

Course Curriculum

M.B.A. (Media Management)

Choice Based Credit System (CBCS)

Educational Multimedia Research Center

Devi Ahilya Vishwavidyalaya,
Indore

In the choice based credit system (CBCS) of MBA (Media Management), students has to earn 80 actual credits and 16 virtual credits in 04 semesters for a 02 year programme as per the ordinance of the UTD. Total credits are 96 i.e. 80 (actual) + 16 (virtual).

Details of courses under MBA (Media Management)

1st Semester	
<u>Theory (T)</u>	No. of Credit
T101 Fundamentals of Management	3
T102 Fundamentals of Communication & Media	3
T103 Electronic Media & Society	3
T104 Writing for Electronic Media	3
<u>Media Production (M)</u>	
M101 Audio Production Management	3
M102 Graphics and Animation	3
M103 Basic Photography	2
<i>Comprehensive Viva-Voce</i>	4
Total	24
2nd Semester	
<u>Theory (T)</u>	No. of Credit
T201 Advertising Management	3
T202 Media Law & Ethics	3
T203 Broadcast Technology Management	3
T204 Media Organization & Behavior	3
<u>Media Production (M)</u>	
M201 Video Editing & Compositing	4
M202 Videography & Studio Practices	4
<i>Comprehensive Viva-Voce</i>	4
Total	24

M.B.A. (Media Management) Course Curriculum

3rd Semester	
<u>Theory (T)</u>	No. of Credit
T301 Media Research	3
T302 Media Marketing Management	3
T303 Media Planning & Event Management	3
T304 Human Resource Management	3
<u>Media Production (M)</u>	
M301 Digital Marketing & New Media Production	3
M302 Direction & Production for TV	3
M303 Anyone from DSE	2
<u>Discipline Specific Elective (DSE)</u>	
DSE301 Film Studies	
DSE302 Visual Effects	
DSE303 UI and UX	
<i>Comprehensive Viva-Voce</i>	4
Total	24
4th Semester	
<u>Theory (T)</u>	No. of Credit
T401 Business Strategy & Finance	3
T402 PR & Corporate Communication	3
T403 Entrepreneurship Development	3
<u>Media Production (M)</u>	
M401 Broadcast Journalism	3
M402 Media Research Dissertation	4
M403 Internship	4
<i>Comprehensive Viva-Voce</i>	4
Total	24

FUNDAMENTALS OF MANAGEMENT

Course No.: T101

Credits: 03

COURSE DESCRIPTION

The course aims at ensuring that learners gain an understanding of the functions and responsibilities of a manager. It intends to provide learners with tools and techniques to be used in the performance of the managerial job and enable learners to analyse and understand the environments of various organizations.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the functions and responsibilities of a manager.
- ii). Learnt the tools and techniques to be used in the performance of the managerial job.
- iii). Analyse and understand the environment of various organizations.

COURSE CONTENTS

1. Unit I: Introduction to Management:

Concept, Nature, Purpose of Management; Functions & Responsibilities; Developing Excellent Managers in a Global Environment; Development of Management Thought - Evolution & Early Contributions of Management Thought, The Classical School, The Human Relations School, Systems Theory, Contingency Management.

2. Unit II: Planning & Objectives:

Planning: Concept, Nature, Purpose of Planning; Steps in Planning; Types of Planning, Effective Planning in a dynamic environment, Principles of Planning, Implementation of Plans, Advantages and Limitations of Planning; Types of Plans, Instruments of Planning. Objectives: Concept, Nature, Types of Objectives, Setting Objectives; Management by Objectives (MBO) - Concept, benefits and weaknesses.

3. Unit III: Strategies & Policies:

Concept & Types of Strategies & Policies, Principles of formulation of policies; Concept of Decision & Decision-Making, Types of Decisions, Decision-Making Process, Guidelines for making effective decisions, Decision-Making conditions, Decision-Making styles, Individual & Group Decision-Making.

4. Unit IV: Organizing:

Nature, Purpose & Principles of Organizing; Organization levels & The Span of Management, Organization Structures & Process of Organizing, Departmentation - concept, importance & bases, organization charts & manuals, Line-Staff Relations; Delegation – Concept, nature & process of delegation, principles of effective delegation; Decentralization – Concept & principles of decentralization.

5. Unit V: Controlling:

Concept & Process of Control, types of controls, Human aspects of Control, Principles of Controlling; Tools for Controlling Organizational Performance; Control Techniques & Information Technology.

SUGGESTED ACTIVITIES

Cases will be discussed and student will prepare and present cases.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Agrawal, R.D. (1982): “Organization and Management”, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Koontz, Harold & Weihrich, Heinz (2007): “Essentials of Management – An International Perspective”, 7th Edition, Tata-McGraw Hill, New Delhi.
3. Robbins, Stephen & Coulter, Mary (2008): “Management”, 9th Edition, Pearson Education, Canada.
4. Weihrich, Heinz; Cannice, Mark V & Koontz, Harold (2008): “Management – A Global and Entrepreneurial Perspective”, 12th Edition, Tata-McGraw Hill, New Delhi.

FUNDAMENTALS OF COMMUNICATION AND MEDIA

Course No.:T102

Credits: 03

COURSE DESCRIPTION

This course aims at orienting learners towards the concepts and theories of Mass Communication. It intends to familiarize learners with different aspects like approaches, processes and components of Communication and to enable learners to understand the importance of Communication in general and Mass Communication, in particular, in shaping human social behavior.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the various concepts and theories of Mass Communication.
- ii). Differentiate between various approaches, processes and components of communication.
- iii). Utilize Communication in general and Mass Communication in particular in spreading messages through society.

COURSE CONTENT

1. Unit I: Basics of Communication

Definition, history and background; communication; Nature and Process of Communication. Development Communication- concept and genesis, characteristics, differences between communication and Development Communication.

2. Unit II: Components of Communication

Components of Communication: sender, receiver, message channel; Functions of Communication.

3. Unit III: Types of Communication

Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication, Barriers to Communication.

4. Unit IV: Communication Approaches

Communication Approaches: One way-two way, upward-downward, vertical-horizontal.

5. Unit V: Models of Communication

Need of Models and their importance, Models of Communication, Shannon and Lasswell, Osgood & Schramm, Circular Model etc.

SUGGESTED ACTIVITIES

- Presents real life example of communication.
- Listening, writing, reading and speaking practices

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Fiske, John (1991): "Television Culture", Routledge, London and New York.
2. Levy, Mark R. (Edi.) (1987): "The VCR AGE, Home Video and Mass Communication", Sage Publications Newbury Park, London and New Delhi.
3. Lodziak, Conrad (1986): "The Power of Television", Frances Pinter (Publishers), London.
4. McQuail, D (1994): "Mass Communication Theory: An Introduction", Sage Publications, London.
5. Real, Michael R. (1989): "Super Media - A Cultural Studies Approach", Sage Publications, Newbury Park, London, New Delhi.
6. Severin, Werner J. & Tankard, James W. (1988): "Communication Theories", Second Edition, Longman, New York.
7. Smith, L. David (1991): "Video Communication", Wadsworth Publishing Company, California.

ELECTRONIC MEDIA AND SOCIETY

Course No.: T103

Credits: 03

COURSE DESCRIPTION

The course provides the details of communication profile of India. Also it familiarizes students with roles of Media in social and cultural development.

LEARNING OUTCOMES

At the end of the course learners will have:

- an understanding of the role of communication and the media in the shaping and development of culture and society
- an understanding of the role of the media in the lives of individuals
- an awareness of the relationship between the media and various social problems and aspects of society, skills and capacities
- an ability to critically appreciate and discuss the cultural and social role of the media
- an understanding for the political/democratical potential of mass media and recognise the cultural and moral responsibility of media.

COURSE CONTENT

1. Unit I: Basics of Sociology

Concept, definitions and importance of sociology, Relation of sociology with other social sciences, Importance of studying sociology for media students.

2. Unit II: Community & Social Interaction

Group-Community-Institution-organisation-Society-Humanity-Biosphere and their unity and inter-dependence
Meaning of family, kinship, class, caste, clan, tribe, marriage

3. Unit III: Socialization & Social Change

Concept of socialization, social stratification, Concept, definitions and process of social change, Agents of social change, Understanding of contemporary changes in India

4. Unit IV: Indian Culture & Society

Characteristics of Indian culture, India's main social institutions, Cultural imperialism, consumerism, Understanding current socio-cultural issues

5. Unit V: Media & Social Impact

Concept and characteristics of Electronic Media, Development of Electronic Media in India. Development, characteristics, objectives, and services of Radio, Television and Information Technology. Psychology and sociology of Media audiences; Media audience, the audience as market, Psychology of audiences, audience measurement, audience surveys. Electronic Media and Society: Characteristics of Indian Society, Interaction between media and society, Effect of media on education, Indian family, children, women etc.; Media and consumerism, media and violence; Mass media and culture, creation of media culture.

