters, Associated Press <i>(Lecture, PPT)</i>			
3.3	Reliance Industries media and entertainment: Network18 <i>(Lecture, Case study on media houses owned by Reliance)</i>			
3.4	Zee Media Corporation Limited, Dainik Bhaskar group <i>(Lecture, PPT)</i>			
3.5	News Corporation and FOX Corporation <i>(Lecture, Analysis of media owned Rupert Murdoch)</i>			

Unit – 4	Entertainment	L	T	P
4.1	Viacom Inc., Sony Corporation <i>(Lecture, PPT)</i>	10	3	2
4.2	Balaji Telefilms, Star India, Dharma Productions <i>(Lecture, Class debate on impact of Television)</i>			
4.3	Hotstar, Netflix, Hangama, JioSaavan <i>(Lecture, Report on future of streaming in India)</i>			
4.4	Radio Mirchi, BBC radio <i>(Lecture, PPT)</i>			
4.5	T-Series, Universal Music, Saregama <i>(Lecture, PPT)</i>			

Unit – 5	Advertising and PR	L	T	P
5.1	Ethics in Advertising and Public relation <i>(Lecture, Group discussion)</i>	10	3	2
5.2	DDB Mudra, Mullen Lowe Lintas Group (working profiles, clients and popular cases) <i>(Lecture, PPT)</i>			
5.3	Ogilvy, McCann (working profile, clients and popular cases) <i>(Lecture, PPT)</i>			
5.4	Dentsu Webchutney, The glitch (working profiles, clients and popular cases) <i>(Lecture, Group work)</i>			
5.5	Advertising and PR on social media <i>(Lecture, PPT)</i>			

Practical / Projects / Assignments

- Case study on the BBC model and Prasar Bharti model
- Conduct a case study of the PR strategies of any company/personality
- Discuss the impact of digital streaming in India terms of revenue
- Write a report how will you manage media during crisis?
- Case study on media houses owned by Reliance
- Analyse the workings of media houses owned by Rupert Murdoch
- Write an in-depth report on any Indian media house owned by a corporation. Explain how the ownership affects their reporting with examples
- Class debate on the impact of television
- Class discussion on Future of streaming services in India
- Group production: “How your imaginary PR Company will handle assigned case?”

Suggested Readings

- Keval J. K., *Mass Communication In India*, Jaico Publication
- David C., William H., William D. & Hoynes. (2006). *The Business of Media: Corporate Media and the Public Interest*
- Smith A., *Print Media and Broadcast Journalism*, ABD Publishers
- Ray S., (1993). *Our Films Their Films*, Desha Books, Bombay
- डॉ. श्रीक. अंत स. अंह – टेलीसिजन पत्रक रित
- डॉ. दे. व्रित स. अंह, भ. ितीय इलेक्. टर. ाँसलक मीसडय

E-Resource

- <https://www.newslaundry.com/2014/02/05/who-owns-your-media-4>
- <https://www.themonthly.com.au/issue/2018/july/1530367200/richard-cooke/endless-reign-rupert-murdoch>

3MBA(CC)CCE-5: Corporate Media Houses Structure and Functions

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(CC)CCE-5.1	3				2	1		2				2
3MBA(CC)CCE-5.2	2			2		2		1				3
3MBA(CC)CCE-5.3	2	3		2	2		1	2			2	2
3MBA(CC)CCE-5.4	3	2			2	2		1	2		1	3

3MBA(CC)CCE-6: Tools and Techniques of Public Relations

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits – 6

COURSE OBJECTIVES

- To understand historical perspectives, basic theories, principles, concepts and practices of public relations
- To understand key processes involved in public relations, including visual tools, house journals etc
- To make the students aware about traditional and Extension media
- To gained insight into different types of Media relations and develop proficiency in written and oral communications

LEARNING OUTCOMES

The students will gain a historical perspective of the public relations discipline and profession

- Application of Public Relation tools in Industry
- Understanding of concepts of Traditional and Extension Media
- Demonstration of Proficiency in Written and oral communication

Unit – 1	Introduction to Public Relations	L	T	P
1.1	Public Relation: Meaning and Definitions, Basic elements of PR. (Classroom Lecture, PPT)	10	3	2
1.2	Nature, Role and Scope, PR as a tool of modern management, Evolution of PR (Classroom Lecture, PPT)			
1.3	The Public relation process (Classroom Lecture, PPT)			
1.4	Understanding Various Concepts, viz., PR, Press Agency , Publicity, Propaganda and Advertising (Classroom Lecture, PPT)			
1.5	Defining Publics/Stakeholders, PR role in the Indian Setting- Developing economy. (Classroom Lecture, PPT)			

Unit – 2	Visual Tools for PR	L	T	P
2.1	Camera as a PR tool, Photo communication. (Classroom Lecture, PPT)	11	4	-
2.2	Uses of Photo in PR (Classroom Lecture, PPT).			
2.3	Caption Writing. (Classroom Lecture, PPT)			

2.4	Introduction to House Journal, House Journal Designing. Printing & Production of H.J (Classroom Lecture, PPT)			
2.5	Types of House Journal: Brochure, Folder, In House Magazine. (Classroom Lecture, PPT)			

Unit – 3	Exhibition, Traditional and Extension Media	L	T	P
3.1	Exhibition, Measurement Posters. (Classroom Lecture, PPT)	9	3	2
3.2	Traditional Media: Meaning and its various types (Classroom Lecture, PPT)			
3.3	Outdoor Media; Meaning, Advantage, Disadvantage, Types of Hoardings, Site Traffic. (Classroom Lecture, PPT)			
3.4	Transit Media: Meaning, Advantage, Disadvantage, Neon Signs, and Bus Panels. (Classroom Lecture, PPT)			
3.5	Direct Mail, Meaning, Message Designing, Advantage and Disadvantage. (Classroom Lecture, PPT)			

Unit – 4	Other Tools of PR: Verbal	L	T	P
4.1	Speeches for Different Occasions; Professional Interview, Do's and Don'ts for Interview. (Classroom Lecture, PPT)	9	4	3
4.2	Conference: Meaning, Organizing a Conference, Seminar. (Classroom Lecture, PPT)			
4.3	Business Letter, Types of Business Letter. (Classroom Lecture, PPT)			
4.4	Writing for the House Journal. (Classroom Lecture, PPT)			
4.5	News letter, Types of Newsletter, Annual Report (Classroom Lecture, PPT)			

Unit – 5	Media Relations	L	T	P
5.1	Meaning of Media Relations: Maintaining the Media Relations. (Classroom Lecture, PPT)	10	3	3
5.2	Introduction to Press Release, Writing Techniques for Press Release, Types of Release (Classroom Lecture, PPT)			
5.3	Organizing Press Conferences, Types of Press Conferences, Press Briefings, and Visits & Interviews. (Classroom Lecture, PPT)			

5.4	Corporate Social Responsibility, Organizing Event to Promote CSR. (Classroom Lecture, PPT)			
5.5	Arranging the Visit, Role of CSR in Media Organization. (Classroom Lecture, PPT, case study of CSR)			

Practical / Projects / Assignments

- 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

Suggested Readings

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

E-Resource

- http://persmin.gov.in/otraining/UNDPProject/undp_modules/PublicRelationsNDLM.pdf
- <https://www.managementstudyguide.com/public-relations.htm>

3MBA(CC)CCE-6: Tools and Technique of Public Relations

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(CC)CCE-6.1	3				2	2						3
3MBA(CC)CCE-6.2	2	2			3	2						1
3MBA(CC)CCE-6.3	1		3		2							1
3MBA(CC)CCE-6.4	1	3			3	3						1

4MBA(CC)CCC-13: Corporate Communication & Media Writing

Total Marks: 100 [Theory (80), Internal (20)]
Credit Points – 6

COURSE OBJECTIVES

- To make students understand the concept of corporate communication and its importance in terms of media
- To give an insightful information about corporate communication tools and teach strategies to utilize them effectively
- To improve communication skills of students and make them efficient team player
- To refine writing skills of students for effective corporate communication
- To teach them tactics of corporate communication for managing organization and its brand image in market

LEARNING OUTCOMES

- The students will become able to apply tools of corporate communication effectively and efficiently
- Students will become efficient in creating strategies and implement them successfully to attain organization's objectives
- They will become proficient in evaluating crisis and managing brand image in such unfavorable situation
- They will be able to apply their improved writing skills for creating an impact and building brand value

Unit – 1	Understanding Corporate Communication	L	T	P
1.1	Definition, Concept and genesis of CC <i>(Classroom Lecture with Power Point Presentation)</i>	13	2	-
1.2	Difference and similarities between PR and CC <i>(Classroom Lecture with Power Point Presentation)</i>			
1.3	Various Types of Communication in an Organization <i>(Power Point Presentation)</i>			
1.4	Organising Corporate Communication Activities <i>(Classroom Lecture with interactive activities)</i>			
1.5	Importance of Content Writing in Corporate Communication <i>(Classroom Lecture with Power Point Presentation)</i>			

Unit – 2	Corporate Communication Tools	L	T	P
2.1	Lobbying, Sponsorship <i>(Classroom Lecture)</i>	12	1	2
2.2	Financial Communication; Definition, Growth and role, Financial Products, Financial Communication Campaign <i>(Classroom Lecture with Power Point Presentation)</i>			

2.3	Corporate Reputation; Management and Strategies (Power Point Presentation)			
2.4	Corporate Identity; Developing Brand Image, Integrating Corporate identity into communication process (Power Point Presentation and Visit to an Corporate House i.e. Dainik Bhaskar)			
2.5	Media Mileage; Techniques of enhancing media coverage (Classroom Lecture)			

Unit – 3	Internal/External Communication and Media Writing	L	T	P
3.1	Role and Scope of Internal Communication with employees (Classroom Lecture)	12	3	1
3.2	Various tools of Internal Communication – House Journal, Video Magazine, Idea Boxes, Brainstorming session, extra-curricular activities (Classroom Lecture and Visit to a corporate house (Patrika Newspaper))			
3.3	Various kind of writing for Media – Press Release, Making clips for electronic video, Corporate videos (Power Point Presentation and Visit to an Advertising Agency)			
3.4	Understanding requirement of print vs electronic media, mainstream vs local media (Classroom Lecture)			
3.5	Writing Technique for effective corporate communication (Power Point Presentation with Classroom Assignment)			

Unit – 4	Creating Content for External/Internal Use	L	T	P
4.1	Principles of effective writing; the style of technical communication (Classroom Lecture with Power Point Presentation)	12	3	1
4.2	Routine Good News, Bad News, Goodwill messages and Persuasive messages (Power Point Presentation)			
4.3	Writing Proposals, Minutes of Meeting, Memo, Notices, Circulars, Business Reports, Technical Articles, Press Releases (Classroom lecture with Interactive session and classroom Assignment)			
4.4	Content creation for cyber media, e-mail, e-content, blogs, mobile phone, SMS (Classroom Lecture and Visit to and Advertising Agency)			
4.5	Slide Presentation, Audio-Visual Presentation (Power Point Presentation and Lab)			

Unit – 5	Crisis Communication & Corporate Social Responsibility	L	T	P
5.1	Defining Conflict, Disasters and its kind (Classroom Lecture)	12	4	-

5.2	Role and scope of corporate communication in damage salvage (Power Point Presentation and Case study of Nestle)
5.3	Use of media in time of crisis (Power Point Presentation and Case Study of AIR India)
5.4	Defining CSR, its role, scope and need (Classroom Lecture with Power Point Presentation)
5.5	CSR and image management (Classroom Lecture and Case Study of Reliance Foundation)

Practical / Projects / Assignments

- Production of House Journal or a Corporate Brochure
- Production of a Corporate Video for a Corporate Media House
- Preparing and Presenting a Power Point Presentation on once case study related to crisis Management
- An Assignment to create and develop a write-up suitable for Blog

Suggested Readings

- Argenti, Paul A., (2008), *Strategic Corporate Communication; A Global approach for doing business in the New India*, McGraw-Hill
- Cornelissen, Joep, (2014), *Corporate Communication; A Guide to Theory & Practices*, SAGE Publication Ltd
 - Gunning, Robert, (1952), *The Techniques of Clear Writing*, McGraw-Hill, Madison
 - McGuire, Peter J., & Puzell, Sara M., (1988), *A Guide to Technical Writing*
 - Mehta, D.S., (1980), *A Handbook on Public Relation in India*, Allied Publisher Pvt. Ltd

E-Resource

- <https://www.business2community.com/crisis-management/air-indias-pathetic-online-crisis-management-perfect-example-01168119>
- <https://www.questia.com/library/journal/1P4-1963096158/the-story-of-maggi-in-india-a-case-study-in-crisis>
- <https://www.pdfdrive.com/handbook-of-corporate-communication-and-public-relations-e33416896.html>
- <http://blogs.unpad.ac.id/teddykw/files/2012/06/A-Handbook-of-Corporate-Communication-and-Public-Relations.pdf>

4MBA(CC)CCC-13: Corporate Communication & Media Writing

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(CC)CCC-13.1	3	-	-	2	3	-	-	-	-	3	-	2
4MBA(CC)CCC- 13.2	-	2	3	1	3	-	-	-	-	2	-	-
4MBA(CC)CCC-13.3	-	3	3	3	-	1	3	-	-	3	-	-
4MBA(CC)CCC-13.4	-	-	2	-	2	-	-	-	-	3	-	-

4MBA(CC)CCC-14: Entrepreneurship Development

Total Marks: 50 [Theory (40), Internal (10)]

Credits – 6

COURSE OBJECTIVES

- To provide a clear vision to the students on the process of formulating, planning & implementing a new venture
- To develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement
- To make them understand the process and procedure involved in setting up a small enterprise
- To make them familiar with the sources of help and support available for starting a small scale industry
- To inculcate in them necessary managerial skills required to run a small- scale industry

LEARNING OUTCOMES

- They will gain the ability to discern distinct entrepreneurship traits
- They can analyze the parameters to assess opportunities and constraints for new business
- They can design and apply the strategies for successful implementation of ideas
- They will become able to plan, organize and execute a project or new venture with the goal of bringing new products and service to the market

Unit – 1	Entrepreneurship Development Perspective	L	T	P
1.1	Meaning, Definition and Concept of Enterprise, Entrepreneurship and Entrepreneurship Development (Classroom Lecture & Power point presentation)	5	2	-
1.2	Evolution of Entrepreneurship, Theories of Entrepreneurship (Classroom Lecture & Power point presentation)			
1.3	Characteristics and Skills of A Successful Entrepreneur. (Classroom Lecture & Power point presentation)			
1.4	Concepts of Entrepreneurship, Entrepreneur V/S Intrapreneur, Entrepreneur v/s. Entrepreneurship, Entrepreneur V/S. Manager (Classroom Lecture & Power point presentation)			
1.5	Factors Affecting Entrepreneurship, Problems of Entrepreneurship (Classroom Lecture & Power point presentation)			

Unit – 2	Concept of Entrepreneurial Competency	L	T	P
2.1	Meaning and Concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies (Classroom Lecture & Power point presentation)	6	1	-

2.2	Entrepreneurial Mobility, Factors Affecting Entrepreneurial Mobility, Types of Entrepreneurial Mobility <i>(Classroom Lecture & Power point presentation)</i>			
2.3	Entrepreneurial Motivation, Meaning and Concept of Motivation <i>(Classroom Lecture & Power point presentation)</i>			
2.4	Entrepreneurship Development Program, Needs and Objectives of EDP's <i>(Classroom Lecture & Power point presentation)</i>			
2.5	Phases of EDP's, Evaluation of EDP's <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 3	Agencies for Policy Formulation and Implementation	L	T	P
3.1	Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII). <i>(Classroom Lecture & Power point presentation)</i>	7	1	-
3.2	National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB). <i>(Classroom Lecture & Power point presentation)</i>			
3.3	Financial Support System: Forms of Financial Support, Long Term and Short Term Financial Support, Sources of Financial Support <i>(Classroom Lecture & Power point presentation)</i>			
3.4	Development Financial Institutions, Investment Institutions <i>(Classroom Lecture & Power point presentation)</i>			
3.5	Role of Government in Promoting Entrepreneurship <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 4	Creating Entrepreneurial Venture	L	T	P
4.1	Business Planning Process, Environmental Analysis, SWOT Analysis. <i>(Classroom Lecture with Practical)</i>	5	2	1
4.2	Defining Business Idea, Developing Business Plan for New Enterprise <i>(Classroom Lecture with Practical)</i>			
4.3	Setting of Medium Scale Media Enterprise <i>(Classroom Lecture with Practical)</i>			
4.4	Compilation of Basic Government Procedures <i>(Classroom Lecture with Practical)</i>			
4.5	Case Study, Preparation of Business Plan and Financial Proposal <i>(Classroom Lecture with Practical)</i>			

Unit – 5	Media Business Management	L	T	P
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5.1	Project Management Tools and Techniques, Management Feasibility (Classroom Lecture & Power point presentation)	6	1	3
5.2	Project Management: Concept, Features, Classification of Projects, Issues in Project Management (Classroom Lecture & Power point presentation)			
5.3	Project Identification, Project Formulation, Project Design and Network Analysis (Classroom Lecture & Power point presentation)			
5.4	Project Evaluation, Project Appraisal (Classroom Lecture & Power point presentation)			
5.5	Project Report Preparation (Field study: Data Collection, Lab class)			

Practical / Projects / Assignments

- Prepare at least one research report (research paper) with relevant discipline and its viva

Suggested Readings

- Badi, R.V., & Badi, N.V. (1997). *Entrepreneurship*. New Delhi: Vrinda Publications, 2nd Edition
- Barringer, M. J. (2012). *Entrepreneurship*. New York: Prentice-Hall
- Couger, C. (1999). *Creativity and Innovation*. New York: IPP
- Holt. (1998). *Entrepreneurship: New Venture Creation*. New Delhi: Prentice-Hall
- Kakkar, D. N. (1998). *Entrepreneurship Development*. New Delhi: Wiley Dreamtech
- Lall, M., & Sahai, S. (2008). *Entrepreneurship(Excel Books 2 Edition)*. New Delhi: Excel Book Publishers
- Rai, A. K. (n.d.). *Entrepreneurship Development*. Vikas Publishing
- Sehgal, & Chaturvedi. (2013). *Entrepreneurship Development*. New Delhi: Udh Publishing Edition

E-Resource

- https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
- <http://www.egyankosh.ac.in/handle/123456789/15618>
- <http://www.egyankosh.ac.in/handle/123456789/3156>
- <http://www.egyankosh.ac.in/handle/123456789/48784>

4MBA(CC)CCC-14: Entrepreneurship Development

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(CC)-14.1	3				2	2	1	2				1
4MBA(CC)-14.2	2	2	3		2	1	2	1			2	2
4MBA(CC)-14.3		3	3		1	1			2		1	1
4MBA(CC)-14.4			2		3	2	2	1	3	2	2	2

4MBA(CC)CCE-7: Consumer Behavior & Customer Relationship Management

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To describe students regarding consumer decision making & buying process
- To explain the students the difference between rural & urban consumer psychology
- To outline the students about importance of CRM in the field of Consumer behavior
- To illustrate students a new concept called e- CRM & its applications
- To determine various Customer satisfaction scales to the students

