

**MASTER OF BUSINESS ADMINISTRATION
(MBA)
Two Year's Full Time Programme**

SYLLABUS



**DEPARTMENT OF MANAGEMENT
MAKHANLAL CHATURVEDI NATIONAL
UNIVERSITY OF JOURNALISM &
COMMUNICATION BHOPAL (M.P.)**

MASTER OF BUSINESS ADMINISTRATION (MBA)

In today's dynamic economic and permanently changing environment companies need responsible leaders to anticipate, find innovative solutions and make decisions in a more than uncertain world.

Makhanlal Chaturvedi National University of Journalism and Communication has introduced a diversified portfolio for MBA programs to enable students to become such leaders who have the ability to drive the right changes to enable Media Management and the corporations to cope with current and future challenges. This MBA programme offers core courses in Management and Media Studies disciplines in the first and second semesters and high value specialisations in the third & fourth semesters. The Specializations offered in the MBA Program are Media Management (MM), Advertising & Marketing Communicatoin (AMC), Corporate Communication (CC), Entertainment Communication (EC) & Science & Technology Communication (STC).

Objectives

- To provide a framework that integrates the various aspects of communication & media.
- To provide new perspectives & fresh insights into the changing field of Media, Advertising & Marketing, Corporate, Entertainment, Science & Technology Communication.
- To provide an understanding of how human communication works & how people experience & process marketing and other forms of communication.
- To develop skills needed to be a valuable media employee.
- To provide understanding of human psychology and how behavioral research can be converted into insights to derive more effective & creative communication.
- To give early insights into the management and ownership aspects of running a media enterprise.
- Orient students for an eventual management or ownership situation.

MBA Specializations

Media Management (MM)

The Indian Media & Entertainment industry is one of the fastest growing in the country. Its various segments-Television, Print media, Films, Music & Advertising, Internet have witnessed tremendous growth over the last few years.

This course is aimed at media professionals and graduates seeking to build management careers within the growing media and content industry. Along with teaching fundamental management and strategic skills, the course is designed to help students cope with the rapidly evolving and increasingly complex world of media, enabling them to devise solutions to a wide range of commercial and organizational problems. The course takes an integrated approach to problem solving enabling the student to identify and analyze strategic and operational opportunities and problems, synthesize viable solutions and shape new initiatives to implement plans, winning their acceptance within the organization and transforming them into reality.

Advertising & Marketing Communication Management (AMC)

Being an aspect of Mass Communication, Advertising is a service industry which plays a very important role in this competitive world by building brands through effective communication. It is the soul of marketing, involving the promotion of goods and services to optimize the sales & levels of awareness. It is an art which builds relationship between product & the customer.

A career in Advertising is highly challenging requiring a lot of creativity. It enlightens the person in the areas of Advertising, Business practices, Copywriting, Copyediting, Graphic Designing and Production, Art and Consumer Behavior. There are many new areas coming up within Advertising such as Event Management, Internet Marketing & Image Management. A career in Advertising has a lot of potential for growth with more and more agencies opening up everyday.

Corporate Communication Management (CC)

India is at the threshold of a great economic opportunity and there are many factors that are simultaneously making this happen. Some of them are; globalization, changing demography and a technological revolution. Mass communication is another field of importance as the media industry is growing multifold. A career in Corporate Communication offers challenging opportunities to solve communication problems in dynamic situations. Corporate Communication professionals employed in government agencies, corporation and nonprofit organizations work on diverse communication projects, including Public affairs, Media Relations, Investor Relations, Corporate Counselling, Marketing Communication, Opinion Research, Crisis Communication and Sales promotion. Corporate Communication is a profession for individuals possessing strong written and oral communication skills.

Entertainment Communication Management (EC)

The Indian Media & Entertainment sector is witnessing tremendous growth and is considered to be one of the largest market in the world. With a compound annual growth rate (CAGR) of 18.5 percent, the Indian Media and Entertainment industry is the fastest growing in the Asia-Pacific region.

Therefore Media Entertainment sector has emerged as a good place to consider as a career. The salary structure is quite high and if one has the knack, sky is the limit for him/her.

This course is truly industry focused that combines managerial tools and frameworks with an in depth understanding of Media & Entertainment.