SUGGESTED ACTIVITIES

Audience Research, Personal interview, group discussion, panel discussion etc. activities.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Banerjee, S. (Ed) (1985): "Culture and Communication", Patriot Publishers, New Delhi.
2. Gurevitch, M., et. al. (Editors) (1982): "Culture, Society and Media", Methuen, London/New York.
3. McQuail, D. (1994): "Mass Communication Theory: An Introduction", Sage Publications, London.
4. Toffler, Alvin (Ed) (1972): "Hearing for Tomorrow - The Role of Future in Education", Random House, New York.

WRITING FOR ELECTRONIC MEDIA

Course No: T104

Credits: 03

COURSE DESCRIPTION

This course intends to familiarize learners with the qualities of a TV/Video Producer and help them to understand the different formats of Video programmes. It aims at enabling learners to understand basic techniques of Video production while also training them in planning, designing and management of producing video programmes.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the qualities required in a TV/Video Producer.
- ii). Know about the various formats of video programmes.
- iii). Comprehend the basic techniques of video production.
- iv). Implement planning, designing and management in the production of video programmes.

COURSE CONTENT

1. Unit I: Fundamentals of Scripting

Script: meaning and types, Role of scriptwriter in media; Process of scripting: concept formation, research; Sequencing, opening and concluding.

2. Unit II: Television and its Multiple Roles

Basic elements of television production specially news program, documentary program; Discussion program; Drama.

3. Unit III: Scripting for Television

Concept and importance of script in television production. General steps of writing a television script, specific steps and activities related to writing a script for production of news program, drama, series etc. Television script formats, checklist for script revision.

4. Unit IV: Radio and its Multiple Roles

Radio and its roles in entertainment, education and information dissemination. Basic elements of audio production specially news program, feature, music program & drama.

5. Unit V: Scripting for Radio

Meaning and use of script in the production of audio programs. Steps of writing audio script especially for news productions, feature, music program & drama.

SUGGESTED ACTIVITIES

1. Writing radio scripts for spots, talks, discussions, interview programs, discussions, features, etc.
2. Writing television scripts for spots, talks, discussions, interview programs, discussions, features, etc.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Daley, Ken (1980): “Basic Film Techniques”, Focal Press, New York.
2. Ferguson, R. (1969): “Group Film Making”, Studio Vista, London.
3. Fielding, R. (1965): “The Techniques of Special Effects (Cinematography)”, Focal Press, London.
4. Millerson, G. (1982): “The Techniques of Light for Television and Motion Pictures”, Focal Press, New York.
5. Rynew, A. (1971): “Film Making for Children”, Pflaum, New York.
6. Smallmn, K. (1970): “Creative Film Making”, Collier Macmilan, London.

AUDIO PRODUCTION MANAGEMENT

Course No: M101

Credits: 03

COURSE DESCRIPTION

The course intends to familiarize learners with the characteristics of Sound and teach them the details of audio production.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the various characteristics of sound.
- ii). Differentiate between the various styles of audio production.

COURSE CONTENT

1. Unit: 1 Understanding Basics Concepts of Sound

Basics of sounds, frequency, noise, amplitude; quality of sound, sound intensity, frequency, audio meters, The Decibel Scale, Absolute vs. Relative Measurement Scales, dB Hearing Level (dBHL), sound propagation, acoustics, sound perspective, types of sound- stereo, mono & surround sound, Concept of Dolby & THX Sound Technology, psychoacoustics.

2. Unit: 2 Sound Application and Devices

Recording sound in radio, standardized recording procedures, monitoring sound, sound mixing, sound Aesthetics, sound, Ultrasound, Sonar, and Medical Imaging, Agricultural technology, infrasonic, lighthouse signals, materials testing, motion pictures navigation. Scripting, sound dubbing, sound effects, reverberation. International sound track, R- DAT Synchronizing audio with video, Electro Acoustic Devices, Working Principles of Mixing Console, Digital Audio Works Stations (DAW).

3. Unit: 3 Post Production Techniques

Audio Production techniques, editing techniques, post production. Special reporting, radio talks, radio interviews, radio discussions, radio conferences, features, documentary, music programme, background sound, costing, budgeting, marketing, Audience research. TRP's in radio, Introduction to Recording Surfaces, Classification of Recording Surfaces.

4. Unit: 4 Writing for Production and Radio

Radio newsroom, reporting for radio, news writing, and newsgathering; field spot, special reporting. Field recording devices, Production techniques of radio talks, radio interviews, radio discussions, radio conferences, and theme based radio programs, radio features and drama.

5. Unit: 5 Studio Management and Activity

Interactivity in Radio, phone in programs, future radio programs, Audio program production, studio behavior, making cue sheet for recording and post production use.

SUGGESTED ACTIVITIES

- Producing radio spots, talks, discussions, interview programs, discussions, features, etc.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. McLeish, R (1999): "Radio Production", Focal Press, Oxford, Boston.
2. Norberg, E.G. (1996): "Radio Programming: Tactics & Strategy", Focal Press, Boston.
3. Watkinson, J. (1998): "The Art of Sound Production", Focal Press, Woburn, MA.

GRAPHICS AND ANIMATION

Course No: M102

Credits: 03

COURSE DESCRIPTION

Students learn and apply fundamentals of various software applications (such as Photoshop and Toon Boom Studio), image editing, drawing and graphic animation.

LEARNING OUTCOMES

At the end of the course learners will be able to operate the tools of Photoshop and Toon Boom Studio and use these software in image editing and graphic animation.

COURSE CONTENT

1. Unit I: Basics of Multimedia

Definition, Multimedia elements – Text, Graphics, Audio, Video, Animation, Interactivity.

2. Unit II: Basics of Animation

Introduction to Animation, History of Animation, Types of Animation, Basic Principles of Animation.

3. Unit III: Animation Practices

Introduction to Interface and Tools, Light box animation concepts, straight ahead animation, pose to pose Animation, Rotoscoping, Character Development, Character Rigging, Character Animation, Dynamic Effects..

4. Unit IV: Software Training – Adobe Photoshop: interface, tools and applications.

5. Unit V: Software Training – Toon Boom Studio: interface, tools and applications.

SUGGESTED ACTIVITIES

- Image editing exercises
- Animation exercises

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Ninder, C. and Dowlatabadi, Z. (2001): “Producing Animation”, Focal Press.
2. Taylor, R. (2004): “Encyclopedia of Animation Techniques”, Chartwell Books.
3. Williams, R. (2012): “The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators”, 4th edition, Farrar, Straus and Giroux, New York.

BASIC PHOTOGRAPHY

Course No: M103

Credits: 02

COURSE DESCRIPTION

This course covers each and every aspect of photography from history to various areas of photography. Technical aspects of photographic camera with camera controls, lenses and lighting equipment are also covered in this course.

LEARNING OUTCOMES

At the end of the course learners will acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical jargons used in photography.

COURSE CONTENT

1. Unit I: Introduction to Photography

History of Photography, History of camera, Different types of camera, Types of Lenses, Filters, Aperture, Shutter speed, Depth of Field. Digital Photography – Different Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices, Editing digital photographs, Ethics of image editing.

2. Unit II: Basic Photographic Techniques

Photographic Composition, Centre of interest, Subject placement-Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle-Eye Level, Low and High, Balance-Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast-Tonal and Colour, Framing, Foreground, Background Perspective- Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

3. Unit III: Lights & Lighting for Photography

Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Soft light, Hard light, Available Light, Key-Low, High, Side, Fill Light, Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light Measurement Units.

4. Unit IV: Photojournalism

Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News Photographs, Spot News, Feature, Planning for News Photography - Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

5. Unit V: Different Genres of Photography

Basic Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes.

SUGGESTED ACTIVITIES

Portfolio making, clicking of various types of indoor/outdoor pictures, using various camera controls, using different lighting conditions.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Aiyer, Balakrishna (2005): “Digital Photojournalism”, Authors Press, New Delhi.
2. Hunter, Fil; Biver, Steven & Fuqua, Paul (2007): “Light-Science & Magic: An Introduction to Photographic Lighting”, Focal Press, Waltham, MA.
3. Kelby, Scott (2009): “The Digital Photography Book”, Peachpit Press, Berkeley, United States.
4. Long, Ben (2005): “Complete Digital Photography”, 3rd. Edition, Charles River Media, Hingham, Massachusetts.