LEARNING OUTCOMES

- Students would be able to develop the concept “knowing its consumer improves any industry’s credibility”
- By analyzing the importance of Relationship building, students would be able to integrate the various factors leading to success of marketing process
- Student would be able to summarize various concepts leading to customer satisfaction & would learn to integrate them into a concrete marketing approach
- Applying e-CRM concepts would enable these modern futuristic marketers with the modern skills needed to be incorporated in Marketing

Unit – 1	Introduction to Consumer Behavior	L	T	P
1.1	Consumer behavior : Meaning, Scope & Importance <i>(Class room lectures & PPT)</i>	11	3	-
1.2	Significance of Consumer behavior, Difference between Consumer and Customer <i>(PPT & class room lectures)</i>			
1.3	Nature and characteristics of Indian Consumer, Understanding Rural and Urban Consumers. <i>(PPT)</i>			
1.4	Consumers decision making process, Levels of Consumer Decision making <i>(Role Play, PPT)</i>			
1.5	Role of Consumers in Marketing function. <i>(Class room Lectures)</i>			

Unit – 2	Consumer Buying Behaviour	L	T	P
2.1	Consumer needs, Motivation, Personality & Consumer Perception <i>(PPT)</i>	10	4	-

2.2	Consumer Learning ,Attitude, Concept and Measurement of Attitude,Attribution theory and Cognitive Dissonance (PPT & Class room Lectures)			
2.3	Values and Beliefs , Reference group, Endorsement and Reference group influence (class room lectures)			
2.4	Family life cycle and Decision making ,Diffusion of Innovation, Opinion Leadership, Dynamics of Opinion leadership Process. (PPT , Class room lectures)			
2.5	Consumer Materialism, Marketing Consumer Behaviour and Society. (Class room Lectures)			

Unit – 3	Introduction of Customer Relationship Management	L	T	P
3.1	CRM: Introduction, Concepts and Evolution., 4 C's of CRM (Class room lectures ,PPT)	10	4	-
3.2	Relationship Marketing ,Stages of Relationship Marketing, (PPT & class room lectures)			
3.3	Purpose and types of CRM, CRM cycle, Stakeholders in CRM (case study of Dainik Bhaskar & class room lectures)			
3.4	Concept of lifetime customer and Customer Loyalty, Benefits and difficulties in CRM (PPTs)			
3.5	CRM process for B2B markets, Employee organization relationship, Employee- customer linkage. (Role playing, PPTs)			

Unit – 4	Customer Satisfaction	L	T	P
4.1	Customer Satisfaction, Meaning and Scope (PPTs)	11	3	1
4.2	Components of Customer Satisfaction and its Rationale (PPTs & Class room Lectures)			
4.3	Measuring Customer Satisfaction, Customer satisfaction Practices (PPTs, Case study of Dainik Bhaskar))			
4.4	Customer Retention and its Strategies (PPTs & class room lectures)			
4.5	Customer Development Process (Class Room Lectures)			

Unit – 5	CRM & e-CRM	L	T	P
5.1	Customer loyalty building strategies (Class room Lectures)	12	2	-
5.2	Consumer rights, protection & education (Role Play , Class room lectures)			

5.3	e-CRM : concepts & importance of e-CRM in service marketing (Lecture, PPTs)				
5.4	e-CRM architecture, its components, Five engines of e-CRM (PPTs)				
5.5	Challenges involved in formulating and implementing e-CRM strategies				

Practical / Projects / Assignments

- Case Studies: Related to consumer decision making process & loyalty creation
- Study of Management Strategies of Service industry major
- Field Visit to a service/hospitality industry

Suggested Readings

- Anderson, K. (2001). *Carol Kerr .Customer Relationship Management*. New Delhi: Mc Graw Hill Education(1st edition)
- Dyche, J. (2001). *The CRM Handbook*. Addison-Wesley Professional(1st edition)
- Efraim, T., Jae, L., King, D., & Chung, M. (2000). *ELECTRONIC COMMCRCE: Managerial Perspective*. New York: Pearson Education Inc
- Kumar, V., & Werner, R. (2012). *Customer Relationship Management: concepts, strategy & tools*. New York: Springer(2nd ed)
- Majumdar, R. (2011). *CONSUMER BEHAVIOUR*. New Delhi: Prentice Hall of India
- Rai, A. (2012). *Customer Relationship Management*. India: Prentice Hall of India

E-Resource

- <https://www.mheducation.co.uk/9780077144012-emea-ebook-consumer-behavior>
- <https://www.ebsglobal.net/EBS/media/EBS/PDFs/Consumer-Behaviour-Course-Taster.pdf>
- <https://www.studydrive.net/courses/maastricht-university/consumer-behaviour/other/11th-edition-consumer-behaviour-book/viewfile/187804>
- <https://www.kobo.com> > ... > Business & Finance > Economics > Microeconomics
- https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pd

4MBA(CC)CCE-7: Consumer Behavior & Customer Relationship Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(CC)CCE-7.1	2	-	3	1	-	-	-	-	-	-	2	2
4MBA(CC)CCE-7.2	2	3	-	-	1	-	-	-	-	-	-	-
4MBA(CC)CCE-7.3	1	3	-	2	-	-	-	-	-	-	-	2
4MBA(CC)CCE-7.4	2	-	-	-	2	-	-	-	2	-	2	-

4MBA(CC)CCE-8: Integrated Corporate Communication

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To describe the students different elements of integrated corporate communications
- To outline various advertising & publicity approaches to students in context to corporate communication
- To explain the students basics of communication in a marketing scenario
- To summarize the importance of Public Relation concept in any corporate communication
- To classify the importance of e-Commerce & Sales Promotion in any Marketing Communication activity

LEARNING OUTCOMES

- Students would develop within him/her self the communication skills required in corporate world
- Students would be able to evaluate the importance of advertising in current corporate scenario
- Students would derive what it takes to make a PR strategy successful
- Student would be able to develop an insight into various e-Commerce platforms

Unit – 1	Introduction	L	T	P
1.1	Introduction to Integrated marketing communication (IMC) : definition & importance (Class room lectures)	11	3	-
1.2	Objectives of marketing communication (PPTs & class lectures)			
1.3	Factors to IMC , participants in IMC , IMC promotion mix (Class room lectures & PPTs)			
1.4	IMC management & planning model (PPTs & class lectures)			
1.5	Challenges in IMC (PPTs)			

Unit – 2	Advertising management	L	T	P
2.1	Advertising management : meaning & scope of advertising (class room lectures & PPTs)	10	4	-
2.2	Classification & types of advertising (PPTs & Lectures)			
2.3	Advertising campaigns (PPTs & case studies of Vodafone campaigns)			

2.4	Advertising agencies : roles , functions & organization (<i>PPTs & case studies of Ogilvy & Mather agency</i>)			
2.5	Ethical & social issues in advertising (<i>PPTs & Class room lectures, GDs</i>)			

Unit – 3	Tools of marketing communications	L	T	P
3.1	Message design- creative concept development, creative processes for different forms of IMC (<i>class room ad message designing activity, PPTs</i>)	10	4	-
3.2	AIDA model considerations for creative idea visualization, Creative planning (<i>PPTs & class room lectures</i>)			
3.3	Publicity: types of publicity (<i>PPTs & case study of Hero Moto Corp</i>)			
3.4	Relationship between Advertising & Publicity (<i>PPT, GDs & class room lectures</i>)			
3.5	Personal selling , Direct marketing, Direct response methods, Event management (<i>Class room lectures</i>)			

Unit – 4	Integrated Corporate Marketing & Corporate Image	L	T	P
4.1	Integrated corporate marketing : corporate importance (<i>PPTs & Class room lectures</i>)	11	3	1
4.2	Corporate images: development & maintenance of corporate image (<i>PPTs & Case study of Facebook</i>)			
4.3	Importance of PR in image building (<i>PPTs & Case studies of Honda</i>)			
4.4	Corporate identity, relevance, definition & its types (<i>PPT & Class room lectures</i>)			
4.5	Feasibility of corporate identity (<i>class room lectures</i>)			

Unit – 5	Marketing Communication	L	T	P
5.1	Emerging concepts & issues of marketing communication (<i>Class room lectures</i>)	12	2	-
5.2	Sponsorship : POP, supportive communication (<i>Class room lectures</i>)			
5.3	Corporate communication, Public relations –types of PR (<i>class room lectures & PPT</i>)			
5.4	Role of e-commerce in marketing communication (<i>PPT & lectures</i>)			
5.5	Sales promotion- types , Relationships between sales promotion & advertising (<i>Class room lectures & PPT</i>)			

Practical / Projects / Assignments

- Case Studies: PR campaigns of various corporate houses
- Study of Advertising Strategies of any major Corporate House
- Enactment of a PR campaign for any product

Suggested Readings

- Belch, G. E., & Belch, M. A. (2014). *Advertising & Promotion : An Integrated Marketing Communication Perspective*. New Delhi: Tata McGraw Hills
- Chunawalla, S. A. (2008). *Foundations of Advertising : Theory & Practice*. New Delhi: Himalaya Publishing House
- Duncon, T. (2008). *Integrated Marketing Communications*. New Delhi: Tata Mcgraw Hills
- Kenneth,C.,& Donald, B. (2015).*IntegratedAdvertising, Promotion & Marketing Communications*. New Delhi: Pearson Education Limited
- Sirgy, M. J., & Rahtz, D. R. (2006). *Strategic Marketing Communications : A System Approach to IMC*. New Delhi: Thomson Publications

E-Resource

- <https://www.pdfdrive.com/integrated-marketing-communications-books.html>
- https://www.academia.edu/13180608/E-Book_IMC_Integrated_Marketing_Communication_
- <https://www.kobo.com/us/en/ebook/integrated-marketing-communication-5>
- <https://www.questia.com/library/communication/business-and-organizational-communication/integrated-marketing-communications>
- <http://postfair.changeip.com/0133157873-integrated-marketing-communications-4th-edition.pdf>

4MBA(CC)CCE-8: Integrated Corporate Communication

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(CC)CCC-8.1	1		2							3		2
4MBA(CC)CCC-8.2		2	1	2			1					1
4MBA(CC)CCC-8.3	2		2									

3MBA(EC)CCC-9: Media Law and Ethics

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To create conceptual understanding about Media laws, its role and functioning
- To ensure media practicing under the constitution with social responsibility
- To aware students to legal and ethical aspects of the media and its values
- To give an overview of recent amendment and future challenges media regulation
- To know what media ethics and how its leads media persons and media establishments to the path of professional rectitude
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment

LEARNING OUTCOMES

- Student to know Constitution Aspect of Indian Media
- Student to understand Laws and Regulation of Media
- Student to understand Media Ethics and its adaptation in media profession
- Student to understand media code conduct and regulation.
- Student to able to do fare and honest journalism with social responsibility

Unit – 1	Constitution and Media	L	T	P
1.1	Media laws: Concept Nature, scope and significance <i>(Lecture & PPT's)</i>	11	4	-
1.2	A brief history of media laws with special reference statutory regulations, Ganging Act, Vernacular Press Act and other laws. <i>(Lecture & PPT's)</i>			
1.3	Freedom of Speech and Expression: Concept, Universal declarations of Human Rights, International covenant on civil and political rights, American convention on Human Rights, European convention on Human Rights. <i>(Lecture & PPT's)</i>			
1.4	Right to privacy: Concept, significance of right to privacy, Is it absolute right?, Purely interruption on the part of right to Phone tapping related to privacy. <i>(Lecture & PPT's)</i>			
1.5	Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions <i>(Lecture & PPT's)</i>			

Unit – 2	Business Laws	L	T	P
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2.1	Indian Contract Act. 1872, Sale of Goods Act 1930 (Lecture & PPT's)	12	3	-
2.2	The Negotiable Instrument Act. 1881, The Companies Act. 1956 & 2013 (Lecture & PPT's)			
2.3	Consumer Protection Act 1986, Law of Partnership Act. 1932 & 1996 (Lecture & PPT's)			
2.4	FEMA and Advertising Council of India, PRSI, NBA (Lecture & PPT's)			
2.5	Right to Information Act 2005, Official Secrets Act.1923 (Lecture & PPT's)			

Unit – 3	Main provision IPC &CrPC for Media	L	T	P
3.1	124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, residence, language etc. 153(B) Imputation assertions prejudicial to national integration. (Lecture & PPT's)	12	3	-
3.2	171(G) False statement in connection with an election, 292 Sale, etc, of obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery. (Lecture & PPT's)			
3.3	Article 499 –504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment. (Lecture & PPT's)			
3.4	Cr.PC : Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. (Lecture & PPT's)			
3.5	Section 196: Permission of state government against crime. (Lecture & PPT's)			

Unit – 4	Acts related to Media	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case. (Lecture & PPT's)	12	3	-
4.2	Press & Registration of Book Act 1967: Procedure for Commencing and Carrying News paper, Registration Of Newspaper			

	(Lecture & PPT's)			
4.3	Press Council Act 1978: Concept and Background, Object, Constitute, Function and power of press council. (Lecture & PPT's)			
4.4	Cinematography Act 1953: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Guideline to Board of film certification. (Lecture & PPT's)			
4.5	Prasar Bharti Act 1997: Background, Composition of Prasar Bharti, Function & Power of Corporation, Own fund, Power of central government to give directions. (Lecture & PPT's)			

Unit – 5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law. (Lecture & PPT's)	9	3	1
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), (Lecture & PPT's)			
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees. (Lecture & PPT's)			
5.4	All India Radio (AIR) code for election coverage (Lecture & PPT's)			
5.5	ASCI commercial code, Editor Guild. (Lecture & PPT's)			

Practical / Projects / Assignments

- Seminar Presentation by Students'
 - Assignment
- (A) Study Of Following leading cases and presentation in class/seminar–**
- Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)
 - Eenadu Editor RamojiRao case, 1984) (Regarding breach of Parliamentary/Legislative privileges) Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
 - Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy,)
Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)
- (B) (B)**

- Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the class teacher
- Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media
- Organize a debate on PrasarBharati and present scenario AIR and DD each student presents a paper on one Media Law
- To organize a seminar and guidelines for parliamentary coverage and AIR and TV quotes arrange discussion with leading advocates on media law and invite senior journalist and editor to participate any other assignment given by professor concerned

Suggested Readings

- Press Vidhi, Dr N.K. Taka Vishwavidyalaya Prakashan Varanasi
- Journalistic ethics by PK Bandopadhyay and Kuldeep Arora
- Janmadhyam Kanoonevammuttardayitva, Dr. Shrikant Singh
- Press law, DD Basu prentice hall publication
- Mass media Law and Regulation in India AMIC publication
- Bharat mein Praveshvidhi by Surendra Kumar & ManasPrabhakar
- Mass media law and regulation in India, VenkatAiyer, AMIC publication
- K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC
- TV news ethics by Marilyn JM Atelsk Focal press
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, Gol, New Delhi

E-Resources

- <http://www.nraismc.com/wp-content/uploads/2017/03/106-MEDIA-LAWS.pdf>
- <http://www.nraismc.com/wp-content/uploads/2017/03/205-PRESS-LAW-MEDIA-ETHICS-backup.pdf>
- http://content.inflibnet.ac.in/data-server/eacharya-documents/548158e2e41301125fd790cf_INFIEP_72/65/ET/72-65-ET-V1-S1_jmc-28-lec.pdf
- <https://clas.uiowa.edu/sites/clas.uiowa.edu.sjmc/files/MediaLawEthicsRegulation.pdf>

3MBA(EC)CCC-7: Media Law and Ethics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(EC)CCC-9.1	3		2	3		3	3			3		3
3MBA(EC)CCC-9.2	3	2	3	2		2	2		2	2		2
3MBA(EC)CCC-9.3	3				2	2	3	1	1	2		2
3MBA(EC)CCC-9.4	3		2			2	2	1		2	1	2
3MBA(EC)CCC-9.5	3	2	2	2		3	3		2	2		3

3MBA(EC)CCC-10: Media Business Structure and Strategies

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits: 6

COURSE OBJECTIVES

- To develop an understanding about the evolution, characteristics and Production techniques of different Media
- This course provides students with unique learning opportunities to gain insight into various management functions within the Radio & Music industry
- To enable the learner to appreciate the television basics introduction with different segments, and introduce the basics of TV industries
- To expose the learner to the basics of managing folk tradition and the products that make up the artiste identity as a commercial proposition
- To understand the current events and project future trends in media industry through case studies

LEARNING OUTCOMES

- Be able to evolve strategies to survive and cope with the expectations of the Print industry which is competitive and dynamic
- Describe the rights of the Broadcasting media companies and how they distribute the contents to public
- Be able to manage Radio production with commercial proposition
- Analyze the current events and future trends of various media related practices through case studies

Unit – 1	Print Media Production	L	T	P
1.1	Evolution of Print Media in India (PPTs & Class room lectures)	10	4	2
1.2	Indian freedom revolution and Indian Press (PPTs & Class room lectures)			
1.3	Indian Language in Print Media (PPTs & Class room lectures)			
1.4	Print Media and business (PPTs & Class room lectures)			
1.5	Print Media Production Process (PPTs & Class room lectures, Field Visit, Report Writing)			

Unit – 2	Basics of Radio industries	L	T	P
2.1	Origin and development of Radio (PPTs & Class room lectures)	11	3	4
2.2	Private and Public Radio in India (PPTs & Class room lectures)			

2.3	Community Radio (PPTs & Class room lectures)			
2.4	Radio Production Techniques (PPTs & Class room lectures)			
2.5	Radio Studio Management and business (PPTs & Class room lectures, Field Visit, Report Writing)			

Unit – 3	Basics of Television Industries	L	T	P
3.1	Origin of Private TV channel in India (PPTs & Class room lectures)	11	3	4
3.2	Cable Television Network in India (PPTs & Class room lectures)			
3.3	Public and Private News Channel System (PPTs, Class room lectures & Field Visit)			
3.4	TV Studio management and business (PPTs, Class room lectures, Field Visit & Report Writing)			
3.5	TV Script and Editing Techniques (PPTs & Class room lectures)			

Unit – 4	Basics of Indian Traditional Media	L	T	P
4.1	Introduction to Indian Folk Media (PPTs & Class room lectures)	10	4	2
4.2	Various Forms of Folk Media (PPTs & Class room lectures)			
4.3	Impact and Effect of Folk Media (PPTs & Class room lectures, Field Visit)			
4.4	Folk Media as Business Prospective (PPTs & Class room lectures)			
4.5	Traditional Media in Digital Age (PPTs & Class room lectures, Guest Lecture)			

Unit – 5	Film Production and Business	L	T	P
5.1	Brief History of Indian Cinema (PPTs & Class room lectures)	10	4	2
5.2	Parallel and Commercial Cinema in India (PPTs & Class room lectures)			
5.3	Documentaries, Feature and short Films (PPTs & Class room lectures)			
5.4	Web Based Production, Web series (PPTs & Class room lectures)			
5.5	Challenges of Entertainment and Media Business (PPTs & Class room lectures)			

Practical / Projects / Assignments

- Study of Various Media
- Study of Folk tradition-Dance & Song
- Study of Documentaries with Critical Evaluation
- Evaluation of a Film Networking with Media Business

