

Learning Outcomes Based Curriculum Framework (LOCF)

(As per NEP 2020)

For IIPS - Vikram University & All Vikram University Affiliated Colleges

Two Year MBA (Media Management) Programme

Program Objectives: The Program objectives are to develop students as professional managers and administrators for private, public and other growing sectors of the economy. The main thrust of this program is not only to develop the academic skills of the students but also to provide new insights in the dynamic Atamnirbhar Bharat's environment. Students' life skills, students' analytical and decision-making abilities in the core and in the functional areas are also brushed.

Our Core Objective is to ensure and implement the active and collaborative Learning pedagogy with the help of Creation of Effective Scenarios, Management Simulation, Case Studies, Business Games, Role Playing as also envisaged in the New Education Policy. Online/Offline Presentations are also encouraged to develop Atamnirbhar Bharat's Students' personalities.

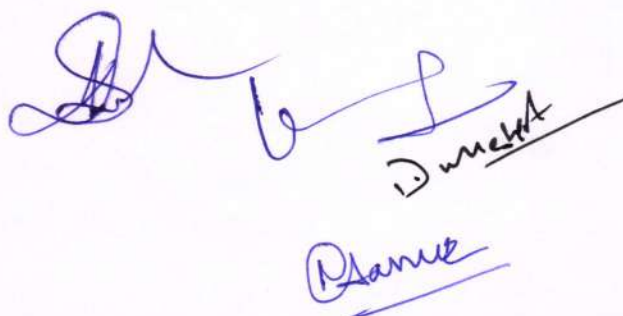
Program Outcomes:

- A Post graduate with a Master's Degree in Business Administration (Media Management) will surely have in-depth and detailed functional knowledge of the fundamental theoretical concepts and practical issues of the dynamic, ever changing business world and cater to all sectors of the economy.
- Our PGs will have rich knowledge of General Management as well as of specific skills in planning and functional decision making like- Sales / retail / advance / strategic Marketing Perspective and other emerging marketing areas.

Program Specific Outcomes:

- Our students will learn the multiple skill sets in examining specific business situation phenomena theoretically and also from a practical perspective, and enable them to run family business/ and alone courage them to go for own business startups/family ventures/MSMEs
- The Vibrant Atamnirbhar Bharat's young generation of Management PGs will be able to contribute to the new business ideas with new business insights as well as innovative new applications of business research.
- Our Program Regulator AICTE's Mandatory Summer Internship for all the students of the Program is one of the Key Hands-on Learning System Outcome, enabling and exposing them to the ground realities of the ever changing business world as well as dynamic marketing environment.

The Professional program is divided into Four Semesters. In the First Two Semesters core conceptual / fundamental management subjects are offered to all students. In the Last Two Semesters, Specialization Subjects are extensively offered to the students. Active and collaborative Learning pedagogy with the help of Creation of Effective Media Management Scenario, Media Management Simulation, Media Management Case Studies, Business Games, Role Playing and other Online/Offline Presentations are also encouraged. Seminars/Webinars, Quizzes, Guest Lectures, Alumni Interaction with experience sharing from Industries is also explored from time to time. Periodic Internal exams, External University Assessment, Oral Quizzes, Group Discussions and even feedback of students/faculty is also being encouraged for better Quality delivery. An effective teaching-learning process, imparting life skills to students, and Social –Industry connect Research Works/ OBEs Assignments based OBL Practices are also being undertaken and encouraged.

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SYLLABUS

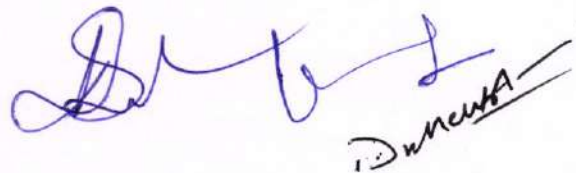
TWO YEAR MBA (MEDIA MANAGEMENT) PROGRAM

(As per New Education Policy 2020)

For IIPS - Vikram University & All Vikram University Affiliated Colleges

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FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN


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FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN
TWO YEAR M.B.A. (MARKETING) PROGRAM

For IIPS- Vikram University & All Vikram University Affiliated Colleges

COURSE STRUCTURE
MBA (Media Management) FIRST SEMESTER

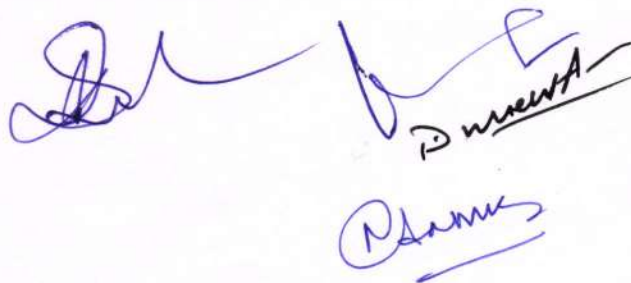
S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							L	T
						C	L	T
1.	FT-MED-101	Management Concept and Process	85	15	100	4	3	1
2.	FT-MED-102	Managerial Economics	85	15	100	4	3	1
3.	FT-MED-103	Accounting for Managers	85	15	100	4	3	1
4.	FT-MED-104	Organisational Behaviour	85	15	100	4	3	1
5.	FT-MED-105	Business and Legal Environment	85	15	100	4	3	1
		Total			500	20	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)

MBA (Media Management) SECOND SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							L	T
						C	L	T
1.	FT-MED-201	Human Resource Management	85	15	100	4	3	1
2.	FT-MED-202	Financial Management	85	15	100	4	3	1
3.	FT-MED-203	Marketing Management	85	15	100	4	3	1
4.	FT-MED-204	Production and Materials Management	85	15	100	4	3	1
5.	FT-MED-205	Communication Skills	85	15	100	4	3	1
		Total			500	20	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)



