

Educational Multimedia Research Center

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

MBA (Media Management), 2Yrs.

Objectives:

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

Course Outline:

M.B.A. (Media Management)

Course Outline

1 st Semester	
<u>Theory (T)</u>	No. of Credit
T101 Fundamentals of Management	
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
Comprehensive Viva-Voce	4
Total	24
2 nd Semester	
<u>Theory (T)</u>	No. of Credit
T201 Advertising Management	
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
Comprehensive Viva-Voce	4
Total	24

3rd Semester	
<u>Theory (T)</u>	No. of Credit
T301 Media Research	
T302 Media Marketing Management	3
T303 Media Planning & Event Management	3
T304 Human Resource Management	3
	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	
Comprehensive Viva-Voce	
	4
Total	24
4th Semester	
<u>Theory (T)</u>	No. of Credit
T401 Business Strategy & Finance	
T402 PR & Corporate Communication	3
T403 Entrepreneurship Development	3
	3
<u>Media Production (M)</u>	
M401 Broadcast Journalism	
M402 Media Research Dissertation	3
M403 Internship	4
Comprehensive Viva-Voce	4
	4
Total	24

Admission Procedure

Eligibility Criteria

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

Procedure for Admission

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

Fee Structure

Approx. Rs. 80,000/- per annum.

<https://www.dauniv.ac.in/cuet2024/cuet-pg-2024.php>