

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

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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