MBA (Media Management) THIRD SEMESTER

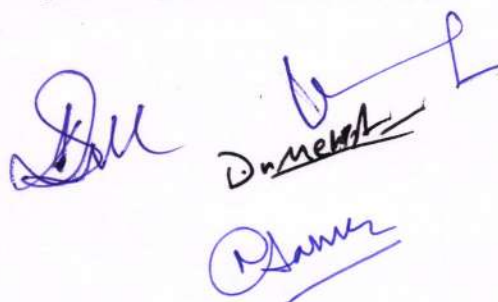
S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							C	L
1.	FT-MED-301	Principles of Media and Campaign Management	85	15	100	4	3	1
2.	FT-MED-302	Media Law and Ethics	85	15	100	4	3	1
3.	FT-MED-303	Event & Conference Management	85	15	100	4	3	1
4.	FT-MED-304	Research Methodology	85	15	100	4	3	1
5.	FT-MED-305	Entrepreneurship Development	85	15	100	4	3	1
6.	FT-MED-306	Summer Internship			50	4 (VC)		
		Total			550	20+(4) VC	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)(VC-Virtual Credit)

MBA (Media Management) FOURTH SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
							C	L
1.	FT-MED-401	Media Business Planning	85	15	100	4	3	1
2.	FT-MED-402	Media Business Structure	85	15	100	4	3	1
3.	FT-MED-403	Tools and Techniques of Public Relations	85	15	100	4	3	1
4.	FT-MED-404	Field Survey Presentation and Viva Voce	200	-	200	8	-	-
5.	FT-MED-405	Comprehensive Viva Voce			50	4 (VC)		
		Total			550	20+(4)VC		

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week) (VC-Virtual Credit)



Examination Scheme

1. Each paper shall consist of 85 marks in External Exam and 15 Marks for Internal Continues Evaluation.
2. Internal Continues Evaluation of 15 marks in each subject shall be as below(Institute can opt any one Scheme (Scheme A or B) for Internal Assessment):

SCHEME-A: Internal Assessment shall consist of two Internal Tests of 15 marks each, out of which the higher of the two shall be considered the Internal Marks obtained by the students.

SCHEME-B: Assignment/Participation/Seminar Presentation/Attendance etc. of 15 marks

3. A Maximum of 2 papers in One Semester, he/she will be allowed to carry the same in next semester (ATKT), and the candidate will be required to have to pass such papers before the end of Fourth Semester Examinations. However, the candidate fails in more than 4 papers in two semesters (2 papers in one semester) shall not be allowed to avail the advantage of ATKT.
4. If the candidate fails in more than 2 papers in One Semester, he/she will be declared Fail and he/she will not be given the advantage of ATKT.
5. There shall be no ATKT in Fourth Semester.
6. The minimum passing marks in individual paper is 36% (including End Term Semester Exam and Internal Continues Evaluation) and 48% marks in aggregate to qualify the semester.
7. All the provisions as stated in MBA Ordinance No.27 of Vikram University are applicable for the above program. In ace of any dispute / any matter (s) not covered in the ordinance the decision of the BOS / of the Vice Chancellor shall be final.

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MANAGEMENT CONCEPTS & PROCESSES (FT-MED-101)

OBJECTIVES: The objective of this subject is to deliver the in-depth knowledge about various concepts and processes of management to the students. It highlights the principles, functions, responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

OUTCOMES: After completion of subject, the students will be able to understand the various concepts, principles, functions and practices of management. Better understand the key role of managers in an organization. Learn about coordination, decision making concept and able to enhance their potential skills.

SUBJECT CONTENTS:

- Scientific Management Approach to Management, System Approach to Management, Human Relations Approach to Management, Principles of Management.
- The Concept of Planning, Process of Planning, Types of Plans, Management by Objectives (MBO).
- Process of Organizing – Span of Management and Levels of Authority, Delegation of Authority, Decentralization of Authority, Line and Staff Organization.
- Nature & Process of Decision Making – Group Decision Making, Guidelines for Effective Decision Making, Management by Exception.
- Concept and Process of Management Control, Types of Control, Principles of Controlling, Techniques of Management Control.

Suggested Readings:

Stoner and Freeman, Management, Prentice Hall, N. Delhi.

Koontz, O' Donnell & Wehrich, Essentials of Management- An International Perspective, Tata McGraw Hill, New Delhi.

Peter F. Drucker, Management - Tasks, Responsibilities and Practice, Allied Publishers, Ahmedabad.

Peter F. Drucker, The Practice of Management, Allied Publishers, Ahmedabad.

Massie, Essentials of Management, AITBS, New Delhi.

Terry and Franklin, Principles of Management, AITBS, New Delhi



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MANAGERIAL ECONOMICS
(FT-MED-102)

OBJECTIVES: The aim of this subject is to explain the nature and scope of managerial economics, role and responsibilities of economists. Students will thoroughly understand the law of demand, law of returns, market competition, BOP, National Income and Cost Benefit Analysis.

OUTCOMES: After completion of subject, the students will be able to understand the concepts of micro and macro economics and exposed to theoretical and practical aspects of computation of BOP and National Income and other market competition dynamics.

SUBJECT CONTENTS:

- Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Role and Responsibilities of Managerial Economist.
- Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Consumer Surplus.
- Law of Returns and Production Functions, Cost Concepts, Cost Classifications, Economies and Diseconomies of scale, Cost-Output relationships.
- Price-output decisions under different market conditions - Perfect and Imperfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Non-Price Competition.
- Input- Output Analysis, Trade Cycle, Balance of Payments, Concept and Measurement of National Income, Cost Benefit Analysis.

Suggested Readings:

Adhikary, M. Business Economics., New Delhi, Excel Books.

Varshney & Maheshwari, Managerial Economics, Sultan Chand, New Delhi.

Chopra, O.P., Managerial Economics, New Delhi, Tata McgrawHill.

Keat Paul G & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey.

Koutsoyiannis, A. Modern Micro Economics, New York, Macmillan.

Trivedi M L, Managerial Economics, Tata McGraw- Hill, New Delhi.

Mehta P.L., Managerial Economics : Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.