ADVERTISING MANAGEMENT

Course No.: T201

Credits: 03

COURSE DESCRIPTION

The aim of the paper is to foster the natural energies and enthusiasm of the introductory advertising learner. The course will provide learners an opportunity to understand advertising management process, which will develop skills in problem solving and decision-making. The foremost objective at the end will be an ability to develop comprehensive advertising plan for the company/product/services

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Function as advertising managers with advertising agencies
- ii). Create advertisements for various media, whether print, TV, radio, multimedia, online, etc.
- iii). Undertake research to test the effectiveness of advertisements.

COURSE CONTENTS

1. Unit I: Introduction to Advertising

Concept, definitions and process of advertising, Need and scope of advertising, Growth and development of advertising in India, Careers in advertising.

2. Unit II: Media Planning

Classification of advertisement, Advertising campaign, Ad appeals, types of ad appeals, Concept and process of media planning.

3. Unit III: Advertising Agency

Structure and functioning of ad agency, Process of preparing print advertisements, Process of preparing radio and television advertisements, Introduction to outdoor advertising.

4. Unit IV: Advertising and Market

Media marketing, space and time selling, Market survey – audience, product and media profile, Television Ratings Points (TRP), Methodology and process of ratings.

5. Unit V: Ad Copy

The media mix, USP, Components of advertising copy, Preparation of Clipping File of different advertisement.

SUGGESTED ACTIVITIES

1. Research and preparation of client brief, agency brief.
2. Production of commercials and public service announcements for print and television.

SUGGESTED ASSESSMENTS

3. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
4. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Batra, Rajeev, Myers, John G. &Aaker, David A (2002): “Advertising Management”, 5th. Edition, Prentice Hall, India.
2. Kotler, Phillip (1993): “Marketing Management: Analysis, Planning, Implementation and Control”, 8th. Edition, Pearson, India.
3. Ries, Al & Trout, Jack (1997): “Marketing Warfare”, McGraw-Hill Education, New York.
4. Ries, Al & Trout, Jack (2000): “Positioning: The Battle For Your Mind”, McGraw-Hill Education, New York.
5. Russel, J Thomas & Lane, W Roland (1998): “Kleppner's Advertising Procedure”, 14th Edition, Pearson, USA.
6. Sengupta, Subroto (2005): “Brand Positioning: Strategies for Competitive Advantage”, McGraw Hill Education, New Delhi, India.

MEDIA LAW & ETHICS

Course No.: T202

Credits: 03

COURSE DESCRIPTION:

This course intends to familiarize learners with media related constitutional prescription & media laws, the cinematography acts and other media related acts and with media related organizations & councils.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand how the various laws in India apply on the functioning of the media in the country.
- ii). Know about ethical practices in various streams of media in India.
- iii). Understand how ethics practiced in different media differ from each other.
- iv). Distinguish between some of the basic laws that apply on the various media.

COURSE CONTENTS

1. Unit I: Constitution of India

Overview of the Constitution of India: Freedom of Media and Restriction thereupon; Fundamental Rights; Directive Principles of State Policy; Provision for Emergency; Provisions for amending the Constitution; Provisions for Legislature Reporting; Parliamentary Privileges; Centre-State Relations.

2. Unit II: Press/media laws - 1

History of press/media laws in India; Contempt of Courts Act 1971; Civil and Criminal Law of Defamation; Relevant provisions of the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc.;

3. Unit III: Press/media laws - 2

Laws dealing with obscenity; Official Secrets Act 1923. Cinematography Act 1953; Prasar Bharati Act; GATT and Intellectual Property legislation's including Copyright Act, Trademark Act and Patent Act, Information Technology Legislation, Ethics. Media Council and media ombudsmen in the world; Codes for radio, television and Advertising.

4. Unit III: Cyber Laws and Ethics

Development of interest; Social networking sites, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking; Regulation Laws in Different countries.

5. Unit IV: Media Ethics

Ethics of Media; Need of code of ethics for Electronic Media, Social responsibilities of a Media Person, Relationship of Media with business.

SUGGESTED ACTIVITIES

Case studies of different cases of India and abroad.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Basu, D.D. (1996): "Laws of the Press", Princeton Hall Publishers, New Delhi.
2. Beny, D (2013): "Ethics & Media Culture: Practices and Representations", Focal Press, Madison.
3. Crook, T. (2009): "Comparative Media Law and Ethics", Routledge, London & New York.
4. Hamelink, C J. (2000): "The Ethics of Cyberspace", Sage Publications Ltd., London.

BROADCAST TECHNOLOGY MANAGEMENT

Course No.: T203

Credits: 03

COURSE DESCRIPTION:

1. To familiarize learners with audio and video studios and their various components.
2. To enable learners to understand the use of audio and video studios and multicasting in Media production.
3. To familiarize learners with the factors related with effective use of studios.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Know, understand and explain the operation and hierarchical organisation of radio & TV broadcasting systems.
- ii). Use tools to create and manage digital content, terrestrial and satellite transmission protocols.
- iii). Analyse and calculate the basic characteristics of digital, terrestrial and satellite broadcasting through appropriate simulation tools.

COURSE CONTENTS

1. Unit I: Radio studio

Need and importance, nature, structure and organization of Radio studio, essential components of Radio studio, acoustics, AC, control rooms, , studio designs, pattern and layout of radio studio, management of Radio station and human resources, transmission of Radio programmes.

2. Unit II: Audio Recording and maintenance

Microphones, Amplifiers, Audio mixers, Speakers, Audio amplifiers, Audio recorders, Special effects generators, Cables etc. Analog and digital recording. Radio technology and systems; equipment, sound, management, planning; FM radio, sky radio etc.

3. Unit III: TV studio

Need and importance of T.V. studios, nature, size, structure, plan, floor, studio equipments, lights, acoustic treatment, air-conditioning, studio crew, control rooms, management, control and organization of T.V. studio, single and multilateral production in T.V. studio, sets and set designing in video studio.

4. Unit IV: Video Recording and Maintenance

Recorders, Cameras, Vision Mixer, Special effect generator, Character generator, Edit control Units, CCU, Cables, Studio lights etc. Analog and digital recording. TV transmission - terrestrial, satellite, cable, DTH. TV, OB system & Technology. Television - technology, equipment, planning, administration, management.

5. Unit V: Multicasting (Webcasting)

Basics of video streaming, Equipment, Process and studio management. Transmission technologies—Terrestrial transmission; Satellite and Cable broadcasting; Up linking and Down linking, Conditional Access System, DTH; IPTV.

SUGGESTED ACTIVITIES

1. Preparation of Audio, Video and Webcasting studio layout with equipment.
2. Assignment on explaining details with specs of equipment as per above exercise.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Millerson, G. (1999): “Television Production”, Focal Press, Woburn, MA.
2. Moshkovitz, M. (2000): “The Virtual Studio - Technology and Techniques”, Focal Press, USA.

MEDIA ORGANIZATION & BEHAVIOUR

Course No.: T204

Credits: 03

COURSE DESCRIPTION:

This course intends on helping learners to understand human behaviour in organizations so that they improve their managerial effectiveness.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand how Media Organizations function
- ii). Analyse human behavior, personality, values and ethics across media.
- iii). Identify and interpret elements of perception, emotions, moods, attitudes and stress across media.
- iv). Analyse and discuss human drives, needs and various motivation theories.
- v). Identify and discuss the mechanisms behind effective team dynamics.
- vi). Discuss elements of effective leadership, decision-making, goal setting and feedback mechanisms.
- vii). Discuss power as well as conflict and conflict management across media.
- viii). Discuss culture.

COURSE CONTENTS

1. Unit I: Media Organization

Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company. Nature and Structure of different Media Organizations-AIR!DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry.

2. Unit II: Organizational Behavior Models

OB Models, Personality – Determinants and Attributes, Values, Job Attitudes, Learning and Learning Theories. Perception and Cognitive Dissonance theory. Innovation and Creativity Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor Theory, ERG Theory, Vroom's Expectancy Theory, Reinforcement Theory and Behavior Modification. EQ-IQ.

3. Unit III: Foundations of Group Behavior and Leadership

Defining and Classifying Groups, Group Structure and processes, Process of Group formation, Group Decision Making, Group V/s Team, Team Effectiveness and Decision Making. Trait Theories, Behavioral Theories- OHIO State Studies, Michigan Studies, and Managerial Grid, Contingency theories – Fiedler's Model, Hersey and Blanchard's Situational Theory, Leader – Member Exchange Theory, Path goal theory, Charismatic Leadership.

4. Unit IV: Conflict

Intra-individual conflict, Interpersonal Conflict, Intergroup Conflict, Organizational Conflict, Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques.