Suggested Readings

- Begleiter, Marcie. From Word To Image, *Storyboarding and the Filmmaking Process*
- Kumar, Keval J, *Mass Communication in India*, Jaico Publication, Six edition, 2012
- Goodwin, Eugene H. *Groping for ethics in Journalism*, Iowa State Press
- Hough, George A. *News Writing*, Kanishka Publishers, New Delhi 1998
- Hodgson F. W. *Modern Newspapers practice*, Heinemann London, 1984
- Ninan, Shevanthi : "*Headlines From The Heartland: Reinventing The Hindi Public Sphere*", Sage Publication – 2007

E- Resource

- <http://comminfo.rutgers.edu/~aspoerri/Teaching/DMPOnline/Requirements.html#Textbooks>
- http://lib.bue.edu.eg:8081/cgi-bin/koha/opac-detail.pl?biblionumber=6302&query_desc=ti%2Cwrdl%3A%20radio%20television

3MBA(EC)CCC-10: Media Business structure and strategies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3 MBACCC– 10.1	1	-	-	-	-	1	-	-	-	2	1	1
3 MBACCC– 10.2	-	2	-	4	-	1	-	-	-	-	1	2
3 MBACCC– 10.3	2	1	-	-	3	3	-	-	1	1	-	1
3 MBACCC– 10.4	3	-	-	-	3	1	-	-	-	1	-	1

3MBA(EC)CCC-11: Media Business Planning

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To integrate the basic concepts of economics to analyze and make optimal Media business decisions
- To understand how Economics and Media Planning are related with each other
- To analyze and evaluate the efficiency and effectiveness of media type based on cost, revenue, and performance
- To make the students aware about the functions and methods employed by an advertising agency and its relationship with the various media in buying/selling negotiations
- Understand the trends in traditional media and new media, and match a client's objective with media choices to reach a target audience

LEARNING OUTCOMES

- Ability to understand Media business and its Economics
- Create Media plan with keeping in view the theories of Economics
- Evaluate the effectiveness and efficiency of various media alternatives
- Ability to apply different tools in media buying and scheduling decisions
- Compare the challenges that new media pose to traditional media outlets

Unit – 1	Introduction To Business Economics	L	T	P
1.1	Meaning, Nature and Scope of Business Economics, Micro and Macro Economics (PPTs & Class room Lecture)	12	4	-
1.2	Demand and Supply- Meaning Schedule, Determinant ,Law of Demand and Supply, Change, Elasticity of Demand and Supply (Class Room Lecture, PPTs, Discussion)			
1.3	Theory of Costs- Basic Concepts, Types of Cost, Relationship between Average and Marginal Cost Curve (Class room Lecture, PPTs)			
1.4	Basic Concepts of Revenue, Revenue Curves, Types of Revenue, (PPTs, Class room Discussion & Lecture)			
1.5	Concept of Market and Main Forms of Market, ; Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly (PPTs, Group Discussion & Class room Lecture)			

Unit – 2	Concept of Media Planning	L	T	P
2.1	Meaning and Features of media ,Media Planning and need of Business Economics in Media Industry., Factors Influencing Media Planning, Media	10	4	1

	Planning Terminology. (<i>Class room Lecture, & PPTs</i>)			
2.2	Media Planning Elements, Role of Media in Business, Media Planning Process, Component of a Media Plan (<i>PPTs, Class room Lectures</i>)			
2.3	Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS (<i>PPTs , Class room Discussion & GD</i>)			
2.4	Challenges of Media Planning with respect to business economics (Cost, Revenue, Market condition) (<i>Discussion, PPTs & Lectures</i>)			
2.5	TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, Calculation of TRP and GRP (<i>PPTs, Lectures</i>)			

Unit – 3	Media Mix & Media Strategy	L	T	P
3.1	Meaning, Need, Factors, Types, Class of Media Mix, Deciding Ideal Media Mix (<i>PPTs, Lectures & General Group discussion</i>)	12	4	1
3.2	Print Media - Meaning, Factors Affecting, Types , The Economics of Publishing Business, Cost and Revenues. (<i>PPTs, Lectures</i>)			
3.3	Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations (<i>Class room Lectures, PPTs</i>)			
3.4	Radio- Meaning & Factors , Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio. Concept Out of Home (OOH) (<i>Lectures, PPTs</i>)			
3.5	Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components, Steps in Formulating Media Strategies (<i>PPTs, Lectures & Case Study of Oneplus Mobile</i>)			

Unit – 4	Advertising , Media Budgeting, Buying & Scheduling	L	T	P
4.1	Meaning and Concept of Advertising , India's major Media and Advertising Houses (<i>PPTs, Lectures</i>)	11	3	1
4.2	Meaning, Importance, Concept and Factors of Media Budget Methods of Setting Media Budget (ROI based Approach, BEP Analysis, Advertising Sale) (<i>Class room Discussion, Lecture & PPTs</i>)			

4.3	Meaning, Role, Objectives and Process of Media Buying, Role of Media Buyer, Art of Media Buying (Lectures,PPTs & Case Study on Integral Media)			
4.4	Meaning and Role Assumptions Approaches and Types of Media selling (Lectures,PPTs)			
4.5	Meaning and Importance of Media Scheduling, Factors affecting Media Scheduling, Scheduling Patterns (Continuity,Pulsing, Flighting) (PPTs, Class room Lectures)			

Unit – 5	New Media Business	L	T	P
5.1	Meaning, Importance, Nature and History of New Media, Foundation of New Media , Present Scenario (PPTs, Lectures)	12	2	-
5.2	New Media Vs Traditional Media, (in Terms of TV , Radio, Print) (Class room Lectures, PPTs)			
5.3	Internet Market:- Online streaming (music and Video), Podcast Cost, Revenue(hits and bounce rate), Market Size & Competition, Online Advertising Cost, Revenue (PPTs, Class room Discussion & Lectures)			
5.4	Social Media and Its Impact,Digital Advertising, Mobile Commerce, Mobile Market ; Revenue, Cost, Market Size, (PPTs, Lectures & Case study on social media marketing Paytm,ICICI Bank,Chumbak)			
5.5	New Media Challenges; Adblockers, Piracy, Hacking, (PPTs, Lectures & Case Study: Axel Springer vs Ad Blocking)			

Practical / Projects / Assignments

- Student Assignment on Media Planning of different corporate companies
- Event Planning Exercise
- Comparative study of Different Media Houses Buying and Selling
- Lunching an Advertisement On Social Media and Finding its Impact Factor

Suggested Readings

- Chaturvedi D.D. Macro Economics , Analysis and Policy; Galgotia Publishing Company
- Herrick Dennis .F., Media Management in Age of Giants, Surjeet Publications
- H. L. Bhatia Micro Economic Theory; Modern Publisher Delhi
- Jhingan M.L., Micro Economic Theory; Konark Publishers Pvt. Ltd Delhi
- Kohli Vanita, Indian Media Business, Sage Publication, New Delhi
- Menon Arpita , (2010), Media Planning and Buying, Tata McGraw Hill Education Private Limited
- Mithani D.M., Macro Economics; Himalaya Publishing House

E-Resource

- http://eprints.undip.ac.id/9799/2/Media_Planning_Ita.pdf
- <http://www.apcollege.in/wp-content/uploads/2015/10/Media-Planning-notes-17.pdf>
- <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>
- http://www.dphu.org/uploads/attachements/books/books_3926_0.pdf

3MBA(EC)CCC-11: Media Business Planning

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(EC)CCC-11.1	3				1	2	2	2		1		1
3MBA(EC)CCC-11.2		2	3		2	1		1	2			2
3MBA(EC)CCC-11.3	2	3	2		1		1			2	1	2
3MBA(EC)CCC-11.4			3		3				1		2	3
3MBA(EC)CCC-11.5	3	2				2		1		1		1

3MBA (EC)CCC-12 : Entertainment Industry: Structure and Functions

Total Marks : Theory(80) Internal (20)

Credits - 6

COURSE OBJECTIVES

- To make the students understand history of Indian literature and creative writing skills
- To know basics of cinema and film appreciation.
- To learn the basic concepts, terms and principles which apply to script writing and story boarding
- To make the students familiar with media and entertainment industries
- To understand the framework of Indian and Global gaming Industries.

LEARNING OUTCOMES

- Understanding of Indian literature and developing creative writing skills
- Establish and demonstrate your skills connected with the entertainment field including cinema and film appreciation
- Application of skills in script writing and Story boarding
- Demonstrate your critical thinking and assessment skills in analyzing issues that will bring changes to the entertainment industry in the 21st century, both domestically and globally

Unit – 1	Introduction to Indian Writers	L	T	P
1.1	History of Indian literature, Prominent writes, Important works, Cultural significance (Class room lectures , PPT)	11	3	-
1.2	Introduction to Creative Writing: writing styles, creative writing skills. (PPT, Class room Lecture)			
1.3	Story: Various forms of writing styles, Genres of story, engaging idea. (PPT, Lectures)			
1.4	Poetry: Elements of poetry, Types of Poetry, Famous poets and their works. (Lectures & PPT)			
1.5	Drama: Structure of drama, One act , Two act ,Three act play, Characterization (PPTs, case study)			

Unit – 2	Cinema & Film Appreciation	L	T	P
2.1	Understanding Cinema: Genres of Films, Cultural significance in relation to Film, Film Screening (Class room lecture)	10	4	-

2.2	Story telling techniques of Cinema: Elements of storytelling, Plot development (PPTs)			
2.3	Various theories of Films: Apparatus theory, Auteur theory, Feminist film theory, Formalist film theory. (class room lectures , PPT)			
2.4	Film Movement: types and characteristics (PPT , Class room lectures)			
2.5	Dynamics of Characterization: Character Building, Constructing Dynamic Dialogues, Non – traditional Film(Lectures & Case study)			

Unit – 3	Writing for Visual Media	L	T	P
3.1	Visualization: Screenwriter’s Mind, Elements of a Story, Unpacking Idea. (PPTS, lectures)	11	4	-
3.2	Building the Script: Ideation, Research & development, Concept & Treatment note, Story, Screenplay and Dialogues. (PPTs , lectures)			
3.3	Finalizing the Script: Maintaining an Audience’s Trust, Turning Story into a Script, Rewriting Script, Adaptation and Collaboration. (PPT, lectures, Case study)			
3.4	Production: Script, Cast and crew, Location, Reki and the design of the film scheduling, Budgeting. (Lectures, PPTs)			
3.5	Storyboarding: Visual Story telling & Storyboards, Origins of Story boards and aspect ratio. (PPTs, Lectures)			

Unit – 4	Media and Entertainment Industry	L	T	P
4.1	Indian & Global: Trends of the industry, Key players/Companies operating in M&E industries. (lectures, PPTs)	11	3	-
4.2	Indian and Global Film Industry: Market Size, growth rate, International trends. (PPTs & Class room Lectures)			
4.3	Product Life Cycle for filmed entertainment: Music release, Home video rights, DTH, New Media (VOD, IPTV), satellite, cable and terrestrial telecast. (Lecture, PPTs)			
4.4	Film Distribution, Home Video, Music Sales (physical and digital), overseas distribution, New Media and online download rights. (PPTs & lectures)			
4.5	Merchandising rights, Revenue sharing models and agreements, revenue earning potential. (Lectures and PPTs)			

Unit – 5	Indian and Global Gaming Industry	L	T	P
5.1	International Studio Models and its Adaptation in India, Career opportunities in Filmed Entertainment space. (Class room Lectures)	12	2	-
5.2	Costing for Animation, VFX and Gaming Industries, Pixar, Pent media, Avatar, God of War, World of Warcraft. (PPTs & class room lectures)			
5.3	Evolution of Gaming, Market Size, Growth Rate, National Trends, Major International Gaming Studios. (PPT , Class room lectures)			
5.4	Gaming Platforms: PC, console, Online gaming, Mobile gaming, multi player gaming and their potential (PPT, class room lectures)			
5.5	Film based Indian and International gaming franchises: Sales performance.(PPTs and Lectures)			

Practical / Projects / Assignments

- Case Studies: Related to Entertainment industries
- Script writing and storyboarding assignments
- Field visit of any Entertainment industry

Suggested Readings

1. The Creative Writing Course book: Forty Authors Share Advice and Exercises for Fiction and Poetry
2. Creative Writing for People Who Can't Not Write By Kathryn Lindskoog
3. Film As Film: Understanding And Judging Movies by Victor F. Perkins
4. Understanding the Film: An Introduction to Film Appreciation, Student Edition by Jan Bone, Ron Johnson
5. Screen Education: From Film Appreciation to Media Studies; By Terry Bolas
6. Asian Film Journeys: Selection from Cinemaya By Rashmi Doraiswamy, Latika Padgaonkar

E-Resource

- <http://egyankosh.ac.in/handle/123456789/21209>
- <https://www.pwc.com/ng/en/assets/pdf/the-business-of-entertainment-final.pdf>
- https://www.trade.gov/topmarkets/pdf/Media_and_Entertainment_Top_Markets_Report.pdf

3MBACCC(EC)-12-: Entertainment Industry: Structure and Functions

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBACCC(EC) 12.1	3				2	2						3
3MBACCC(EC) 12.2	2	2			3	2						1
3MBACCC(EC) 12.3	1				2							2
3MBACCC(EC) 12.4	1	3			3	3						1

3MBA(EC)CCE-5:Entertainment and Indian Traditional (Folk) Media Business

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To describe the scope and characteristics of Entertainment Communication and Folk media
- To educate on earlier forms of communication and the emergence of Traditional media revolution
- To help students understand how folk media reflects societal concerns and was used for communication
- To enable students to know the Indian Cultural roots and type of folk art form
- To provide working knowledge of Theatrical Arts, Folklore, Indian culture with Grassroots Communication

LEARNING OUTCOMES

- Explain the basics behind the present Entertainment Communication and the critical revolutionary ideas that made change
- Be able and confident to plan and execute events related to Indian Festivals
- Analyze current events and future trends of various Folk media related practices through case studies
- Identify different trends, techniques, inflection points and should be capable of suggesting a feasible project sufficing the Folk media

Unit – 1	Introduction to the Entertainment Communication	L	T	P
1.1	Introduction of Anthropology of Entertainment (PPTs & Class room lectures)	12	4	-
1.2	Role of Festivals and Rituals in Entertainment (PPTs & Class room lectures, Case Studies Minimum 3 festivals)			
1.3	Introduction of Psychology of Entertainment (PPTs & Class room lectures)			
1.4	Introduction to Indian Dance, Musical show, Puppet, Mime, Mask (PPTs & Class room lectures)			
1.5	Dramatic Theory of Entertainment: Tragedy, Comedy, Tragic-Comedy, Melodrama, Narrative Impact (PPTs & Class room lectures)			

Unit – 2	Natya Shastra and Theatrical Forms	L	T	P
2.1	Introduction of Indian Natya Shastra (PPTs & Class room lectures)	12	4	-

2.2	Definition and Characteristics of Folk Theatre. (PPTs & Class room lectures)			
2.3	Origin of Folk Theatre, Stylized and Naturalistic Theatre, Types of Stages and Its Requirements (PPTs & Class room lectures)			
2.4	Role of Literature in Theatrical Forms, Humor as Entertainment, Vidushak as Entertainer and Communicator (PPTs & Class room lectures)			
2.5	Problems faced by Indian Folk Theatre in Modern era. (PPTs & Class room lectures)			

Unit – 3	Folk Media, Elements and Stage	L	T	P
3.1	Folk media: Meaning & Definition (PPTs & Class room lectures)	13	3	-
3.2	Nature and Scope of Folk media (PPTs & Class room lectures)			
3.3	Types of Folk media: Dance, theatre & music (PPTs & Class room lectures)			
3.4	Characteristics of Folk media (PPTs & Class room lectures)			
3.5	Indian Concepts of Beauty and Art , Principles of Indian Aesthetics (PPTs & Class room lectures)			

Unit – 4	Folk Media & Festivals	L	T	P
4.1	Types of Festivals: Seasonal & Cultural, Importance of Fair & Festivals, Features of Fairs (PPTs & Class room lectures)	12	4	-
4.2	Influence of modern media on folk media, Business Concept of Folk media (PPTs & Class room lectures)			
4.3	Folk media for promoting literacy and social change (PPTs & Class room lectures)			
4.4	Folk Media for Community Development (PPTs & Class room lectures)			
4.5	Current status of Folk Media and its potential (PPTs & Class room lectures)			

Unit – 5	Culture and Folklore Research	L	T	P
5.1	Definition of Folk Culture, Marriage, Family and kinship (PPTs & Class room lectures)	12	4	-
5.2	Collection of Folk Literature, Preservation and Documentation (PPTs & Class room lectures)			
5.3	Folklore Research in various states of India, Contribution of early Indian scholars			

	(PPTs & Class room lectures)			
5.4	Case Studies (Successful Advertising/political/election/awareness/Business Campaigns which have used Folk Media) (PPTs & Class room lectures)			
5.5	Selected Schools of Drama, Theatre and Cinema Production (PPTs & Class room lectures)			

Practical / Projects / Assignments

- Analysis of Entertainment Through Indian Festivals
- Study of Recent Trends of Entertainment Communication
- Study of Entertainment Done Through Humor Programs
- Study of Folk Media in Today's Scenario

Suggested Readings

- Doctor, Aspi and FarzanaChaze, Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- Gargi, Balwant: Folk theater in India, Bombay: Rupa& Co, 1991
- Jain, NemichandIndian Theatre Chapter I, Pages 11 To 31
- Kumar, Keval Kumar: Mass Communication in India, Mumbai, Jaico Publishers
- Malik, Madhu: Traditional Form of Communication and the Mass Media in India, Paris: Unesco 1983
- Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978
- Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975

E-Resource

- www.intldept.uoregon.edu/wp-content/.../
- www.infochangeindia.org/disabilities/...
- www.unioldenburg.de/.../Heuten2008-NordiCHI-Tactile-Wayfinder.pdf
- www.unesco.org/education/pdf/281_74.pdf

3MBA (EC)CCE-5: Entertainment and Indian Traditional (Folk) Media Business

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(EC)CCE-5.1	1				3	2			1			
3MBA(EC)CCE-5.2		2	3		2							
3MBA(EC)CCE-5.3		3	2		1					3		
3MBA(EC)CCE-5.4		1			1	2				3		

3MBA(EC)CCE6 : Infotainment – Television and Radio Entertainment

Total Marks : 100 [Theory(80), Internal (20)]

Credits - 6

COURSE OBJECTIVES

- To understand the concept of infotainment and its evolution
- To make the students aware about designing message content for entertainment and educational programs
- To know the technical aspects of program Production
- To understand the roles and responsibilities of Production Team
- To know the recent concept and future of Television

LEARNING OUTCOMES

- Understanding of infotainment basics and its evolution
- Developing skills for designing message content for entertainment and educational programs
- Evaluating technical aspects and responsibilities of production Team
- Enhancing knowledge of recent television concepts and its future