Mathur, N.D.(2010), Managerial Economics, Jaipur: Shivam Book House


 Dr. Anurag K. Singh
 Anurag

ACCOUNTING FOR MANAGERS (FT-MED-103)

OBJECTIVES: The objective of this subject is to acquaint the students with basic concepts of Financial Accounting, Financial Statement Analysis, Management Accounting, Budget and Budgetary Control and HR Accounting. Further to develop understanding of Accounting for Managers for Decision Making.

OUTCOMES: After completion of subject the students will be able to understand the basic concepts of Financial, Cost and Management Accounting. To prepare financial statement in accordance to GAAP and to develop practical skills by analyzing the financial statement as decision making for the business.

SUBJECT CONTENTS:

- Financial Accounting – Concept, Nature, Scope and Importance, Generally Accepted Accounting Principles, Preparation of Financial Statements.
- Financial Statement Analysis - Ratio Analysis, Funds Flow Analysis.
- Management Accounting – Concept, Nature, Need, Scope and Importance; Marginal Costing, Accounting for Decision Making, Break Even Analysis.
- Budget and Budgetary Control, Types of Budget – Flexible Budget, Cash Budget, Capital Expenditure Budgeting, Zero-Base Budgeting.
- Responsibility Accounting, Value Added Accounting, Human Resource Accounting, Inflation Accounting, Environmental Accounting

Suggested Readings :

M Y Khan & P K Jain, Management Accounting, Tata McGraw- Hill, New Delhi.

Bhattacharya S K and Dearden J. Accounting for Management : Text and Cases, Vikas, New Delhi.

Ashok Sehgal, Advanced Accounting, Taxmann Publication, New Delhi.

Hingorani, N L. and Ramanathan, A.R. Management Accounting., New Delhi, Sultan Chand.

Sharma & Gupta, Management Accounting & Financial Management, Kalyani Publishers, New Delhi.

Jagdish Prakash & Nageshwar Rao "Prabandh Lekhankan" Prayag Pustak Sadan ,Allahabad

Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.

Vij, Madhu. Financial and Management Accounting. New Delhi, Anmol Publications.

Bhattacharyya,"Financial Accounting"Prentice Hall of India Ltd, New Delhi

Kothari,Rajesh,Godha Abhishek,"Management Accounting-Concept & Applications, Macmillan, New Delhi


 Dr. Anmol
 Anmol

ORGANIZATIONAL BEHAVIOUR (FT-MED-104)

OBJECTIVES: The objective of this subject is to understand the human behavior within the organizational environment so that they can improve their HR skills for attainment of their goals.

OUTCOMES: After completion of subject, the students will be able to understand and apply the theories of OB under HR practices. Analyse the key issues relating to Human elements such as Perception, Learning, Motivation and Leadership etc.

SUBJECT CONTENTS:

- Organizational Behaviour : Definition, Concept, Significance, Level of Organisational Behavior, Managerial Skills Influencing OB
- Personality: Meaning, Determinants, Types, Theories of Personality – Trait Theory and Freud theory.
- Attitude: Definition, Meaning, Components of Attitude.
- Perception: Meaning, Elements, factors Influencing Individual Perception Process.
- Learning: Meaning, Effectiveness of Learning.
- Motivation: Meaning, Types, Theories of Motivation, Maslow's Theory of Need, Herzberg Two factors Theory, Vroom's Expectancy Theory.
- Leadership: Meaning, Styles of Leadership, Theories of Leadership- Charismatic Leadership Theory, -Trait Theory, Contingency Theory
- Management of Conflict: Meaning, Types, Sources, Levels, Process of Conflict.
- Group: Meaning, Types of Group, Group dynamics, Group Decision Making.

Suggested Readings:

Luthans Fred, Organisational Behaviour., New York, McGraw Hill.

Robbins S.P., Organisational Behaviour, New Delhi, PHI.

Mcshane & Vonglinow, Organisational Behaviour, Tata McGraw- Hill, New Delhi

Staw, B.M. Psychological Dimensions of Organisational Behaviour, Englewood Cliffs, New Jersey, Prentice Hall Inc.

Davis Keith, Human Behaviour at Work, TMH, New Delhi

Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai

Hersey Paul and Blanchard, Management of Organisational Behaviour, Prentice Hall of India, New Delhi.

Uma Shekharan, Organisation Behaviour, TMH, New Delhi.

John W. New Strom, "Organisational Behaviour, Tata McGraw, New Delhi

**BUSINESS AND LEGAL ENVIRONMENT
(FT-MED-105)**

OBJECTIVES: The objective of this subject is to understand the laws related to business environment activities which influences the corporate sector. To develop BLE focus and to develop a practical approach towards Business legal framework among the students with various laws and practices.

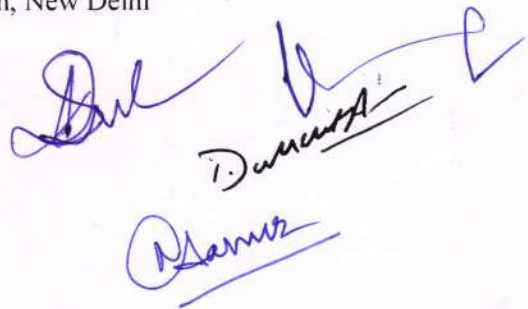
OUTCOMES: After completion of subject, the students would be able to understand and legal system or laws related to business activities. They will develop the relationship between various laws and economic activities for the attainment of business goals.

SUBJECT CONTENTS:

- Business Environment: Nature, Scope and its relevance in Business Decision Making,
- Political, Social, Cultural & Economic and Technological Environment.
- WTO Provisions, Trading Block, Industrial Ecology and Recycling Industry, Industrial Pollution – Air, Water, Land Pollution and Business ethics.
- The Indian Contract Act 1872, Essentials of a Valid contract, Void agreements,
- Performance of Contracts & its remedies.
- The Sale of Goods Act 1930 : Formation of a contract, Rights of an unpaid seller,
- The Companies Act,1956: Nature and Types of Companies. Formation. Memorandum and Articles of Association,
- Prospectus, Allotment of Shares.