Science & Technology Communication Management (STC)

The rapid advances in Science and technology in the last few decades, the dawning of the Information Age call for new methods of information and knowledge management and their chanelisation for human development. This specialised course aims to attain these targets. This course has been designed for the youth who take active interest in the field of Science, Technology and Development. The objective of this course is to involve a specific perspective towards subjects related to Science and Technology for the interested students.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
EDUCATIONAL & EXAMINATION SCHEME**

2011-2013

Semester-1

| S. No. | Subjects | Marks Internal Assesment | Marks Practical Exam | Marks Written Exam | Marks Total |
|---------------|---|---|-------------------------------------|-----------------------------------|------------------------|
| M-01 | Science of Communication | 20 | - | 80 | 100 |
| M-02 | Principles and Practices of Management | 20 | - | 80 | 100 |
| M-03 | Organisation and Management of Media | 20 | - | 80 | 100 |
| M-04 | Business & Media Communication | 20 | - | 80 | 100 |
| M-05 | Management : Basic Computer Applications | 20 | 30 | 50 | 100 |
| Total | | | | | 500 |

Semester-2

| S. No. | Subjects | Marks Internal Assesment | Marks Practical Exam | Marks Written Exam | Marks Total |
|---------------|--|---|-------------------------------------|-----------------------------------|------------------------|
| M-06 | Fudamentals of Media Production | 20 | - | 80 | 100 |
| M-07 | Media Financial Managment & Accounting | 20 | - | 80 | 100 |
| M-08 | Introduction to Marketing Management | 20 | - | 80 | 100 |
| M-09 | Comunication Management | 20 | - | 80 | 100 |
| M-10 | Management : Multimedia Computer Applications | 20 | 30 | 50 | 100 |
| Total | | | | | 500 |

MBA

Semester - 1

| S. No. | Subjects | Marks Internal Assesment | Marks Practical Exam | Marks Written Exam | Marks Total |
|--------|---|--------------------------------|----------------------------|--------------------------|----------------|
| M-01 | Science of Communication | 20 | - | 80 | 100 |
| M-02 | Principles and Practices of Management | 20 | - | 80 | 100 |
| M-03 | Organisation and Management of Media | 20 | - | 80 | 100 |
| M-04 | Business & Media Communication | 20 | - | 80 | 100 |
| M-05 | Management : Basic Computer Applications | 20 | 30 | 50 | 100 |
| | Total | | | | 500 |

MBA /Semester - 1

M-01: Science of Communication

Objective:

To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes. Also to acquaint students with various types of media and their characteristics.

Unit-1: Nature, Characteristics and Process of Communication

- 1.1 Communication: definition, nature and scope Human needs of communication; functions of communication
- 1.2 Types of communication: Intra-personal, interpersonal, group and mass communication, Interactive Communication; Indian approach to communication
- 1.3 Elements in the process of communication, Communication flows: one-step, two-step, multi-step. Verbal and non-verbal communication. Barriers in communication.

Unit-2: Concept and Models of Mass Communication

- 2.1 Concept of Mass Communication, Concept of Mass Media Nature and Process of Mass Communication, its characteristics, Functions of Mass Media
- 2.2 Models of Mass Communication: McCoomb & Shaw's Agenda setting Model and Gratification Model
- 2.3 Theories of Mass Communication: Four theories of the Media, Diffusion of Innovation etc.
- 2.4 Mass Communication for Rural India - Impediments, Strategies

Unit-3: Introduction to Media and New Media Technology

- 3.1 Traditional Media - Print media: Introduction, types and characteristics. Radio: types and its characteristics, Television: its characteristics
- 3.2 Folk media: Its characteristics.
- 3.3 New Media - Satellite and cable media, Digital Media, Convergence and media, Web Based Media
- 3.4 Media Audience: Its characteristics and types; Impact of Media, Credibility of Media- Audience Appraisal & Media Literacy.

Unit-4: Media and its Impact on Society

- 4.1 Indian Society and Culture - Characteristics, Current socio-economic problems, Impact of Globalisation and Information Technology Revolution
- 4.2 Role of Media in Democracy and Social Change: Relation of Media to Violence, Consumerism, Cultural Imperialism, Western Hegemony, Family, Gender and Children Issues, Education, Rural Development and Economic Progress

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

- 5.1 Declining Diversity of View Point, Concentration of Media Ownership, Tabloidization and Trivialization of Media, Declining Audiences for Traditional News Media, Participatory/Citizen Journalism, Declining Media Ethics, Paid News, Sting Operatons, Advertotrials, Deprioritizing National Development Agenda/Prerequisites, Media Corruption/Yellow Journalism, Intimidation of Media, Media Convergience, Plagiarism Issue.

Practical Projects :

Suggested Topics:

- Study of different media : Their functions and style.
- Interpersonal and group communication exercises in the class room.