Unit – 1	Concept of Infotainment	L	T	P
1.1	Introduction to Infotainment, The evolution of Infotainment ,Infrastructure for Global infotainment (Classroom Lecture, PPT)	11	3	2
1.2	Entertainment- Education, The Entertainment-Education Format, Infotainment Television Channels and Programs: Gyan Darshan, Loksabha T.V. Video on Demand, EDUSAT. (Classroom Lecture, PPT)			
1.3	Television Programs: Writing TV scripts, musical programs , Scup operas. (Classroom Lecture, PPT)			
1.4	Concept of Reality Shows, Comedy shows, Children programs, Quiz, Adventure based and honor Shows. (Classroom Lecture, PPT)			
1.5	Sponsor program , commissions programs advertises as Special Guidance Program. (Classroom Lecture, PPT)			

Unit – 2	Information-based media content	L	T	P
2.1	Articulation, Writing Entertainment-Education Drama, Guidelines for Script Presentation and Review . (Classroom Lecture, PPT)	10	4	-

2.2	Designing Message Content for Entertainment-Education Programs. (Classroom Lecture, PPT).			
2.3	Education TV: Importance of Educational Programs for Development. (Classroom Lecture, PPT)			
2.4	Educational and knowledge Based programs: Programs of IGNOU, Target audience for educational programme. (Classroom Lecture, PPT)			
2.5	Education Based, Entertainment based and Infotainment Based Productions. (Classroom Lecture, PPT)			

Unit – 3	Infotainment Television Program Production	L	T	P
3.1	Pre and post Production planning for a program of TV & Radio. (Classroom Lecture, PPT, Field Visit)	9	3	2
3.2	Program concept Development, Content & Research. (Classroom Lecture, PPT)			
3.3	Pre- production: Needs, Budgets, and Contracts, Production Budget Samples, Technical aspects of program production, special requirements for Infotainment programs. (Classroom Lecture, PPT)			
3.4	Scripting lay outing, , location site. (Classroom Lecture, PPT)			
3.5	Technical aspects of program production. (Classroom Lecture, PPT)			

Unit – 4	Production Team	L	T	P
4.1	Director and Producer, Program Manager, The Role of the Program Manager, Team building and Responsibility of the Director and Producer . (Classroom Lecture, PPT)	9	4	3
4.2	Cameraman floor manager , Sound Recoding Professional, Technical Director, RJ, Actor, Graphics experts, Editing Team. (Classroom Lecture, PPT)			
4.3	Television personalities: Qualities of a T.V. Presenter, anchoring programs. (Classroom Lecture, PPT)			
4.4	Audience Research & Feedback . (Classroom Lecture, PPT)			
4.5	Audience Analysis for TV & Radio, TRP, TAM , BARC India. (Classroom Lecture, PPT)			

Unit – 5	Redefining Indian Television	L	T	P
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5.1	Entertainment and news crossovers, Changes in TV News. (Classroom Lecture, PPT)	10	3	3
5.2	Introduction to Internet Protocol television, Different Platforms of IP TV (Classroom Lecture, PPT)			
5.3	Content Development for IPTV, Importance of Creativity and newness in Online Content. (Classroom Lecture, PPT)			
5.4	Broadcasting and Community, Future of Television. (Classroom Lecture, PPT)			
5.5	Case Study of Netflix, TVF Play, Alt Balaji and Hot Star. (Classroom Lecture, PPT, case study of CSR)			

Practical / Projects / Assignments

- Analysis of Entertainment Through Indian Festivals
- Study of Recent Trends of Entertainment Communication
- Study of Entertainment Done through Humor Programs
- Study of Folk Media in today's scenario

Suggested Readings

- Awasthy G.C.: Broadcasting in India, Allied publishers, Mumbai, 1965
- Chatterji, P.C.: Broadcasting in India, Sage, New Delhi, 1988
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 1986
- Ashish Rajadhyaksha, Willem Paul, Encyclopedia of Indian Cinema, Oxford University Press, 1994
- Boyd Andrew, Broadcast Journalism : Techniques of Radio & TV News Focal Press 2001

E-Resource

- http://persmin.gov.in/otraining/UNDPProject/undp_modules/PublicRelationsNDLM.pdf
- <https://www.managementstudyguide.com/public-relations.htm>

3MBA(EC)CCE6 : Infotainment – Television and Radio Entertainment

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBACCE(EC) 6.1	3				2	2						3
3MBACCE(EC) 6.2	2	2			3	2						1
3MBACCE(EC) 6.3	1				2							2
3MBACCE(EC) 6.4	1	3			3	3						1

4MBA(EC)CCC-13: Audience Specific Entertainment & Analysis

Total Marks: 100 [Theory: 80, Internal: 20]

Credits – 6

COURSE OBJECTIVES

- To explain the concept of audience from both practical and theoretical perspectives
- Analyze, interpret and practice qualitative and quantitative audience research methods
- To able to interpret secondary data (e.g. ratings, shares, industry reports) and to apply this information effectively and strategically
- Associate with secondary analysis tools and other audience and industry-based resources
- Discuss creatively and strategically in order to successfully approach and solve audience-related challenges

LEARNING OUTCOMES

- Describe how to identify and articulate all the elements of Audience analysis
- Explain the ability to read, manipulate and interpret data to determine target audiences
- Associate the major analytics tools and process for developing competitive intelligence
- Recognize the basic modeling approaches/metrics for consumer/audience segmentation, targeting, positioning, and valuation

Unit – 1	Introduction to Audience Analysis:	L	T	P
1.1	Audience Analysis, Meaning and Scope (PPTs & Class room lectures)	12	4	-
1.2	Types of Audience Analysis (PPTs & Class room lectures)			
1.3	Process of Audience Research (PPTs & Class room lectures)			
1.4	Making an Agenda in Research (PPTs & Class room lectures)			
1.5	Organization Involved in Analysis Research (PPTs & Class room lectures)			

Unit – 2	Audience Specific Rating Agencies	L	T	P
2.1	Audience Analysis for Various Media (PPTs & Class room lectures)	12	4	-
2.2	TRP, TAM Meters & BARC India: Organization Structure and working Profile (PPTs & Class room lectures)			
2.3	AIAA, DAVP, NBA: Organization Structure and working Profile (PPTs & Class room lectures)			
2.4	NRS, ABC, listener Survey: Organization Structure and working Profile (PPTs & Class room lectures)			

2.5	Audience Research Scope and challenges (PPTs & Class room lectures)			
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Unit – 3	Audience Research Tools & Techniques	L	T	P
3.1	Qualitative & Quantitative Audience Research (PPTs & Class room lectures)	12	4	-
3.2	Hypothesis Types and Significance (PPTs & Class room lectures)			
3.3	Research Methods (PPTs & Class room lectures)			
3.4	Sampling Types and Significance (PPTs & Class room lectures)			
3.5	Research design (PPTs & Class room lectures)			

Unit – 4	Audience Research Process	L	T	P
4.1	Research process (PPTs & Class room lectures)	11	5	-
4.2	Idea Generation and Visualization (PPTs & Class room lectures)			
4.3	Trial Interviews, Depth Interviews (PPTs & Class room lectures)			
4.4	Focus Group Discussions (PPTs & Class room lectures)			
4.5	Analyzing, Interpretation and Application of the Research Findings (PPTs & Class room lectures)			

Unit – 5	Various Programs & Their Audiences	L	T	P
5.1	Technology and Cultural Citizenship (PPTs & Class room lectures)	10	4	2
5.2	Education based program Audience (PPTs & Class room lectures)			
5.3	Infotainment program Audience (PPTs & Class room lectures)			
5.4	Entertainment Program Audience (PPTs & Class room lectures)			
5.5	Topic based on Social Enhancement (PPTs & Class room lectures)			

Practical / Projects / Assignments

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

Suggested Readings

- Banks, Marcus, *Visual Methods in Social Research*, Sage Publication, 2001
- Mike Allen, Scot Titsworth & Stephen K. Hunt, *Quantitative Research in Communication*, Sage Publication, 2008
- Milson, Gerald, *Television Production Focal Press*, 13th Ed. Oxford, 2003
- Rajadhyaksha, Ashish, Will Men Paul, *Encyclopedia of Indian Cinema*, Oxford University Press, 1994
- Stokes, Jane, *How to Do Media and Cultural Studies*, Sage Publication, 2002
- Shajahan, S. *Research Methods for Management*, Mumbai: Jaico Publishing House
- Sharma, Jai Narain, *Research Methodology: the Discipline and Its Dimensions*, New Delhi: Deep & Deep Publication, 2007
- Srivastava H.O. *Broadcast Technology Review*, Gyan Publishing House New Delhi 2000
- Sharma, S.R. and Chaturvedi, *Research in Mass Media* New Delhi: Radha Publication, 1996

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- http://lib.bue.edu.eg:8081/cgi-bin/koha/opac-detail.pl?biblionumber=3383&query_desc=ti%2Cwrdl%3A%20audience
- http://lib.bue.edu.eg:8081/cgi-bin/koha/opac-detail.pl?biblionumber=8729&query_desc=kw%2Cwrdl%3A%20audience
- http://lib.bue.edu.eg:8081/cgi-bin/koha/opac-detail.pl?biblionumber=15152&query_desc=kw%2Cwrdl%3A%20audience

4MBA(EC)CCC-13: Audience Specific Entertainment & Analysis

PEOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(EC)CCC-13.1	1	-	-	-	2	1	2	-	-	2	1	2
4MBA(EC)CCC-13.2	-	2	-	2	-	3	-	-	-	2	-	2
4MBA(EC)CCC-13.3	2	1	-	-	1	1	-	-	1	1	3	2
4MBA(EC)CCC-13.4	3	-	-	-		1	3	-	-	1	-	1

4MBA(EC)CCC-14: Entrepreneurship Development

Total Marks: 50 [Theory (40), Internal (10)]

Credits – 6

COURSE OBJECTIVES

- To provide a clear vision to the students on the process of formulating, planning & implementing a new venture
- To develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement
- To make them understand the process and procedure involved in setting up a small enterprise
- To make them familiar with the sources of help and support available for starting a small scale industry
- To inculcate in them necessary managerial skills required to run a small- scale industry

LEARNING OUTCOMES

- They will gain the ability to discern distinct entrepreneurship traits
- They can analyze the parameters to assess opportunities and constraints for new business
- They can design and apply the strategies for successful implementation of ideas
- They will become able to plan, organize and execute a project or new venture with the goal of bringing new products and service to the market

Unit – 1	Entrepreneurship Development Perspective	L	T	P
1.1	Meaning, Definition and Concept of Enterprise, Entrepreneurship and Entrepreneurship Development (Classroom Lecture & Power point presentation)	5	2	-
1.2	Evolution of Entrepreneurship, Theories of Entrepreneurship (Classroom Lecture & Power point presentation)			
1.3	Characteristics and Skills of A Successful Entrepreneur. (Classroom Lecture & Power point presentation)			
1.4	Concepts of Entrepreneurship, Entrepreneur V/S Intrapreneur, Entrepreneur v/s. Entrepreneurship, Entrepreneur V/S. Manager (Classroom Lecture & Power point presentation)			
1.5	Factors Affecting Entrepreneurship, Problems of Entrepreneurship (Classroom Lecture & Power point presentation)			

Unit – 2	Concept of Entrepreneurial Competency	L	T	P
2.1	Meaning and Concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies (Classroom Lecture & Power point presentation)	6	1	-

2.2	Entrepreneurial Mobility, Factors Affecting Entrepreneurial Mobility, Types of Entrepreneurial Mobility <i>(Classroom Lecture & Power point presentation)</i>			
2.3	Entrepreneurial Motivation, Meaning and Concept of Motivation <i>(Classroom Lecture & Power point presentation)</i>			
2.4	Entrepreneurship Development Program, Needs and Objectives of EDP's <i>(Classroom Lecture & Power point presentation)</i>			
2.5	Phases of EDP's, Evaluation of EDP's <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 3	Agencies for Policy Formulation and Implementation	L	T	P
3.1	Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII). <i>(Classroom Lecture & Power point presentation)</i>	7	1	-
3.2	National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB). <i>(Classroom Lecture & Power point presentation)</i>			
3.3	Financial Support System: Forms of Financial Support, Long Term and Short Term Financial Support, Sources of Financial Support <i>(Classroom Lecture & Power point presentation)</i>			
3.4	Development Financial Institutions, Investment Institutions <i>(Classroom Lecture & Power point presentation)</i>			
3.5	Role of Government in Promoting Entrepreneurship <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 4	Creating Entrepreneurial Venture	L	T	P
4.1	Business Planning Process, Environmental Analysis, SWOT Analysis. <i>(Classroom Lecture with Practical)</i>	5	2	1
4.2	Defining Business Idea, Developing Business Plan for New Enterprise <i>(Classroom Lecture with Practical)</i>			
4.3	Setting of Medium Scale Media Enterprise <i>(Classroom Lecture with Practical)</i>			
4.4	Compilation of Basic Government Procedures <i>(Classroom Lecture with Practical)</i>			
4.5	Case Study, Preparation of Business Plan and Financial Proposal <i>(Classroom Lecture with Practical)</i>			

Unit – 5	Media Business Management	L	T	P
5.1	Project Management Tools and Techniques, Management Feasibility <i>(Classroom Lecture & Power point presentation)</i>	6	1	3

5.2	Project Management: Concept, Features, Classification of Projects, Issues in Project Management (Classroom Lecture & Power point presentation)				
5.3	Project Identification, Project Formulation, Project Design and Network Analysis (Classroom Lecture & Power point presentation)				
5.4	Project Evaluation, Project Appraisal (Classroom Lecture & Power point presentation)				
5.5	Project Report Preparation (Field study: Data Collection, Lab class)				

Practical / Projects / Assignments

- Prepare at least one research report (research paper) with relevant discipline and it viva

Suggested Readings

- Badi, R. V., & Badi, N. V. (1997). *Entrepreneurship*. New Delhi: Vrinda Publications, 2nd Edition
- Barringer, M. J. (2012). *Entrepreneurship*. New York: Prentice-Hall
- Couger, C. (1999). *Creativity and Innovation*. New York: IPP
- Holt. (1998). *Entrepreneurship: New Venture Creation*. New Delhi: Prentice-Hall
- Kakkar, D. N. (1998). *Entrepreneurship Development*. New Delhi: Wiley Dreamtech
- Lall, M., & Sahai, S. (2008). *Entrepreneurship(Excel Books 2 Edition)*. New Delhi: Excel Book Publishers
- Rai, A. K. (n.d.). *Entrepreneurship Development*. Vikas Publishing
- Sehgal, & Chaturvedi. (2013). *Entrepreneurship Development*. New Delhi: Udh Publishing Edition

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- https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
- <http://www.egyankosh.ac.in/handle/123456789/15618>
- <http://www.egyankosh.ac.in/handle/123456789/3156>
- <http://www.egyankosh.ac.in/handle/123456789/48784>

4MBA(EC)CCC-14: Entrepreneurship Development

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(EC)-14.1	3				2	2	1	2				1
4MBA(EC)-14.2	2	2	3		2	1	2	1			2	2
4MBA(EC)-14.3		3	3		1	1			2		1	1
4MBA(EC)-14.4			2		3	2	2	1	3	2	2	2

4MBA(EC)CCE-7: Media and Entertainment Business

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To equip the participants with workable knowledge of the latest developments in the media and entertainment space
- To introduce the learner to the world of music industry management and enable them to learn the coping strategies to succeed in the present competitive, dynamic music entertainment business environment
- To learn the basic concepts, terms and principles which apply to marketing in the entertainment industries
- This course provides students with unique learning opportunities to gain insight into various management functions within the Media & entertainment industry
- To enable the student to understand the theoretical and practical aspects regarding Music/Moves/Entertainment

LEARNING OUTCOMES

- Be able to evolve strategies to survive and cope with the expectations of the Media/Entertainment industry which is competitive and dynamic
- Be able to evolve strategies to survive and cope with the expectations of the music industry .
- Able to know the rights of the Entertainment companies and how they distribute the contents to public
- Be able to plan, schedule, budget and undertake logistical set ups for entertainment events

Unit – 1	Introduction Media & Entertainment Industries	L	T	P
1.1	Introduction of Media Entrepreneurship (PPTs & Class room lectures)	11	5	-
1.2	Basics of Entertainment Industries (PPTs & Class room lectures)			
1.3	Segments of Entertainment Industries : Sport/Event/Screen Serials/ Music/literature (PPTs & Class room lectures)			
1.4	Segments of Media Industries: Publishing/ Broadcasting/digital (PPTs & Class room lectures)			
1.5	Introduction to Media and Society (PPTs & Class room lectures)			

Unit – 2	Music Economics	L	T	P
2.1	Music in the Media, Describe the working of a radio station: Control Room	12	4	-

	(CR), Transmitter, Economy of a Record Label (PPTs & Class room lectures)			
2.2	Economics and marketing of Radio, Music Monetization, (PPTs & Class room lectures)			
2.3	Music Distribution and Royalty (PPTs & Class room lectures, Minimum 5 Case Studies)			
2.4	Music Industry Business - Film, Non Film Music & Catalogue (PPTs & Class room lectures, Minimum 5 Case Studies)			
2.5	Live Music, Touring, and Revenue Streams (PPTs & Class room lectures, Field Visit)			

Unit – 3	Entertainment Marketing	L	T	P
3.1	Entertainment Marketing: Definition, industries involved, perspective on integrated and global entertainment marketing. (PPTs & Class room lectures)	14	2	3
3.2	Entertainment Industries: Growth in recent years of major sectors in entertainment industry. (PPTs & Class room lectures)			
3.3	Trends in movie marketing: research, testing, commercials, trailers, media mix (PPTs & Class room lectures)			
3.4	Movie Theatre Marketing, Producer/Distributors Agreements (PPTs & Class room lectures)			
3.5	Academy Awards as Marketing Vehicle (PPTs & Class room lectures, Minimum 2 Case Studies)			

Unit – 4	Entertainment as Business	L	T	P
4.1	Motion Pictures and Studios Traditional marketing, Marketing strategies for Digital Media (PPTs & Class room lectures)	13	3	-
4.2	Branding and sponsorships Endorsement Perspective , Social Media & Impact on Entertainment business (PPTs & Class room lectures)			
4.3	Revenue: Theatre Release, Cable, Satellite Release, Fundraising and Contributed Income (PPTs & Class room lectures)			
4.4	Entertainment retailing and sponsorship, Box Office, Ticketing Systems, and Other Earned Income (PPTs & Class room lectures)			
4.5	New Avenues; Internet, Mobile, FM Stations, Home Videos (PPTs & Class room lectures, Case Study)			

Unit – 5	Media Business Challenges	L	T	P
5.1	The Celebrity culture and the Media <i>(PPTs & Class room lectures)</i>			
5.2	Researching of Product and Company brand , Identifying target audience <i>(PPTs & Class room lectures)</i>			
5.3	Procuring venues and entertainment licenses, Stage events, getting sponsorships <i>(PPTs & Class room lectures)</i>			
5.4	Challenges & Limitations of Event/Sport/Movie/Music Marketing <i>(PPTs & Class room lectures)</i>			
5.5	Current events and future trends in the industry, Case studies of individuals, products and companies. <i>(PPTs & Class room lectures)</i>			

Practical / Projects / Assignments

- Analysis of Entertainment industries
- Study of Recent Trends of music industries
- Prepare a Paper on Functioning of Media with different organization
- Organize Seminar on Functioning of Media House and business