Suggested Readings:

Francis Cherumilam, Business Environment
 Adhikari, M., Economic Environment of Business
 Sampat Mukerjee, Economic Environment of Business
 Dwijendra Tripathi, Business Politics in India
 Shukla M B, "Business Environment-Text & Cases" Taxmann, New Delhi
 Gupta, D., Indian Government & Politics
 Ruppaswamy, B., Social Changes in India
 N D Kapoor, Mercantile Law, Sultan Chand, New Delhi.
 Chawla, Bhasin & Garg, Mercantile Law, Kalyani Publishers, New Delhi.
 Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa.
 V S Datey, Business & Corporate Laws, Taxmann, New Delhi



HUMAN RESOURCE MANAGEMENT

(FT-MED-201)

OBJECTIVES: The objective of this subject is to help the students to understand the various dimensions of Human Resources which can be connected to HR Dynamics/concepts and helpful in formulating the HR policies and practices.

OUTCOMES: After completion of subject, the students would be able to understand the theories/concepts and HR practices covered under the field of HRM. Understand the differences between training and development, selection and recruitment, role of HR manager etc.

SUBJECT CONTENTS:

- Introduction: Concepts and Functions of Human Resource Management, Role of Human Resource Managers, Meaning and Process of Human Resource Planning, Job Analysis. Job Evaluation: Meaning, Objectives and Methods of Job Evaluation. Wage, Salary and Employee Benefits: Meaning of Wages/ Salary, Minimum Wages, Fair Wages and Living Wages. Meaning and Description of Fringe Benefits (Fringes/Employee Benefits / Perquisites), Meaning and Types of Incentives, Factors Affecting Fixation / Revision of Wages / Salary and Fringe Benefits, Methods of Wage Fixation / Wage Revision, Methods of Wage Payment, Meaning of Bonus and Objectives of Paying Bonus.
- Employee Recruitment: Meaning, Sources and Methods of Employee Recruitment. Employee Selection: Meaning and Process of Scientific Methods of Employee Selection. An Overview of Various Tests and Interview Methods for Employee Selection. Process of Induction of the New Employees.
- Training and Development: Meaning of Training and Development, Process of Employee Training, Methods of Training Need Identification, Methods of Training Delivery, Need and Methods of Training Evaluation, Meaning and Goals of HRD, An Overview of Various sub- systems (Process Mechanisms of HRD), Inter linkage of Various HRD Sub-systems.
- Performance Appraisal: Meaning, Objectives, Process and Methods of Performance Appraisal, Errors in Performance Appraisal.
- Trade Unionism: Meaning of Trade Union, Registration and Rights of Trade Unions, An Overview of Trade Unions in India,
- Industrial Relations: Meaning of Industrial Relations and Industrial Disputes, Reasons for Industrial Disputes in India, System of Prevention and Settlement of Industrial Disputes in India.
- Grievance Handling: Meaning and Causes of Grievances, Process of Grievance Handling, Model Grievance Handling Procedure.
- Management of Discipline: Meaning of Misconduct, An Overview of Various forms of Misconduct, Procedure of Conducting Domestic Inquiry against Indiscipline Employees.

Suggested Readings:

Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi.

De Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley.

Ivancevich, Human Resource Management, TMH, New Delhi.

Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage.

Rao and Das R.P., Cases in Human Resource Management, Himalaya Publishing House.

Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata Mc-Graw Hill.

Rao V.S.P., Human Resource Management, Text and Cases, Excel Books, New Delhi.

Dwivedi, R.S. HRM in Indian Organisation, New Delhi, Galgotia.

Pareek, Udai. Designing & Managing Human Resource System, New Delhi, Oxford Pub. Co.

Stone, Lloyed and Leslie W.Rue, Human Resource and Personnel Management Richard D. Irwin, Lllionis.

FINANCIAL MANAGEMENT (FT-MED-202)

OBJECTIVES: The objective of the subject is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

OUTCOMES: After completion of the subject, students will be able to understand the theories/ concepts of Financial Management, sources of finance and to make financial decision. To analyse the financial statements through CFS, FFS and Ratio Analysis.

SUBJECT CONTENTS:

- Financial Management: Nature, Scope and Objectives, Finance Functions, Profit Maximization v/s Wealth Maximization, Financial Forecasting. Retail Finance and its importance.
- Leverages: Operating, Financial and Combined Leverage; Investment and Capital Structure Decisions; Payback period, Accounting Rate of Return, Internal Rate of Return and Time value of money methods.
- Cost of Different Sources of Raising Capital; Equity Capital, Debt capital, Retained Capital, Preference Capital, Term Loan and Lease Financing. Optimum Capital Structure.
- Factors Influencing Dividend Policy, Dividend Theories, Forms of Dividend Policies, Types of Dividend, Dividend Payment Practices in India.
- Management of Working Capital - Concept of Working Capital, need and influencing factors, Estimation of Working Capital, Inventory and Receivables Management.

Suggested Readings:

1. Hampton, John. Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
2. Van Horner, James C. Financial Management and Policy, New Delhi, Prentice Hall of India.
3. Ross, Westerfield & Jordan, Fundamental of Corporate Finance, TMH, New Delhi.
4. J.C. Van Horne, Fundamentals of Financial Management, PHI, New Delhi.
Weston Brigham, Managerial Finance, McGraw Hill, New York
5. I.M. Pandey, Financial Management, Vikas Pub.House, New Delhi.
6. P. Chandra, Financial Management, TMH, New Delhi.
7. Khan & Jain, Basic Financial Management, TMH, New Delhi
8. Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.
9. Maheshwari, S.N., Financial Management, Principles & Practices, Sultan Chand & Sons, New Delhi.
10. Rajesh Kothari & Bobby Dutta, Contemporary Financial Management, Macmillan, New Delhi.

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MARKETING MANAGEMENT (FT-MED-203)

OBJECTIVES: The objective of this subject is to impart the students' exposure of modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

OUTCOMES: After completion of the subject, students will be able to understand the dimensions of marketing with using management in to the business. Correlate the marketing theories with practical situations. Develop new marketing mix strategies for the up-coming market.

