

Educational Multimedia Research Center

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

M.Sc. (Electronic Media) 5-Yrs. Integrated

Objective:

To train our students in 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. Sc. (Electronic Media) – Specialization in TV Production Management

Since we have a 5-yrs. Integrated M.Sc. Program, years 1-3 (Semesters 1-6) constitute the 3-yrs graduation/B.Sc. program, while yrs 4-5 (Semesters 7-10) complete the M.Sc. course.

Course Outline

1st Semester	
<u>Theory (T)</u>	No. of Credit
T 101 Communicative Skills (English)	3
T 102 Communicative Skills (Hindi)	3
T 103 Communication Fundamentals	3
T 104 Media & Society	3
<u>Media Production (M)</u>	
M 101 Desktop Publishing	4
M 102 Visual Design	4
<i>Comprehensive Viva-Voce</i>	4
Total	24
2nd Semester	
<u>Theory (T)</u>	No. of credits
T 201 Communicative Skills (English)	3
T 202 Communicative Skills (Hindi)	3
T 203 Audio Visual Technology and Studios	3
T 204 Planning and Writing for Audio Production	3
<u>Media Production (M)</u>	
M 201 Communication Skills	4
M 202 Basic Photography	4
<i>Comprehensive Viva-Voce</i>	4
Total	24
3rd Semester	
<u>Theory (T)</u>	No. of Credit
T301 Radio & Television in India	
T 302 Writing for Television	3
T 303 Basics of Video Production	3
T 304 Basic Electronics	3
	3
<u>Media Production (M)</u>	
M301 Sound Recording and Editing	
M302 Basic Videography & Lighting	4
	4
<i>Comprehensive Viva Voce</i>	
	4
Total	24
4th Semester	
<u>Theory (T)</u>	No. of Credit
T401 Creative Dramatics	3
T402 Media Distribution & Storage	3
T403 Media Aesthetics	3
T404 Media & Literature	3
<u>Media Production (M)</u>	
M 401 Video Editing	4
M 402 Graphics and Animation (2D)	4
<i>Comprehensive Viva Voce</i>	4
Total	24

5 th Semester	
<u>Theory (T)</u>	No. of Credit
T501 Media & Politics	3
T502 Principles of Journalism	3
T503 Media Law	3
T504 Digital Media Basics	3
<u>Media Production (M)</u>	
M501 Video Production	4
M502 Graphics and Animation (3D)	4
<i>Comprehensive Viva Voce</i>	4
Total	24
6 th Semester	
<u>Theory (T)</u>	No. of Credit
T601 Digital Media Publishing	3
T602 Media & Psychology	3
T603 Introduction to Advertising	3
<u>Media Production (M)</u>	
M601 Electronic News Production	4
M602 Visual Effects (VFX)	4
M603 Video Production and Dubbing	3
<i>Comprehensive Viva Voce</i>	4
Total	24

Specialization in TV Production Management

7 th Semester	
<u>Theory (T)</u>	No. of Credits
T701 Fundamentals of Management	3
T702 Media Research	3
T703 Media Planning	3
T704 Human Resource Management	3
<u>Media Production (M)</u>	
M701 Screenplay & Dialogue Writing	4
M702 Documentary Production	4
<i>Comprehensive Viva Voce</i>	
Total	24
8 th Semester	
<u>Theory (T)</u>	No. of Credits
T801 Business Strategy and Finance	4
T802 Media Production Planning and Management	4
T803 PR and Corporate Communication	4
T804 Entrepreneurship Development	
<u>Media Production (M)</u>	4
M801 Media Research Dissertation	4
M802 Art Direction	
<i>Comprehensive Viva Voce</i>	4
Total	24
9 th Semester	
<u>Theory (T)</u>	No. of Credits
T901 Media Marketing Management	4
T902 Event Management	4
T903 UI & UX	4
<u>Media Production (M)</u>	
M901 Film Studies	4
M902 Fiction Production	4
<i>Comprehensive Viva Voce</i>	4
Total	24
10 th Semester	
	No. of credits
M1001 Internship	12
M1002 Project Report	08
<i>Comprehensive Viva Voce</i>	4
Total	24

Admission Procedure

Eligibility Criteria

A student should have passed the XII/equivalent examination or should have appeared in such an examination, in any stream (Science, Arts, Commerce, etc), with minimum 50% marks.

Procedure for Admission

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

Fee Structure

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

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