5. Unit V: Organizational Culture, Change and Stress Management

Forces of Change, Resistance change, and Lewin's Three-Step Model, Stress Management – Potential Sources, Consequences and coping strategies for stress. Definition, Uniform Cultures, Relevance of Culture, Creating and Sustaining culture, How Employees Learn Culture.

SUGGESTED ACTIVITIES

- 1) Find out and explain the organizational structure of a media company. Brief the structure.
- 2) Take big five personality and creativity test. Quote 5 real life examples in support of the result.
- 3) Answer the 10 questions given in the class.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Block, Peter, et al. (2001): "Managing in the Media", Focal Press, Oxford & Boston.
2. Luthans, Fred, (1998): "Organizational Behaviour", 8th Edn., McGraw Hill, New York.
3. Newstrom, John W. & Davis, Keith (1993): "Organizational Behaviour: Human Behaviour at Work", Tata McGraw Hill, New Delhi.
4. Robbins, Stephen P. (2000): "Organizational Behaviour: Concepts, Controversies, and Applications", 9th Ed., Prentice Hall, New Delhi.
5. Scott, Bill, (1995): "The Skills of Communications", Jaico Publications, Bombay.

VIDEOGRAPHY & STUDIO PRACTICES

Course No: M202

Credits: 04

COURSE DESCRIPTION:

This course is focused on enabling the learner to master the details of camera, types, operations and accessories. It intends to familiarize learners with the basic properties of Light, lenses and image formation and the types of Lighting techniques and accessories.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- Understand the basic concepts of handling the video camera.
- Know the different types of camera operations and movements.
- Understand the techniques of camera lens controls
- Understand and use different types of lighting techniques.
- Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.

COURSE CONTENTS

1. Unit I: Camera

Brief description of different types of video camera, resolution power, sensitivity, CCD, ENG and studio camera, mounting devices, shooting with single and multiple camera, camera movements and angles.

2. Unit II: Lenses

Different types of lenses and their applications. Zoom, wide angle, normal lenses, and block lenses. Merits and demerits of different lenses.

3. Unit III: Aperture & Filters

Aperture, relative aperture, depth of field and depth of focus and its use during photography videography. Types of filters and their uses.

4. Unit VI: Lights and Lighting Techniques

Types of lights used in videography (multi-ten, multi-twenty, spot light & flood light, three, two point lighting, rim effect light, cross lighting, high & low key light, different effects through lighting, use of reflector in outdoor & other professional light).

5. Unit V: Composition

What is composition, importance of composition in communication, framing, graphical line, imaginary line, meaning and importance of different types of line, vertical, horizontal, diagonal, zig-zag and curved lines, different types of shots and their importance?

SUGGESTED ACTIVITIES

List of assignments/exercises will be done by the learners throughout the semester:

1. Camera functions and types
2. Standard shots
3. Camera movements
4. Camera angles
5. Camera mounting devices
6. Types of lighting techniques
7. Lighting accessories

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS:

1. Donald, Ralph & Spann, Thomas (2000): “Fundamentals of Television Production”, John Wiley & Sons, Iowa.
2. Millerson, Gerald (1999): “Television Production”, Focal Press, Woburn, MA.
3. Zettl, Herbert (2005): “Television Production Handbook”, Wadsworth Publishing, USA.

VIDEO EDITING AND COMPOSITING

Course No.: M201

Credits: 04

COURSE DESCRIPTION

This course is intended to train students on basic skills of Video Editing. This post production stage of Video Production is final step in the creating a video production i.e. Short Film, Music Video, Documentary and Explainer Videos.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- Know and recall the basic elements and grammar of edit.
- Identify various hardware & software usage in the process of video editing.
- Edit through Insert and Assemble mode using time code.
- Acquire the complete skills of video editing.
- Understand TCR/Cue sheet/log record and transcribe it shot by shot.
- Supervise the post production work.

COURSE CONTENTS

Unit I: Basics of Editing

Editing: meaning and principles; Difference between process of Video & Film Editing; Writing, shooting and editing relationship; Hardware and Software Practices in Video Editing (Entry Grade, Semi Professional & Professional); Current Video Formats, Current Film Formats; Introduction to Editing glossary

Unit II: Aesthetics of Editing

Story, Script, Screenplay & Storyboard; Understanding Time & Space Relationship; Continuity and Compilation Cutting; Editorial Requirements: Technical, Aesthetical & Narrative; Timing, Rhythm and Pace; Types of Cutting, Transition, Contemporary practices, Stylization.

Unit III: Video Editing Process

Understanding TCR Sheet, EDL - Edit Decision List; Online and Offline Editing, Linear & Non-Linear Editing; Software Interface Study; NLE Project setup, Capturing & logging, Creating Bins; Insert and Assemble Mode, Using basic transitions; Rough cut/ Lineup, Fine tuning an edit (Ripple, Roll, Slip, Slide); Creating Sub-Clips, Using Trim Function; Customizing Video Effects using key frames

Unit IV: Finalizing an Edit

Sound Edit Workflow: Placing Background score, Voice Over, Audio Balancing, ADR; Using Text Titling, Graphics packaging; Output to: Broadcast, Storage (DVD), Mobile, Web & Podcast; Mixed, Unmixed and Master Telecast Copy.

Unit V: Exploring Program Formats

Editing a Documentary, Daily Soap, TVC, Non-Fiction; Scene building process; Literature adapted TV Production; Using Vision Mixer for multi-cam shoot; Editing for News: Bulletin, Talk show, Packaging & Graphics.

SUGGESTED ACTIVITIES

1. Research Report on Current Industry Practices
2. Story-Dialogue writing, Screen Play and Drafting a Storyboard
3. Continuity Exercise - Producing a Silent Story
4. Film Promo & Music Video Production
5. Graphics Packaging Production
6. Scene building Exercise (literature based)
7. Short Fiction Production

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Anderson, Gray H. (1999): "Video Editing and Post-Production", Focal Press, London.
2. Bowen, Christopher J. & Thompson, Roy (2015): "Grammar of the Edit", 3rd. Edition, Focal Press, Burlington, M.A.
3. Browne, Steven E. (1996): "Video Editing - A Post-Production Primer", Focal Press, London.
4. Kauffmann, Sam & Kennedy, Ashley (2012): "Avid Editing - A Guide for Beginning and Intermediate Users", 5th. Edition, Burlington, MA.
5. Millerson, Gerald (1990): "The Technique of Television Production", 12th. Edition, Focal Press, London.

MEDIA RESEARCH

Course No.: T301

Credits: 03

COURSE DESCRIPTION

Media Research is essential for initiating and continuing any kind of media activity. This course will familiarize learners with different aspects of Media research in video production. It will enable the learners to understand Media research methodology and commonly used statistics and equip them for conducting research in the area of Media & Communication.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Differentiate between the different aspects of Media research in video production
- ii). Understand Media research methodology and commonly used statistics.
- iii). Conduct research in the area of Media and Communication.

COURSE CONTENT

1. Unit I: Nature of Scientific Inquiry and Scientific Method

Need of research in Media Production. Elements of research: theory and facts, hypotheses, concepts and constructs, variables, nature and levels of measurement.

2. Unit II: Types of Research

Survey, experimental and historical research, production research, content analysis, audience/reception research, evaluation research, quantitative and qualitative research, formative research & summative research.

3. Unit III: Research Design

Exploratory, explanatory, experimental, and diagnostic. Research question, review of literature, topic selection, sampling, methods of data collection, compiling bibliographies.

4. Unit VI: Data Analysis

Quantitative analysis and qualitative analysis. Common elementary statistics: frequency tables, central tendencies. Measurement of variability, correlation, parametric and non-parametric tests.

5. Unit V: Writing a Research Report

Structure and organization, language, presentation of data, charts, graphs, tables etc.

SUGGESTED ACTIVITIES

1. Preparation of media research proposal.
2. Analysis of given data by applying an appropriate statistical techniques.

SUGGESTED ASSESSMENTS

5. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
6. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Campbell, W (1969): “Forms and Style in Thesis Writing”, 3rd ed., Houghton, Mifflim Company, Boston.
2. Kerlinger, F.N (1983): “Foundations of Behavioral Research”, Surjeet Publication, New Delhi.
3. McNemar, Orinn (1960): “Psychological Statistics”, John Wiley and Sons, New York.
4. Molstad, John (1974): ‘A.: Selective Review of Research Studies Showing Media Effectiveness: A Primer for Media Director’, in “AV Communication Review”, Vol.22, No. 4; pp 387-407.
5. Sterling, T. & Pollack, S (1968): “Introduction to Statistical Data Processing”, Prentice Hall, Englewood Cliffs, N.J.