SUBJECT CONTENTS:

- Marketing: Concept, Nature and scope. Marketing Environment
- Marketing Information & Research, Market Segmentation and Targeting, Buying Behaviour. Understanding Consumer & Industrial Markets
- Product Decisions, Pricing Decisions (Elementary idea Only).
- Channel Management, Promotion Management (Elementary idea Only).
- Marketing Control. Specific Marketing Issues : Rural Marketing, Retail Marketing, Marketing of E-Business, Consumerism, Globalisation.

Suggested Readings:

Philip Kotler, Marketing Management Analysis, PHI, New Delhi.

Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.

McCarthy, Basic Marketing, Universal Book Sellers, NewDelhi.

Philip Kotler & Armstrong Jr., Principles of Marketing : PHI, New Delhi.

Rajiv Lal, Quelch & Kasturirangan, Marketing Management- Text and Cases, TMH, New Delhi.

Czinkota & Kotabe, Marketing Management, Vikas Publications, New Delhi

Jayachandram S, Marketing Management, Text & Cases, Excel Books, New Delhi.

Suresh K, Green Marketing, ICFAI University Press, Hyderabad.

Saxena Rajan, Marketing Management, Tata Mcgraw Hill, New Delhi.

PRODUCTION AND MATERIALS MANAGEMENT (FT-MED-204)

OBJECTIVES: The objective of this subject is to help the students to understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production/materials management related problems. Encourage the learners with brain storming new product design ideas.

OUTCOMES: After completion of the subject, students will be able to understand the basic functions and their applications of production. Practical approaches to Plant location, layouts, product design, capacity planning, materials purchase/classification/codification decisions and processes. Develop new production ideas w.r.t. Startups/MSMEs and apply TQM practices.

SUBJECT CONTENTS:

- Nature, Significance , Scope ,Role ,Functions of Production Management, Relationship with other Management Functions, Different Production Systems
- Plant Location, Plant Layout, Product Design & New product Development, Capacity Planning Process &Decisions.
- Scheduling and Sequencing – Conceptual Framework, Industrial Safety Management, Waste Management and Scrap Disposal, JIT Approach.
- Materials Management – Principles, Value Analysis, Variety Reduction, Material Handling, Classification and Codification.
- Work Measurement Techniques – Work Study and Method Study- Conceptual Framework of Statistical Quality Control (SQC) & TQM, Maintenance Management, TPM.

Suggested Readings:

Adam, E E & Ebert, R.J. "Production & Operation Management., New Delhi, PHI.

Amrine Harold T. etc. Manufacturing Organisation and Management. Englewood Cliffs, New Jersey, PHI Inc.

Buffa, E.S. Modern Production Management, John Wiley (New York).

Chary S.N. Production and Operations Management, New Delhi, TMH.

Dobler, Donald. W & Lee Lamar "Purchasing & Materials Management. New York, Mc Graw Hill.

Dilworth, James B. Operations Management : Design, Planning & Control for Manufacturing & Services, Singapore, Mc Graw Hill.

Moore, FG & Hendrick, T.E. – Production / Operations Management, Honnewood, Illinois, R.D. Irwin.

Manocha R.C., Production and Operations Management, Excel Books, New Delhi.

COMMUNICATION SKILLS (FT-MED-205)

OBJECTIVES: The objective of the subject is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

OUTCOMES: After completion of the subject, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

SUBJECT CONTENTS:

- Importance and Nature of Business Communication, Process of Communication Channels and Media of Communication, Communication Networks, Effectiveness of Communication.
- Barriers and Gateways in Communication; Written Communication; Writing Business Reports, Resume Development.
- Communication in meetings, Oral presentation skills, Public speaking, Facing Job-Interview.
- Listening Skills, Conversation Skills, Non-verbal Communication, Legal aspects in Business Communication.
- Feedback Skills, Counseling Skills, Negotiation Skills, Communication on Disciplinary Matters.

Suggested Readings:

Bowman, Joel P and Branchaw, Bernadine P. "Business Communication : From Process to Product", Dryden Press, Chicago.

Rao ,Nageshwar and Das R.P."Communication Skills" Himalaya Publishing House, Mumbai
Kitty O- Locker, Business & Administrative Communication, TMH, New Delhi.

Murphy, Herta A and Peck, Charrles E. "Effective Business Communications", Tata Mc Graw Hill, New Delhi.

Pearce, C Glenn etc. "Business Communication : Principles and Applications", John Wiley, New York.

Mehta D and Mehta N. K"A Handbook of Communication Skills Practices" Radha Publications ,New Delhi

K.K. Sinha, Business Communication, Galgotia Publishing House, New Delhi.

Mehta N.K., Mehta, D., Malviya R.N., Communication Skills, DPS Publishong House , New Delhi.



**PRINCIPLES OF MEDIA AND CAMPAIGN MANAGEMENT
(FT-MED-301)**

OBJECTIVES: The objective of this subject is to impart the students' exposure of modern media and campaign management (M&C) concepts, tools, and techniques, and help them develop abilities and skills required for the performance of functions.

OUTCOMES: After completion of the subject, students will be able to understand the dimensions of marketing with using management in to the business. Correlate the M&C theories with practical situations. Develop new M&C mix strategies for the emerging markets.

SUBJECT CONTENTS:

- Introduction – Media Business-Media Classification- Mass Media,-Niche Media-Addressable Media and Interactive Media-Media-Intrusiveness.
- Print-Media-Newspaper-Principles of Newspaper Business-Classified Ads, Display Ad's, Display Ad's – Coverage and Audience Measurement – Sales and Pricing-magazines Directories.
- Broadcast Media-Radio-Television-out of Home Media-our door Advertising-Cinema and Video-Non-Traditional Media.
- An overview of Media planning-problems of media planning-Developing media plan-Market Analysis and Target- Interactive and Digital Media.
- Establishing media objectives - Developing and Implementing –Evaluation and Follow up-Computers in Media Planning- Characteristics of Media.