References

- Arvind Singhal and Everett M. Rogers, Indian Information Revolution, Sage Pub., Delhi.
- Denis Mcquail, Mass Communication Theory : An Introduction, Response Publication, New Delhi
- Keval J. Kumar, Mass Communication in India, Jaico, Mumbai
- Pradeep Kumar Day, Perspectives in Mass Communication.
- प्रो. विलानिलम, जनसंचार सिद्धांत एवं व्यवहार, म.प्र. हिन्दी ग्रंथ अकादमी
- प्रो. विलानिलम तथा डॉ. एस.के. शुक्ला, भारत में संचार और जनसंचार, म.प्र. हिन्दी ग्रंथ अकादमी, भोपाल।

MBA /Semester - 1

M-02: Principles and Practices of Management

Objective:

To impart basic understanding of Management skills and knowledge and to provide insights to deal with all kinds of management problems and processes.

Unit-1: Introduction

- 1.1 Concept and Significance of Management, Philosophy of Management, Principles of Management,
- 1.2 Functions of Management : Human Resources, Marketing, Production, Finance, Sales, MIS.
- 1.3 Contributions by Management Thinkers, National and Global Management,
- 1.4 Time Management, Stress Management, Crisis Management.

Unit-2: Functions of Management

- 2.1 Planning : Types and process of planning, Forecasting, MBO - and its techniques, Decision Making and Negotiation.
- 2.2 Organizing : Departmentation, Span of Management, Authority Delegation; Centralization and Decentralization.
- 2.3 Direction and its techniques, Motivation : types and theories, Leadership styles and models.
- 2.4 Controlling : steps of controlling, Effective Control.
- 2.5 Coordination : its principles and styles.

Unit-3: Organizational Behavior

- 3.1 Group Dynamics, Team Building, Organizational Conflict and Conflict Resolution, Power and Politics in organization,
- 3.2 Organizational development
- 3.3 Organizational Change and Control and Communication.
- 3.4 Personality Development, Emotional and Rational Behavior.

Unit-4: Human Resource Management

- 4.1 Human Resource Development : Human Resource in Modern Organizations, Training and Development Programmes, Rewards
- 4.2 Performance Appraisal, Talent Identification and Recruitment, Employer's and employee relations.

Unit-5: Current Trends and Issues in Management

- 5.1 Outsourcing, Call Centres, Flexiwork, Equal Opportunities

Practical Project:

Suggested Topics:

- Case Studies
- Study of Management style of any corporate undertaking
- Present a study of Management in a Media Organisation.
- Enactment of some Management Games
- Study the functions of an Advertising agency.

References:

- Koontz and Weihrich Principles of Management, Tata Mc Graw Hill. New Delhi
- Satya Raju & Parthasarthy, Management : Text & Cases, Prentice Hall of India
- RD Agrawal - Management in Organisation
- Stoner - Management
- L.M. Prasad - Management
- C.B. Mamoria - Management
- Joseph L. Massie, Essentials of Management, Prentice Hall of India
- Biswajeet Patanayak, Human Resource Management, Prentice Hall of India
- Gomes-Mejia, Balkin & Hardy, Managing Human Resourc, Prentice Hall of India
- Lesslic W. Rue Llyod Byurs, Management, Tata Mc Graw hill, 2009.
- Joseph M. Putti, Harold Koontz, Essentials of Management, An Asian Perspective, 1998, Tata Mc Graw hill.
- Mc Shane L. Steven, Amry Annvon, Sharma R. Radha, Organizational Behavior, Includes with Case Studies, Jaico Pubishing House.
- Ivancerich, Organizational Behavior and Management, 7th ed.,Tata Mc Graw hill. 2006,
- Sharma V.S. Veluri, Organizational Behavior, with case studies, Jaico Publishing House.
- P.G. Aquinas, Principles of Management, Foundations & Realities, Anmol Publication, New Delhi, 2007.
- Tiwari, Sanjay, The Uncommon Sense of Managment, Response publication, New Delhi, 2008.

MBA /Semester - 1

M-03: Organisation and Management of Media

Objective:

To provide students with an insight in to the management practices and policies of Media organisations, both Print & Electronic. Also aims to enhance the managerial skills of students to successfully handle the complexities of Media Management.