Suggested Readings

- Amanda, Lotz, *“Building Theories of Creative Industry Managers”* in Derek Johnson, Derek Kompare, NYU Press, New York, 2014
- Gray, Lois Spier and Ronald L. Seeber. *The Industry and Unions: An Overview. In under the Stars: Essays on Labor Relations in Arts and Entertainment*, Edited by Lois Spier Gray and Ronald L. Seeber. Ithaca: ILR Press, 1996
- Horkheimer, Max and Theodore W. Adorno. *Dialectic of Enlightenment: Philosophical Fragments* Edited by Gunzelin Schmid Noerr (95-136). Translated by Edmund Jephcott. Stanford: Stanford University Press, 2002
- Jay, Epstein, *the Big Picture*, Random House, New York, 2005

E-Resource

- <http://content.time.com/time/arts/article/0,8599,1956952,00.html>
- www.latimes.com/entertainment/envelope/cotown/la-et-ct-last-picture-show-20130504,0,2581142.story

4MBA(EC)CCE-7: Media and Entertainment Business

PEOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(EC)CCE-7.1	1	2	-	-	-	1	3	-	-	-	1	1
4MBA(EC)CCE-7.2	2	2	3	-	-	-	-	-	-	-	1	1
4MBA(EC)CCE-7.3	1	-	-	-	-	3	-	-	1	2	-	1
4MBA(EC)CCE-7.4	3	-	-	-	-	-	-	-	1	1	-	1

4MBA(EC)CCE-8: Event Management

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To enable the students with the essentials of event management
- To acquire the knowledge and competencies required to design effective sponsorship strategies
- To make the students understand the basics of event planning
- To inculcate the marketing and promotional strategies among the students
- To develop the conceptual & managerial skills at various levels in the area of overall event management, which will enable students to organise a successful event

LEARNING OUTCOMES

- Students would understand the concept of event management and its applicability
- Able to analyse the financial aspect of conducting an event
- Knowledge of various aspects of planning events from the perspective of execution
- Learnt to effective marketing and promotional strategy as per specific event they also understand which PR strategy successfully works for a particular event
- Students would acquire the knowledge and competencies required to promote, implement and conduct successful events

Unit – 1	Introduction	L	T	P
1.1	Definition, Historical Perspective and Introduction to Event management <i>(Lecture and PPT)</i>	12	3	-
1.2	Importance of Event management <i>(Lecture and PPT)</i>			
1.3	Size and types of Events <i>(Lecture and PPT and Group Discussion)</i>			
1.4	Establishing Policies and Procedure <i>(Lecture and PPT and Group activity)</i>			
1.5	Qualities of Event Manager, MICE elements (Meetings, incentives, conferences, and exhibitions) <i>(Lecture and PPT, Individual activity)</i>			

Unit – 2	Event Planning	L	T	P
2.1	Meaning and definition of Event Planning. <i>(Lecture and PPT)</i>	13	3	-
2.2	Process of Event Planning. <i>(Lecture and PPT also Classroom based activity)</i>			
2.3	Event Proposal, Content & Importance. <i>(Lecture and PPT also Individual activity)</i>			

2.4	SWOT and PESTLE analysis (Lecture and PPT)			
2.5	Crisis Management Planning (Lecture and PPT also Group activity)			

Unit – 3	Sponsorship & Financial Planning	L	T	P
3.1	Definition & Objectives of sponsorship (Lecture and PPT)	14	4	-
3.2	Different types of sponsorship (Lecture and PPT and Brain Storming Activity)			
3.3	Event Sponsorship Strategies (Lecture and PPT)			
3.4	Budgeting Preparation, Profitability analysis (Lecture and PPT also Individual activity)			
3.5	Audience Acquisition & Participation Management. (Lecture and PPT and Brain Storming Activity)			

Unit – 4	Marketing & Promotional Tools	L	T	P
4.1	Concept of Event Marketing Management (Lecture and PPT)	15	3	-
4.2	Types of advertising (Lecture and PPT and Case study)			
4.3	Promotional Tools (Flyers, Posters, Invitations, Website, Newsletters, Blog, Tweet). (Lecture and PPT and Example discussion)			
4.4	Types of Media, Media Management (Lecture and PPT)			
4.5	PR strategies for Events (Lecture and PPT and Classroom activity)			

Unit – 5	Organizing an Event	L	T	P
5.1	Venue Selection, Feasibility Study of Venue, Venue Management, Layout with the Scheduling. (Lecture and PPT and Role Play)	12	1	-
5.2	Vendor Management. (Lecture and PPT also Individual activity)			
5.3	Decoration and Entertainment & Performance. (Lecture and PPT and Brain Storming Activity)			
5.4	Safety & Security Requirement of Venue. (Lecture and PPT)			
5.5	Permission required for holding an event(IPRS-Indian performing Rig Society and PPL-Phonographic Performing License) (Lecture and PPT and Brain Storming Activity)			

Practical / Projects / Assignments

- Case Studies: PR campaigns of any event company
- Comparative analysis of one social and corporate event
- Unit based written assignment

Production

- Preparation of report on any live event
- Complete designing of an event of their choice

Suggested Readings

- Avrich Barry (1994), Event and Entertainment Marketing, Vikas, Delhi
- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi
- Chaturvedi Ashutosh, Event Management, Global india publications Pvt. Ltd
- Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York
- Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi
- Sharma Diwakar, Event Planning & Management, Deep & Deep Publication Pvt.Ltd
- Watt David (1998), Event Management in Leisure and Tourism, Pearson, UK

4MBA(EC)CCE-8: Event Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(EC)CCE-8.1	3	-	-	-	-	1	-	-	2	1	2	3
4MBA(EC)CCE-8.2	1	-	-	3	-	3	-	-	3	2	3	2
4MBA(EC)CCE-8.3	1	-	3	-	-	-	1	1	2	2	1	2
4MBA(EC)CCE-8.4	1	2	3	-	3	2		-	-	3	-	3
4MBA(EC)CCE-8.5	1	1	2	-	1	2	1	1	-	-	3	1

3MBA(E-Com)CCC-9: Media Law and Ethics

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To create conceptual understanding about Media laws, its role and functioning
- To ensure media practicing under the constitution with social responsibility
- To aware students to legal and ethical aspects of the media and its values
- To give an overview of recent amendment and future challenges media regulation
- To know what media ethics and how its leads media persons and media establishments to the path of professional rectitude
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment

LEARNING OUTCOMES

- Student to know Constitution Aspect of Indian Media
- Student to understand Laws and Regulation of Media
- Student to understand Media Ethics and its adaptation in media profession
- Student to understand media code, conduct and regulation.
- Student to able to do fare and honest journalism with social responsibility

Unit – 1	Constitution and Media	L	T	P
1.1	Media laws: Concept Nature, scope and significance (Lecture & PPT's)	11	4	-
1.2	A brief history of media laws with special reference statutory regulations, Ganging Act, Vernacular Press Act and other laws. (Lecture & PPT's)			
1.3	Freedom of Speech and Expression: Concept, Universal declarations of Human Rights, International covenant on civil and political rights, American convention on Human Rights, European convention on Human Rights. (Lecture & PPT's)			
1.4	Right to privacy: Concept, significance of right to privacy, Is it absolute right?, Purely interruption on the part of right to Phone taping related to privacy. (Lecture & PPT's)			
1.5	Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions (Lecture & PPT's)			

Unit – 2	Business Laws	L	T	P
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2.1	Indian Contract Act. 1872, Sale of Goods Act 1930 (Lecture & PPT's)	12	3	-
2.2	The Negotiable Instrument Act. 1881, The Companies Act. 1956 & 2013 (Lecture & PPT's)			
2.3	Consumer Protection Act 1986, Law of Partnership Act. 1932 & 1996 (Lecture & PPT's)			
2.4	FEMA and Advertising Council of India, PRSI, NBA (Lecture & PPT's)			
2.5	Right to Information Act 2005, Official Secrets Act.1923 (Lecture & PPT's)			

Unit – 3	Main provision IPC &CrPC for Media	L	T	P
3.1	124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, residence, language etc. 153(B) Imputation assertions prejudicial to national integration. (Lecture & PPT's)	12	3	-
3.2	171(G) False statement in connection with an election, 292 Sale, etc, of obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery. (Lecture & PPT's)			
3.3	Article 499 –504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment. (Lecture & PPT's)			
3.4	Cr.PC : Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. (Lecture & PPT's)			
3.5	Section 196: Permission of state government against crime. (Lecture & PPT's)			

Unit – 4	Acts related to Media	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case. (Lecture & PPT's)	12	3	-
4.2	Press & Registration of Book Act 1967: Procedure for Commencing and Carrying News paper, Registration Of Newspaper (Lecture & PPT's)			

4.3	Press Council Act 1978: Concept and Background, Object, Constitute, Function and power of press council. (Lecture & PPT's)			
4.4	Cinematography Act 1953: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Guideline to Board of film certification. (Lecture & PPT's)			
4.5	Prasar Bharti Act 1997: Background, Composition of Prasar Bharti, Function & Power of Corporation, Own fund, Power of central government to give directions. (Lecture & PPT's)			

Unit – 5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law. (Lecture & PPT's)	9	3	1
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), (Lecture & PPT's)			
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees. (Lecture & PPT's)			
5.4	All India Radio (AIR) code for election coverage (Lecture & PPT's)			
5.5	ASCI commercial code, Editor Guild. (Lecture & PPT's)			

Practical / Projects / Assignments

- Presentation by Students'
- Assignment

(A) Study Of Following leading cases and presentation in class/seminar–

- Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)
- Eenadu Editor RamojiRao case, 1984) (Regarding breach of Parliamentary/Legislative privileges) Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
- Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy,)
Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)

(B) (B)

- Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the class teacher
- Prepare and present a case study on topical subject related to contempt of court or

defamation case related to Media

- Organize a debate on PrasarBharati and present scenario AIR and DD each student presents a paper on one Media Law
- To organize a seminar and guidelines for parliamentary coverage and AIR and TV quotes arrange discussion with leading advocates on media law and invite senior journalist and editor to participate any other assignment given by professor concerned

Suggested Readings

- Press Vidhi, Dr N.K. Taka Vishwavidyalaya Prakashan Varanasi
- Journalistic ethics by PK Bandopadhyay and Kuldeep Arora
- Janmadhyam Kanoonevammuttardayitva, Dr. Shrikant Singh
- Press law, DD Basu prentice hall publication
- Mass media Law and Regulation in India AMIC publication
- Bharat mein Praveshvidhi by Surendra Kumar & Manas Prabhakar
- Mass media law and regulation in India, Venkat Aiyer, AMIC publication
- K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC
- TV news ethics by Marilyn JM Atelsk Focal press
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, Gol, New Delhi

E-Resources

- <http://www.nraismc.com/wp-content/uploads/2017/03/106-MEDIA-LAWS.pdf>
- <http://www.nraismc.com/wp-content/uploads/2017/03/205-PRESS-LAW-MEDIA-ETHICS-backup.pdf>
- http://content.inflibnet.ac.in/data-server/eacharya-documents/548158e2e41301125fd790cf_INFIEP_72/65/ET/72-65-ET-V1-S1_jmc-28-lec.pdf
- <https://clas.uiowa.edu/sites/clas.uiowa.edu.sjmc/files/MediaLawEthicsRegulation.pdf>

3MBA(E-Com)CCC-9: Media Law and Ethics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(E-Com)CCC-9.1	3		2	3		3	3			3		3
3MBA(E-Com)CCC-9.2	3	2	3	2		2	2		2	2		2
3MBA(E-Com)CCC-9.3	3				2	2	3	1	1	2		2
3MBA(E-Com)CCC-9.4	3		2			2	2	1		2	1	2
3MBA(E-Com)CCC-9.5	3	2	2	2		3	3		2	2		3

3MBA(E-Com)CCC-10: Media Business Structure and Strategies

Total Marks: 100 [Theory (50), Practical (30), Internals (20)]

Credits: 6

COURSE OBJECTIVES

- To develop an understanding about the evolution, characteristics and Production techniques of different Media
- This course provides students with unique learning opportunities to gain insight into various management functions within the Radio & Music industry
- To enable the learner to appreciate the television basics introduction with different segments, and introduce the basics of TV industries
- To expose the learner to the basics of managing folk tradition and the products that make up the artiste identity as a commercial proposition
- To understand the current events and project future trends in media industry through case studies

LEARNING OUTCOMES

- Be able to evolve strategies to survive and cope with the expectations of the Print industry which is competitive and dynamic
- Describe the rights of the Broadcasting media companies and how they distribute the contents to public
- Be able to manage Radio production with commercial proposition
- Analyze the current events and future trends of various media related practices through case studies

Unit – 1	Print Media Production	L	T	P
1.1	Evolution of Print Media in India (PPTs & Class room lectures)	10	4	2
1.2	Indian freedom revolution and Indian Press (PPTs & Class room lectures)			
1.3	Indian Language in Print Media (PPTs & Class room lectures)			
1.4	Print Media and business (PPTs & Class room lectures)			
1.5	Print Media Production Process (PPTs & Class room lectures, Field Visit, Report Writing)			

Unit – 2	Basics of Radio industries	L	T	P
2.1	Origin and development of Radio (PPTs & Class room lectures)	11	3	4
2.2	Private and Public Radio in India (PPTs & Class room lectures)			

2.3	Community Radio (PPTs & Class room lectures)			
2.4	Radio Production Techniques (PPTs & Class room lectures)			
2.5	Radio Studio Management and business (PPTs & Class room lectures, Field Visit, Report Writing)			

Unit – 3	Basics of Television Industries	L	T	P
3.1	Origin of Private TV channel in India (PPTs & Class room lectures)	11	3	4
3.2	Cable Television Network in India (PPTs & Class room lectures)			
3.3	Public and Private News Channel System (PPTs, Class room lectures & Field Visit)			
3.4	TV Studio management and business (PPTs, Class room lectures, Field Visit & Report Writing)			
3.5	TV Script and Editing Techniques (PPTs & Class room lectures)			

Unit – 4	Basics of Indian Traditional Media	L	T	P
4.1	Introduction to Indian Folk Media (PPTs & Class room lectures)	10	4	2
4.2	Various Forms of Folk Media (PPTs & Class room lectures)			
4.3	Impact and Effect of Folk Media (PPTs & Class room lectures, Field Visit)			
4.4	Folk Media as Business Prospective (PPTs & Class room lectures)			
4.5	Traditional Media in Digital Age (PPTs & Class room lectures, Guest Lecture)			

Unit – 5	Film Production and Business	L	T	P
5.1	Brief History of Indian Cinema (PPTs & Class room lectures)	10	4	2
5.2	Parallel and Commercial Cinema in India (PPTs & Class room lectures)			
5.3	Documentaries, Feature and short Films (PPTs & Class room lectures)			
5.4	Web Based Production, Web series (PPTs & Class room lectures)			
5.5	Challenges of Entertainment and Media Business (PPTs & Class room lectures)			

Practical / Projects / Assignments

- Study of Various Media
- Study of Folk tradition-Dance & Song
- Study of Documentaries with Critical Evaluation
- Evaluation of a Film Networking with Media Business

Suggested Readings

- Begleiter, Marcie. From Word To Image, *Storyboarding and the Filmmaking Process*
- Kumar, Keval J, *Mass Communication in India*, Jaico Publication, Six edition, 2012
- Goodwin, Eugene H. *Groping for ethics in Journalism*, Iowa State Press
- Hough, George A. *News Writing*, Kanishka Publishers, New Delhi 1998
- Hodgson F. W. *Modern Newspapers practice*, Heinemann London, 1984
- Ninan, Shevanti : "*Headlines From The Heartland: Reinventing The Hindi Public Sphere*", Sage Publication - 2007

E- Resource

- <http://comminfo.rutgers.edu/~aspoerri/Teaching/DMPOnline/Requirements.html#Textbooks>
- http://lib.bue.edu.eg:8081/cgi-bin/koha/opac-detail.pl?biblionumber=6302&query_desc=ti%2Cwrdl%3A%20radio%20television

3MBA(E-Com)CCC-10: Media Business Structure and Strategies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3 MBACCC– 10.1	1	-	-	-	-	1	-	-	-	2	1	1
3 MBACCC– 10.2	-	2	-	4	-	1	-	-	-	-	1	2
3 MBACCC– 10.3	2	1	-	-	3	3	-	-	1	1	-	1
3 MBACCC– 10.4	3	-	-	-	3	1	-	-	-	1	-	1

3MBA(E-Com)CCC-11: Media Business Planning

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To integrate the basic concepts of economics to analyze and make optimal Media business decisions
- To understand how economics and media planning are related to each other
- To analyze and evaluate the efficiency and effectiveness of media type based on cost, revenue, and performance
- To make the students aware about the functions and methods employed by an advertising agency and its relationship with the various media in buying/selling negotiations
- Understand the trends in traditional media and new media, and match a client's objective with media choices to reach a target audience

LEARNING OUTCOMES

- Ability to understand Media business and its Economics
- Create Media plan with keeping in view the theories of Economics
- Evaluate the effectiveness and efficiency of various media alternatives
- Ability to apply different tools in media buying and scheduling decisions
- Compare the challenges that new media pose to traditional media outlets

Unit – 1	Introduction To Business Economics	L	T	P
1.1	Meaning, Nature and Scope of Business Economics, Micro and Macro Economics (PPTs & Class room Lecture)	12	4	-
1.2	Demand and Supply- Meaning Schedule, Determinant ,Law of Demand and Supply, Change, Elasticity of Demand and Supply (Class Room Lecture, PPTs, Discussion)			
1.3	Theory of Costs- Basic Concepts, Types of Cost, Relationship between Average and Marginal Cost Curve (Class room Lecture, PPTs)			
1.4	Basic Concepts of Revenue, Revenue Curves, Types of Revenue, (PPTs, Class room Discussion & Lecture)			
1.5	Concept of Market and Main Forms of Market, ; Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly (PPTs, Group Discussion & Class room Lecture)			

Unit – 2	Concept of Media Planning	L	T	P
2.1	Meaning and Features of media ,Media Planning and need of Business Economics in Media Industry., Factors Influencing Media Planning, Media Planning Terminology. (<i>Class room Lecture, & PPTs</i>)	10	4	1
2.2	Media Planning Elements, Role of Media in Business, Media Planning Process, Component of a Media Plan (<i>PPTs, Class room Lecturs</i>)			
2.3	Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS (<i>PPTs , Class room Discussion & GD</i>)			
2.4	Challenges of Media Planning with respect to business economics (Cost, Revenue, Market condition) (<i>Discussion,PPTs & Lecturs</i>)			
2.5	TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, Calculation of TRP and GRP (<i>PPTs, Lectures</i>)			

Unit – 3	Media Mix & Media Strategy	L	T	P
3.1	Meaning, Need, Factors, Types, Class of Media Mix, Deciding Ideal Media Mix (<i>PPTs, Lectures & General Group discussion</i>)	12	4	1
3.2	Print Media - Meaning, Factors Affecting, Types , The Economics of Publishing Business, Cost and Revenues. (<i>PPTs, Lectures</i>)			
3.3	Television- Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations (<i>Class room Lectures, PPTs</i>)			
3.4	Radio- Meaning & Factors , Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio. Concept Out of Home (OOH) (<i>Lectures, PPTs</i>)			
3.5	Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components,Steps in Formulating Media Strategies (<i>PPTs, Lectures & Case Study of Oneplus Mobile</i>)			