Suggested Readings :

1. "Principles of Advertising and IMC"-Tom Duncan-TataMcGraw-Hill-Second Edition.
2. "Advertising and Promotion"-an IMC Perspective-Krutishah and Alan D'souza-Tata McGraw -Hill.
3. "Mehra"-Newspaper Management.
4. "Rucker and Williams"-Newspaper Organization and Management.


 T. Duncan

 A. D'souza

MEDIA LAW AND ETHICS (FT-MED-302)

OBJECTIVES: The objective of this subject is to understand the laws related to business environment activities which influences the corporate sector. To understand the Media Laws and Ethics focusing with development of a practical and legal approach towards media laws with ethical framework among the students with various laws and practices.

OUTCOMES: After completion of subject, the students would be able to understand and media laws or ethics related to business activities. They will develop and understand the relationship between various laws and economic activities for the attainment of business goals as well as real life situations.

SUBJECT CONTENTS:

- **Constitution and Media**

Media laws: Concept Nature, scope and significance, A brief history of media laws with special reference statutory regulations, Ganging Act, Vernacular Press Act and other laws. 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. Right to privacy: Concept, significance of right to privacy, Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions

- **Business Laws**

Indian Contract Act. 1872, Sale of Goods Act 1930, The Negotiable Instrument Act. 1881. The Companies Act. 1956 & 2013, Consumer Protection Act 1986, Law of Partnership Act. 1932 & 1996, FEMA and Advertising Council of India, PRSI, NBA, Right to Information Act 2005, Official Secrets Act.1923

- **Main provision IPC & CRPC for Media**

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.171(G) False statements 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. 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 Defences to Defamation, Filing of complaints for Defamation, Punishment. CRPC : Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. Section 196: Permission of state government against crime.

- **Acts related to Media**

Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case. Press & Registration of Book Act 1967: Procedure for Commencing and Carrying Newspaper, Registration Of Newspaper Press Council Act 1978: Concept and Background, Object, Constitute, Function and power of press council. Cinematography Act 1953: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Guideline to Board of film certification. Prasar Bharti Act 1997: Background, Composition of Prasar Bharti, Function & Power of Corporation, Own fund, Power of central government to give directions.

- **Media Code & Ethics**

Concept & Significance of Media Ethics, Ethics and The Law. Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence)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. All India Radio (AIR) code for election coverage ASCI commercial code, Editor Guild.

Suggested Readings

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

EVENT AND CONFERENCE MANAGEMENT (FT-MED-303)

OBJECTIVES: The objective of this subject is to help the students to understand the concepts of event and conference function and application of technical models and techniques for solving event and conference management related problems. Encourage the learners with brain storming of event and conference management ideas.

OUTCOMES: After completion of the subject, students will be able to understand the basic functions and their applications of event and conference management. Practical approaches to event and conference management activities. Development of new events and conferences ideas with their employability skills.

SUBJECT CONTENTS:

- Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures
- Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.
- Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.
- Introduction to Conference Management – Concept, Nature, Importance, Steps, Limitations, Conference Management planning.
- Types of Events & Conferences, Roles & Responsibilities of Event & Conference Management in Different categories, Scope of the Work, Approach towards Events & Conference

Suggested Readings :

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-an and Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.


 D. Kumar
 D. Kumar

RESEARCH METHODOLOGY (FT-MED-304)

OBJECTIVES: The objective of this subject is to equip the students with the concept and methods of Research methodology. The students will be able to plan, design and learn business research planning using scientific methods

OUTCOMES: After completion of the subject, students will be able to understand the concept of research methods/research test types and their applications into the business for research and development.

SUBJECT CONTENTS:

- Concepts of Research, Scientific Approach to Research, Types of Social Science Research, Research Process and Planning for Research, Defining Research Problem. Research Designs.
- Sources / Methods of Collecting Primary and Secondary Data, Schedules & Questionnaires, Interview, Observation, Scaling Techniques etc.
- Methods of Data Analysis: Application of Mean, Mode, Median, Geometric Mean, Harmonic Mean, Coefficient of Correlation, Regression Analysis, ANOVA Analysis, t-test, z-test, f-test, chi-square test.
- Research Report Writing. Elementary Idea about Statistical Software Packages

Suggested Readings:

K.R. Sharma, Research Methodology, National Publishing House, Jaipur.

Kothari.C.R., Research Methodology, Vishwa Prakashan , Delhi

Bannerjee,S &Roy R"Fundamentals of Research Methodology"Kitab Mahal ,Allahabad

Asthana BN"Elements of Statistics" S Chand,New Delh



The image shows three handwritten signatures in blue ink. The top signature is the most prominent and appears to be 'D. Sharma'. Below it, there is another signature that is less legible but seems to start with 'D.'. The third signature is at the bottom and is also less legible, possibly 'D. Sharma'.

ENTREPRENEURSHIP DEVELOPMENT (FT-MED-305)

OBJECTIVE: The aim of this subject is to provide the insight knowledge about entrepreneurship and make students familiar with entrepreneur's traits, Qualities Business startup/MSMEs issues and prepare business plans accordingly.

OUTCOMES: After completion of the subject, students will be able to understand the basic concept of entrepreneurship with more realistic examples. They can apply the theoretical knowledge as entrepreneurs with their practical business plan and startup approach.

SUBJECT CONTENTS:

- Concept of Entrepreneurship. Process of Entrepreneurship. Entrepreneurial Motives. Enablers of Entrepreneurial Intentions. Entrepreneurial Competencies. Characteristic Features of Corporate Entrepreneurship. Differences between Entrepreneurship and Intrapreneurship.
- Concept of Social Entrepreneurship. Differences between Normal Entrepreneurs and Social Entrepreneurs. Need and Benefits of Social Enterprise. Differences between Social Enterprises and Social Responsibility of Business. Ethical Issues in Entrepreneurship.
- Benefits of Women Entrepreneurship Status of Women Entrepreneurship. Entrepreneurship. Challenges in Women Entrepreneurship. Barriers and Facilitators of Women Entrepreneurship.
- Relationship among Creativity, Innovation and Entrepreneurship. Environmental Scanning for New Venture Creation. Developing Business Plan for New Venture Creation. Market Orientation and Marketing Skills for Entrepreneurs. Marshalling Resources for New Venture Creation.
- Characteristic Features of Family Business. Advantages of Family Business, Problems in Managing Family Business. Global Opportunities for Entrepreneurs.