Unit-1: Introduction and Ownership of Media

- 1.1 Principles of Media Management and their significance, Media as Industry and Profession Principles of good Management.
- 1.2 Ownership patterns of mass media in India, Private Ltd., Public Ltd. Companies, Individual ownership, Trust, Co-operative, Religious Institutions (Societies) and Franchisees.
- 1.3 Main Newspapers, Magazines, Television News Channels, Radio News Channels and News Portal of India
- 1.4 Global Media Scenario major interational television channels, radio channels, Transnational media Houses and Globalisation of Media

Unit-2: Print Media Management

- 2.1 Concept, Hierarchy, Function & Organization structure of different departments. Changing role of editorial staff and other media persons. Editorial-Response system, Event Management & reporting.
- 2.2 Media & Political system.
- 2.3 Advertising, Circulation & Marketing of Newspapers, Factors affecting Circulation. Type of Circulation.
- 2.4 Management & Organization of News Agencies, Apex bodies : DAVP, INS, ABC

Unit-3: Electronic Media Management

- 3.1 Organisation & structure of Radio & Doordarchan (Prasar Bharti).Satellite & Cable Television in India, Private Braodcasting System in India, Cinema Industry - Functions & Organisation Structure of departments.
- 3.2 Recruitment & Service conditions, Planning & executions of programme, Production teams, control, practises & procedures.
- 3.3 Administration & Programme Management in Media - Scheduling, Transmitting, record keeping, quality control and cost effective techniques. Advertising, P.R.and Brand Promotion for building and sustaining audiences.

Unit-4: New Media Ventures.

- 4.1 Planning and control, problems, Process & prospects of launching media ventures (Print, Electronic and Web Media).
- 4.2 Organisation Theory, Deligation & Decentralization, Motivation, Control & Coordination.

Unit-5: Media Business Management

- 5.1 Marketing Function (Product, Price, Place and Promotion) with focus on subscription revenue, Distribution of TV channels and radio stations, Database Management, Customer Relationship Management, Customer Interaction Management (CIM), Customer Experience Management (CIM), Advertising Revenues
- 5.2 Finance Management, Budgeting, Accounts Management for Fund Flow Planning
- 5.3 Production Planning and Execution, Control Practices and Procedures.
- 5.4 Administration and Programme Management - Scheduling, Transmitting, Inventory Management, Distribution and Logistics Management

Practical Project:

Suggested Topics:

- Study the organisation structure of any Print Media Organization.
- Prepare a detailed list of the Media Houses of India.
- Visit a local television channel and study its functions & organizational structure.
- Tabulate rates of advertising of different Newspapers/Channels & compare them.

References:

- Chiranjeev Avinash, Electronic Media Management, Authors Press, 2000
- Harold Koontz & Heinz Weihrich, Essentials of Management, McGraw Hills Publication.
- Edverd Herman & Robert Mc Chesney, The Global Media - New Missionaries of Global Capitalism, Madhyam Publication.
- Heslie W. Rue & Lloyd Byars, Management, 13th Edition, Tata Mc Graw Hill.
- Dibankar Panigrahy & B.K. Biswaroy, Media Management in India, Kanishka Publishing House, 1993
- Biswajeet Gupta, Media Development-New Horizons, Kanishka Publications New Delhi 2006.
- K.P. Yadav, Media Management, Adhyayan Publications, New Delhi, 2006
- Gulab Kothari, Newspaper Management, Intercultural Open Uni., Netherland.
- Virbala, Handbook of Journalism & Mass Communication, Concept Pub. Co. New Delhi.
- नागपाल, समाचार पत्र प्रबन्ध, पंजाबी यूनीवर्सिटी, पटियाला
- Herbert Lee Williams, Newspaper Organisation & Management, Surjeet Pub. New Delhi.

MBA /Semester - 1

M-04: Business and Media Communications

Objective:

To develop communication skills needed to become effective communicators and managers. Also aims to develop expertise in written and oral communication like letters, memos, presentations & reports.

Unit-1: Introduction to Business Communication

- 1.1 Business Communication : Importance, Objectives, Intra Organisational Communication. Memoranda, Notices, Circulars, Essentials of effective Correspondance, Formal & Informal Letters, PR Letters, Reports, Business Communication using Intranet.
- 1.2 Office Management : Types of Correspondence, role & function, Receipt & Dispatch of Mail, Filing Systems, Classification of Mail, MIS

Unit-2: Resume Writing, Interview & Soft Skills Preparation

- 2.1 Preparing the Resume, Do's & Don't of Resume
- 2.2 Types of Interviews, Preparation, Interview Process, General Etiquette, Dressing Professionalism Etiquette/Skills, Postures & Gestures
- 2.3 Essentials of Media Interviewing

Unit-3: Presentation Skills

- 3.1 Importance, Capturing data, Voice & Picture Integration, Guidelines to make presentations interesting, Body Language, Voice Modulation, Audience Awareness
- 3.2 Presentation Plans, Visual Aids, Forms of Layout, Style of Presentation.