MEDIA MARKETING MANAGEMENT

Course No: T302

Credits: 03

COURSE DESCRIPTION

Marketing is essential for any kind of trade, including media. This course in Media Marketing Management aims at providing learners with a customer-oriented approach to understanding Marketing. It intends to help learners to apply Marketing concepts with reference to the Electronic Media Industry.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Develop a customer-oriented approach towards marketing.
- ii). Apply marketing concepts with reference to the Electronic Media Industry.

COURSE CONTENT:

1. Unit I: Introduction to Marketing

Scope, nature, definition, core marketing concepts, marketing environment: Micro and Macro, Recent trends in marketing in India, New trends in marketing: (i) Global marketing, (ii) Direct marketing, (iii) Tele marketing, (iv) Marketing on the web.

2. Unit II: Marketing Components

Market Segmentation; Consumer Behavior – Buyer Decision Process & factors affecting the decision; Marketing Research; Marketing information system.

3. Unit III: Marketing Strategies

Developing marketing opportunities and strategies; consumer and business buyer's behavior; Segmentation, Targeting and positioning (STP) for competitive advantage, marketing mix.

4. Unit IV: Marketing Mix

Product: Products & Services, Building Strong Brands, Product Life Cycle, New-Product Development; **Price:** Pricing Considerations & approaches; **Place:** Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics; **Promotion:** Integrated Marketing Communications, Advertising, Sales Promotions, Events & Experiences, Public Relations, Electronic Marketing – Internet Marketing & Database Marketing, Direct Marketing.

5. Unit V: Competing in the Global Marketplace:

Dealing with Competition – Creating Competitive Advantage; Global Marketing in the 21st century; Marketing & Society: Marketing Ethics and Social Responsibility

SUGGESTED ACTIVITIES

Solving case studies, presentations on marketing plans and activities.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Kotler, Philip & Armstrong, Gary (2008): “Principles of Marketing”, 12th Edition, Pearson Education, USA.
2. Kotler, Philip; Lane, Kevin; Koshy, Abraham & Jha, Mithileshwar (2001): “Marketing Management – A South Asian Perspective”, 13th Edition, Pearson Education, India.
3. Saxena, Rajan (2005): “Marketing Management”, 3rd Edition, Tata-McGraw Hill, India.

MEDIA PLANNING

Course No.: T303

Credit: 1.5

COURSE DESCRIPTION

This course focuses on creating a media plan brief, understanding budgets, goals and market scenario, target audience analysis using research-driven tools, and different media sites and ad networks.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Design a media brief
- iii). Create budgets
- iv). Conduct audience research
- v). Suggest appropriate media mix

COURSE CONTENT

1. Unit I: Introduction to Media Planning

Meaning and scope of Media Planning, Media Planning Elements, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning.

2. Unit II: Media Mix

Media Mix: Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix. **Media Choices:** Print, Radio, TV & OOH – Meaning & type, Factors Affecting Selection of a particular Media Decisions, Advantages and Limitations. **Emerging Media:** Online, Mobile, Gaming, In flight, In Store, Interactive Media.

3. Unit III: Media Budgeting, Buying & Scheduling

Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components; Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling.

4. Unit IV: Media Strategy

Media Budget: Meaning, Factors to be considered while framing a Budget; Importance of Media Budget; Methods of Setting Media Budget. **Media Buying:** Meaning, Role of Media Buyer, Objectives of Media Buying, Buying Process; Buying brief: Concept & Elements of Buying Brief, Art of Media Buying; Criteria in Media Buying. **Media Scheduling:** Meaning, Importance, Factors Affecting Scheduling; Scheduling Strategies for Creating Impact: Road Block, Day or Day part; Emphasis, Multiple Spotting, Teasers.

5. Unit V: Media Measurement

Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach; **Television Metrics:** Dairy v/s Peoplemeter, TRP/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership; **Radio Metrics:** Arbitron Radio Rating; **Print Metrics:** Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. **OOH Metrics:** Traffic Audit Bureau (TAB), Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV).

SUGGESTED ACTIVITIES

Creation & presentation of a media plan given by the instructor.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Katz, Helen (2016): “The Media Handbook: A Complete Guide to Advertising, Media Selection, Planning, Research & Buying”, 6th. Edition, Routledge, New York.
2. Scissors, Jack Z & Baron, Roger B (2010): “Advertising Media Planning”, 7th. Edition, McGraw Hill Companies Inc., USA.
3. Menon, A. (2010): “Media Planning and Buying”, Tata McGraw Hill Education Private Limited, Second Edition.
4. Percy, L and Elliott, R.: Strategic Advertising Management, Oxford University Press, Second Edition.
5. Kelly, L. D. and Jugeneimer, D.W.: “Advertising Media Planning”, PHI learning Private Limited.
6. Herrick, D. F.: “Media Management in Age of Giants”, Surjeet Publications.
7. Warner, C. and Buchman, J.: “Media selling”, Surjeet Publication, Third edition.

EVENT MANAGEMENT

Course No.: T 303

Credits: 1.5

COURSE DESCRIPTION

This course aims at introducing learners to the organizing and planning of a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events. It intends to teach learners about how to tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience. The course will equip learners in getting an opportunity to work with major corporate houses which have event management cells to handle their in-house events and enable them to form their own event management companies.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- 1) Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
- 2) Tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience.
- 3) Get an opportunity to work with major corporate houses which have event management cells to handle their in-house events.
- 4) Form their own event management companies.

COURSE CONTENT

1. Unit I: Need and Management

Events and Event Management: What are events, Types of Events & Event Management; Understanding Events (i) Events as a communication tool, (ii) Events as a marketing tool; The Need : Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.

2. Unit II: Creating an Event

Conceptualization and Planning, The Nature of Planning, Project Planning, Planning the Setting, Location and Site, The Operations Plan, The Business Plan, Developing the Strategic Plan, Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management.

3. Unit III: Programming and Service Management

Programming and Service Management, Programme Planning, The Elements of Style, Developing a Program Portfolio, The Programme Life Cycle, Scheduling.

4. Unit IV: Human Resource and Revenue

Human Resource Management: Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation; Generating Revenue: Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, the Price of Admission, Sponsorship; Financial Management: The Budget and Cost-Revenue Management, Cash Flow Management, Accounting ,The Key Financial Statements, Measures of Financial Performance, Financial Controls, Risk management.

5. Unit V: Evaluation and Assessment

Market Research: Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys; Communications-Reaching the Customer; The Communication Mix, Developing and Communicating a Positive Image; Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

SUGGESTED ACTIVITIES

Proposal, planning & presentation of an event given by the instructor.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

- 1) Etzel Michael; Walker Bruce; and Stanton William (2004): “Marketing”, 13th Edition, Tata McGraw Hill Publishing Company Ltd, New Delhi,.
- 2) Gaur, Sanjaya; Saggere, Sanjay (2003): Events Marketing and Management, 1st. Edition, Vikas Publishing House Pvt. Ltd, New Delhi.
- 3) Kotler, Philip (2000): “Marketing Management”, 10th Edition, Prentice Hall, USA.

DIGITAL MARKETING & NEW MEDIA PRODUCTION

Course No.: M301

Credits: 03

COURSE DESCRIPTION

In this course, you will gain an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. Arm yourself with the essential principles and practices of marketing in the digital economy by making this course, an indispensable part of your knowledge base. Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and YouTube, have dramatically changed how we interact, communicate and get from point A to B. Even Amazon and Google are relatively “young” by any measure.

LEARNING OUTCOME

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Start Entrepreneurial projects of Digital nature
- Work as a Digital Media/ Social Media Manager

COURSE CONTENT

Unit I

- Fundamentals of Marketing
- Content & Communication in the Digital Space
- Digital Marketing Channels and Metrics

Unit II

- Designing and Building a Website

Unit III

- Social Media Marketing & Optimization
- Search Marketing : Search Engine Optimization (SEO)
- Search Marketing : Search Engine Marketing (SEM)

Unit IV

- Display and Affiliate Marketing
- Content Marketing
- User Nurturing
- Email Marketing & Nurturing
- Remarketing
- Lead Management

Unit V

- Web, Mobile & App Analytics
- Producing Web Video, Audio and Image Content
- Defining a Robust Digital Marketing Strategy

SUGGESTED ACTIVITIES

- Make digital marketing promotion plan for a business.
- Ideate a business on social media with revenue model

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

REFERENCES

1. Fundamentals of Digital Marketing by Pearson by Bhatia Puneet
2. Marketing 4.0: Moving from Traditional to Digital By Philip Kotler
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan

DIRECTION AND PRODUCTION FOR TELEVISION

Course No.:M302

Credits: 03

COURSE DESCRIPTION

This course aims to familiarize learners with the qualities of a TV/Video Producer and the various formats of Video programmes. It intends to enable learners to understand basic techniques of Video production and the planning, designing and management of producing video programmes.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Understand the qualities required in them to become TV/Video Producers.
- ii). Differentiate between the different formats for video programmes.
- iii). Know the basic techniques of video production.
- iv). Undertake planning, designing and management of producing video programmes.