Suggested Readings:

- Raj Shankar – "Entrepreneurship Theory and practice". Vijay Nicole Imprints Pvt td, Chennai 2012
- Kuratko. F.D. & Hodgetts.M.R., "Entrepreneurship Theory, Process, Practice (6th ed), Thomson South Western Pub, Singapore.
- Desai Vasant , " Dynamics of Entrepreneurship Development and Management, Himalaya Pub House, Mumbai, 2008.
- Khanka, S.S. , "Entrepreneurship Development," S.Chand and Co.Ltd, New Delhi, Revised Ed, 2012
- Mohanty.S.K., "Fundamentals of Entrepreneurship", PHI Learning Pvt Ltd, Delhi,
- 2012. Proceedings of EDIs of Xth Biennial Conference on Entrepreneurship, Vol.I &II, Bookwell Publishers, Delhi.(2013)
- Proceedings of EDIs of XI Biennial Conference on Entrepreneurship, Vol.I&II, Bookwell Publishers, Delhi.(2015)

**SUMMER INTERNSHIP
(FT-MED-306)**

OBJECTIVES: The objective of the summer internship program is to encourage the skills development of MBA (Media Management) students in Media Management functional areas. To encourage practical thinking and application of Media management/ functional knowledge.

OUTCOMES: Live direct/ hands-on, on the spot field exposure with the different formats of Media Management / Media Houses / business organizations. Helpful in developing problem solving approach, innovative thinking in all possible formats of organization, backed-up with improvement in communication and presentation skills as well as appropriate understanding of team work approach.

SUBJECT CONTENTS:

Summer Internship is mandatory to encourage the skills development of MBA Students (in all/any specialized functional area(s)). In order to encourage practical thinking and application of Management knowledge (knowledge of Business Ethics and Social Responsiveness, Critical Thinking Business Analysis, Problem solving and Innovation, Business Environment and Domain Knowledge, Effective Communication Leadership and Team Work), Student shall be required to undertake 6-8 weeks practical training in an Organization (Irrespective Of Size) connected with Media Industry/Trade or Commerce, NGO, Social Work, any Government body/MSME/SSI/Business/Partnership Firm/ Sole-Proprietor Firm, Startup /Service Sector/Any other type of Private sector organization / Undertaking / Business Enterprise / Franchisee/Business House/Export House etc. The student shall be solely and purely assessed/evaluated only on the basis of performance of presentation based on Practical thinking/ Application of Management Knowledge/ Communication/Negotiation/Managerial skills learnt during training/internship. This Oral Presentation shall constitute as a part of the MBA Full Time III semester examination and shall carry 50 marks. The Assessment/ Evaluation will be done by a Panel consisting of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

The student shall be required to submit a Self Declaration Form certifying his/her of completing the Summer Internship as per the directions stated above. It shall be the sole responsibility of the student as regards truthiness of the Certificate and Institute and Director (Head)/ Faculty of the Institute (Department) shall in no way be responsible for it. If at any stage the Self Declaration given by the candidate is found false/untrue, appropriate measures as provided in the Rules / Regulations of the University shall be taken. If a student fails to undergo the Summer Internship and appear in Presentation, he/she will be awarded ATKT in the above Subject.

In case of special circumstances / natural calamities / pandemic condition, offline / online summer internship / summer internship presentation may also be arranged / conducted subject to the approval of competent authority.



 I. D. Umesh

MEDIA BUSINESS PLANNING (FT-MED-401)

OBJECTIVES: The objective of this subject is to equip the students with the concept and methods of Media Business Planning. The students will be able to plan, design and learn business media business planning using scientific methods.

OUTCOMES: After completion of the subject, students will be able to understand the concept of media planning methods types and their applications into the media business planning for business growth and development.

SUBJECT CONTENTS:

- **Introduction To Business Economics :**
Meaning, Nature and Scope of Business Economics, Micro and Macro Economics, Demand and Supply- Meaning Schedule, Determinant , Law of Demand and Supply, Change, Elasticity of Demand and Supply, Theory of Costs-Basic Concepts, Types of Cost, Relationship between Average and Marginal Cost Curve, Basic Concepts of Revenue, Revenue Curves, Types of Revenue, Concept of Market and Main Forms of Market, ; Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.
- **Concept of Media Planning :** Meaning and Features of media, Media Planning and need of Business Economics in Media Industry, Factors Influencing Media Planning, Media Planning Terminology, Media Planning Elements, Role of Media in Business, Media Planning Process, Component of a Media Plan, Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Challenges of Media Planning with respect to business economics (Cost, Revenue, Market condition), TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, Calculation of TRP and GRP.
- **Media Mix & Media Strategy :** Meaning, Need, Factors, Types, Class of Media Mix, Deciding Ideal Media Mix, Print Media - Meaning, Factors Affecting, Types, The Economics of Publishing Business, Cost and Revenues, Television-Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations, Radio- Meaning & Factors , Radio Costs & Revenues Accounting Norms & Valuation, Cost Benefit Ratio, Concepts Out of Home (OOH), Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components, Steps in Formulating Media Strategies.
- **Advertising, Media Budgeting, Buying & Scheduling :** Meaning and Concept of Advertising, India's major Media and Advertising Houses, Meaning, Importance, Concept and Factors of Media Budget Methods of Setting Media Budget (ROI based Approach, BEP Analysis, Advertising Sale), Meaning, Role, Objectives and Process of Media Buying, Role of Media Buyer, Art of Media Buying, Meaning and Role Assumptions Approaches and Types of Media Selling, Meaning and Importance of Media Scheduling, Factors affecting Media Scheduling, Scheduling Patterns (Continuity, Pulsing, Flighting).
- **New Media Business :** Meaning, Importance, Nature and History of New Media, Foundation Of New Media, Present Scenario, New Media Versus traditional Media,(in Terms of TV, Radio, Print), Internet Market:-online streaming (music and Video),Podcast Cost, Revenue(hits and bounce rate), Market Size & Competition, Online Advertising Cost, Revenue, Social Media and Its Impact, Digital Advertising, Mobile Commerce, Mobile Market ; Revenue, Cost, Market Size, New Media Challenges; Ad blockers, piracy, hacking