Unit – 4	Advertising , Media Budgeting, Buying & Scheduling	L	T	P
4.1	Meaning and Concept of Advertising , India's major Media and Advertising Houses (<i>PPTs, Lectures</i>)	11	3	1
4.2	Meaning, Importance, Concept and Factors of Media Budget Methods of Setting Media Budget (ROI based Approach, BEP Analysis, Advertising Sale) (<i>Class room Discussion, Lecture & PPTs</i>)			

4.3	Meaning, Role, Objectives and Process of Media Buying, Role of Media Buyer, Art of Media Buying (Lectures,PPTs & Case Study on Integral Media)			
4.4	Meaning and Role Assumptions Approaches and Types of Media selling (Lectures,PPTs)			
4.5	Meaning and Importance of Media Scheduling, Factors affecting Media Scheduling, Scheduling Patterns (Continuity, Pulsing, Flighting) (PPTs, Class room Lectures)			

Unit – 5	New Media Business	L	T	P
5.1	Meaning, Importance, Nature and History of New Media, Foundation Of New Media , Present Scenario (PPTs, Lectures)	12	2	-
5.2	New Media Versus traditional Media, (in Terms of TV , Radio, Print) (Class room Lectures, PPTs)			
5.3	Internet Market:- online streaming (music and Video), Podcast Cost, Revenue(hits and bounce rate), Market Size & Competition, Online Advertising Cost, Revenue (PPTs, Class room Discussion & Lectures)			
5.4	Social Media and Its Impact,Digital Advertising, Mobile Commerce, Mobile Market ; Revenue, Cost, Market Size, (PPTs, Lectures & Case study on social media marketing Paytm,ICICI Bank,Chumbak)			
5.5	New Media Challenges; adblockers, piracy, hacking, (PPTs, Lectures & Case Study: Axel Springer vs Ad Blocking)			

Practical / Projects / Assignments

- Student Assignment on Media Planning of different corporate companies
- Event Planning Exercise
- Comparative study of Different Media Houses Buying and Selling
- Lunching an Advertisement On Social Media and Finding its Impact Factor

Suggested Readings

- Chaturvedi D.D. Macro Economics , Analysis and Policy; Galgotia Publishing Company
- Herrick Dennis .F., Media Management in Age of Giants, Surjeet Publications
- H. L. Bhatia Micro Economic Theory; Modern Publisher Delhi
- Jhingan M.L., Micro Economic Theory; Konark Publishers Pvt. Ltd Delhi
- Kohli Vanita, Indian Media Business, Sage Publication, New Delhi
- Menon Arpita , (2010), Media Planning and Buying, Tata McGraw Hill Education Private Limited
- Mithani D.M., Macro Economics; Himalaya Publishing House

E-Resource

- http://eprints.undip.ac.id/9799/2/Media_Planning_Ita.pdf
- <http://www.apcollege.in/wp-content/uploads/2015/10/Media-Planning-notes-17.pdf>
- <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>
- http://www.dphu.org/uploads/attachements/books/books_3926_0.pdf

3MBA(E-Com)CCC-11: Media Business Planning

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(EC)CCE-11.1	3				1	2	2	2		1		1
3MBA(EC)CCE-11.2		2	3		2	1		1	2			2
3MBA(EC)CCE-11.3	2	3	2		1		1			2	1	2
3MBA(EC)CCE-11.4			3		3				1		2	3
3MBA(EC)CCE-11.5	3	2				2		1		1		1

3MBA(E-Com)CCC-12 Fundamentals of E-Commerce

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To enforce the students with the strength of e-commerce fundamentals
- To help students to get conceptual knowledge of all the networking basics along with various techniques used for communication between networks
- To enable the student to know working of electronic payment system
- To describe the concept of web and type of security in e-commerce
- To explore the concept of information technology and multimedia

LEARNING OUTCOMES

- Understanding of E-Commerce fundamentals
- Application of EPS working
- Understand the transmission technology and its types
- Learning about web security related skills
- Utilities of IT and its services and multimedia concept

Unit – 1	Introduction of E-Commerce	L	T	P
1.1	Defining E-Commerce, Electronic Commerce- An Overview, Basic Blocks of E-Commerce (PPTs & Class room lectures)	11	4	-
1.2	History of Electronic Commerce, Advantages and Disadvantage of E- commerce (Lecture)			
1.3	Difference between E-Commerce and E-Business, Functions of Electronic Commerce. (PPTs & Class room lectures)			
1.4	Types of E-Commerce, Elements of E-commerce (Show websites for examples with PPTs)			
1.5	Objectives of Electronic Commerce, Components of E-Commerce (Class room lectures)			

Unit – 2	Network Infrastructure for E-Commerce	L	T	P
2.1	Introduction To Network and its types, Importance of computer networks (Class room lectures & PPTs)	10	4	1
2.2	Introduction to network topology and its type (Lecture, PPTs)			

2.3	Introduction to Transmission Media, Circuit Switching , Message Switching & Packet Switching (PPTs & Class room lectures)			
2.4	Transmission mode -Simplex, Half duplex and Full duplex, Parallel and serial transmission Data transmission (PPTs & Class room lectures)			
2.5	TCP/IP Protocol suit model and its working (PPTs & Class room lectures)			

Unit – 3	Electronic payment System	L	T	P
3.1	Electronic payment System-Introduction, Types of Electronic Payment Systems (PPTs)	11	3	1
3.2	Credit card based Electronic Payment System (PPTs & Class room Lectures)			
3.3	Features Required in Electronic Payment System (PPTs & Class room lectures,)			
3.4	Digital Token Based E-Payment Systems (PPTs & Class room lectures)			
3.5	Electronic Funds Transfer, Steps for Electronic Payment, Net Banking. (PPTs & Class room lectures)			

Unit – 4	World Wide Web & Web Security	L	T	P
4.1	Introduction of www - Web Server and Web Client, History of www (PPT & class room lectures & GDs)	12	3	-
4.2	Basic Features of www, difference b/w internet and web (PPTs & Class room lectures)			
4.3	Web security system, Modes and manner of committing a cyber crime (PPT & class room lectures)			
4.4	Encryption, Digital signature, SSL (PPT & class room lectures)			
4.5	Firewall and its types, advantages and disadvantages of firewall (PPT & Class room lectures)			

Unit – 5	E-commerce Infrastructure	L	T	P
5.1	E-Commerce Infrastructure-An Overview, Hardware, and Software (PPT & class room lectures)	11	4	1
5.2	Basic concept of Information Technology, Data modeling: conceptual, logical and physical data models (PPTs)			
5.3	Multimedia concept, Multimedia data types(graphics, images, audio, video)			

	(PPTs , class room lectures)			
5.4	Operating System – Properties, Types of Operating System (PPTs & Class room lectures)			
5.5	Database, Database functionality, Database system architectures (Class room lectures)			

Practical / Projects / Assignments

- Project report on Electronic Payment System (How to make online payment)
- Case study on any e-commerce organization
- Presentation on Online shopping lifecycle

Suggested Readings

- Greenlaw R; Hepp E, “Fundamentals of Internet and www” 2 nd Edition, Tata McGraw-Hill, 2007
- Srivastva Chetan, Fundamentals of Information Technology, Third edition, Kalayani Publishers, 2008
- Tanenbaum Andrew S., “Computer Networks”, 3 rd Edition, Pearson Prentice Ltd. 2010
- Timmers Paul (1999). Electronic Commerce : Protocols, Strategies and Models for Business-to-Business Trading, John Wiley & Sons
- Trivedi Munesh Chandra(2010)Electronic Commerce:A Simplified Approach, JAICO Publication House

E-Resource

- <https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7>
- https://www.tutorialspoint.com/internet_technologies/search_engine_optimization.htm
- https://www.tutorialspoint.com/e_commerce/e_commerce_edi.htm

3MBA(E-Com)CCC-12: Fundamentals of E-Commerce

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(E-Com)CCC-12.1	3	1	1			3	2		2	1		2
3MBA(E-Com)CCC-12.2	3	2			2	2		1		1		3
3MBA(E-Com)CCC-12.3	3	2	2		2				2	3		2
3MBA(E-Com)CCC-12.4	3	2			1	3	3		3			2
3MBA(E-Com)CCC-12.5	3		1		2	2	2			1		2

3MBA(E-Com)CCE5: Software Development and Project Management

Total Marks : 100 [Theory (80), Internal (20)]

COURSE OBJECTIVES

- To enable the student to know process of software development
- To teach the students about software designing
- To explain the techniques of software testing
- To describe the estimation and reliability of software
- To make the student aware about maintenance of software

LEARNING OUTCOMES

- Describe all about software development
- Understand SQA activities and testing techniques
- Learning about estimation and reliability of software project
- Learning about maintenance of software

Unit – 1	Software Development Approaches	L	T	P
1.1	Introduction, Classification of software (PPTs & Class room lectures)	11	4	-
1.2	Software Characteristics (PPTs)			
1.3	Definition of Software Engineering, Software development life cycle (PPTs & Class room lectures)			
1.4	Software Development Process Models- Linear, Prototype, Spiral (PPTs & Class room lectures)			
1.5	Project Plan, Guideline for software planning, Planning task (PPT, Class room lectures)			

Unit – 2	Software Design	L	T	P
2.1	Fundamental of Design concept: Abstraction, Structure (Class room lectures & PPTs)	10	4	1
2.2	Concept of Modularity, Types of Module (PPTs, Class room lectures)			
2.3	Coupling and Cohesion, Coupling-content, common, control, stamp data (PPTs & Class room lectures)			
2.4	Cohesion-coincidental, logical, temporal, procedural, communication,functional (PPTs & Class room lectures)			

2.5	Design notation: Bubble Chart, Structure chart, HIPO diagram, Design techniques (PPTs & Class room lectures)			
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Unit – 3	Software Quality Assurance and Testing	L	T	P
3.1	Software Quality Assurance, Factors of software quality (PPTs, Class room lectures)	11	3	1
3.2	SQA activities, S/W review basics, Documentation and Issues (PPTs & Class room Lectures)			
3.3	Introduction of Testing, Software Testing Fundamental, Testing Principles (PPTs & Class room lectures)			
3.4	Verification and Validation: White box and Black box testing, Testing Levels (PPTs & Class room lectures)			
3.5	Test Strategies: Top-Down Testing, Bottom-Up Testing, Thread testing, Stress testing, Back-to-back testing (PPTs & Class room lectures)			

Unit – 4	Estimation of S/W Project Management and Reliability	L	T	P
4.1	Cost Estimation, Issues in software cost estimation (PPTs & Class room lectures)	12	3	-
4.2	Introduction to Fuzzy-Logic method, Standard component method, Function point method, Delphi method, COCOMO (PPTs & class room lectures)			
4.3	Definition and concept of Software Reliability (PPT & class room lectures)			
4.4	Software Errors and Faults(Fault avoidance, Fault tolerance), Repair and Availability (PPT & class room lectures)			
4.5	Software Reliability Metrics and its types (PPT & Class room lectures)			

Unit – 5	Software Maintenance	L	T	P
5.1	Fundamental of Software Maintenance, Types of software maintenance (PPT & class room lectures)	11	4	1
5.2	Maintenance Activities (PPTs)			
5.3	Maintenance of Object Oriented System Design (PPTs , class room lectures)			
5.4	Software Re-engineering and its process (PPTs & Class room lectures)			
5.5	Concept and types of CASE Tools, Components of CASE Tools			

Practical / Projects / Assignments

- Project report on Software Development Life Cycle.
- Presentation on Software Design methods

Suggested Readings

- C. Lethbridge Timothy & Laganière Robert, *Object-Oriented Software Engineering: Practical Software Development using UML and Java* (Second Edition), McGraw-Hill, 2005.
- Keyes Jessica, *Software Engineering Handbook*, Auerbach Publications (CRC Press), 2003
- S. Pressman Roger, *Software Engineering: A Practioner's Approach* (Sixth Edition, International Edition), McGraw-Hill, 2005
- Sommerville Ian, *Software Engineering* (Seventh Edition), Addison-Wesley, 2004
- Van Vliet Hans, *Software Engineering: Principles and Practice* (Second Edition), Wiley, 1999

E-Resource

- https://www.tutorialspoint.com/software_engineering/software_engineering_overview.htm
- <http://ecomputernotes.com/software-engineering>
- http://www.vssut.ac.in/lecture_notes/lecture1428551142.pdf
- https://en.wikipedia.org/wiki/Software_development

3MBA(E-Com)CCE-5: Software Development and Project Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(CCE) 5.1	3	2		3		3	1					3
33MBA(CCE)-5.2	2	1				3						1
3MBACCE) 5.3						2		1				1
3MBACCE-5.4	1	1							2			1

3MBA(E-Com)CCE-6: Digital Marketing & E-CRM

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To understand the basics of digital marketing
- To learn the tools of digital marketing required in the industry
- To acquaint students with the fundamentals of e-CRM
- To help students to get knowledge of Technological Applications in CRM
- To describe the concept of Customer Development Process and implementation

LEARNING OUTCOMES

- Understand digital marketing
- Application of tools of digital marketing for industry purpose
- Explain fundamentals of CRM
- Understand types of Technological Applications in CRM

Unit – 1	Introduction to Digital Marketing	L	T	P
1.1	Introduction, Objectives, Definition of Digital marketing. <i>(Lecture, Presentation)</i>	11	3	1
1.2	Nature and Scope of Digital marketing <i>(Lecture, Presentation)</i>			
1.3	Digital marketing concept <i>(Lecture through PPT, case discussion, Presentation)</i>			
1.4	Digital marketing environment <i>(Lecture through PPT, case discussion, Presentation)</i>			
1.5	Digital economic and non digital economic <i>(Lecture through PPT, case discussion, Presentation)</i>			

Unit – 2	Operations of Digital Marketing	L	T	P
2.1	Digital Marketing- Techniques, Objective and Needs <i>(Lecture through PPT, case discussion, Presentation)</i>	10	4	1
2.2	Product pricing - Techniques of packing <i>(Lecture through PPT, case discussion, Presentation)</i>			
2.3	Online-payment mechanism – E-payment <i>(Lecture through PPT, case discussion, Presentation)</i>			
2.4	Legal and Ethical Issues in Digital Marketing <i>(Lecture, case discussion, Presentation)</i>			
2.5	Social Media Tools in Digital Marketing <i>(Lecture through PPT, case discussion, Presentation)</i>			

Unit – 3	Fundamental of E-CRM	L	T	P
3.1	Evolution, Meaning and Definition of E-CRM, Benefits of E-CRM (PPTs)	11	4	-
3.2	Objectives of E-CRM , Feature of E-CRM (PPTs & Class room Lectures)			
3.3	Importance of E-CRM (PPTs & Class room lectures)			
3.4	Difference b/w CRM and E-CRM (PPTs & Class room lectures)			
3.5	E-CRM through customer Analysis (PPTs & Class room lectures,)			

Unit – 4	Technology & Structure of E-CRM	L	T	P
4.1	Applications in E-CRM (Class room lectures & PPTs)	11	4	-
4.2	Customer Databases and Information Systems (Lecture, PPTs)			
4.3	Challenges involved in formulating and implementing e-CRM strategies (Lecture)			
4.4	E-CRM Structure and Planning (PPTs & Class room lectures)			
4.5	Five engines of E-CRM, E-CRM for personalized services (Lecture , PPTs)			

Unit – 5	E-CRM Implementation	L	T	P
5.1	Implementation of an E-CRM System (PPT & class room lectures & GDs)	11	4	1
5.2	Evolution of E-Customer and E-Marketing, Difference between e-customer & e- marketing (Class room lectures)			
5.3	Different levels of E-CRM (PPT & class room lectures)			
5.4	Areas of E-CRM, Steps to build a successful E-CRM (PPT & class room lectures)			
5.5	E-CRM in Banking Sector (PPT & Class room lectures)			

Practical / Projects / Assignments

- Service delivery process
- Presentation on Customer Development Process

Suggested Readings

- Anderson Kristin L. , Kerr J. Carol , Customer Relationship Management, 2001 by McGraw-Hill Education
- Buttle Francis , Customer Relationship Management: Concepts and Technologies, Second Edition,2008 by Routledge
- Eisner D. Michael ,Kinni Theodore , Be Our Guest: Perfecting the art of customer service, 2003 by Disney Editions
- Peppers Don , Rogers Martha, Managing Customer Relationships: A Strategic Framework, 2004 by John Wiley & Sons
- Peelen Ed , Customer Relationship Management, 2005 by Prentice Hall

E-Resource

- <https://www.sap.com/solutions/business->
- <https://www.crminfiline.com>
- <https://www.crm.dynamics.com>

3MBA(E-Com)CCE-6: Digital Marketing & E-CRM

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(E-Com)CCE-6.1	3	2			2	2		1		1		3
3MBA(E-Com)CCE-6.2	3	2	2		2				2	3		2
3MBA(E-Com)CCE-6.3	3	2			1	3	3		3			2
3MBA(E-Com)CCE-6.4	3		1		2	2	2			1		2

4MBA(E-Com)CCC-13: International Marketing & E-Business

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To demonstrate a congenial learning environment to students for pursuing careers in internationally focused business enterprises
- To generate in students in depth knowledge of global business & efficiency to take up the global challenges
- To build a competitive cadre of International Business executives
- To associate the knowledge of Marketing Management with International perspective
- To illustrate to the students various marketing strategies required for the dynamic international market

LEARNING OUTCOMES

- The students would learn to develop effective marketing skills for the international markets
- The students would be able to develop a professional approach & sensitivity to International Business Environment
- The students would develop the attributes required to pursue a successful career in the competitive e-business
- The students would learn to formulate the connectivity between International Trade & various Trade Blocks

Unit – 1	Introduction to International Marketing & E-Business	L	T	P
1.1	Introduction, Scope of International marketing & e-business (PPTs & Class room lectures)	11	4	-
1.2	Need and Importance of moving from domestic marketing to International marketing (PPTs)			
1.3	Principles of International Marketing(Whiteley’s model – electronic market, EDI, Internet ecommerce) (PPTs & Class room lectures)			
1.4	Conversion of Companies to MNCs & TNCs (PPTs & case study of McDonalds)			
1.5	Merits and demerits of International marketing & e business (Class room lectures)			

Unit – 2	International marketing & E-Business environment	L	T	P
2.1	Introduction to political environment , Legal & Regulatory environment & its impact on International Marketing & E-Business (Class room lectures & PPTs)	10	4	1
2.2	Socio Cultural environment & its impact on International Marketing & E- Business			

	(PPTs)			
2.3	Economic & Technological environment & its impact on International Business & E-Business (PPTs & Class room lectures)			
2.4	Challenges in International Marketing & E-Business (PPTs & Case study related to Flipkart)			
2.5	Evolution of International, Trade theories, Trade Barriers & agreements(WTO,GATT) (PPTs & Class room lectures)			