COURSE CONTENT

1. Unit I: Producer as an Individual

Influence of radio, TV, audience background, leadership, self-discipline, temperament, Background and experience: Technical, Music, Theatre, Culture and Education, Relationship between production team and other agencies, duties and responsibilities of producer/director.

2. Unit II: Roles of Production Crew

Direction Dept., Production Dept., Camera and Lighting Dept., Sound Dept., Post Production Dept.

3. Unit III: Television Formats

Introduction and Production of Different Formats of the TV Programmes: News, documentary, discussion, drama, educational and instructional programmes, sports, features, music and dance, variety, children's programme etc.

4. Unit IV: Various Stages of Production

Production planning, pre production and post production planning, Planning and Production of indoor and outdoor shootings, planning and management of live shows.

5. Unit V: Direction and Production of Television Shows

Direction and Production for Short Film, Music Video, and Documentary.

SUGGESTED ACTIVITIES

- Writing story for a short film and convert it into screenplay and dialogue script.
- Produce a Documentary, from the generation of the original idea to writing a script to shooting visuals, taking expert bytes, recording vice-overs and anchor presentations to final edit. Duration - 5–10 minutes.
- Produce a Music video, from the generation of an original idea to convey a story to the final music video. Learners may use any recorded track of a movie or a mix of multiple songs or write and compose their own song to convey their story. Duration - 3–5 minutes.
- Produce a Short film, from the generation of an original idea to writing a script to screenplay, dialogue script and finally shooting of visuals according to the script to final edit. Duration - 5–10 minutes.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 marks each; total 40 marks.
2. Music video and documentary will be of 15 marks each and short film will be of 30 marks. Assessment will be done by the screening of these projects by the experts – 60 marks (15*2+30). (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Daley, Ken (1980): "Basic Film Techniques", Focal Press, New York.
2. Ferguson, R. (1969): "Group Film Making", Studio Vista, London.
3. Fielding, R. (1965): "The Techniques of Special Effects (Cinematography)", Focal Press, London.
4. Millerson, G. (1982): "The Techniques of Light for Television and Motion Pictures", Focal Press, California.
5. Rynew, A. (1971): "Film Making for Children", Pflaum, New York.
6. Smallman, K. (1970): "Creative Film Making", Collier Macmillan, London.

HUMAN RESOURCE MANAGEMENT

Course No.: T304

Credits: 03

COURSE DESCRIPTION

The course introduces learners to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- (i) Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
- (ii) Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges.
- (iii) Identify the human resources needs of an organization or department.
- (iv) Conduct a job analysis and produce a job description from the job analysis.
- (v) Evaluate the procedures and practices used for recruiting and selecting suitable employees.
- (vi) Assess training requirements and design a successful orientation and training program.
- (vii) Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.
- (viii) Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment.

COURSE CONTENT

1. Unit I: Changing Nature of Human Resource

Strategic IR Management and Planning; Organization/Individual Relations and Retention; Legal Framework of Employment; Managing Equal Employment and Diversity; Job and Job Analysis; Recruiting in Labor Markets; Selecting Human Resources.

2. Unit II: Staffing the Organization

Legal Framework of Equal Employment; Managing Equal Employment and Diversity; Jobs and Job Analysis; Recruiting in Labor Markets; Selecting Human Resources.

3. Unit III: Training & Developing Human Resources

Training Human Resources; Careers and HR Development; Performance Management and appraisal.

4. Unit IV: Compensating Human Resources

Compensation Strategies and Practices; Variable Pay and Executive Compensation; Managing Employee Benefits.

5. Unit V: Employee Relations

Health, Safety and Security; Employee Rights and Discipline; Union / Management Relations.

SUGGESTED ACTIVITIES

Case studies

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Scott, Snell & Bohlander, George (2012): “Principles of Human Resource Management”, 16th.Edition, Thomson South-Western, USA.
2. Wagen, Lynn Vander (2006): “Human Resource Management for Events: Managing the Event Workforce”, 1st. Edition, ELSEVIER, Butterworth-Heinemann;

FILM STUDIES

Course No: DSE301

Credits: 02

COURSE DESCRIPTION

Film Studies is the study of the production, aesthetics and history of the 20th century's most important visual medium—the cinema. This course enables students to understand the language of cinema and to help them recognize significant film movements and theories as well as filmmakers who have shaped the course of world cinema, along with a reading of key cinematic texts.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- understand the nature and process of film production.
- learn how to read, analyze film and appreciate cinema in an academic way.
- familiarize learners with certain theoretical ideas presented by major film theorists.
- understand the language of cinema, film narrative and the history of cinema,

COURSE CONTENTS

1. Unit I - Language of Cinema - I

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage.

2. Unit II - Language of Cinema - II

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Genre and the development of Classical Hollywood Cinema.

3. Unit III - Film Form and Style

German Expressionism and Film Noir; Italian Neorealism; French New-Wave.

4. Unit IV - Alternative Visions

Third Cinema and Non Fiction Cinema; Introduction to Feminist Film Theory; Auteur- Film Authorship with a special focus on Ray or Kurosawa.

5. Unit V - Hindi Cinema

Early Cinema and the Studio Era; 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalisation and Indian Cinema; Film Culture.

SUGGESTED ACTIVITIES

- Student will watch and analyze various movies on weekly basis.
- Student will prepare and present a detailed research project on the basis of Director/Genre/Era/Theme etc. as given by the instructor

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Bazin, Andre (1967): 'The Ontology of the Photographic Image' from his book "*What is Cinema*", Vol. I, pp 9-12, University of California Press; Berkeley, Los Angeles and London.9-16
2. Bordwell, David (1986): 'Classical Hollywood Cinema: Narration Principles and Procedures' in "*Narrative, Apparatus, Ideology*", pp 17-34, Edited by Philip Rosen, Columbia University Press, New York.
3. Dyer, Richard (2000): 'Heavenly Bodies: Film Stars and Society' in "*Film and Theory: An Anthology*", pp. 603-617. Blackwell Publishers, Massachusetts, U.S.A & Oxford, U.K.
4. Eisenstein, Sergei (1997): 'A Dialectic Approach to Film Form' from his book "*Film Form: Essays in Film Theory*", pp 45-63. (Edited and Translated by Jay Leyda), A Harvest/Harcourt Brace Jovanovich, Publishers; San Diego, New York, London.
5. Gunning, Tom (1990): 'Non-continuity, Continuity, Discontinuity: A Theory of Genres in Early Films', in "*Early Cinema: Space, Frame, Narrative*", pp. 86-94, Edited by Thomas Elsaesser, British Film Institute, London.
6. Kavoori, Anandam P. & Punanthambekar, Aswin (Eds.) (2008):"Global Bollywood", New York University Press, New York.
7. Prasad, Madhava (1998): "Ideology of Hindi Film", Oxford University Press. New Delhi.
8. Schraeder, Paul (1996): 'Notes on Film Noir' in "*Movies and Mass Culture*", pp 153-170, Edited by John Belton, Rutgers University Press, New Brunswick, New Jersey.
9. Stam, Robert (2000): 'The Cult of the Auteur', 'The Americanization of Auteur Theory', 'Interrogating Authorship and Genre', in "*Film Theory: An Introduction*", pp. 83-91, 123-129. Blackwell Publishers, Massachusetts &Oxford.

VISUAL EFFECTS (VFX)

Course No.: DSE302

Credits: 04

COURSE DESCRIPTION

This course deals with the techniques of visual effects for broadcast and digital filmmaking. Course covers visual effects workflow, image processing, creating mattes, tracking, and compositing.

LEARNING OUTCOMES

At the end of the course learners will be able to:

1. create an animation in After Effects
2. understand basic image processing techniques
3. pull mattes using various image processing techniques including chroma-keying
4. track motion data using various techniques
5. create workflows for the creation of basic visual effects.
6. create compositions through the use of transparency
7. analyze complex visual effects in movies.

