

M.B.A. (Media Management)

Program specific outcomes

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

1. Analyse and understand the environment of various organizations and use the tools and techniques to be used in the performance of the managerial job.
2. Utilize Communication in general and Mass Communication in particular in spreading messages through society
3. Critically appreciate and discuss the cultural and social role of the media while understanding the political/democratical potential of mass media and recognising the cultural and moral responsibility of media.
4. Implement planning, designing and management in the production of video programmes.
5. Understand the various characteristics of sound and differentiate between the various styles of audio production.
6. Understand the major cause of problems in their family, society and nation & utilize their knowledge in their disciplines.
7. Create advertisements for various media, whether print, TV, radio, multimedia, online, etc. and undertake research to test the effectiveness of advertisements.
8. Understand how the various laws in India apply on the functioning of the media in the country and how ethics practiced in different media differ from each other.
9. Use tools to create and manage digital content, terrestrial and satellite transmission protocols.
10. Analyse and calculate the basic characteristics of digital, terrestrial and satellite broadcasting through appropriate simulation tools.
11. Analyse and discuss human drives, needs and various motivation theories.
12. Identify and discuss the mechanisms behind effective team dynamics.
13. Understand how Media Organizations function
14. Know the different types of camera operations and movements
15. Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.
16. Acquire the complete skills of video editing & Supervise post production work.
17. Conduct research in the area of Media and Communication.
18. Suggest appropriate media mix
19. Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
20. Start their own event management companies.
21. Create and publish digital posts and digital promotions.
22. Operate the tools of Photoshop and Toon Boom Studio and use the softwares in image editing and graphic animation.
23. 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.
24. Handle camera, write script, create graphics, present and edit news bulletins for radio, TV and online news sources.
25. Undertake planning, designing and management of TV/video programme production.
26. Apply techniques of financial management for business decision making.
27. Develop a customer-oriented approach towards marketing and apply marketing concepts with reference to the Electronic Media Industry.
28. Evaluate organizational strategies, structures and strategy implementation and Generate effective solutions to problems of organizational performance

29. Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
30. Demonstrate effective and integrative team-work
31. Understand the economics and marketing of media production and use them in media production.
32. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
33. Identify the human resources needs of an organization or department.
34. Assess training requirements and design a successful orientation and training program.

Course outcomes

FUNDAMENTALS OF MANAGEMENT

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.

FUNDAMENTALS OF COMMUNICATION AND MEDIA

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.

ELECTRONIC MEDIA AND SOCIETY

At the end of the course learners will have:

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

MEDIA ORGANIZATION & BEHAVIOUR

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.

MEDIA LAW & ETHICS

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.

WRITING FOR ELECTRONIC MEDIA

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.

AUDIO PRODUCTION MANAGEMENT

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.

GRAPHICS AND ANIMATION

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.

BASIC PHOTOGRAPHY

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.

BROADCAST TECHNOLOGY MANAGEMENT

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

- i). Know, understand and explain the operation and hierarchical organisation or 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.

BASIC VIDEOGRAPHY & LIGHTING

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

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

VIDEO EDITING AND COMPOSITING

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

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

DIGITAL MARKETING & NEW MEDIA PRODUCTION

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

BROADCAST JOURNALISM

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.

DIRECTION AND PRODUCTION FOR TELEVISION

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.

MEDIA RESEARCH

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.

ADVERTISING MANAGEMENT

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.

MEDIA PLANNING

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

EVENT MANAGEMENT

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

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

MEDIA MARKETING MANAGEMENT

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.

BUSINESS STRATEGY & FINANCE

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

PUBLIC RELATIONS & CORPORATE COMMUNICATION

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

HUMAN RESOURCE MANAGEMENT

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.

MEDIA RESEARCH - DISSERTATION

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

- i). Identify and formulate research problem

- ii). Understand research methodology
- iii). Conduct research
- iv). Analyze data
- v). Present research

INTERNSHIP

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

- i). Function in the industry of their choice.
- ii). Get practical experience and direct knowledge in an on-the-job situation;
- iii). Work with professionals and receive professional guidance;
- iv). Get an opportunity for a job.