Unit – 3	International Marketing & E- Marketing entry strategies	L	T	P
3.1	Importance of International Market & E-market place (PPTs)	11	3	1
3.2	Different entry modes & market entry strategies (PPTs & Class room Lectures)			
3.3	International Marketing Mix, E-marketplace types & its features (PPTs & Class room lectures,)			
3.4	Strategic Alliances , Direct Investments (PPTs & Case study of Vodafone –Idea Alliance)			
3.5	Manufacturing & Franchising in IM & E-Business (PPTs & Class room lectures)			

Unit – 4	International Product Policy ,Planning & E-Business	L	T	P
4.1	Product Planning, Product Adoption & standardization (PPT)	12	3	-
4.2	National & International Products, New Product development (PPTs & case study of Ponds fairness cream)			
4.3	International Market segmentation & E-Business platform (PPT & class room lectures)			
4.4	International marketing plans & budget, pricing policy (PPT & class room lectures)			
4.5	International Distribution & logistic planning with ground level of E-Business (PPT & case study of eKart logistics)			

Unit – 5	E-PR & New Media	L	T	P
5.1	EXIM Policy of India, Export Documentation, procedures, International Technology transfer, counter trade Strategies (PPT & class room lectures)	11	4	1
5.2	Foreign Exchange, Foreign currency introduction & exchange market (PPTs)			
5.3	International Financial Institutions(IMF, World Bank, IBRD, IFC) (PPTs , class room lectures & GDs)			

5.4	Legal & Ethical issues in International Marketing & E-Business (PPTs & Class room lectures)			
5.5	Future of International Marketing & E-Business (Class room lectures)			

Practical / Projects / Assignments

- Project report on business strategy of an e-Business company
- Group Study on Marketing strategy of any MNC & TNC
- Role play on any arbitrary new product introduction stage

Suggested Readings

- Cateora, P. R., & Gilly, M. C. (2008). *International Marketing 14th edition*. New Delhi: Tata McGraw- Hill
- Hollensen, S. (2010). *Global Marketing: A Decision-Oriented Approach 3rd edition*. New Delhi: Pearson Education
- Namakumari, R. (2010). *Marketing Management*. New Delhi: McMillan Publishers
- O'Brien, J. (2004). *Management Information Systems: Managing information technology in the business enterprise*. New Delhi: Tata McGraw-Hill
- Whiteley, D. (2000). *E-commerce, Strategy, Technologies & Applications*. London: Tata McGraw- Hill

E-Resource

- <https://www.ebsglobal.net/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf>
- https://artnet.unescap.org/tid/artnet/mtg/competitiveness_s7.pdf
- http://www.crectirupati.com/sites/default/files/lecture_notes/international%20marketing%20notes.pdf
- <http://164.100.133.129:81/econtent/Uploads/Session%206%20-%20e-Business%20and%20e-commerce.pdf>
- https://www.ttu.ee/public/m/mart-murdvee/Techno-Psy/Lecture_7._e-Business.pdf

4MBA(E-Com) CCC-13: International Marketing & E-Business

	PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(E-Com)CCC-13.1			3			2				2			
4MBA(E-Com)CCC-13.2		1	3				2						2
4MBA(E-Com)CCC-13.3	1									3			
4MBA(E-Com)CCC-13.4	2	2	3				2						1

4MBA(AMC)CCC-14: Entrepreneurship Development

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To provide a clear vision to the students on the process of formulating, planning & implementing a new venture
- To develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement
- To make them understand the process and procedure involved in setting up a small enterprise
- To make them familiar with the sources of help and support available for starting a small scale industry
- To inculcate in them necessary managerial skills required to run a small- scale industry

LEARNING OUTCOMES

- They will gain the ability to discern distinct entrepreneurship traits
- They can analyze the parameters to assess opportunities and constraints for new business
- They can design and apply the strategies for successful implementation of ideas
- They will become able to plan, organize and execute a project or new venture with the goal of bringing new products and service to the market

Unit – 1	Entrepreneurship Development Perspective	L	T	P
1.1	Meaning, Definition and Concept of Enterprise, Entrepreneurship and Entrepreneurship Development (Classroom Lecture & Power point presentation)	5	2	-
1.2	Evolution of Entrepreneurship, Theories of Entrepreneurship (Classroom Lecture & Power point presentation)			
1.3	Characteristics and Skills of A Successful Entrepreneur. (Classroom Lecture & Power point presentation)			
1.4	Concepts of Entrepreneurship, Entrepreneur V/S Intrapreneur, Entrepreneur v/s. Entrepreneurship, Entrepreneur V/S. Manager (Classroom Lecture & Power point presentation)			
1.5	Factors Affecting Entrepreneurship, Problems of Entrepreneurship (Classroom Lecture & Power point presentation)			

Unit – 2	Concept of Entrepreneurial Competency	L	T	P
2.1	Meaning and Concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies (Classroom Lecture & Power point presentation)	6	1	-

2.2	Entrepreneurial Mobility, Factors Affecting Entrepreneurial Mobility, Types of Entrepreneurial Mobility <i>(Classroom Lecture & Power point presentation)</i>			
2.3	Entrepreneurial Motivation, Meaning and Concept of Motivation <i>(Classroom Lecture & Power point presentation)</i>			
2.4	Entrepreneurship Development Program, Needs and Objectives of EDP's <i>(Classroom Lecture & Power point presentation)</i>			
2.5	Phases of EDP's, Evaluation of EDP's <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 3	Agencies for Policy Formulation and Implementation	L	T	P
3.1	Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII). <i>(Classroom Lecture & Power point presentation)</i>	7	1	-
3.2	National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB). <i>(Classroom Lecture & Power point presentation)</i>			
3.3	Financial Support System: Forms of Financial Support, Long Term and Short Term Financial Support, Sources of Financial Support <i>(Classroom Lecture & Power point presentation)</i>			
3.4	Development Financial Institutions, Investment Institutions <i>(Classroom Lecture & Power point presentation)</i>			
3.5	Role of Government in Promoting Entrepreneurship <i>(Classroom Lecture & Power point presentation)</i>			

Unit – 4	Creating Entrepreneurial Venture	L	T	P
4.1	Business Planning Process, Environmental Analysis, SWOT Analysis. <i>(Classroom Lecture with Practical)</i>	5	2	1
4.2	Defining Business Idea, Developing Business Plan for New Enterprise <i>(Classroom Lecture with Practical)</i>			
4.3	Setting of Medium Scale Media Enterprise <i>(Classroom Lecture with Practical)</i>			
4.4	Compilation of Basic Government Procedures <i>(Classroom Lecture with Practical)</i>			
4.5	Case Study, Preparation of Business Plan and Financial Proposal <i>(Classroom Lecture with Practical)</i>			

Unit – 5	Media Business Management	L	T	P
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5.1	Project Management Tools and Techniques, Management Feasibility (Classroom Lecture & Power point presentation)	6	1	3
5.2	Project Management: Concept, Features, Classification of Projects, Issues in Project Management (Classroom Lecture & Power point presentation)			
5.3	Project Identification, Project Formulation, Project Design and Network Analysis (Classroom Lecture & Power point presentation)			
5.4	Project Evaluation, Project Appraisal (Classroom Lecture & Power point presentation)			
5.5	Project Report Preparation (Field study: Data Collection, Lab class)			

Practical / Projects / Assignments

Prepare at least one research report (research paper) with relevant discipline and it viva

Suggested Readings

- Badi, R. V., & Badi, N. V. (1997). *Entrepreneurship*. New Delhi: Vrinda Publications, 2nd Edition
- Barringer, M. J. (2012). *Entrepreneurship*. New York: Prentice-Hall
- Couger, C. (1999). *Creativity and Innovation*. New York: IPP
- Holt. (1998). *Entrepreneurship: New Venture Creation*. New Delhi: Prentice-Hall
- Kakkar, D. N. (1998). *Entrepreneurship Development*. New Delhi: Wiley Dreamtech
- Lall, M., & Sahai, S. (2008). *Entrepreneurship(Excel Books 2 Edition)*. New Delhi: Excel Book Publishers
- Rai, A. K. (n.d.). *Entrepreneurship Development*. Vikas Publishing
- Sehgal, & Chaturvedi. (2013). *Entrepreneurship Development*. New Delhi: Udh Publishing Edition

E-Resource

- https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
- <http://www.egyankosh.ac.in/handle/123456789/15618>
- <http://www.egyankosh.ac.in/handle/123456789/3156>
- <http://www.egyankosh.ac.in/handle/123456789/48784>

4MBA(E-Com)CCC-14: Entrepreneurship Development

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(CCC)-14.1	3				2	2	1	2				1
4MBA(CCC)-14.2	2	2	3		2	1	2	1			2	2
4MBA(CCC)14.3		3	3		1	1			2		1	1
4MBA(CCC)14.4			2		3	2	2	1	3	2	2	2

4MBA(E-Com)CCE-7: Digital Accounting

Total Marks: 100 [Theory (80), Internal (20)]

Credits – 6

COURSE OBJECTIVES

- To explain the students the Accounting planning, keeping and analyzing
- To describe the students various factors of interpreting financial records
- To make the student understand ERP system of Accounting.
- To determine various Accounting Software and their use to the students
- To help student understand Income Tax Law and its application.

LEARNING OUTCOMES

- The students would understand the preparation and presentation of financial statements
- The students would gain working knowledge of the principles and procedures of accounting
- The students would be able to understand the fundamentals of computerized system of accounting
- The students would know BUSY is an integrated business accounting software for Micro, Small and Medium businesses
- Application of Income-tax slab for individual and corporate sector

Unit – 1	Introduction to Accounting	L	T	P
1.1	Basic Terminology of Accounting, cope and Utility of Accounts <i>(Lecture, case discussion, Presentation)</i>	10	4	1
1.2	Difference between Book Keeping and Accountancy, <i>(Lecture through PPT, case discussion, Presentation)</i>			
1.3	Types of Accounts and Transactions, Assets and Liabilities <i>(Lecture through PPT, case discussion, Presentation)</i>			
1.4	Accounting Principles, Branches of Accounting <i>(Lecture through PPT, case discussion, Presentation)</i>			
1.5	Principles of Double Entry System Rules and Regulation, Debit and Credit <i>(Lecture through PPT, case discussion, Presentation)</i>			

Unit – 2	General Procedure of Accounting	L	T	P
2.1	Journal Entry, Rules of Debit & Credit, Method of Journalizing, Advantage. <i>(Lecture through PPT, case discussion, Presentation)</i>	10	3	2
2.2	Ledger Meaning, Utility, Posting entries. <i>(Lecture through PPT, case discussion, Presentation)</i>			

2.3	Practical system of book keeping – Cashbook, types of cash book, Single column, double column. (Lecture through PPT, case discussion, Presentation)			
2.4	Entries, Trial Balance, Objective, preparation, errors & rectification. (Lecture through PPT, case discussion, Presentation)			
2.5	Final Account Preparation and Balance Sheet. (Lecture through PPT, case discussion, Presentation)			

Unit – 3	Accounting With Tally ERP	L	T	P
3.1	Basic Feature of Tally (Lecture through PPT, case discussion, Presentation)	10	4	1
3.2	Creation of company, Vouchers Preparation (Lecture through PPT, case discussion, Presentation)			
3.3	Entries in Journal, Ledger, Cash Book Preparation (Lecture through PPT, case discussion, Presentation)			
3.4	Profit and Loss Account and Balance Sheet (Lecture through PPT, case discussion, Presentation)			
3.5	Opening Balance of certain Ledger, Data Transfers (Lecture through PPT, case discussion, Presentation)			

Unit – 4	Accounting with BUSY as a Accounting Software	L	T	P
4.1	Basic concepts of Busy, Accounting and Inventory (Lecture through PPT, case discussion, Presentation)	9	3	3
4.2	Key Components in Busy, Objectives of Busy (Lecture through PPT, case discussion, Presentation)			
4.3	Setting up a Company in Busy – Creation, Opening Editing, Closing (Lecture through PPT, case discussion, Presentation)			
4.4	Voucher Entry _ Sales and Purchase, Sales & Purchase Returns, Payment and Receipts. (Lecture through PPT, case discussion, Presentation)			
4.5	Stock transfer, GST Calculation, Printing Utility (Lecture through PPT, case discussion, Presentation)			

Unit – 5	Individual and Corporate Taxation	L	T	P
5.1	Basic concept relating to income, gross total income and total taxable income. (Lecture through PPT, case discussion, Presentation)	9	3	3
5.2	Preparation of return of income manually as well as through software, Tax deduction at source, e-TDS return. (Lecture , Presentation)			
5.3	Corporate tax planning and management, tax evasion and tax avoidance. (Lecture through PPT)			

5.4	Concept of taxable income and tax liability of companies,application of minimum alternate tax.											
	<i>(Lecture through PPT, case discussion, Presentation)</i>											
5.5	Concept of taxable income and tax liability of companies,application of minimum alternate tax. <i>(Lecture through PPT, case discussion, Presentation)</i>											

Practical / Projects / Assignments

- Project Report : On final accounts of Tata Consultancy Services(TCS)
- Study of Accounting with Tally in Indian Oil Corporation of India (IOC)
- Visit to GST Bhawan at Press Complex, Bhopal

Suggested Readings

- Sharma R. K. and Gupta S.K.(2018), *Management Accounting*, Kalyani Publishers New Delhi
- Maheshwari, S.N.(2015)-*Corporate Accounting*, Vikas Publishing Hosue New Delhi
- Naudhani Ashok K,(2016) *Simplest Book for Learning Tally ERP 9,BPB Publications*.Sarangi
- Kosiur David,(2017) *Understanding Electronic Commerce*, Prentice Hall of India Private Ltd.,New Delhi
- Whiteley, David (2016) *E-commerce*, McGraw Hill, New York

E-Resource

- <https://www.slideshare.accountig-ebook>
- https://booksonbooks.com/basic_accounting_ebook
- https://www.accountingworld/tally_ERP/9
- <https://www.basicaccountig/>

4MBA (E-Com)CCE-7: Digital Accounting

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(E-Com)CCE-7.1	3		2	3		3	3			3		3
4MBA(E-Com)CCE-7.1	3	2	3	2		2	2		2	2		2
4MBA(E-Com)CCE-7.1	3				2	2	3	1	1	2		2
4MBA(E-Com)CCE-7.1	3		2			2	2	1		2	1	2
4MBA(E-Com)CCE-7.1	3	2	2	2		3	3		2	2		3

4MBA(E-Com)CCE-8: Emerging Technologies in E-Commerce

Total Marks: 100 [Theory (80), Internal (20)]
Credit – 6

COURSE OBJECTIVES

- To teach the students about internet with e-commerce
- To enable the student to know working of e-commerce websites
- To explore the current e-commerce technology and business integration
- To describe the basics of Supply chain management
- To make the student aware about basic knowledge of current e-marketing practices

LEARNING OUTCOMES

- Describe all about Internet
- Application of working of e-commerce websites
- Apply the available solution fit to e-commerce
- Understand Supply chain management and E-Business
- Analyse an overview of e-marketing practice for running business

Unit – 1	Internet-The Backbone of E-Commerce	L	T	P
1.1	Internet, Advantages and Disadvantages of Internet, Internet service providers (PPTs & Class room lectures)	11	4	-
1.2	Internet and E-Commerce, Basic generation of Internet (PPTs)			
1.3	Internet Applications, Types of Internet connection (PPTs & Class room lectures)			
1.4	Search Engine, Web Browser, URL and Websites, Portals, Hyperlinks (PPTs & Class room lectures)			
1.5	Online Chatting, Web based chat Services (Practical, Class room lectures)			

Unit – 2	Website Development and SEO	L	T	P
2.1	Website Designing and Website Development (Practical & PPTs)	10	4	1
2.2	Types of Website - Internet Forums, Blogs, E-Commerce, Portfolio (PPTs, case study on any e-commerce website)			
2.3	Website Publishing, Domain Name Registration, Web Hosting (PPTs & Class room lectures)			
2.4	Search Engine Optimization concept, Types of Search Engine Optimization (PPTs & Class room lectures)			

2.5	Key Elements to ethical Search Engine Optimization (PPTs & Class room lectures)			
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Unit – 3	E-Commerce - EDI & ERP	L	T	P
3.1	EDI Concept, Advantages of an EDI System, EDI Documents (PPTs)	11	3	1
3.2	Features and types of Electronic Data Interchange (PPTs & Class room Lectures)			
3.3	Electronic Data Interchange in Retail and Manufacturing Sector (PPTs & Class room lectures)			
3.4	Enterprise Resources Planning- Features and needs (PPTs & Class room lectures)			
3.5	ERP Implementation Life Cycle (PPTs & Class room lectures)			

Unit – 4	E-Business & Supply Chain Management	L	T	P
4.1	Cloud Computing: Characteristics, Types, Advantages and Disadvantages (PPTs & Class room lectures)	12	3	-
4.2	Cloud Computing Service Models (PPTs & class room lectures)			
4.3	Internet Of Things (IOT): Application of IOT, Risk Associated with IOT (PPT & class room lectures)			
4.4	New Methods of Digital Payment (PPT & class room lectures)			
4.5	Artificial Intelligence, AI Powered Personalization (PPT & Class room lectures)			

Unit – 5	E-Marketing	L	T	P
5.1	E-Marketing, Difference b/w Traditional Marketing and E-Marketing (PPT & class room lectures, GDs)			
5.2	E-Marketing challenges and opportunities, Internet Marketing Techniques (PPTs)			
5.3	E-mail Marketing, Social media marketing, Search engine marketing (PPTs , class room lectures)			
5.4	Conversational Marketing: Chat bots, Live Chat (PPTs & Class room lectures)			
5.5	Direct Purchase through Social Media, Video Content, Digital Supply Chain (Class room lectures, PPTs)			

Practical / Projects / Assignments

- Project report on electronic data interchange
- Case study on any E-Commerce organization
- Presentation on (How E-Commerce Website works)

Suggested Readings

- Cohan Peter S. (2000) e-Profit: High Payoff Strategies for Capturing the E-Commerce Edge, AMACOM, NY 2000
- Greenlaw R; Hepp E, "Fundamentals of Internet and www" 2 nd Edition, Tata McGraw-Hill, 2007
- Srivastva Chetan, Fundamentals of Information Technology, Third edition, Kalayani Publishers, 2008
- Timmers Paul (1999). Electronic Commerce : Protocols, Strategies and Models for Business-to- Business Trading, John Wiley & Sons
- Trivedi Munesh Chandra(2010)Electronic Commerce: A Simplified Approach, JAICO Publication House

E-Resource

- <https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7>
- https://www.tutorialspoint.com/internet_technologies/search_engine_optimization.htm
- https://www.tutorialspoint.com/e_commerce/e_commerce_edi.htm

4MBA(E-Com)CCE-8: Emerging Technologies in E-Commerce

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(E-Com)CCE-8.1	3		2	3		3	3			3		3
4MBA(E-Com)CCE-8.1	3	2	3	2		2	2		2	2		2
4MBA(E-Com)CCE-8.1	3				2	2	3	1	1	2		2
4MBA(E-Com)CCE-8.1	3		2			2	2	1		2	1	2
4MBA(E-Com)CCE-8.1	3	2	2	2		3	3		2	2		3

1MBA(OE)-1: Soft Skills for Managers

Total Marks: 50 [Theory (40), Internal (10)]