COURSE CONTENT

1. Unit 1: Introduction to After Effects

Introduction to the Interface, Defining motion Graphics, Using the After Effects Interface, Creating a project, Understanding the After Effects panel system, Organizing the Project Window, Understanding the Composition Window, Working in the Timeline Window, RAM Preview vs. Standard Preview, Media Management

2. Unit 2: Layer & Keyframes control

Using Layers in Adobe After Effects, Layer basics, Layer options, Creating a layer solid, Understanding the layer switches, Time stretch and frame blending, Nesting compositions/layers using precomps, Using keyframes in Adobe After Effects, Animation of layer properties using keyframes, Using layer parenting to ease repetition, Understanding motion paths, Working with layer blending, Controlling the speed of animations, Easing principles, Using text in Adobe After Effects, Creating text, Character palette, Paragraph palette, Animating text with keyframes, Animating text using presets, Using Bridge with After Effects

3. Unit 3: Masking and Keying

Masking and alpha channels in Adobe After Effects, Masking, Animating masks, Working with alpha channels, Track matte, chroma Keying in After Effects, Green screen Shooting Basics, Using Masks for Compositing (Garbage Mattes), Using Keylight, Refining a Matte

4. Unit 4: Tracking

Motion Tracking, Understanding Motion Tracking, Motion Tracking vs Stabilization, Setting a Track Point, Using Null objects, Compositing 2D Graphics, Motion Stabilization with After Effects, Using the Warp Stabilizer, 3D Camera Tracking, Using the 3D Camera Tracker, Compositing 3D Graphics with Video

5. Unit 5: Advanced Compositing

Time Remapping Video, Understanding Time Remapping, Slow Motion Effects, Fast Motion Effects, Using Frame Blending, Color Correction and Color Adjustment, Adjusting Tonality, Advanced Color Adjustments, Manual Rotoscoping, Using the Roto Brush, Painting on Color, Creating environmental effects, Explosive Effects, Render Output Settings, Output Module Templates

SUGGESTED ACTIVITIES

1. Portfolio generation, Producing special effects using Adobe After, Effects Producing special effects using Combustion
2. Case study of popular sound and visual effects, Appreciating sound and visual effects used in various films

SUGGESTED READINGS

1. Ron, B. (2008): "Art and Science of Digital Compositing, 2nd Ed., Morgan Kaufmann.
2. Block, B (2008): "The Visual Story". Focal Press. ISBN – 9780240807799
3. Katz, S. (1991): "Film Directing Shot by Shot", Michael Wiese Productions. ISBN- 0941188108
4. Maschwitz, S. (2007): "The DV Rebel's Guide", Peachpit Press. ISBN – 0321413644

UI and UX

Course No: DSE303

Credits: 02

COURSE DESCRIPTION

This course equips you with the skills to design user interfaces (UI) that are both beautiful and functional (UX). Learn user research methods to understand user needs, create user personas, and design information architecture for clear navigation. Master wireframing and prototyping tools to bring your ideas to life, and utilize usability testing to ensure your designs are effective. By the end, you'll be ready to contribute to UX/UI design teams and build a strong design portfolio.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- **Apply user-centered design principles** to create user-friendly and effective interfaces for various products and services.
- **Conduct user research** using different methods to understand user needs, pain points, and behaviors.
- **Develop user personas and scenarios** to represent target user groups.
- **Design information architecture (IA)** including sitemaps, user flows, and navigation systems for clear and efficient information access.
- **Create user interfaces (UI)** using wireframing and prototyping tools.
- **Implement UI design best practices** for usability, visual hierarchy, and aesthetics.
- **Conduct usability testing** to evaluate the effectiveness of your designs and iterate based on user feedback.
- **Communicate design ideas** effectively through presentations and documentation.

COURSE CONTENTS

1. **Introduction to UX/UI Design**
What is UX Design? What is UI Design? The Intersection of UX and UI, The Importance of User-Centered Design, Understanding Design Thinking, User Research
2. **User Research Methods (Interviews, Surveys, User Testing)**
Identifying User Needs and Pain Points, Building User Personas and Scenarios, Competitive Analysis
Information Architecture (IA)
3. **Organizing Content and Functionality**
Sitemaps and User Flows, Navigation Design Principles, Interaction Design (IxD)
Designing User Interactions
User Interface (UI) Elements and Components, Wireframing and Prototyping Tools (e.g., Figma, Sketch)
User Interface (UI) Design Patterns and Best Practices, Visual Design
4. **Design Principles (Balance, Hierarchy, Contrast, etc.)**
Typography and Color Theory, Visual Branding and Consistency, Creating User Interface (UI) Style Guides
Usability Testing and Evaluation
Usability Testing Methods
Conducting User Testing Sessions, Analyzing User Feedback and Data, Iterative Design Process
Additional Topics (may vary)
5. **Mobile and Responsive Design**
Accessibility Guidelines (WCAG), UI/UX Design Tools and Software, Design Trends and Case Studies
Portfolio Building and Career Preparation, Assessments
Assignments and Projects (Creating User Personas, Wireframes, Prototypes, etc.)
User Testing and Analysis Reports, Midterm and Final Exams

SUGGESTED READINGS

- Refactoring UI by Adam W. Dannaway
- Laws of UX: Design Principles for Persuasive and Ethical Products by Jon Yablonski

BUSINESS STRATEGY & FINANCE

Course No.: T401

Credits: 03

COURSE DESCRIPTION

This is a top-level management course, and it intends to enable learners to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organisation in the long-run and second generation planning and implementation of suitable contingency strategies for seizing/facing these opportunities & threats.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Describe the factors of the macro- and micro-environment of a business
- ii). Explain and analyze basic forces that determine the competitiveness of industry
- iii). Distinguish basic types of strategies and analyze their characteristics
- iv). Generate effective solutions to problems of organizational performance
- v). Independently assess and/or predict business performance based on the detailed analysis of a specific problem, case, or company
- vi). Use methodologies to assess a company's strategic choices
- vii). Evaluate organizational strategies, structures and strategy implementation

COURSE CONTENT

1. Unit I: Concept of Corporate Strategy:

Meaning, Need and Process of Strategic Management; Business Policy, Corporate Planning and Strategic Management; Strategists at Corporate Level and at SBU Level, Functional level.

2. Unit II: The Firm & its Environment:

Understanding the environment of organization, Need for a proper strategy, Analysis of External and Internal Environment, Industry Analysis – Porters Five Forces Model; SWOT Analysis, Strategic Advantage Profile (SAP), Value Chain of an Organisation, Resource based View. Structural Analysis of Media Industry

3. Unit III: Strategy Implementation:

Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.

4. Unit IV: Corporate Finance:

Sponsor and sponsorship, Startup cost, Competitive analysis, Ongoing costs, Revenue forecast

5. Unit V: Strategy Evaluation and Control:

Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

SUGGESTED ACTIVITIES

Case studies

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Boseman, Glen & Phatak, Arvind (1989): “Strategic Management: Text and Cases”, John Wiley and Sons, Singapore.
2. Christenesen, Ronald C.; Andrews, Kenneth R. & Bower, Joseph L. (1978): “Business Policy – Text and Cases”, Richard D. Irwin, Inc., Illinois.
3. Jauch, Lawrence R. & Glueck, William F. (1988): “Business Policy and Strategic Management”, McGraw Hill Book Co., New York.
4. Kazmi, Azhar (1999): “Business Policy”, Tata McGraw Hill, New Delhi.
5. McCarthy, Daniel J.; Minichiello, Robert J. & Curran, Joseph R. (1988): “Business Policy and Strategy”, Richard D. Irwin, AITBS, New Delhi.

PUBLIC RELATIONS & CORPORATE COMMUNICATION

Course No.: T402

Credits: 03

COURSE DESCRIPTION

This course intends to take the learners through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas. To look at the evolution of Corporate Communication and its expanded role in organizational and marketing communication.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Have a basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication
- ii). Understand key theories of corporate communication and public relations (e.g. stakeholder theory)
- iii). Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
- iv). Present their findings verbally and in writing
- v). Apply theories and concepts of corporate communication to real-life corporations
- vi). Demonstrate effective oral presentation skills
- vii). Demonstrate effective and integrative team-work

COURSE CONTENT

1. Unit I: Understanding PR & CC

PR –Concepts, Definitions and Theory; Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links; The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney); Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory; Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising; Defining Publics/Stakeholders.

2. Unit II: PR Process and Practice

The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies; **Tools of PR:** Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics); **The Public Relations Environment:** Trends, Consequences, Growth and Power of Public Opinion; Political PR, PR vs Spin Sports PR Entertainment and Celebrity Management; **Persuasion and Public Relations:** The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change; **What Media Expects from PR?** Understanding Media Needs/New Value of Information etc.; **PR and Writing:** Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs. Crisis Communication; PR’s Evolving Role in Business, Government, Politics, NGOs and Industry Associations; Media Tracking, PR Angle & Response; Research in PR; Laws and Ethics in PR; Introduction to PR Awards; PR Measurements; Campaign Planning in PR.