Suggested Readings :

1. Chaturvedi D.D. MacroEconomics, Analysis and Policy; Galgotia Publishing Company
2. Herrick Dennis.F., Media Management in Age of Giants, Surjeet Publications
3. H.L. Bhatia Micro Economic Theory; Modern Publisher Delhi
4. Jhingan M.L., Micro Economic Theory; Konark Publishers Pvt. Ltd Delhi
5. Kohli Vanita, Indian Media Business, Sage Publication, New Delhi
6. Menon Arpita, (2010), Media Planning and Buying, Tata McGraw Hill Education (P) Ltd.

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MEDIA BUSINESS STRUCTURE (FT-MED-402)

OBJECTIVES: The objective of this subject is to equip the students with the concept and methods of Media Business Structures. The students will be able to plan, design and learn business media business structure using emerging methods.

OUTCOMES: After completion of the subject, students will be able to understand the concept of media business structure implications and their applications into the media business planning for business growth and development.

SUBJECT CONTENTS:

- **Print Media Production :** Evolution of Print Media in India, Indian freedom revolution and Indian Press, Indian Language in Print Media, Print Media and business, Print Media Production Process
- **Basics of Radio industries :** Origin and development of Radio, Private and Public Radio in India, Community Radio, Radio Production Techniques, Radio Studio Management and business
- **Basics of Television Industries :** Origin of Private TV channel in India, Cable Television Network in India, Public and Private News Channel System, TV Studio management and business, TV Script and Editing Techniques.
- **Basics of Indian Traditional Media :** Introduction to Indian Folk Media, Various Forms of Folk Media, Impact and Effect of Folk Media, Folk Media as Business Prospective, Traditional Media in Digital Age.
- **Film Production and Business :** Brief History of Indian Cinema, Parallel and Commercial Cinema in India, Documentaries, Feature and short Films, Web Based Production, Web series, Challenges of Entertainment and Media Business.

Suggested Readings :

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



TOOLS AND TECHNIQUES OF PUBLIC RELATIONS (FT-MED-403)

OBJECTIVES: The objective of this subject is to equip the students with the conceptual framework and methods of Tools and Techniques of Public Relations. The students will be able to plan, design and learn tools and techniques of public relations using scientific methods.

OUTCOMES: After completion of the subject, students will be able to understand and apply the concept of PR and their applications into the media business planning for PR growth and development.

SUBJECT CONTENTS:

Introduction to Public Relations : Public Relation: Meaning and Definitions, Basic elements of PR., Nature, Role and Scope, PR as a tool of modern management, Evolution of PR, The Public relation process, Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders, PR role in the Indian Setting-Developing economy.

Visual Tools for PR : Camera as a PR tool, Photo communication., Uses of Photo in PR, Caption Writing, Introduction to House Journal, House Journal Designing. Printing & Production of H.J, Type of House Journal: Brochure, Folder, In House Magazine.

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

Other Tools of PR: Verbal : Speeches for Different Occasions; Professional Interview, Do's and Don'ts for Interview, Conference: Meaning, Organizing a Conference, Seminar, Business Letter, Types of Business Letter. Writing for the House Journal, Writing for the House Journal.

Media Relations : Meaning of Media Relations: Maintaining the Media Relations, Introduction to Press Release, Writing Techniques for Press Release, Types of Release, Organizing Press Conferences, Types of Press Conferences, Press Briefings, and Visits & Interviews, Corporate Social Responsibility, Organizing Event to Promote CSR, Arranging the Visit, Role of CSR in Media Organization.

Suggested Readings :

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



 D. V. Nanda

**FIELD SURVEY PRESENTATION AND VIVA VOCE
(FT-MED-404)**

OBJECTIVES: The objective of the field survey is to encourage the skills development of MBA (Media Management) students. To encourage practical thinking and application of management/ functional knowledge.

OUTCOMES: Live direct/ hands-on, on the spot field exposure with the different formats of business organizations. Helpful in developing problem solving approach, innovative thinking in all possible formats of organization, backed-up with improvement in communication and presentation skills as well as appropriate understanding of team work approach.

COURSE CONTENTS :

The student will be required to make detailed survey on the topic related to Media Management. This will be Field Survey and may consist of Working in and On Any Business/Non Business Organization, Study of Phenomenon, Related topic and survey. After completion of the Field Survey, the student is required to make presentation of the Field Survey done. The survey presentation will be presented for assessment before the Assessment Committee consisting of a Panel of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University. In case of special circumstances / natural calamities / pandemic conditions, offline / online field survey presentations and online viva-voce may also be arranged / conducted subject to the approval of competent authority.





**COMPREHENSIVE VIVA-VOCE
(FT-MED-405)**

OBJECTIVES : To assess the theoretical/ conceptual as well as personality based communication skills/ behavioral competence of the students, so as to evaluate the subjects taught in the entire two year program.

OUTCOMES : Extensively beneficial in the assessment of students' decision making skills, interview skills, and face to face effective communication skills and understanding their domain knowledge testing. It will be helpful in encouraging their application testing abilities of theory with conceptual clarity.

COURSE CONTENTS :

The Comprehensive Viva-Voce Examination would assess the theoretical, practical as well as behavioral competence of the candidate. The evaluation is panoramic covering the subjects taught in the entire two-year program to examine the managerial skills the candidate is supposed to possess.

The Assessment/ Evaluation will be done by a Panel consisting of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

In case of special circumstances / natural calamities / pandemic condition, offline / online Comprehensive viva-voce may also be arranged / conducted subject to the mutual consent of external examiner / internal examiner, as per directives issued time to time.


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