

Educational Multimedia Research Center

Devi Ahilya Vishwavidyalaya, Indore, M.P., India.

MBA (Media Management), 2Yrs.

Objectives:

To train our students in managing all aspects of the media industry, whether it be print, TV, digital media/social media, training students in all possible skills be it writing, audio, camera, audio, editing, graphics and animation, content creation, website designing, set designing, costume designing, performing, etc.

Course Outline:

M.B.A. (Media Management)

Course Outline

1 st Semester	
<u>Theory (T)</u>	No. of Credit
T 101 Fundamentals of Management	3
T 102 Fundamentals of Communication & Media	3
T 103 Electronic Media & Society	3
T 104 Writing for Electronic Media	3
<u>Media Production (M)</u>	
M 101 Audio Production Management	4
M 102 Graphics and Animation	4
<i>Comprehensive Viva Voce</i>	4
Total	24

2 nd Semester	
<u>Theory (T)</u>	No. of Credits
T 201 Advertising Management	3
T 202 Media Law & Ethics	3
T 203 Broadcast Technology Management	3
T 204 Media Organization & Behavior	3
<u>Media Production (M)</u>	
M 201 Video Editing & Compositing	4
M 202 Videography & Studio Practices	4
<i>Comprehensive Viva Voce</i>	4
Total	24
3 rd Semester	
<u>Theory (T)</u>	No. of Credit
T 301 Media Research	3
T 302 Media Marketing Management	3
T 303 Media Planning & Event Management	3
T 304 Digital Marketing & New Media Production	3
<u>Media Production (M)</u>	
M 301 Broadcast Journalism	4
M 302 Direction & Production for TV	4
<i>Comprehensive Viva Voce</i>	4
Total	24

4 th Semester	
<u>Theory (T)</u>	No. of Credit
T 401 Human Resource Management	3
T 402 Business Strategy & Finance	3
T 403 PR & Corporate Communication	3
T 404 Entrepreneurship Development	3
<u>Media Production (M)</u>	
M 401 Media Research Dissertation	4
M 402 Internship	4
<i>Comprehensive Viva Voce</i>	4
Total	24

Admission Procedure

Eligibility Criteria

A student should have completed a Bachelor's degree or should have appeared in an examination to qualify for such a degree, from any stream (Science, Arts, Commerce, Medicine, Engineering, etc), with minimum 50% marks.

Procedure for Admission

Through Central Universities Eligibility Test (CUET), the common entrance exam for admissions to postgraduate programs of Central/State/Deemed/Private Universities of India.

Fee Structure

Approx. Rs. 70,000/- per annum.

<https://www.dauniv.ac.in/cuet2023/cuet-pg-2023.php>