Unit-4: Essentials of Media Writing

- 4.1 Characteristics of Writing for Newspapers and magazines- writing simple news stories, feature articles
- 4.2 Basics of Grammar in Hindi and English; use of phrases and words
- 4.3 Methods of paraphrasing, attribution, Quoting and translation
- 4.4 Basics of writing for radio
- 4.5 Basics of writing for TV

Unit-5: Journalistic Writing Skills

- 5.1 Meaning, Forms : News, Editorial, Features, Middle, Articles, Difference among different formats. Human Interest stories, Advertorials.
- 5.2 Journalism and some Contemporary Issues: Fundamentalism and Terrorism, Global Warming, Governance & Corruption.

Practical Project:

Suggested Topics:

- Draft a Corporate Sales letter
- Draft an outline of an Annual Report.
- Prepare your Resume & Covering Letter for interview in a Media House.
- Prepare a Power Point Presentation on Effective Communication Skills.
- Conduct Mock interview for interview in a News / Entertainment Channel.
- Group discussions on some current issues highlighted in the media

References:

- Raman & Singh, Business Communication, Oxford University Press.
- Sharma, Business Correspondence & Report writing, Tata McGrawHill.
- Satterwhite, Business Communication at work, 3rd edition, Tata McGraw.
- Locker, Business Communication, 4th edition, Tata McGraw Hill.
- Keval Jai Kuamr, Management of Communication, Jaico Bombay.
- MM Monipally, Business Communication Strategies, Tata McGraw Hill.
- Randolph H. Hudson & Bernard J. Selzler, Business Communication, Jaico Publishing House.

MBA /Semester - 1

M-05: Management - Basic Computer Applications

Objective:

To acquaint students with the computer, its parts and peripheral operating system, word processing, Internet and image editing also to enables student to acquire skills of creating and managing of files and folders; Processing text, Analysing data and preparation of charts and graphs, Making Presentations, Handling Internet ,and using its terminologies, Editing Graphics and Images

Unit-1: Computer Fundamentals

- 1.1 Applications of Computer and Information Technology in Media and Management
- 1.2 Definition, Generations and basic components of Computer Input/output devices, Memory and other peripherals
- 1.3 Introduction to Operating System (Windows 98/XP) Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer)

Unit-2: Office Automation Tools : MS Word

- 2.1 Introduction to MS Office Suite
- 2.2 Introduction to Word Processing, MS Word interface, Tools and Menus, Document editing and formating, Mail Merge and other tools

Unit-3: Office Automation Tools : MS Excel and MS Power Point

- 3.1 MS Excel Interface, Tools and Menus, Creating Spreadsheet, Use of functions, Charts and Graphs
- 3.2 MS Power Point Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

Unit-4: Introduction to Internet and Mobile/Wireless Computing

- 4.1 Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet), Social Networking/Facebook, Professional Networking/Linked In
- 4.2 Internet Protocols (FTP, HTTP, TCP/IP), Websites, Portals and Search Engines; Online newspapers/channels/ magazines/youtube, Advantages and threats in Internet Communication
- 4.3 Mobile computing Framework, Wireless Technology, Mobile Information Access Device

Unit-5: Introduction to Adobe Photoshop

- 5.1 Introduction to Graphics, Colour models and modes, Graphic file formats and their applications
- 5.2 Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tools

Practical Project:

Suggested Topics:

- Creating/Renaming/Copying/Moving/Deleting files and folders. Searching files.
- Shortcuts
- Changing Desktop Settings
- Practicing typing in Hindi/English
- Preparing and formatting assignments and articles using MS Word. (at least two)
- Preparing Charts and Worksheets using functions.(at least one)
- Preparing MS Power Point Presentations.(At least one)
- Searching information using appropriate keywords
- Browsing major online newspapers/channels/magazines/Cinemas/Advertising/Sales Promotion
- Design magazine cover pages/Posters. (at least two)
- Exporting files in other file formats

References

- "Adobe Photoshop- Creative Techniques" ,PHI
- V Rajaraman:" Fundamentals of Computer", PHI
- Vishnu Priya Singh & Minakshi. Singh: "Windows 98(IIIustrated)". Asian publishers
- "Windows 98 complete". : BPB Publication.
- विष्णुप्रिया सिंह, मीनाक्षी सिंह माइक्रोसॉफ्ट आफिस 2000 एशियन पब्लिशर्स
- संतोष चौबे : कम्प्यूटर एवं परिचय, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी

MBA

Semester - 2

Semester-2

| S. No. | Subjects | Marks Internal Assesment | Marks Practical Exam | Marks Written Exam | Marks Total |
|--------|--|--------------------------------|----------------------------|--------------------------|----------------|
| M-06 | Fundamentals of Media Production | 20 | - | 80 | 100 |
| M-07 | Media Financial Managment & Accounting | 20 | - | 80 | 100 |
| M-08 | Introduction to Marketing Management | 20 | - | 80 | 100 |
| M-09 | Comunication Management | 20 | - | 80 | 100 |
| M-10 | Management : Multimedia Computer Applications | 20 | 30 | 50 | 100 |
| | Total | | | | 500 |

MBA /Semester - 2

M-06: Fundamentals of Media Production

Objective:

To develop an understanding about the evolution, characteristics and production techniques of different media types

Unit-1: Print Media Production

- 1.1 Evolution of Print Media in India, Characteristics of Pre-independence Indian Press, Indian Language Print Media.
- 1.2 Print Media Production Process

Unit-2: Broadcast Media Production

- 2.1 Development of Radio, Private and Public Radio in India, Community radio, Radio Production Techniques, Post Production, Radio Scripts, Radio Talks, Discussions, Features, Radio News Room, Phone in Programmes, Radio Studio Management
- 2.2 Brief History of Indian Television, Cable Television Network in India, Video Production - TV Studio, Video recording and Maintenance Equipment, TV Script, Direction & Production for television, Editing Techniques

Unit-3: Indian Traditional (Folk) Media

- 3.1 Introduction to Indian Traditional (Folk) Media, Various forms of Traditional media, Indian Folk Dances, Nukkad- Natak, Tamasha, Impact and Effect of Traditional Media.
- 3.2 Production Techniques

Unit-4: Film and Cinema Production

- 4.1 A brief history of Indian Cinema, Growth of different types of films: Documentaries, Feature Films, Parallel and Commercial Cinema in India.
- 4.2 Economics and Technology of Film Production

Unit-5: Web based Production

- 5.1 Network Society, Web based Entertainment, Online Music Store, Online Book Houses and Libraries, Podcast and Webcast

Practical Project:

Suggested Topics:

- Study of various Media
- Study of Satellite Channels-Radio & T.V.
- Study of a documentaries with critical evaluation.
- Evaluation of a Film Networking Site Newspaper.

References :

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

MBA /Semester - 2

M-07: Media Financial Management and Accounting

Objectives:

Introduction to Financial Management, What is Financial Management, The Goal of Financial Management, Key Concepts.

Unit-1: Financial & Management Accounting Concepts-

- 1.1 Basic Accounting, Assets, Liabilities, Owners' Equity, The Account Equation, GAAP (Generally Accepted Accounting Principles) The Audit, Audit Failures
- 1.2 Basic Management Accounting Concepts, Relationship with Financial Accounting and Cost Accounting, Introduction to IFRS (International Financial Reporting Standards)
- 1.3 Financial Statements - The Balance Sheet, Income Statement, Statement of Cash Flows, Notes on Financial Statement

Unit-2: Recording & Reporting Financial Information

- 2.1 Double Entry and the Accounting Equation, Debits and Credits : The Accountants Secret, Recording the Financial Events, T-Accounts, Chart of accounts Ledgers, Executive Corporation Financial Statements

Unit-3: Strategic Planning and Budgeting

- 3.1 Strategic Plan, Long-range Plan
- 3.2 Definition and Role of Budgets, The Master Budget, Budget Preparation, The Cash Budget, Zero-based Budgeting, Variance Analysis : Using Budget for Control

Unit-4: Investment and Tax Analysis

- 4.1 Investment Opportunities, Data Generation, The Playback Method, Time Value of money, The Net Present Value (NVP) Methods, Modified Accelerated Cost Recovery System (MACRS),
- 4.2 Depreciation and Deferred Taxes : Accounting Magic
- 4.3 Personal v/s Corporate Tax, Tax Range and Tax Base, Progressing, Proportional and Regressive Tax Rates, Marginal, Average and Effective Tax Rates, Calculating Income Tax (Indian System), Other Concerns for Corporations

Unit-5: Capital Management & Banking Relationships

- 5.1 Working Capital Management, Short-Term Resources
- 5.2 Banking Relationships - Credit source & types, Bank Statements

Practicals Project:

Suggested Topics:

- Case study to elucidate special features of Financial Management aspects as applied to a media organisations

References:

- Chandra, Prasanna, Financial Management, N Delhi, TMH 2004
- Reddy G.C., Financial Management, 2008, Himalaya Publishing Houses

MBA /Semester - 2

M-08: Introduction to Marketing Management

Objective:

To impart conceptual knowledge of all aspects of Marketing and to develop an understanding of the techniques to prepare a Marketing Plan.