Credits – 3

COURSE OBJECTIVES

- To develop basic managerial skills including planning and goal setting
- To illustrate different types of professional etiquettes among students
- To help in improving communication and presentation skills of students
- To understand the importance of Self management skills required to work effectively in the organization
- To help the students to understand basic professional etiquettes

LEARNING OUTCOMES

- Understanding types of soft skills
- Enhancing professional etiquettes
- Development of basic communication skills among students
- Creation of effective presentation
- Application of self management skills in organization

Unit – 1	Concepts of Soft Skills	L	T	P
1.1	Meaning and Definition of Soft Skills, Types of Skills. (Lecture and PPT)	9	-	-
1.2	Listening and Monitoring Soft Skills, Socializing Soft Skills (Lecture ,PPT and Games)			
1.3	Method to Develop Soft Skills: Professional Skills, Life Skills. (Lecture and PPT)			
1.4	Soft Skills in the Workplace (Lecture, PPT and Group Discussion)			
1.5	Behavioral Skills, Attitude and Lateral Thinking (Lecture and PPT)			

Unit – 2	Developing Effective Communication Skills.	L	T	P
2.1	Communication Process , Components of effective Communication (Lecture and PPT)	6	1	-
2.2	Types of communication. (Lecture, PPT and Class discussion)			
2.3	Verbal Communication and its advantages. (Lecture, PPT and Brain Storming)			
2.4	Non – Verbal Communication and its advantages. (Lecture, PPT and Brain Storming)			
2.5	Communication Barriers. (Brain Storming, Lecture and PPT)			

Unit – 3	Presentation Skill Practice	L	T	P
3.1	Planning and Preparation, Presentation Design, Delivery of Presentation <i>(Lecture and PPT)</i>	7	1	-
3.2	Concept of Methods for Presentation, Methods of Delivery. <i>(Lecture and PPT)</i>			
3.3	Informative Presentations, Persuasive Presentations Visual Support Handouts <i>(Lecture and PPT)</i>			
3.4	Evaluating the Presentation, Preparing Feedback <i>(Lecture, PPT and Group discussion)</i>			
3.5	Leadership and Team Building in Presentation, Group Dynamics <i>(Lecture ,PPT and Group Discussion)</i>			

Unit – 4	Self Management Skills	L	T	P
4.1	Who Am I, Attributes, Self Discipline, Self Awareness, and SWOT Analysis <i>(Lecture, PPT and Classroom Activity)</i>	8	-	-
4.2	Self Criticism, Recognition of One's Own Limits and Deficiencies, Independency Etc. <i>(Brain Storming and Lecture)</i>			
4.3	Planning & Goal Setting, Managing Self – Emotions, Ego, Pride. <i>(Lecture , PPT and Discussion)</i>			
4.4	Office Management, Filing System, Types of Correspondence <i>(Lecture and PPT)</i>			
4.5	Importance of Self Confidence, Self Esteem, Self Evaluation <i>(Lecture , PPT and Discussion)</i>			

Unit – 5	Developing Professional Etiquettes	L	T	P
5.1	Importance of Professional Etiquettes,Basic Professional etiquettes tips <i>(Lecture and PPT)</i>	9	-	-
5.2	Conversation Etiquettes, Handshake Etiquettes Deficiencies, Independency Etc. <i>(Lecture, PPT and Discussion)</i>			
5.3	Introduction and Greeting Etiquettes, Electronic Communication Etiquettes <i>(Lecture, PPT and Discussion)</i>			
5.4	Professional Etiquette in the Workplace, Meeting and Greeting <i>(Lecture ,PPT and Classroom Activity)</i>			
5.5	Dinning Etiquettes, Telephone, E-Mail and Public Relations Offices Etiquettes. <i>(Lecture ,PPT and Role Play)</i>			

Practical / Projects / Assignments

- Enactment of Some Management Games
- Unit based written assignment

Production

- Presentation on any topic of their choice
- Role Play of professional and social etiquettes

Suggested Readings

- Balasubrahmanyam M. ,Business Communication ,Vani Educational Books
- Barun K Mitra (2016),Personality Development and Soft Skills , Oxford University Press
- Kadvekar, Rawal & Kothavade, Business Communication, Diamond Publications, Pune
- Singh Nirmal ,Business Communication (Principles, Methods and Techniques) , Deep & Deep Publications Pvt. Ltd., New Delhi
- Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
- Wentz Fredrick H., Soft Skills Training – A Workbook to Develop Skills for Employment

E-Resource

- https://www.resourcefulmanager.com/wp-content/uploads/EI_b_19_SoftskillsLeadersNeed.pdf
- <http://www.ijqr.net/journal/v10-n1/5.pdf>
- http://shodhganga.inflibnet.ac.in/bitstream/10603/97542/5/05_chapter1.pdf

1MBA(OE)-1: Soft Skills for Managers

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1MBA(OE)-1.1	3								2	2	1	3
1MBA(OE)-1.2		2	2		2	3			1			3
1MBA(OE)-1.3	1		1			1				3	2	2
1MBA(OE)-1.4					2	1			3	2		1
1MBA(OE)-1.5	2	1			2	3			1			3

2MBA(OE)-2: Stress and Time Management

Total Marks: 50 [Theory (40), Internal (10)]

Credit – 3

COURSE OBJECTIVES

- To give students an introductory background to the causes of stress and how stress affects our body
- To focus upon stress reducing techniques in personnel and professional life
- To establish and maintain a system for prioritizing; plan their time, identify and change their poor work habits
- To help the students in managing time and how this can overcome stress in individual's life
- To identifying the steps to achieve a healthy balance in your life

LEARNING OUTCOMES

- Understand and identify personal causes of stress
- Managing stress in Personal and Professional life
- Apply some of the principles of time management to increase productivity on the job and at home, and enhance the quality of work with less stress
- Understanding Time Management skills and Learning Work life balance

Unit – 1	Concept, Nature and Dimensions of Stress	L	T	P
1.1	Introduction to Stress , Nature of Stress (Lecture, PPT)	5	1	1
1.2	The Body's Reactions to Stress, Adaptive and Maladaptive Behavior, Individual and Cultural Differences (Lecture, PPT)			
1.3	Types of Stress (Lecture, PPT)			
1.4	Consequences of Stress. (Lecture, PPT)			
1.5	Stress at Work Place (Lecture, PPT)			
Unit – 2	Sources of Stress and Managing Stress	L	T	P
2.1	Factors Causing Stress : Organizational Stressors (Lecture, PPT , Group Discussion)	6	1	1
2.2	Individual Stressors, Psychological Stressors , Hans Selye's Model of Stress (Lecture, PPT)			
2.3	Stress Management techniques (Lecture, PPT , Expert Lecture)			
2.4	Common Meditation Techniques, Exercise, Yoga and Meditation (Lecture, PPT, Case study)			

2.5	Psychological and Spiritual Relaxation Methods (Lecture, PPT)			
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Unit – 3	Work Place Strategy and Self Development	L	T	P
3.1	Developing sense of Humor, Learning to Laugh, Reducing Conflicts (Lecture, PPT)	7	1	1
3.2	Role of Group Cohesion and Team Spirit (Lecture, PPT)			
3.3	Leading with Integrity, Enhancing Creativity (Lecture, PPT)			
3.4	Effective Decision Making. (Lecture, PPT, Group Discussion)			
3.5	Identify Time Bandits, Brainstorm Solutions For Time Bandits. (Lecture, PPT, Group Discussion)			

Unit – 4	Techniques of Improving Time Management	L	T	P
4.1	Time Management Tips, Benefits of Time Management. (Lecture, PPT)	6	1	1
4.2	Prioritizing and scheduling (Lecture, PPT)			
4.3	Setting Smart Goals, Improving Efficiency (Lecture, PPT)			
4.4	Techniques for Managing Paper Work (Lecture, PPT)			
4.5	Pareto Principle, Work Life Balance (Lecture, PPT)			

Unit – 5	Managing Stress through Time Management	L	T	P
5.1	Time Scheduling, Methods of Recording Time, Preparing To do list (Lecture, PPT, Group Discussion)	6	1	1
5.2	Tackling Procrastination, Learn to Delegate (Lecture, PPT)			
5.3	Listening Effectively, Controlling E-Mail (Lecture, PPT)			
5.4	(Handling Interruptions) Lecture, PPT			
5.5	Preparing to Save Time, Organize Your Workspace (Lecture, PPT)			

Practical / Projects / Assignments

- Case Studies on Time Management skills
- Stress managing therapies
- Time Management exercises and Role Play

Suggested Readings

- Argyle, (2012). *The Psychology of Happiness*. Tata Mcgraw Hill. 2012
- Dwivedi, R.S (2009)., *Human Relations and Organizational Behavior: A Global Perspective*, Macmillan 5 Th Edition,2009
- David A., *Getting Things Done: The Art of Stress-Free Productivity*
- Davidson J., (2012), *Managing Stress*, Prentice Hall of India, New Delhi, 2012
- Stephen P. R., Timothy A J., Sanghi S. (2009). *Organizational Behaviour*. Pearson Education, 13th Ed
- Waltschafer., (2009), *Stress Management* ,Cengage Learning, 4th Edition 2009

E-Resource

- https://www.cdc.gov/diabetes/prevention/pdf/postcurriculum_session12.pdf
- <https://dundeeandangus.ac.uk/assets/Uploads/About-Us/Our-Campus/Library-Guides/Time-Management-and-Stress-Reduction.pdf?>
- <https://www.projectsmart.co.uk/white-papers/time-management-more-time-less-stress.pdf>
- <https://tarcroof.com/wp-content/uploads/2016/01/1211-Time-and-Stress-Management-Handout-TARC.pdf>

2MBA(OE)-2: Stress and Time Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBA(OE)-2.1	3					2						1
2MBA(OE)-2.2		2				3					1	
2MBA(OE)-2.3		1	2		3							
2MBA(OE)-2.4	3						2				1	1

3MBA(OE)-3: Quantitative Techniques

Total Marks: 50 [Theory (40), Internal (10)]
Credits – 3

COURSE OBJECTIVES

- The students should learn to carry out a simple analysis of data (to find correlation between variables)
- Students should understand forecasting of price and demand.
- The students should learn to formulate and solve basic problems in Time Series Analysis.
- Students will learn hypothesis testing through chi-square when the variables are categorical in nature
- Students will learn modern techniques for data analysis by using latest software(s)

LEARNING OUTCOMES

- Understand the importance of statistics in Marketing as well as other research and how to overcome the plagiarism issue by using statistics
- Analyze which statistical tools are best for particular type of research and how to make efficient use of it
- Understand to know about data analysis as well as its interpretation
- Understand the difference between central tendency and inferential analysis of data and its application in Market

Unit – 1	Correlation	L	T	P
1.1	Meaning, Definitions, Importance of Correlation (Classroom Lecture & Power point presentation)	5	-	3
1.2	Degree & Type of Correlation (Classroom Lecture & Power point presentation)			
1.3	Uses and Limitations of Correlations (Classroom Lecture & Power point presentation)			
1.4	Calculation of Correlation (Classroom Lecture)			
1.5	Calculation of Multiple Correlation (Classroom Lecture)			

Unit – 2	Regression	L	T	P
2.1	Meaning, Scope & Functions of Regression (Classroom Lecture & Power point presentation)	5	-	3
2.2	Assumptions & Uses of Regression Analysis (Classroom Lecture & Power point presentation)			
2.3	Difference between Regression & Correlation (Classroom Lecture & Power point presentation)			
2.4	Analysis of Regression Equation (Classroom Lecture)			

2.5	Regression Line (Classroom Lecture)			
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Unit – 3	Time Series Analysis	L	T	P
3.1	Concept, Nature & Functions of Time Series (Classroom Lecture & Power point presentation)	5	-	3
3.2	Uses and Limitation of Time Series (Classroom Lecture & Power point presentation)			
3.3	Type of Time Series (Classroom Lecture)			
3.4	Calculation of Time Series Analysis (Classroom Lecture)			
3.5	Least Square Method for Time Series (Classroom Lecture)			

Unit – 4	Chi-Square & Probability	L	T	P
4.1	Associations of Attributes (Classroom Lecture & Power point presentation)	5	-	3
4.2	Chi-Square Test, Meaning and Functions (Classroom Lecture & Power point presentation)			
4.3	Calculation techniques for Chi-Square (Classroom Lecture)			
4.4	Importance of Probability (Classroom Lecture & Power point presentation)			
4.5	Calculation Methods of Probability (Classroom Lecture with Practical)			

Unit – 5	Modern Techniques for Data Analysis	L	T	P
5.1	SPSS: Meaning, Feature, Functions & History (Classroom Lecture & Power point presentation)	5	-	3
5.2	Frequency & Reliability Measurement in SPSS (Laboratory Practical & workshop)			
5.3	Normality Analysis & Independent & Paired Sample t-test (Laboratory Practical & workshop)			
5.4	Correlation & Regression through SPSS (Laboratory Practical & workshop)			
5.5	Factor Analysis (Laboratory Practical & workshop)			

Practical / Projects / Assignments

- Assignments,
- Students' class room presentation
- Data analysis manual as well as SPSS

Suggested Readings

- Asthana, H. S., & Bhushan, B. (2007). *Statistics for Social Sciences (with SPSS Applications)*. New Delhi: PH India Learning
- Burns, R. B. (2008). *Business Research Methods and Statistics Using SPSS*. New Delhi: Sage Publishing India
- Gaur, A. S., & Gaur, S. S. (2009). *Statistical Methods for Practice and Research: A Guide to Data Analysis Using SPSS*. New Delhi: SAGE Publications Pvt. Ltd.
- Levin, R. I., & Rubin, D. S. (2011). *Statistics for Management 7th edition*. New Delhi: PH India Publishers
- Shukla, S. M., & Sahai, S. P. (2018). *Business Statistics*. Agra: Sahitya Bhawan Publications

E-Resource

- <http://www.egyankosh.ac.in/simple-search?query=statistics>
- <https://www.mv.helsinki.fi/home/jmisotal/BoS.pdf>
- <https://www.math.arizona.edu/~jwatkins/statbook.pdf>

3MBA(OE)-3: Quantitative Techniques

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3MBA(OE)-3.1	1	2	3	1	3				1		2	3
3MBA(OE)-3.2	1	2	3	1	3				1		2	3
3MBA(OE)-3.3	2	2	2	2	2				2		3	3
3MBA(OE)-3.4	1	2	3	1	3				1		2	3

4MBA(OE)-4: Corporate Social Responsibility

Total Marks: 50 [Theory (40), Internal (10)]

Credits – 3

COURSE OBJECTIVES

- To acquaint the students with basic concepts of CSR
- To help the students to acquire knowledge about CSR planning, process and corporate citizenship.
- To understand CSR initiatives of Public sector, Banking and Media Industry
- To inculcate ethical skills towards customers and community
- To make the students familiar about corporate strategic vision and competitive advantages

LEARNING OUTCOMES

- Develop a clear understanding of corporate social responsibility
- Define and remember the process and planning of CSR
- Explain and identify key factors necessitating ethical issues and corporate involvement in social development
- Describe and evaluate efforts in business and economic development through corporate commitment and involvement

Unit – 1	Introduction to Corporate Social Responsibility	L	T	P
1.1	Concept of Corporate Social Responsibility CSR, Identification of Corporate Social Responsibility <i>(Lecture, PPT)</i>	5	-	3
1.2	Origin of CSR, Theories of Corporate Social Responsibility <i>(Lecture, PPT)</i>			
1.3	Elements of CSR, Importance of CSR. <i>(Lecture, PPT)</i>			
1.4	Role of CSR commitments, Corporate Public Relations <i>(Lecture, PPT)</i>			
1.5	Indian Prospects of Corporate Social Responsibility <i>(Lecture, PPT, Case study)</i>			

Unit – 2	Managing Corporate Social Responsibility	L	T	P
2.1	Managing Corporate Social Responsibility, Implementation of CSR <i>(Lecture, PPT)</i>	5	-	3
2.2	Planning for CSR <i>(Lecture, PPT)</i>			
2.3	Process of CSR <i>(Lecture, PPT, Group Discussion)</i>			

2.4	Issues of Corporate Citizenship, Stages of Corporate citizenship (Lecture, PPT)			
2.5	Enhancement of Brand image through Corporate citizenship, Sustainable development (Lecture, PPT)			

Unit – 3	Corporate social Responsibility in Industry	L	T	P
3.1	CSR initiatives taken by Public sector and corporate sector (Lecture, PPT, Role Play)	5	-	3
3.2	CSR initiative taken in Government (Lecture, PPT)			
3.3	CSR in Media Industry (Lecture, PPT)			
3.4	CSR in Banking sector (Lecture, PPT)			
3.5	Role of Corporate Social Responsibility in Corporate Governance (Lecture, PPT)			

Unit – 4	CSR and Ethics	L	T	P
4.1	Business and Ethical Responsibility. (Lecture, PPT, Group Discussion)	5	-	3
4.2	Managerial Ethics, Moral Principles for a Manager in Industry (Lecture, PPT)			
4.3	Difference between tangible and intangible CSR value (Lecture, PPT)			
4.4	Corporate Social Responsibility towards Customers, Community, Action groups (Lecture, PPT)			
4.5	Corporate Social Responsibility for Employees and Stake Holders (Lecture, PPT, Role Play)			

Unit – 5	CSR and Business Strategy	L	T	P
5.1	The strategic lens: vision, mission, strategy, and tactics (Lecture, PPT)	5	-	3
5.2	CSR as a Strategic Business tool for Sustainable development (Lecture, PPT)			
5.3	Strategic Importance of CSR (Lecture, PPT)			
5.4	Strategic CSR model, CSR as competitive advantage. (Lecture, PPT)			
5.5	Changing Expectations of Social Responsibility (Lecture, PPT)			

Practical / Projects / Assignments

- Case study of CSR activities of Tata, ONGC, Reliance & other related companies
- Industrial visit
- Students assignment and Presentations

Suggested Readings

- Badi, R.V. & Badi N. V., Business Ethics, Vrinda Publication Pvt. Ltd., 2008
- Baxi C.V ,Prasad Ajit Corporate Social Responsibility, Concepts and Cases, Excel Book ,2009
- Corporate Social Responsibility : doing the most good for your company and your cause, Philip Kotler & Nancy Lee 3
- Investing in Corporate Social Responsibility: A guide to Best Practice, Business Planning & the UK's Leading Companies, Kogan Page Publishers, John Hancock
- S Murthy, C.S.V., Business Ethics, Himalaya Publishing House, 2006

E-Resource

- <http://www.egyankosh.ac.in/simple-search?query=statistics>
- <https://www.mv.helsinki.fi/home/jmisotal/BoS.pdf>
- <https://www.math.arizona.edu/~jwatkins/statbook.pdf>

4MBA(OE)-4: Corporate Social Responsibility

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(EC)CCE-4.1	3				1	2	2	2		1		1
4MBA(EC)CCE-4.2		2	3		2	1		1	2			2
4MBA(EC)CCE-4.3	2	3	2		1		1			2	1	2
4MBA(EC)CCE-4.4			3		3				1		2	3
4MBA(EC)CCE-4.5	3	2				2		1		1		1