3. Unit III: Introduction to Corporate Communication

History of Corporate Communications and its relevance in Media; Defining Corporate Communication; Importance of Corporate Communication Today; Defining and Segmenting Stakeholders in Corporate Communication; Various kinds of Organizational Communications; Elements of a Corporate Communication Plan Trade media and its relevance in CC Media (Press Kits, Developing Media Linkages, Press Releases- Announcements, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts).

4. Unit IV: Corporate Communication Strategies and Tools: Applications

Crisis Communication; Corporate Image Management; Corporate Identity; Events, Sponsorships, Trade Shows; Corporate Advertising; CC/PR in Brand Building; Corporate Social Responsibility & Sustainable Development; Financial Markets and Communication; Investor Relations.

5. Unit V: Corporate Communication Applications

Corporate Governance; Public Affairs/Government Relations/Advocacy/Lobbying/; Case Studies; Laws & Ethics in CC.

SUGGESTED ACTIVITIES

Case studies and Presentation related to PR Practices

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Argenli, Paul (2002): “The Power of Corporate Communication”, McGraw Hill, NY.
2. Bland, Michael (2008): “Effective Media Relations: How to Get Results”, 3rd. Edition, Kogan Page India, New Delhi.
3. Blakeman, Robyn (2010): “Integrated Marketing Communication: Creative Strategy from Idea to Implementation”, Pinnacle, New Delhi.
4. Brown, Rob (2010): “Public Relations and the Social Web”, Kogan Page India, New Delhi.
5. Carroll, Craig E (2011): “Corporate Reputation and the New Media”, Taylor and Francis, USA.
6. Christensen, Lars Thoger (2010): “Corporate Communications: Convention, Complexity, and Critique”, Sage Publications, New Delhi.
7. Cornelissen, Joep (2011): “Corporate Communication: A Guide to Theory and Practice”, 3rd. Edition.
8. Cutlip, Scott, et. al. (1995): “Effective Public Relations”, London.
9. Daniel, Abelon (1986): “Communication in the Corporate Environment”, Prentice Hall, NJ.
10. Davis, Anthony (2008): “Everything you should know about Public Relations”, Kogan Page India, New Delhi.

ENTREPRENEURSHIP DEVELOPMENT

Course No.: T403

Credits: 03

COURSE DESCRIPTION

The objective of this course is to develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

LEARNING OUTCOMES

Upon completion of the course, students will be able to gain knowledge and skills needed to run a business successfully.

COURSE CONTENTS

UNIT I : ENTREPRENEURSHIP

Entrepreneur – Types Of Entrepreneurs – Difference Between Entrepreneur And Entrepreneur Entrepreneurship In Economic Growth, Factors Affecting Entrepreneurial Growth.

UNIT II: MOTIVATION

Major Motives Influencing An Entrepreneur – Achievement Motivation Training, Self Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.

UNIT III : BUSINESS

Small Enterprises – Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps Involved In Setting Up A Business – Identifying, Selecting A Good Business Opportunity, Market Survey And Research, Techno Economic Feasibility Assessment – Preparation Of Preliminary Project Reports – Project Appraisal – Sources Of Information – Classification Of Needs And Agencies.

UNIT IV : FINANCING AND ACCOUNTING

Need – Sources Of Finance, Term Loans, Capital Structure, Financial Institution, Management Of Working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.

UNIT V: SUPPORT TO ENTREPRENEURS

Sickness In Small Business – Concept, Magnitude, Causes And Consequences, Corrective Measures – Business Incubators – Government Policy For Small Scale Enterprises – Growth Strategies In Small Industry – Expansion, Diversification, Joint Venture, Merger And Sub Contracting.

SUGGESTED ACTIVITIES

Case studies and Presentation related to PR Practices

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment /Written Test/Project) -20 mks each; total 40 mks.
2. Final Written Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS

1. Khanka. S.S., “Entrepreneurial Development” S.Chand & Co. Ltd.,Ram Nagar, New Delhi, 2013.
2. Donald F Kuratko, “ Entrepreneurship – Theory, Process And Practice”, 9th Edition, Cengage Learning 2014.

BROADCAST JOURNALISM

Course No.: M401

Credits: 04

COURSE DESCRIPTION

This course will familiarize learners with the combined skills and theories of Radio, TV and live media. It will provide them with the knowledge about the latest digital techniques: computer assisted reporting, online journalism, satellite communication and video journalism.

LEARNING OUTCOMES

At the end of the course learners will be able to:

- i). Create News Bulletins for Radio and TV.
- ii). Create and publish news for online news sources.
- iii). Handle camera, write script, create graphics, present and edit news bulletins for radio, TV and online news sources.

COURSE CONTENTS

1. Unit I: Introduction:

World of Journalism and its constituents. Journalism in Digital Age, Ethics, Laws, Free speech in journalism and the journalism language.

2. Unit II: News:

Definition, concept, elements, values and sources, types of news programmes on electronic media, news editing, it's meaning, purpose, symbols and tools.

3. Unit III: Electronic News Gathering:

Writing and reporting. Writing and reporting techniques, compiling the report, reporting for broadcast, investigative reporting, specialist reporting, public affairs reporting. Basic equipment for electronic news gathering, news rooms, satellite communication and video journalism. Comparisons with print media.

4. Unit IV: Presentation:

Presenting the news for Radio and TV, Its various formats and styles, pronunciation, voice delivery, accent etc.

5. Unit V: Online Journalism:

Internet news portal, reporting techniques, writing and story construction, convergence of media.

SUGGESTED ACTIVITIES

1. Writing news stories for radio, TV and online news sources.
2. Interviewing people concerned with the content of the respective news items.
3. Creating news items for radio, TV and online news sources.
4. Integrating all news items produced into a composite news bulletin.

SUGGESTED ASSESSMENTS

1. Best of three internals (2 Written Tests + 1 Assignment/Written Test/Project) -20 mks each; total 40 mks.
2. Final Practical Exam – 60 mks. (Total – 1+2=100 mks.)

SUGGESTED READINGS:

1. Boyd, Andrew (2000): “Broadcast Journalism, Radio and TV News”, Focal Press, Oxford.
2. Herbert, John (1999): “Journalism in the Digital Age. Theory and Practice for Broadcast, Print and Online Media:”, Focal Press, Boston.
3. Manning, Paul (2001): “News and News Sources”, Sage Publication, London.

MEDIA RESEARCH - DISSERTATION

Course No.: M402

Credits : 4

COURSE DESCRIPTION

This course is meant to enable the learners to conduct media researches and write a thesis on completed research. Every learner will have to choose one dissertation course. The project based course will be in the form of a dissertation based on topics related to electronic media including digital media.

LEARNING OUTCOMES

At the end of the course learners will be able to:

1. Identify and formulate research problem
2. Understand research methodology
3. Conduct research
4. Analyze data
5. Present research

COURSE CONTENT

Learners will complete a research dissertation project and write the thesis on a selected topic related to electronic media.

SUGGESTED ACTIVITIES

1. Selection of topic
2. Statement of problem
3. Tool designing
4. Data collection
5. Data analysis
6. Thesis writing
7. Presentation of Research

SUGGESTED ASSESSMENTS

Evaluation on the basis of all the practical work done across the semester.

SUGGESTED READINGS

1. Campbell, W (1969): "Forms and Style in Thesis Writing", 3rd ed., Houghton, Mifflin Company, Boston.
2. Kerlinger, F.N (1983): "Foundations of Behavioral Research", Surjeet Publication, New Delhi.
3. McNemar, Orinn (1960): "Psychological Statistics", John Wiley and Sons, New York.
4. Molstad, John (1974): 'A.: Selective Review of Research Studies Showing Media Effectiveness: A Primer for Media Director', in "AV Communication Review", Vol.22, No. 4; pp 387-407.
5. Sterling, T. & Pollack, S (1968): "Introduction to Statistical Data Processing", Prentice Hall, Englewood Cliffs, N.J.

INTERNSHIP

Course No.: M403

Credits: 04

COURSE DESCRIPTION

This course intends to provide learners with an exposure to and experience in reputed organizations.

LEARNING OUTCOMES

At the end of the course learners will be able to:

1. Function in the industry of their choice.
2. Get practical experience and direct knowledge in an on-the-job situation;
3. Work with professionals and receive professional guidance;
4. Get an opportunity for a job.

COURSE CONTENT

1. Internship of at least 10 weeks in vacation is compulsory in any media organization.
2. The learners will write a brief report of their participation and learned contents and activities.

SUGGESTED ASSESSMENTS

On the basis of the industrial work the learner has undertaken during the internship.