Unit-1: Core Concept of Marketing

- 1.1 Definition, Process and its functions, Sales vs Marketing, Customers vs Consumer, Marketing Organisation
- 1.2 Understanding Business Markets: Service Marketing, Direct Marketing, NGO Marketing, Rural Marketing, Regional and National Marketing, Social Marketing, International Marketing, Internet Marketing, Tele/Buzz Marketing, Database Marketing, Multilevel Marketing, Personal selling, New Trends in Marketing.

Unit-2: Marketing Plan

- 2.1 Analysing the Markets and Competition; Segmentation and Targeting, Positioning, Strategic Business Unit Formulation
- 2.2 Marketing Plan - for Product/Services.
- 2.3 Marketing Information System, Marketing Research

Unit-3: Understanding the Marketing Mix

- 3.1 (7Ps) Product, Price, Place, Promotion, Process, People and Physical Evidence, Understanding the Brand, USP, EVP, Consumer Behavior and Competition.
- 3.2 Knowledge of various Markets : Local, Regional, National and International; Understanding the Environment and their influences on Marketing.
- 3.3 Marketing mix for Rural Marketing

Unit-4: Product, Pricing, Place and Promotion

- 4.1 Product : Product Planning, Product Mix, Product Life Cycle, Brands, USP, EVP, New Product Development and Management
- 4.2 Pricing : Pricing Strategies, Pricing Methods and associated factors.
- 4.3 Place : Distribution, Wholeselling, Franchise, Retailing, Channel Management, e-channel
- 4.4 Promotion : Promotion Mix, Communication in Marketing, Channels and Tools, Audiences, Budgets and Measuring Results.

Unit-5: International Marketing Fundamentals

- 5.1 Scope and significance, India's Foreign Trade, Appraisal of International Markets, Planning entry
- 5.2 International Marketing Strategies: Product, Pricing, Distribution and Promotion

Practical Project:

Suggested Topics:

- Case Studies of marketing initiatives of Government/Public/Private Sector companies.
- Study of Indian consumer goods market : the Brand and its communication mix
- Practices of promotion of Government Schemes in Hospitals / Schools / Educational Institutions
- Study of marketing initiatives of a media organisation
- Case study of International Marketing

References:

- Philip Kotler & Koshy, Marketing Management, Millennium Edition, Prentice Hall of India, 2001
- Rajagopal, Marketing Management : Text & Cases, Vikas Publishing House P.Ltd.
- Gita, Hegde, Applied Marketing, Excel Books, New Delhi
- Upinder Dhar, VV Nath, New Age Marketing, Excel Books, New Delhi
- S. Raju and J.V. Prabhakar Rao, Fundamentals of Marketing, Excel Books, New Delhi
- S., Jayachandra, Marketing Management, Excel Books, New Delhi
- Shrivastava, P.K., Marketing Management, Shiva Pub., Distributors
- Diwan J.M., Marketing Management Concept, Commonwealth Publishers
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MBA /Semester - 2

M-09: Communication Management

Objective:

To acquaint students with the fundamentals of specialised areas of Public Relations, Corporate Communication, Advertising & Marketing Communication, Entertainment Communication, Science, Technology and Development Communication and enhance their Communication skills.

Unit-1: Public Relations

- 1.1 What is Public Relations, Importance and Significance; Process of Public Relations; PR and Advertising, Publics of an Organisation, History and Development of PR in India. PR consultancies & Department.
- 1.2 Tools of Public Relations : House Journal, Annual Reports, News Release, Speeches Interviews, and alike.
- 1.3 Types of PR : Public Sector, Private Sector, Govt. P.R., Political PR, Service Sector, NGO.
- 1.4 PR Organisations- Public Relations set up and structure, News Agency, PIB, Public Relations Organisations such as IPRA, PRSA, PRSI; Global Public Relations; PR practitioners: responsibilities and duties, qualifications; Ethics in P.R.

Unit-2: Corporate Communication

- 2.1 Definition, importance & objectives. Concept of Identity and Image. Image Building & Management & Image Communication factors and trends.
- 2.2 Corporate Social Responsibility, Corporate citizenship, Public Service Communication, Social Communication,
- 2.3 Crisis Management and Communication - Types of Crisis, Contingency Planning, Crisis Communication and Evaluation.

Unit-3: Advertising and Marketing Communication

- 3.1 Definition of Advertising Objectives, Utility, Role in Society, Concepts and Features
- 3.2 Medium of Advertising: New Papers, Magazines, Radio, Television, Internet, Outdoor and Small Medium
- 3.3 Types of Advertisement-Commercial, Social, Institutional and Financial
- 3.4 Copy of Advertisement of Various mediums and Their Difference
- 3.5 Advertising Campaign: Selection of Medium Budget, Advertising Agency, Advertising Code of Conduct

Unit-4: Entertainment Communication

- 4.1 Definition and meanings of Entertainment, Inter relationship of Media's Information, Education and Entertainment Functions, Infotainment, Entertainment as Communication
- 4.2 Entertainment Communication in Print Media, Electronic Media, Films Traditional Media, New Media
- 4.3 Entertainment as Business

Unit-5: Science, Technology and Development Communication

- 5.1 Science & Technology Communication - Concept, Process, Approaches, Institutional Mechanisms
- 5.2 Development Support Communication - Concept, Scope and Process
- 5.3 Specialised Areas - Knowledge Management, Agriculture & Rural Development, Health & Environment Journalism

Practical Project:

Suggested Topics:

- Study the functions of a leading P.R. Agency.
- Designing of Newsletters.
- Developing Corporate advertisements
- Study of set up of a Public Relations dept of any large scale organisation.
- Study the CSR activities of Tata/Reliance/Godrej.
- Entertainment Communication : A case study
- Study of a case of development support communication

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- Iqbal Sachdeva : Public Relations, Principles & Practice, Oxford University Press.
- Joseph Fernandes : Corporate Communication, Response Book, New Delhi
- Jefkins : Public Relations, Jaico
- Jaishree Jethwani & Sarkar, Public Relations, Sterling, New Delhi
- Sailesh Sengupta : Management of Communication & Public Relations, Vikas Publishing, New Delhi
- K.R. Balan : Corporate Public Relations, S. Sultan Chand, Agra.
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- Belch & Belch : Advertising

MBA /Semester - 2

M-10: Management : Multimedia Applications

Objective:

This era is of information technology and communication. Without computer knowledge and operational skills of multimedia the students in the Media field will be outdated. The objectives of this course is to make the student proficient to the prevailing working environment.

Unit-1: Introduction to Multimedia

- 1.1 Definition and Elements of Multimedia, Hardware & Software Tools of Multimedia
- 1.2 Applications of Multimedia
- 1.3 Image, Audio, Video and Animation File Formats

Unit-2: Digital Graphics - Using Corel Draw

- 2.1 Tools of Corel Draw, Vector Graphics Designing, Image Rasterisation, Exporting Image & File Formats, Shaping Dockers & Logo Design using transformation menu.
- 2.2 Working with various Page Layout, Hoarding & Paper Advertising, Brochure & Book Designing

Unit-3: Introduction to Desktop Publishing - Quark Xpress

- 3.1 Use of Quark Xpress Tools
- 3.2 Interface and menus of Quark Xpress
- 3.3 Preparation of simple pages for Newspapers & Magazines

Unit-4: Video and Audio Editing - Using Adobe Premiere - I

- 4.1 Workspace - Customizing the workspace, Tools, clip details, and menus
- 4.2 Projects - Aspect ratios, Special projects ,Workflows, Capturing and digitizing
- 4.3 Working with assets - Work with proxy files, Source and Program Monitors, Playing assets, Reference Monitor

Unit-5: Video and Audio Editing - Using Adobe Premiere - II

- 5.1 Editing- Editing a sequence, Trimming clips ,Assembling a sequence
- 5.2 Transitions- Transition overview, Adding transitions, Fine-tuning transitions, Customizable transitions,
- 5.3 Audio - Working with audio, Working with clips, channels, and tracks, Recording audio, Titles - Creating titles, Adding text to titles, Adding shapes and images, Applying Effects - Working with effects, Applying, removing, and organizing effects
- 5.4 Animation - Key framing effects, Activating and selecting key frames, Compositing - Compositing video, Transparency (masks, alpha channels),

Practical Project:

Suggested Topics:

Reference: