

MBA (MEDIA AND ENTERTAINMENT MANAGEMENT)

SEMESTER I & II

Teaching and Examination scheme

| Year | Sem. | Course Code | Course Name | Credit | Course Type | Teaching Hrs./Week | Examination Scheme Weightage marks | | |
|--------------|------|---------------------------------------|---------------------------------------|--------|-------------|--------------------|------------------------------------|-----|-----|
| 1 | I | IA01POM | Principles of Management | 4 | A | 4 | 30 | 30 | 40 |
| | | IA02QTM | Quantitative Techniques in Management | 4 | A | 4 | 30 | 30 | 40 |
| | | IA03MEC | Managerial Economics | 4 | A | 4 | 30 | 30 | 40 |
| | | IA04MAC | Managerial Accounting | 4 | A | 4 | 30 | 30 | 40 |
| | | IA05OBE | Organizational Behaviour | 4 | A | 4 | 30 | 30 | 40 |
| | | IA06MCO | Managerial Communication | 4 | A | 4 | 30 | 30 | 40 |
| | | IB08CEL | Communicative English Laboratory – I | 4 | B | 4 | --- | --- | 100 |
| | | Total | | | 28 | | | | |
| | II | IIA01MEM | Media Management | 4 | A | 4 | 30 | 30 | 40 |
| | | IIA02MEB | Media and Entertainment Business | 4 | A | 4 | 30 | 30 | 40 |
| | | IIA03MMA | Marketing Management | 4 | A | 4 | 30 | 30 | 40 |
| | | IIA04FMA | Financial Management | 4 | A | 4 | 30 | 30 | 40 |
| | | IIA05MEP | Media and Entertainment Planning | 4 | A | 4 | 30 | 30 | 40 |
| | | IIA06HRM | Human Resource Management | 4 | A | 4 | 30 | 30 | 40 |
| | | IIA07BRM | Business Research Methodology | 4 | A | 4 | 30 | 30 | 40 |
| IIB08CEL | | Communicative English Laboratory – II | 4 | B | 4 | -- | -- | 100 | |
| Total | | | 32 | | | | | | |

Semester III & IV

Teaching and Examination scheme

| Year | Sem. | Course Code | Course Name | Credit | Course Type | Teaching Hrs./Week | Examination Scheme Weightage marks | | | |
|--------------|--------------|-------------|--|-----------|-------------|--------------------|------------------------------------|---------------|------------|--|
| | | | | | | | Internal | | University | |
| | | | | | | | Continuous | Mid-term test | | |
| 2 | III | IIIA01SMA | Strategic Management | 4 | A | 4 | 30 | 30 | 40 | |
| | | IIIA02MIS | Management Information System | 4 | A | 4 | 30 | 30 | 40 | |
| | | IIIA03CBE | Consumer Behaviour | 4 | A | 4 | 30 | 30 | 40 | |
| | | IIIA04IMC | Integrated Marketing Communications | 4 | A | 4 | 30 | 30 | 40 | |
| | | IIIA05SOD | Social Media and Digital Media | 4 | A | 4 | 30 | 30 | 40 | |
| | | IIIA06CEL | Censorship, Ethics and Media Law | 4 | A | 4 | 30 | 30 | 40 | |
| | | IIIA07EMT | Event Management | 4 | A | 4 | 30 | 30 | 40 | |
| | | IIIB08PGL | Personality Growth Lab – I | 4 | B | 4 | -- | -- | 100 | |
| | Total | | | | 32 | | | | | |
| | IV | IVA01EMI | Entrepreneurship and Management of Innovations | 4 | A | 4 | 30 | 30 | 40 | |
| | | IVA02CPR | Comprehensive Project | 8 | A | 4 | 50 | 50 | 100 | |
| | | IVA03SPM | Sound Production and Music Industry Management | 4 | A | 4 | 30 | 30 | 40 | |
| | | IVA04FTP | Film and TV Production, Programming Management | 4 | A | 4 | 30 | 30 | 40 | |
| | | IVA05SMB | Strategic Marketing and Brand Management | 4 | A | 4 | 30 | 30 | 40 | |
| | | IVB06PGL | Personality Growth Lab – II | 4 | B | 4 | -- | -- | 100 | |
| Total | | | | 28 | | | | | | |

I = semester

A = core or complementary course

B = common or open course

01 = number of course

POM = name of course (three digit)

SEMESTER - I

1. PRINCIPLES OF MANAGEMENT: IA01POM

Objectives: this course helps students to understand essential elements of management. They shall be exposed to basic concepts and techniques of analysis. Real life case studies shall be discussed to illustrate contemporary management practices.

Content:

Unit I (6 Sessions)

Historical Development: Definition of Management, Science or Art, Management and Administration, Development of Management Thought Contribution of Taylor and Fayol, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.

Unit II (6 Sessions)

Planning: Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives, Process of Managing by Objectives, Strategies, Policies & Planning Premises, Forecasting, Decision-making.

Unit III (6 Sessions)

Organising: Nature and Purpose, Formal and Informal Organization, Organization Chart, Structure and Process, Departmentation by difference strategies, Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process - Techniques – HRD – Managerial Effectiveness.

Unit IV (6 Sessions)

Directing: Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives, Leadership, Types of Leadership Motivation, Hierarchy of Needs, Motivation theories, Motivational Techniques, Job Enrichment, Communication, Process of Communication, Barriers and Breakdown, Effective Communication, Electronic media in Communication.

Unit V (6 Sessions)

Controlling: System and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling, Productivity, Problems and Management, Control of Overall Performance, Direct and Preventive Control, Reporting, The Global Environment, Globalisation and Liberalization, International Management and Global theory of Management.

SUGGESTED READINGS:

1. Wehrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective (Mc Graw Hill, 12th Edition 2008)
2. Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, Latest Edition)
3. Stephen P. Robbins, Organization Theory – Structure, Design and Applications, Prentice Hall of India, New Delhi, Third or later edition.
4. Bateman, Management (SIE), Tata McGraw-Hill Publishing Company, New Delhi.
5. Decenzo David, Robbin Stephen A, "Personnel and Human Resources Management", Prentice Hall of India, 1996.
6. Fraidoon Mazda, "Engineering Management", Addison Wesley,-2000.
7. Hillier Frederick S. and Hillier Mark S. - Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets (Tata Mc Graw Hill, 2nd Edition 2008)

8. JAF Stomer, Freeman R. E and Daniel R Gilbert Management, Pearson Education, Sixth Edition, 2004.
9. Koontz - Principles of Management (Tata Mc Graw Hill, Ist Edition 2008).
10. Massie, Joseph L., Essentias of Management, Pearson Education.
11. Robbins & Coulter - Management (Prentice Hall of India, 8th Edition).
12. Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 5th Edition).
13. Tripathy PC and Reddy PN, "Principles of Management", Tata McGraw-Hill, 1999.

2. QUANTITATIVE TECHNIQUES IN MANAGEMENT: IA02QTM

Objective: this course helps students to understand and formulate managerial situations in a decision theoretic framework. It focuses on developing skills in structuring and analyzing problems and to inculcate the attitude of developing an executable solution to the problem with the help of some advanced statistical techniques.

Content:

Unit I (4 Sessions)

Basic Statistical Methods: Measures of Central tendency and Dispersion.

Unit II (4 Sessions)

Decision Theory & Decision Tree: Probability – Definition and Rules of Probability, Baye's Theorem; Probability Distribution – Discrete distribution – (Binomial, Poisson & Multinomial), Continuous distribution – (Normal & Exponential).

Unit III (5 Sessions)

Statistical Tools & Techniques: Co-Relation & Regression; Single Linear Regression; Multiple Regression: Use of Software in Multiple Regression, Building Multiple Regression Models, Different types of models, Multicollinearity.

Unit IV (5 Sessions)

Forecasting Methods: Subjective Delphic, Nominal grouping and Jury of Opinion; Quantitative – Input-Output Model, Time Series Method, Moving Average, Exponential Smoothing, Linear Trend Line, Method of Least Square, Measuring error – MAD, MAPD, CE, MSE, MSPE.

Unit V (5 Sessions)

Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square-test in testing of the hypothesis. Techniques of association of Attributes & Testing.

Unit VI (7 Sessions)

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality. Transportation problem: Various method of finding Initial basic feasible solution and optimal cost. Assignment model: Algorithm and its applications. Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game. Queuing Theory.

SUGGESTED READINGS:

1. Quantitative Techniques in Management by Vohra, Tata McGraw-Hill, Latest edition.
2. Quantitative Techniques by Kothari, Vikas Publication, 1996, 3rded.
3. Business Statistics for Contemporary Decision Making by Ken Black (Fourth or later edition) Wiley Student Edition.
4. Statistics for Management by Richard I. Levin and David S. Rubin (Pearson Education).
5. Statistics for Management, T N Srivastava and Shailaja Rego, TMH.
6. Complete Business Statistics, Amir D Aczel and Jayavel Sounderpandian, TMH.
7. Business Statistics by J. K. Sharma (2nd Edition or later edition) Pearson
8. Mathematics and Statistics for Management, K. B. Akhilesh & S. B. Balasubrahmanyam, Vikas Publishing.
9. Statistical Method by Gupta, S.C., Himalaya Publication.
10. Business Statistics by R.S.Bharadwaj, Excel Books.
11. Comprehensive Statistical Methods by P.N. Arora, S. Chand.

3. MANAGERIAL ECONOMICS : IA03MEC

Objectives: To familiar students with the concepts and analytical tools from micro economic theory that are useful to managers in making decisions at the firm level.

Contents:

Unit I (5 Sessions)

Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making, Decision Making under Risk and Uncertainty.

Unit II (6 Sessions)

Consumer Behaviour and Demand Analysis: Cardinal and Ordinal Approaches to Consumer Behaviour, Demand Functions, Determinants of Demand, Elasticity of Demand, Derivation of market Demand, Demand Estimation and Forecasting.

Unit III (6 Sessions)

Theory of Production and Cost: Managerial uses of Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Empirical Estimation of Production Functions; Traditional and Modern Theory of Cost in Short and Long Runs, Economies of Scale and Economies of Scope, Empirical Estimation of Cost Function.

Unit IV (6 Sessions)

Theory and Behaviour of Firm: Profit Maximization, Alternative Objectives of Business Firms, Price Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly, Pricing Policies and Methods, Strategic Behaviour of Firms and Game Theory: - Nash Equilibrium, Prisoner's Dilemma – Price and Non-price Competition.

Unit V (7 Sessions)

Introduction to macro economics; national income, inflation, unemployment and poverty, consumption function, investment function, Government, foreign trade and foreign exchange rate functions, money demand and supply function, production function, factor market and aggregate supply function, state of macroeconomics.

SUGGESTED READINGS:

1. Gupta, G.S., Managerial Economics: Micro Economic, McGraw Hill.
2. Christopher R. Thomas & S. Charles Maurice (2006), Managerial Economics, Tata McGraw Hill, New Delhi.
3. Truett & Truett (2004), Managerial Economics, John Wiley & Sons Inc.
4. Petersen, H. Craig & Cris, L W (2004), Managerial Economics, Pearson Education.
5. Chaturvedi, D.D. & Gupta S.L. (2003), Managerial Economics: Text & Cases, Brijwasi Book Distributors and Publishers.
6. Salvatore, D (2004), Managerial Economics in a Global Economy, Irwin, Mc Graw-Hill.
7. Dholakia, R.H. & Oza, A.N., Micro Economics for Management Students, OUP, New Delhi.
8. Keating Berry and Wilson, J H., An Economic Foundation for Business Decision, Biztantra Publication, New Delhi.

4. MANAGERIAL ACCOUNTING: IA04MAC

Objectives: the objective of this course is to acquaint students with various concepts of accounting and highlight the decision-making and control focus of managerial accounting.

Content:

Unit I (6 Sessions)

Fundamentals of Accounting: Basic understanding of accounting, Conceptual framework of financial statements Business transactions to trial balance, Trial balance to Balance sheet and profit and loss account for non corporate and corporate entities, , Generally Accepted Accounting Principles.

Unit II (6 Sessions)

Asset Valuation: Valuation of Tangible Fixed Assets, Depreciation on fixed assets, valuation of assets under finance lease and intangible assets, amortisation and asset impairment, Valuation of inventories, valuation of investments.

Unit III (6 Sessions)

Understanding Corporate financial statements: Corporate Balance sheet, corporate profit and loss account, Notes to the accounts and significant accounting policies, understanding and constructing corporate cash flow statement, other financial reports- Auditors report and Directors report, corporate governance report.

Unit IV (6 Sessions)

Financial Statement Analysis: Financial Statement Analysis using the tool kit of Multi step Income statement, horizontal analysis, common size analysis, Trend analysis, Earning per share analysis, Ratio analysis, analysis of cash flow statement.

Unit V (6 Sessions)

Contemporary issues in financial Accounting: Global financial reporting, GAAPs and IFRSs, IAS, Indian GAAP and US GAAP, Foreign currency accounting, Inflation Accounting, Human Resource Accounting, Environment accounting, Responsibility Accounting.

SUGGESTED READINGS:

1. Ambrish Gupta – Financial Accounting for Management: An Analytical Perspective (Pearson Education, 3rd Edition 2009).
2. S.K.Bhattacharya, John Dearden – Accounting for Management (Vikas Publishing House) Third revised Edition, 2008).
3. Carl S. Warren, James M. Reeve, and Jonathan E. Duchac – Financial Accounting: Concepts, Methods, and Applications (Cengage Learning, 2009).
4. Robert Anthony & Hawkins- Accounting Test and Cases, Richard D. Irwin London.
5. S N Maheshwari, S K Maheshwari, A Text Book of Accounting for Management, Vikas Publishing, New Delhi
6. N Ramchandran, Ram Kumar Kakani, Financial Accounting for Management, Tata McGraw Hill, 2nd Edition.
7. Robert N Anthony, David F Hawkins, Kenneth A Merchant: Accounting: Text and Case, The McGraw-Hill companies, 12th Edition 2007.
8. Harrison and Horngren, Financial Accounting, Pearson Education, 6th Edition 2008.
9. P C Tulsian, Financial Accounting, Pearson Education, 2009.
10. Pru Marriot, J R Edwards and H J Mellett, Introduction to Accounting, Sage South Asia Edition,
11. Stice and Stice, Financial Accounting- Reporting and Analysis, Cengage Learning.

5. ORGANIZATIONAL BEHAVIOUR : IA05OBE

Objectives: This course provides framework to the students to understand the human behavior dynamics in work organizations through the study of the individual, the group and the organizational system.

Content:

Unit I (4 Sessions)

Organizational Behaviour (OB): Concept, nature, characteristics, conceptual foundations, determinants and importance; concept of knowledge management & Emotional Intelligence in contemporary business organisation.

Unit II (6 Sessions)

Perception: Concept, nature, process, importance. Management and behavioral applications of perception. Attitude: Concept, process, and importance. Attitude measurement. Personality: Concept, nature, types and theories of personality shaping. Learning: Concept and theories of learning.

Unit III (6 Sessions)

Motivation: Concept, principles, theories - content and process. Monetary and non-monetary motivation. Leadership: Concept, functions, styles, and theories of leadership-trait, behavioural, and situational.

Unit IV (4 Sessions)

Analysis of Interpersonal Relationship, developing interpersonal relationship. Group Dynamic: Definition of Group, stages of Group Development, Punctuated Equilibrium Model, Group Structure, Group Decision Making.

Unit V (8 Sessions)

Organizational power and politics: Concept of power, sources of power, classification of power, contingency approaches to power. Political implications of power. Dynamics of power and politics. Organizational Conflict: Concept, Sources, types, functionality and dysfunctionality of conflict. Classification of conflict-intra-individual, inter-personal, inter-group, and organizational. Resolution of conflict, meaning and types of grievance and process of grievance handling.

Unit VI (2 Sessions)

Organization System: foundations of organization structure, technology, work design and stress, organizational culture; Organizational Dynamics: organizational change and development.

SUGGESTED READINGS:

1. Understanding Organizational Behavior, by Udai Pareek, Oxford University Press.
2. Organizational Behavior by Mcshane and Radha Sharma, McGraw-Hill.
3. Organizational Behavior by Stephan Robbins, Pearson Education.
4. Human Behaviour at Works: Organizational Behaviour by Davis, Keith, Tata McGraw Hill.
5. Organizational Behaviour by Gregory Moorhead & Ricky W. Griffin, Jaico Publication.
6. Organizational Behaviour by K. Aswathappa, Himalaya Publishing House Pvt. Ltd.
7. Organizational Behaviour by Niraj Kumar, Himalaya Publishing House Pvt. Ltd.
8. Behavioural Process in Organizations by Pareek, Udai, Oxford and IBH, New Delhi.
9. Organizational Behaviour by Robbins, S.P, Pearson Education, New Delhi.
10. Organizational Behaviour by Luthans, Fred, McGraw Hill, New Delhi.
11. Behaviour in Organizations by Greenberg Pearson Publication.

6. MANAGERIAL COMMUNICATION : IA06MCO

Objectives: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Content:

Unit I (4 Sessions)

Concepts of Communications: Definition, Forms of Communication, Objectives of Communication, Characteristics of Communication, Process of Communication, Communication, Roadblocks, Role of Verbal & Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers.

Unit II (9 Sessions)

Forms of Communication: (a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents; E-mail: How to make smart e-mail (b) Non-verbal Communication, (c) Oral Communication: Art of Public Speaking, Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play.

Applications of Communication: (a) Writing a Summer Project Report and Research Report, (b) Writing CVs & Application Letters, (c) Group Discussions & Interviews, (d) The Employment Interview.

Unit III (6 Sessions)

Important Parameters in Communication: (a) The Cross Cultural Dimensions of Business Communication, (b) Technology and Communication, (c) Ethical & Legal Issues in Business Communication, (d) Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.

Unit IV (3 Sessions)

Business Negotiation: Negotiation Process & its Management.

Unit V (8 Sessions)

Spoken Communication: Telephone, Teleconferencing, Challenges and etiquette, Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Audio-visual CD.

SUGGESTED READINGS:

1. Scot, O. (2004), Contemporary Business Communication, Biztantra, New Delhi.
2. Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ludlow, R. & Panton, F., The Essence of Effective Communications, PHI.
4. Adair, J. (2003), Effective Communication, Pan Mcmillan.
5. Thill, J. V. & Bovee, G. L. (1993), Excellence in Business Communication, McGraw Hill, NY.
6. Bowman, J.P. & Branchaw, P.P. (1987), Business Communications: From Process to Product, Dryden Press, Chicago.

7. COMMUNICATIVE ENGLISH LABORATORY-I - IB08CEL

Some tasks:

Make a list of nonverbal communication

How body language is culturally conditioned?

Take passages of descriptive, expressive and social functions and analyse them.

Expressive (for exposing feelings) language in English and your mother-tongue

Avoiding sexist language (e.g. poetess, chairman)

Mentally retarded should be replaced by mentally challenged. Make a list of similar expressions

- Say formulae's expressions (Thank you, sorry, hello, that's right) with proper Intonation.
- Make a list of words which should be avoided because they sound pompous. Which words would you use instead of them?
- How to express pleasure, regret, and approval?
- Time and tense are not the same. Give some examples.
- Take similar vowels and consonants and practice them in pairs of words
- Practice, stress and intonation in connected speech.
- Conversation practice in familiar situations (Play the role of a tailor and a customer, for example)
- Ask for specific information (can you tell me where the railway station is?)
- Making a request (can I borrow your scooter, please?)
- Asking for permission (Do you mind if I smoke?)
- Say the following pairs of words
 - a) Beg, bag, full, fool, sit, seat, same, shame, judge, jazz, major, measure.
 - b) Progress as noun verb, similarly, object, record, and supplement, perfect (adj), perfect (v.)
 - c) Say the following words with correct stress. teacher college, village, building, ago, above, apart, accuses, advice, education, examination, individual (The list is only illustrative and not exhaustive).

SEMESTER - II

1. MEDIA MANAGEMENT : IIA01MEM

Objective

This programme offers students a broad-based understanding of communication technology and media industries. This course will explore the management of electronic media within the new information environment, Understanding the management practices and programming strategies in the electronic media industry; entertainment media publishing and distribution, consumer patterns and industry trends: entertainment business finance and budgeting.

Content

Unit–I: (5 Sessions)

Media Arts: Oral, print, performance, photographic, broadcast, cinematic and digital cultural forms and practices, network culture and media convergence, peer to peer authoring etc., media as TV sound, Live events, film, animation, journalism and reporting

Unit–II: (4 Sessions)

New Media and Comparative Media: Blogs, Wikis, RSS Feeds, Pod casts and Web technologies

Unit–III: (5 Sessions)

Advanced Entertainment Law in India

Contracts, Copyrights and IP in India, drafting contracts, filing of patents, formalities and necessary procedures, Law in Cyberspace, Internet related legal issues, security concerns, trade secrets and privacy, IP, Digital signature, telecommunication regulations

Unit–IV: (6 Sessions)

Entertainment Business Finance and Budgeting

Understanding of the strategic Role financial management plays in the Entertainment Business, Financial function of the organization, roles and responsibilities, ability to analyse business opportunities and contracts from a financial standpoint, effects of global markets vs. local markets, raising long term finance, venture financing of corporation, returns on values to shareholders, Capital management and laws to do with fund raising

Unit–V: (5 Sessions)

Consumer Patterns and Industry Trends

Print media, film, sound and social websites, advertising in different media fields and revenue patterns as in sound, film, animation, games, LIVE events and internet

Unit–VI: (5 Sessions)

Entertainment Media Publishing and Distribution

Publishing Rights and Role of Publishing companies, Various forms of distribution, Real world scenarios in order to resolve common issues in publishing rights and distribution

SUGGESTED READINGS

- 1) Nick Montfort - *The New Media Reader* (The MIT Press, 1st Edition), 2003.
- 2) Professor John D H Downing (Editor), Dr. Denis McQuail (Editor), Professor Philip Schlesinger (Editor), Ellen A. Wartella (Editor) - *The SAGE Handbook of Media Studies* (Sage Publications, 1st Edition), 2004.

- 3) John W. Cones - *43 Ways to Finance Your Feature Film : A Comprehensive Analysis of Film Finance* (Southern Illinois University Press, 3rd edition), 2008.
- 4) Sherri L. Burr - *Entertainment Law* (Thomson/West, 2nd edition), 2007.
- 5) Kundra S – *Media Management* (Anmol Publicatio Pvt. Limited, 1st Edition), 2005.
- 6) Vir Bala Aggarwal and V.S. Gupta – *Handbook of Journalism and Mass Communication* (Concept Publishing Company, 2nd edition), 2002
- 7) Biswasroy P. K. – *Media Management in India* (Kanishka Publisher & Distributors), 1993.

2. MEDIA AND ENTERTAINMENT BUSINESS – IIA02MEB

Objective: This intends to provide knowledge on Entertainment media publishing & distribution and mobile marketing, Events and live media management, Animation and video games business, Film and TV business.

Contents:

Unit I (4 Sessions)

Music Business: Music and Concert Copyrights and Publishing, Record Label development, Future of the Music Business due to new streaming and place shifting technologies, Indian Music Label companies, Music Royalty

Unit II (5 Sessions)

Film and TV Business: Laws and Copyrights involves with the Film and TV Business in India, Distribution of Content for Film and TV, Business structures relating to development, production, programming of content, Theatres and Distributors, Technology and Legal Aspects surrounding Film and TV Business

Unit III (5 Sessions)

Animation and Video Games Business: Growth of the Animation and Gaming Industry, Business structures relating to development, production, programming of content, Distribution Rights of video games and content

Unit IV (6 Sessions)

Events and Live Media Management: Researching of Product and Company brand, Identifying target audience, Developing Management plan and hiring people, procuring venues and entertainment licenses to stage events

Unit V (5 Sessions)

Entertainment Media Publishing & Distribution and Mobile Marketing: Publishing rights, Effective Publishing rights for Different products, Integrating mobile technology as part of marketing strategy, incorporating new technology as part of business **plan** and distribution

Unit VI (5 Sessions)

Entertainment Business Case Studies: Current events and future trends in the industry, Case studies of individuals, products and companies.

SUGGESTED READINGS:

- 1) Kohli Vanita – *The Indian Media Business* (Sage Publication, 2nd edition), 2010.
- 2) Sandler Kevin - *Reading the Rabbit: Explorations in Warner Bros. Animation* (New Jersey: Rutgers University Press), 1998.
- 3) Saradhi Kumar Gonela - *Case Studies on Media and Entertainment Industry* (ICFAI Press, Vol I), 2009.
- 4) Wright Mills - *Power Elite* - Chapter of the Mass Society, (Oxford University Press, 3rd edition), 2000.

3. MARKETING MANAGEMENT: IIA03MMA

Objective: This course develops the student's basic analytical skills, conceptual abilities, and substantive knowledge in marketing through exercise in decision making in a variety of real-life marketing situations. It is intended to be foundation for those who plan to do further work in marketing in the second year. It is also designed to serve as a terminal course for those not intending to specialize in marketing.

Content:

Unit I (4 Sessions)

Nature and Scope of Marketing; Marketing Management, Philosophies; Marketing Environment; Consumer Behavior; Consumer Markets and Industrial Markets; Market measurement and forecasting.

Unit II (5 Sessions)

Market Segmentation, Targeting and Positioning, Segmenting Markets - Bases and Process, Market Segmentation and Product Differentiation, Target Market Selection, Positioning — Nature, Importance and Process of Marketing Research.

Unit III (5 Sessions)

Marketing Mix decision: Product Decisions, New Product Development; Product Mix, Branding and Packaging Decisions; Product Life Cycle; Pricing Decisions: Objectives and Determination, Methods of Setting Price and pricing strategies:

Unit IV (6 Sessions)

Promotion: Promotion Mix-Advertising, Sales Promotion, Personal selling; and Public Relations: Direct Marketing & Relationship Marketing; Placement: Channels of distribution: Levels and types of channels, functions and management of channel members: Channel Selection & Motivation; Management of Physical Distribution; Current trends in wholesaling and retailing; Marketing Organisation and Control.

Unit V (4 Sessions)

Developing marketing strategy: differencing and positioning the market offering, developing new product, managing life-cycle strategies, designing marketing strategy for market order challengers, followers and niches, Designing and managing global marketing strategies.

Unit VI (6 Sessions)

Emerging Trends & Issues in Marketing: Rural Marketing, CRM, Services marketing, B2B Marketing, Internet Marketing, Consumerism, Legal Issues, Broadening the marketing concept.

SUGGESTED READINGS:

1. Kotler, Philip, "Marketing Management: Analysis, Planning, Implementations and Control", Pearson Education, New Delhi, Latest Edition.
2. Saxena Rajan, "Marketing Management", Tata McGraw Hill, New Delhi, Latest Edition.
3. Stanton William J., "Fundamentals of Marketing", McGraw Hill, Latest Edition.
4. Kotler, Philip and Armstrong, Graw. "Principles of Marketing", Pearson Education, New Delhi 2004.
5. Neelamegham, S., "Indian Cases in Marketing", Vikas Pub. New Delhi.
6. Bull, Victor P., "Marketing Management: A Strategic Planning Approach", McGraw Hill, New York.
7. Czinkota, M.R., "Marketing Management", Pearson Education Asia, New Delhi 2004.
8. Michael, J. E., Bruce, J. W. and Williom, J. S., "Marketing Management", Tata McGrawHill, New Delhi, 13th Edition, 2004.
9. Louis E. Boone and David L. Kurtz, "Contemporary Marketing". Harcourt Collye Publishers, 2001.
10. Douglas, J. Darymple & Leonard J. Parsons, "Marketing Management: Text and Cases", Seventh Edition, John Wiley and Sons, 2002.
11. Pride, William, M., and O.C. Ferrell, "Marketing: Concepts and Strategies", Biztantra, New Delhi, 2005.

4. FINANCIAL MANAGEMENT: IIA04FMA

Objective: The focus of this course is on the understanding of techniques and concepts and in showing their application to financial decision marketing situations.

Content:

Unit I (4 Sessions)

Introduction: Concept of finance, scope and objectives of finance; Profit maximization vs. Wealth maximization; Functions of Finance Manager in Modern Age; Financial decision areas, Time value of money, risk and return analysis, valuation of securities.

Unit II (8 Sessions)

Working Capital: Concept of Gross Working Capital & Net Working Capital, Various Approaches to Working Capital Management, Factors affecting working capital requirement. Working Capital Management: Management of cash, inventory and receivables. Working Capital Financing: Sources of short term financing, Role of commercial bank in working capital management; Commercial paper; Factoring and other tools of working capital management.

Unit III (6 Sessions)

Investment decision: Appraisal of project; Techniques of capital budgeting and its applications; Risk and Uncertainty in Capital Budgeting, Leverage analysis-financing, operating and combined leverage and its implications; EBIT-EPS analysis.

Unit IV (6 Sessions)

Financing Decision: Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as source of long-term finance; Concept and approaches of capital structure decision; NI, NOI, Traditional and Modigliani Miller Approach; Cost of equity share, preference share and debentures.

Unit V (6 Sessions)

Dividend Decision: Concept of retained earning and plough back of profits, relevancy and irrelevancy theory of dividend decision; Walter's model; Gordon's Model and Modigliani Miller model; Factor affecting dividend decision .

SUGGESTED READINGS:

- 1) Pandey I M- *Financial Management* (Vikas, Latest Edition).
- 2) Van Horne- *Financial Management and Policy* (Pearson Education, 12 edition) 2003.
- 3) Knott G-*Financial Management* (Palgrave, 2004)
- 4) Khan and Jain- *Financial Management, Text, Problems & Cases* (Tata McGraw-Hill, Latest Edition)
- 5) Prasanna Chandra- *Financial Management: Theory and Practice* (TMH), Latest Edition.
- 6) Kirt C Butler- *Multi National Finance* (Vikas).
- 7) R P Rustagi- *Financial Management* (Galgotia) 2000, 2nd ed.
- 8) Lawrence J. Gitman- *Principles of Managerial Finance* 2004, Pearson Education N. Delhi.
- 9) Maheshwari, S.N.- *Financial Management – Principles & Practice* (Sultan Chand & Sons), Latest Edition.

5. MEDIA AND ENTERTAINMENT PLANNING: IIA05MEP

Objective: This course is designed to provide the student with a framework for understanding the role of strategic media planning in the overall context of marketing and advertising decisions. The subject will cover audience research as well as selection, evaluation, budgeting and planning of all major advertising media and consider various decisions and problems that arise in the media planning process. A highlight of this subject is the inclusion of social media and IT as part of the media planning process.

Content:

Unit I (5 Sessions)

An Introduction to Media Planning: Media Industry overview, consumption across media platforms, what is media planning, basic concepts & definitions, general procedure in media planning, problems in media planning, SWOT of various media platforms.

Basic Measurements and Calculations: How different media's are measured, general uses of vehicle audience measurements, various concepts of audience measurements, measurements of message weight, measures of cost efficiency; What is reach – in the different platforms specifically broadcast media, what is reach in print media, frequency in broadcast and print media, weighting reach / frequency, and continuity, geographical weighting, continuity, flighting & pulsing

Unit II (4 Sessions)

Marketing Strategy and Media Planning: Who. Where and When: What a media planner needs to know, the marketing strategy plan, competitive media expenditure analysis, sources of marketing data. Using index numbers to analyse markets, selecting advertising TG, using psychographic analysis, where to advertise, when to advertise **Assignment/Activity/Presentation**

Unit III (6 Sessions)

Selecting, Media Classes: Inter-media Comparisons: Review of consumer media, inter-media comparison for non-measured media, the media mix evaluating and selecting media vehicles, determine media values, target reach and cost efficiency, strategic impressions, other media values, the qualitative values of media, ad positions within media

Putting a Media Plan Together: The Mechanics & An Annotated Media Plan: Organizing the plan of action, determining media objectives, determining media strategies, considerations in strategy planning, assembling elements of a plan. Brand a media plan, marketing and copy background, marketing objective / rationale, media strategy / rationale, description of media plan, recommended plan, gross impression analysis, media rationale, comparison of plan with strategy, spot television: market selection methodology, spot television: buying strategy. Response Functions. Frequency effects as the ultimate response function, reach as a response function, other kinds of response functions, considerations in planning and buying, media costs – discussed view, media buying problems **Assignment/Activity/Presentation**

Unit IV (5 Sessions)

Investing in a Competitive Space & Setting and Allocating the Budget: Understanding the competitive space, building an investment culture, setting organizational objectives, building an ideal model for investment, investors dilemma, ideal mix, brand objective, sales objective. Setting the Budget, allocating the advertising budget, BDI, CDI and GPI analysis, Building able CRM with Media Avenue

Testing, Experimenting and Media Planning: Tests and experiments, what a media planner should know about test marketing, media testing, and media translations

Unit V (7 Sessions)

Use of IT Interface in Media Planning; Social Media: IT Usage, media models, the power of three models, Internet as a change agent, development of New Media, E – Commerce: adding online to click and brick shopping, M – commerce a leading initiative in Media Planning. advent of Social Media, measurement metrics for Social Media, breaking the clutter – a new generational Cohort, creating the 'WOW' – the economics behind it, The different tools and contact points, sustaining the Media advent, Facebook, Twitter, Orkut - Marketing to the next gen, CPM and CPI's beyond

Advertised Mind – Media Clutter: Arousal, consciousness, emotion and reason, how should media results be researched, why is getting difficult to be memorable – media ways to benefit this plan, advertising, learning & memory – the attention continuum, ad – liking: how to get to the top of mind recall, recognition, recall & persuasion, impact – media strategy

Unit VI (3 Sessions)

Use of the different software's TAM, RAM, NRS, IRS etc: Introduction

SUGGESTED READINGS

- 1) Jack Z. Sissors and Roger Baron - *Advertising Media Planning* (New York: McGraw – Hill, 6th edition) 2002.
- 2) Arpita Menon - *Media Planning & Buying* (Tata McGraw Hill Education, 4th Edition), 2010.
- 3) Ronald D. Geskey, Sr. – *Media Planning and Buying for 21st Century* (2020: Marketing Communication LLC, 2nd Edition), 2011.

6. HUMAN RESOURCES MANAGEMENT: IIA06HRM

Objective: This course exposes students to the critical tasks and functions of Human Resources Management and understands the dynamics and processes of labour management relations. It helps students appreciate relevant tools and techniques to internalize and critical functions of human resources management, and sensitize students to human resources developments processes.

Content:

Unit I (5 Sessions)

Nature and the development of personnel management: historical context in India, the welfare tradition, the industrial relations tradition, the control of labor tradition, the professional tradition. Personnel function: personnel as a specialist function, policies, strategies, and operating plans of personnel, and the personnel activities. Human resource management (HRM): political, social, and social context of change, HRM within organization structure.

Unit II (6 Sessions)

Human resources planning: definition, purposes, processes and limiting factors; human resources information systems (HRIS): personnel records and statistics, the use of information systems in HRM, HR accounting and audit. The systematic approach to recruitment: recruitment policy, recruitment procedures, job analysis, job description, personnel specification, recruitment methods, and evaluation. The systematic approach to selection: the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

Unit III (7 Sessions)

Training and development: purpose, methods, and issues in training and management development programs
Performance appraisal: definition, purpose of appraisal, procedures and techniques including 360 Degree Appraisal, the appraisal interview, and follow up. Reward management: job evaluation, purposes and methods, factors affecting compensation policy, effect of job evaluation on human relations, compensation systems: base and variable, fringe benefits, the legal framework on pays and benefits.

Unit IV (7 Sessions)

Discipline and grievance procedures: definition, disciplinary procedure model, the other procedures, grievance procedures and interview. Industrial relations: aspect of industrial relations (IR), nature and importance of union-management relations.

Unit V (5 Sessions)

Termination of employment: retirement, resignation, and termination of contract: layoff and exit interviews. Dealing with the human aspects of terminations: procedures for terminations, counseling, training and notice of dismissal.

SUGGESTED READINGS:

- 1) Bratton J and Gold J- *Human Resource Management: Theory and Practice* (Palgrave, 2003)
- 2) Gomez-Mejia et al- *Managing Human Resources* (Pearson Education, 3rd edition),
- 3) Ivansevich- *Human Resource Management* (Tata McGraw-Hill)
- 4) Aswathappa- *Human Resource Management* (Tata McGraw-Hill) HR and PM, 2003, 3rd ed.
- 5) Dessler- *Human Resource Management* (Prentice-Hall, 9th edition)
- 6) A.K.Singh, B.R.Duggal, Puneet Mohan- *Human Resource Management and Development* (Sun India Publication, 2004).
- 7) Mamoria, Mamoria & Gankar- *Dynamics of Industrial Relations in India*, Himalaya.
- 8) Gary Dessler- *Human Resource Mgt.*, Pearson/PHI
- 9) V.S.P. Rao- *Human Resource Management*, Excel Book
- 10) G.P.Sinha and P.R.V.sinha – *Industrial Relations and Labour Legislation in India*, Himalaya
- 11) P.L.Rao- *Human Resource Management*, Excel Books.
- 12) Baron– *Strategic Human Resources : Framework for general Managers*-John Wiley
- 13) S. C. Gupta– *Text Book of International HRM* – Macmillan
- 14) Greer– *Strategic Human Resource Management* – Pearson
- 15) Mamoria and mamoria– *Dynamics of Industrial Relation* , Himalaya Publishing

16) Venkat Ratnam– *Globalization and Labour Mgt. Relations*, Sage Publications, New Delhi

7. BUSINESS RESEARCH METHODOLOGY: IIA07BRM

Objective: The objective of this course is to familiarize the students with the concepts, tools and techniques for undertaking research project in business and writing research reports in an acceptable form.

Content:

Unit I (4 Sessions)

Introduction: Concept of research and its applications in the various functions of management; Types of research. Types of business problems encountered by the research; Problems and precautions to the researcher in India. Process of research: Steps involved in research process; various methods of research design.

Unit II (8 Sessions)

Data collection: Sampling procedure; Sample size; Determination and selection of sample member; Types of data and various methods of collecting data; Preparation of questionnaire and schedule; Precautions in preparation of questionnaire and collection of data. Measurement & Scaling – Attitude Measurement, Sampling Methods – Probabilistic & Non Probabilistic Sampling, Sample Design & Procedures- Sample size Estimation, etc.

Unit III (14 Sessions)

Data Analysis and Interpretations: Frequency Distribution, Cross Tabulation and Hypothesis Testing, Descriptive Statistics, Univariate ('t' & 'z'), Bivariate (Anova, Chi-square), multiple regression, Factor analysis, Multi-Dimensional Scaling. Uses of Data Analysis Tools like SPSS and Excel.

Unit IV (4 Sessions)

Report Preparation: Types and layout of research report. Precautions in preparing the research report. Bibliography and Annexure in report. Drawing conclusions. Giving suggestions and recommendations to the concerned persons.

SUGGESTED READINGS:

1. Collis J and Hussey R- *Business Research* (Palgrave, 2003).
2. Cooper- *Business Research* (Tata McGraw-Hill).
3. Saunders- *Research Methods for Business Students* (Pearson Education, 3rd edition).
4. Beri- *Marketing Research* (Tata McGraw-Hill), 1993, 2nd ed.
5. David J. Luck and Ronald S. Ruben- *Marketing Research* (Prentice Hall of India), Latest Edition.
6. Kothari C.R. - *Research Methodology Methods and Techniques*. Wishwa Prakashan. 2004.
7. Malhotra, Naresh K.- *Marketing Research*. Pearson Education, Latest Edition.
8. Krishnaswamy K.N.,Sivakumar, Mathirajan- *Management Research Methodology*, Pearson.
9. Paneerselvam, R.- *Research Methodology*, PHI, New Delhi.
10. S.L. Gupta-*Marketing Research-Excel*.
11. Easwaran & Singh- *Marketing Research: Concepts, Practice and Cases* – Oxford.
12. Pati D- *Marketing Research*, Universities Press.
13. William MK Trochim- *Research Methods*, Biztantra.

8. COMMUNICATIVE ENGLISH LABORATORY-II – IIB08CEL

Objectives: The objectives are to prepare the student to

- Produce written communication of different forms such as paragraph, report, letter, etc.
- Make notes/ Summarize from a given passage
- Organize Meetings, prepare agenda, draft resolutions and write minutes.
- Make presentations and face interviews.
- Document sources and prepare bibliographies.
- The objectives of managerial oral communication; improving the facility of oral communication. Both Transmission and reception in six managerial situations such as (i) Information sharing (ii) Conversation (iii) Interview (iv) Committee (v) Negotiation (vii) Presentation.

Module-I WRITING-I

Paragraph writing – topic sentence, cohesion and coherence – sentence linkers (so, but, however etc.), Preparation of a business report – writing a business proposal – format, length, structure.

Module-II WRITING-II

Preparing notes: writing business letters and E-Mail messages, Documentation: References, notes and bibliographies.

Module-III WRITING-III

Writing a curriculum vitae (both chronological and functional) along with an application for a job, Public relations: concept and relevance, PR in a business organization: handling the media.

Meeting and presentation (9 hours)

Organizing a meeting: preparing an agenda, chairing a meeting drafting resolutions, writing minutes, making an oral Presentation, Facing an interview.

Some Tasks:

1. Write a paragraph with the topic sentence “Protection of environment should not be at the cost of development”. Identify the supporting details and sentence connectors.
2. Make notes from a given passage.
3. Prepare a short bibliography on the list of books prescribed in this course.
4. Write a letter complaining to a firm, which supplied defective computers.
5. Write a functional CV of your own.
6. Prepare an agenda of Mock meeting.
7. Imagine that you are chairing the meeting. How would you go about it?
8. How would you propose a vote of thanks?
9. Make an oral presentation on a new product your company has brought out/make a seminar presentations.
10. Make a checklist for preparing for an interview.
11. Hold a mock job interview.
12. Prepare the agenda for a meeting you are organizing.

(The list is only illustrative and not exhaustive).

SEMESTER III

1. STRATEGIC MANAGEMENT - (III01SMA)

Objective: This course conveys the concept of strategy and its usefulness by exposing students to a variety of organizational situations. It enables students to look at organizations in their totality and appreciates the interrelationship among different functions. It will help students understand the strategy of organizations and thereby enable them in making major decisions, formulating policies and participate in implementation of corporate strategies.

Contents:

Unit I (6 Sessions)

Introduction: Strategic management (SM) , Business Policy (BP) and Business Plan; Basic concepts of SM; Impact of Globalisation and e-Com; Theories of organisational adaptation; Creating a learning organisation; Basic model of SM; Strategic decision making; Impact of Internet; Firm and its environment.

Unit II (6 Sessions)

Scanning the environment: Environmental scanning; Industry analysis; Competitive intelligence; Forecasting; Synthesis of external factors; ETOP Study.

Internal scanning: Organisational analysis; resource-based approach; value chain analysis; Scanning functional resources; Strategic audit;

Unit III (6 Sessions)

Strategy formulation: Situational analysis: SWOT analysis, TOWS Matrix; Corporate strategy; Strategies for growth and diversification; Process of strategic planning; Stages of corporate development; Portfolio analysis; Corporate parenting; Functional strategy; Core competencies; Strategic choice.

Unit IV (6 Sessions)

Strategy implementation and control: Organising for action; Developing programmes, budgets and procedures; How strategy to be implemented? Strategy implementation through structure, values, and ideologies; McKinsey's 7s framework; Acquisition of resources and competence; Organization life cycle; Management & Control, Activity-based costing; Strategic Information Systems

Unit V (6 Sessions)

Other strategic issues: Strategic issues in managing technology and innovation; Strategic issues in entrepreneurial ventures and small businesses; Strategic issues in not-for-profit organisations

SUGGESTED READINGS

- 1) Arthur, A, Thomson and Strickland, A. J., *Strategic Management – Concept and Cases.*, Tata McGraw Hill, New Delhi.
- 2) Srinivasan R., *Strategic Management – The Indian Context*, PHI.
- 3) Pitts R A and Lei D- *Strategic Management: Building and Sustaining Competitive Advantage* (Vikas, 3^r edition), 2003.
- 4) Thompson A and Strickland A J- *Strategic Management: Concepts and Cases* (Tata McGraw- Hill, 2002)
- 5) Wheelen T L and Hunger J D- *Concepts in Strategic Management and Business Policy* (Pearson Education, 2004)
- 6) White C- *Strategic Management* (Palgrave, 2004)
- 7) Beamish P- *Asia-Pacific Cases in Strategic Management* (Tata McGraw-Hill, 2000)
- 8) David F R- *Strategic Management: Concepts and Cases* (Pearson Education).
- 9) Dess G- *Strategic Management: Creating competitive Advantage* (Tata McGraw- Hill) — M. Hill International, N. York.
- 10) Hunger J D and Wheelen T L- *Essentials of Strategic Management* (Prentice-Hall, 3rd edition)
- 11) Johnson and Scholes- *Exploring Corporate Strategy: Text and Cases* (Prentice-Hall).
- 12) Porter M- *Competitive Strategy* (Macmillan) 1998.

2. MANAGEMENT INFORMATION SYSTEM - (IIIA02MIS)

Objective: Information system is vital to the management, organisation, operation, and product of organization. This course prepares the ground in fundamentals of what information systems are, how they affect the organisation, and how they can make business more competitive and efficient. It helps in understanding and learning the usage of information technology in day-to-day operation, in managing the business and providing useful products and services to the customers.

Content:

Unit I (3 Sessions)

Introduction: MIS and information systems; Management support system and classifications.

Unit II (6 Sessions)

Role of MIS: Strategic advantage with MIS; Systems approach to problem solving; Business Process Reengineering (BPR); Internet worked enterprise in MIS: Internet, Intranet, Extranet; Enterprise communication and collaboration.

Unit III (6 Sessions)

Decision support systems: MIS support for decision making; Decision support systems; Tools of business support systems: what if analysis, sensitivity analysis, goal seek analysis, optimisation analysis, data mining for decision support.

Unit IV (6 Sessions)

Developing MIS systems: System Development Cycle; System Analysis; System Design (DFD and ER diagrams).

Unit V (7 Sessions)

Applications: Cross-functional MIS; ERP; CRM; SCM; Transaction processing; Artificial intelligent technologies in business: neural network, fuzzy logic, genetic algorithm, virtual reality; Executive Information System; Expert Support Systems; Security and Ethical challenges

Unit VI (2 Sessions)

Research Project: Each student will write a research paper on a specific Information System related issue of their choice. This paper may include the following:

- Historic Development
- Examination of Current Issues
- Exploration of the Actual or Expected Impact on Employees, Industry or Government, Presentation of available Alternatives if Applicable
- References

SUGGESTED READINGS

- 1) Laudon K C and Laudon J P- *Management Information Systems: Managing the Digital Firm* (Prentice-Hall, 8 edition)
- 2) O'Brien J- *Management Information System* (Tata McGraw-Hill, 5 editions), Galgotia.
- 3) Oz E- *Management Information System* (Vikas, 3rd edition)
- 4) Jawedkar W S- *Management Information System* (Tata McGraw-Hill, 2nd edition) 2003.
- 5) Mudrick R G- *An information system for modern management 2001, 3rd, Pearson.*
- 6) Mahadeo Jaiswal, *Management Information System (Oxford University Press)*

3. CONSUMER BEHAVIOUR – (III A03CBE)

Objective: The basic objective of this course is developing an understanding about the consumer decision-making process and its application in marketing function of firms.

Content:

Unit I (8 Sessions)

Nature and scope of consumer behavior, the application of consumer behavior principles to strategic marketing., Consumer Decision Making: four views of consumer decision making- Economic man, Cognitive man, Emotional man, Passive man Consumer Decision process, Factors influencing consumer decision making process, Comprehensive models of consumer decision making: Nicosia Model, Howard-Sheth model, Engel-Kollat-Blackwell model Sheth's Family decision making model.

Unit II (8 Sessions)

Individual determinants of behavior: Personality, Perception, Attitudes (Structural models of attitudes: Tri-component attitude model, multi attribute model, the measurement of attitudes-scaling techniques and projective techniques), learning and motivation.

Unit III (7 Sessions)

Group influence (the influence of Culture & sub culture, Characteristics of Culture, The measurement of culture), Social Class: The measurement of social class, reference group and family, Family life Cycle (FLC), Lifestyle profiles of the social class(AIO & VALS), Consumer Psychographics: Constructing a psychographic inventory, application of psychographic analysis, Opinion Leadership Process : Measurement of opinion leadership.

Unit IV (7 Sessions)

Consumer Research, Diffusion of Innovations: The diffusion process, the adoption process, A profile of the consumer innovator. Consumer Behavior Applications for Profit and Not - For - Profit organization.

SUGGESTED READINGS:

1. Leon G. Schiffman & Leslie Lazar Kanuk: Consumer Behavior, Pearson PHI.
2. Batra & Kazmi, Consumer Behavior, Excel Books.
3. Hawkins, Best & Concy, Consumer Behaviour, Tata McGraw Hill.
4. Peter. D. Bennett Harold H. Kassanjian: Consumer Behaviour (PHI).
5. Srivastava, Khandoi, Consumer Behaviour, Galgotia publications.
6. M.S.Raju & Dominique. Xardel, Consumer Behaviour, Vikas Publications.
7. Loudon & Della Bitta, Consumer Behavior, Tata McGraw Hill,
8. Soloman, Consumer Behaviour: Buying, Having and Being, Pearson / PHI.
9. Kardes, F.R. Consumer Behaviour and managerial Decision making, Pearson
10. Nair – Consumer Behaviour and Marketing Research , Himalaya.
11. H.Assael, Consumer Behavior, Biztantra.
12. Jain & Bhatt, Consumer Behaviour, S. Chand.
13. Alok,Sinha & Sharma, Customer Relationship Management, Biztantra.

4. INTEGRATED MARKETING COMMUNICATION - (IIIA04IMC)

Objective:

To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and promotional programme.

Content:

Unit I (12 Sessions)

Introduction to IMC, IMC programme situation analysis, objectives for IMC programme. Definition, objectives, functions and classification of advertising, direct marketing, sales promotion, public relation, publicity and personal selling. Advertising Agency: functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

Unit II (6 Sessions)

Communication Process: advertising versus other forms of mass communication, planning the communication program, the communication mix, building of IMC program: Creative strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

Unit III (6 Sessions)

General and special characteristics of different media: Media planning, selection and evaluation. Measuring advertising effectiveness: The rationale of testing- pretesting, concurrent testing & post testing, opinion recognition and recall, inquiries and sales measures, measurement of print media, E-Advertising.

Unit IV (6 Sessions)

Advertising Budget: Approach and procedures for determining the size of the budget character of items to be charged to advertising, Administration and control of budget. Regulation of Advertising - Self Regulation by advertising Media (ASCI), Ethics & Social Responsibility in Advertising, E-advertising.

SUGGESTED READINGS:

1. Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
2. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI
3. Clow & Baack, Integrated advertising, Promotion, Marketing communication and IMC plan, Pearson Education/PHI
4. Wells, Burnett, Moriarty, Advertising: Principles and practice , Pearson
5. Parag Diwan, Advertising Management, Deep & Deep Publications.
6. Manendra Mohan, Advertising Management, New Delhi, TMH, 1995.
7. Chunawalla, Sethia, - Advertising: Theory and Practice, Himalya Publication House.
8. Russel and Lane, Kleppner's Advertising Procedure, New Delhi : Prentice Hall of India.
9. Belch & Belch - Advertising and Promotions: An integrated marketing communication perspective, TMH.
10. Jethawaney & Jain, Advertising Management, Oxford University Press.
11. Wells, Advertising : Principles and Practice, Pearson / PHI
12. Jefkins, Advertising, Pearson.
13. Sharma & Singh – Advertising: Planning and Implementation, PHI.

5. SOCIAL MEDIA AND DIGITAL MEDIA – (IIIA05SOD)

OBJECTIVE

Primary objective of this course is to equip learners with the concepts of Social and Digital Media and its need in the 21st Century. This course will provide learners an opportunity to have a hands-on-practical-experience to deal with Social and Digital Media while undertaking an independent projects. After completing this course, learners will be able to develop basic level of Social and Digital Media Strategy including an execution roadmap and effectiveness measurement/evaluation matrix.

UNIT I: SOCIAL MEDIA (10 Sessions)

Basic Understanding of Social Media, Social Media Platforms, Social Networking, Social Media Channels, Social Media Marketing, Paid Vs. Organic Reach, Sponsored Promotion on Social Media, Effective Social Media Management, Small Business and Social Media, Audience Engagement through Social Media, Social Media Marketing Tools, Social Media Analytics, Social Media Strategy & Tactics, Social Media Integration with Online Presence, Specific Campaigns Vs. Ongoing Activities, Social Media and Creativity, Social Media Ethics.

INDEPENDENT PROJECT ON SOCIAL MEDIA (5 Sessions)

UNIT II: DIGITAL MEDIA (10 Sessions)

Basic Understanding of Digital Media, Types of Digital Media, Getting Started with Digital Media, Dealing with Intellectual Property, Issues with Plagiarism, Creating Digital Medial Space, Digital Media for B2C, Digital Media for B2B, Digital Media for G2C, Digital Media for Awareness, Digital Media for Promotion and Marketing, Digital Media Strategy, Digital Medial Budgeting, Technical Aspects of Digital Media, Digital Media Effectiveness Cycle, Audio Management, Video Management, Web Animation, Google Analytics, SEO,

INDEPENDENT PROJECT ON DIGITAL MEDIA (5 Sessions)

References:

1. The Social Media Marketing – Game Theory and the Emergence of Collaboration by Eric Anderson, Published by Springer
2. The Social Media Management Handbook – Everything you get to know to get social media work for your business by Nick Smith & Robert Wollan with Catherine Zhou, Published by John Wiley & Sons
3. Social Media Marketing – all in one for Dummies By Jan Zimmerman and Deborah Ng
4. An Introduction to Digital Media By Tony Feldman
5. Digital Media Revisited: Theoretical and Conceptual Innovations in Digital Domains by Gunnar Liestøl, Andrew Morrison, Terje Rasmussen published by MIT Press
6. Digital Media for Dummies By Ben Carter Published by John Wiley & Sons

6. CENSORSHIP, ETHICS & MEDIA LAW – (IIIA06CEL)

Objective: This subject is an overview of the freedom of the media as it is indeed an integral part of the freedom of expression and essential requisite of a democratic set up. The Indian Constitution has granted this freedom by way of Fundamental Right. The media, which is obligated to respect the rights of individual, is also obligated to work within the framework of legal principles and statutes. This unit looks at media ethics and law that govern the field of media.

Content:

UNIT I (5 Sessions)

Introduction to Media Laws & Ethics: Introduction to law. What are media laws? Types of law-civil and criminal, Importance of law, defamation and slander

The Right to Publish & The Right to Privacy: Freedom of the Press, Free Press, Fair trial, Source Protection, Ethics Pressures, Truth Telling and Objectivity, Social Justice

UNIT II (5 Sessions)

Yellow journalism: Concept of yellow journalism, History of yellow journalism, Paparazzi journalism

Media Laws in India: Contempt of court, 1976, Official secrets act, 1923 Press and books registration act, 1867, Copyright act, 1957, Drug and magic Remedies act, 1954, Children Act, 1960, The Young Persons Act, 1956, Trademark Act & Patent Act

UNIT III (5 Sessions)

Media Laws in India Pre Independence: First press regulations, 1799 Gagging Act, 1857, Vernacular press act, 1857, Indian press act, 1910, Entry of foreign press

Press Council: Introduction to Press Council, Press council of India I, Press council of India II, AINEC Code of Ethics, Structure & functions of the PCI, Act and committees relating to wages of working journalists

UNIT IV (5 Sessions)

Electronic Media Laws: AIR & DD code of broadcasting news and advertising, Prasar Bharti act, Cable TV Regulations ac, Cinematograph act and film censorship

Ethics of Journalism: Professional Ethics, Ombudsman, Lowering of ethical values in Journalism

UNIT V (5 Sessions)

Gathering Information Legally: Legal sources of news, Ethics in gathering of news, protecting the source

Ethics in Advertising: Ethics and controversies in advertising, Code of ethics for advertising by advertising council of India (Regulatory study made PCI and ASCI), DAVP's code of advertising, various laws of advertising in India

UNIT VI (5 Sessions)

Code of Ethics In Public Relations: Codes of ethics by IPRA

Committees & Commissions Regarding Media: Professionalism in media, Self regulation, Censorship, Reports of committees regarding media in India- Verghese committee, Chanda Committee, P C Joshi committee, Bacchawat committee, First press commission & second press commission.

References:

1. Media Ethics: Truth, Fairness and Objectivity; Making and breaking news by Pranjoy Guha Thakurta

2. Media Law and Human Rights by Andrew Nicol QC, Gavin Millar QC and Andrew Sharland; Series Editor: John Wadham
3. Mass Communication in India: Keval J Kumar, 3rdEdition
4. Media Law and Ethics: Readings in Communication regulation by Kiran Prasad (VOL 1 & 2)
5. Media Law: Its Ethics and Ethos; Kishore, Devesh & Singh, G.S.

7. Event Management – (IIIA07EMT)

Objective: This subject will give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

Content:

Unit I (6 Sessions)

Introduction to Event Management, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management, Event Design and Concept, Role of Event Management Companies, The Scope Of Event Management

UNIT – II (4 Sessions)

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

UNIT – III (5 Sessions)

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

UNIT – IV (3 Sessions)

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

Unit - V (5 Sessions)

Introduction to Event Marketing, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, let us sum up: lesson end activity, keywords, and questions for discussion

Unit - VI (4 Sessions)

Introduction to Event Promotion, Promoting an Event, Identifying Promotional Measures, Tools OF Promotion, the Promotion Schedule, Promotional Factors

Unit – VII (3 Sessions)

Introduction to Event Evaluation, Coding, Other Marketing Evaluation Tools, Stickers, Advertising Through Magazines, Trade Newsletters

REFERENCES :

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. - 2011
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009

8. PERSONALITY GROWTH LAB-I - (IIB08PGL)

Objective: This is an extra-syllabic component of the MBA programme, central to the individual pursuing this course for a future managerial position in the corporate world. This involves identification and re-identification of a self in both space and time making allowances for the situational dynamics under the pressure of formal and structural changes in society and Government from time to time. Hence, personality of an individual is not a mask but an expressive face that changes contours and eye-focus, redefining the individual's vision of reality. This flexibility of response to his space time is reflected in the individuals' choice of words, gestures, expressions and particularly in the rhythm of his speech, action or/and writing, also in his inter personal relationship. Therefore the module is seminal to a personality, which believes in goal-setting and accomplishment without any interference from his private and personal space-time.

Content: Workshops on following aspects of Personality

- Mind Power & Mind Power Management
- Assertive Skills
- Positive Attitude
- Looking Your Best
- Time Management
- Public Speaking
- Interpersonal Effectiveness
- Resume & Interview Facing Skills
- Taking an Interview
- Panel discussion-monitored / anchored
- Group discussions with a leader or controlling authority
- Open forum-discussions
- Presentations at a Seminar / AGM etc.

SEMESTER – IV

1. ENTREPRENEURSHIP AND MANAGEMENT OF INNOVATIONS – (IVA01EMI)

Objective: Developing entrepreneurship abilities in the students by exposing them to the business opportunities and imparting skills and techniques of exploring these opportunities through the formulation of a bankable project. It is also aimed to study the formalities of setting up of a company and its management. .

Content:

Unit I (6 Sessions)

Entrepreneurship: Definition of Entrepreneur, Entrepreneurial motivation and barriers; Internal and external factors; Types of entrepreneurs; Theories of entrepreneurship; Classification of entrepreneurship. Creativity and Innovation: Creative Problems Solving, Creative Thinking, Lateral Thinking, Views of De Bono, Khandwala and others, Creative Performance in terms of motivation and skills.

Unit II (6 Sessions)

Creativity and Entrepreneurial Plan: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning, Evaluation, Monitoring and Control, segmentation, Targeting and positioning of Product, Role of SIDBI in Project Management.

Unit III (6 Sessions)

Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems, Types of Uncertainty. Institutional support for new ventures: Supporting organizations; Incentives and facilities; Financial Institutions and Small-scale Industries, Govt. Policies for SSIs.

Unit IV (4 Sessions)

Family and non-family entrepreneurs: Role of Professionals, Professionalism vs. family entrepreneurs, Role of Woman entrepreneur, Sick industries, Reasons for Sickness, Remedies for Sickness, Role of BIFR in revival, Bank Syndications.

Unit V (8 Sessions)

Introduction to Innovation management, Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation, Managing for Intellectual Property Right.

SUGGESTED READINGS:

- 1) Couger, C- *Creativity and Innovation* (IPP, 1999)
- 2) Nina Jacob, - *Creativity in Organisations* (Wheeler, 1998)
- 3) Jonne & Ceserani- *Innovation & Creativity* (Crest) 2001.
- 4) Bridge S et al- *Understanding Enterprise: Entrepreneurship and Small Business* (Palgrave, 2003)
- 5) Holt- *Entrepreneurship: New Venture Creation* (Prentice-Hall) 1998.
- 6) Singh P and Bhandarkar A- *Winning the Corporate Olympiad: The Renaissance Paradigm* (Vikas)
- 7) Dollinger M J- *Entrepreneurship* (Prentice-Hall, 1999).
- 8) Tushman, M.L. & Lawrence, P.R. (1997)- *Managing Strategic Innovation & Change*. Oxford .
- 9) Jones T. (2003)- *Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability*. Butterworth Heinemann, U. K.
- 10) Amidon, D. M. (1997)- *Innovation Strategy for the Knowledge Economy: The Kan Awakening*. Butterworth-Heinemann, New Delhi, India

2. COMPREHENSIVE PROJECT - (IVA02CPR)

The purpose of this course is to enable the students to study in-depth at least one specific issue related to any of the courses of study. The group consisting of two to three students will identify the issue in the beginning of the semester and will prepare detailed synopsis of the research project study. The project may be based on primary data or secondary data depending upon the nature of the topic and the research design. The project will be evaluated on the basis of written report, presentation and viva-voce.

3. Sound Production and Music Industry Management – (IVA03SPM)

Objective

It provides a broad base of general music industry skills providing knowledge of music theory and studio studies, Recording Session Planning and Budgeting, Recording for film, Introduction to Song and Jingle Structures-Overview of Electronic Music Production.

Unit–I: Music Theory and Studio Studies (5 Sessions)

Music History, Musical Notes & Scales, Time signatures & Key signatures, Chords and Triads, Studio protocol, Recording, Mixing and Mastering concepts

UNIT–II: Recording For Film (5 Sessions)

DAW, Editing, Professional Recording Studios, Audio Post production Concepts, Recording Music, Recording Session Planning and Budgeting

Unit–III: Recording for TV (5 Sessions)

DAW and Professional Recording Studios, Audio Post production Concepts, Recording Music for Films, Recording Session Planning and Budgeting

Unit–IV: Sound for RADIO (5 Sessions)

Recording Sound for Radio, Audio Content for Radio (Spots and Jingles), Radio Broadcast technology (AM and FM), Routing and transmission

Unit–V: Introduction to Electronic Music Production (5 Sessions)

Introduction to Song and Jingle Structures, Introduction to Software based Music Production, Software tools for Music Production (Nuendo and VST instruments), Reason, Ableton Live, and Logic Pro.

Unit–VI: Introduction to Live Sound Theory (5 Sessions)

Live Sound Reinforcement Protocol, Audio Gears used for Live Sound Reinforcement, Live Sound Reinforcement Techniques, and Mixing Live

References:

1. Yamaha Sound Reinforcement Hand Book, Standard Handbook of Audio and Radio.
2. Engineering, Second Edition Jerry C. Whitaker and K. Blair Benson.

4. Film and TV production, Programming Management – (IVA04FTP)

Objective:

The course provides with a wide range of professional skills from pre to post production, including working process of production house, artiste mgmt & production television programming and management, Sound for TV and film: dubbing and on-location sound, editing and vex direction, Artiste management and studio production.

Content:

Unit–I: Various Genres of Film and Television Programmes, Preproduction Tech (5 Sessions)

Introduction to Video technology and terminologies, Film Genres, Television Genres & Film Aesthetics.

Unit–II: Storyboarding and Basic Photography, Operating DV Cameras and Lighting (5 Sessions)

Visualization, Storyboarding, Fundamentals of SLR Camera, Composition, Editing Aesthetics

Practical:

SLR Camera shoot focusing on Composition Fundamentals of a Digital Video Camera, Shots and Scenes

Unit–III: How a Production House Works, Artiste Mgmt. & Production (5 Sessions)

Theory:

Jobs involved in a Film Production house, Process involved in Production of a Film, Marketing and Distribution of a Film

Unit–IV: Direction, Artiste Management and Studio Production (5 Sessions)

Direction techniques, Managing Artistes and the products that make up the artiste identity

Unit–V: Introduction to Live Sound Theory (5 Sessions)

Overview of a Television Station, Managing a Television station and careers involved, Programming TV shows, Advertisement Sales and Revenue.

Unit–VI: Music Industry Management (5 Sessions)

Introduces the music /entertainment industry. Presents an overview of the music industry and associated management principles required to succeed in today's changing, competitive, and dynamic music/entertainment business environment.

References

1. Film Directing Shot by Shot: Visualizing from Concept to Screen (Michael Wiese Productions) by Steven D. Katz
2. Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers by Blain Brown
3. Lighting for TV and Film (Paperback) by Gerald Millerson C.Eng MIEE MSMPTE
4. Film Production Management 101 by Deborah S. Patz
5. This Business of Artist Management (Hardcover) by Howard Blumenthal, Oliver Good enough.
6. Production Management for TV and Film - The professional's guide by Bloomsburry
7. Filmmaking for Dummies by Bryan Michael Stoller

5. STRATEGIC MARKETING AND BRAND MANAGEMENT - (IVA05SMB)

Objective:

To have an understanding and application of marketing tools and techniques in a strategic perspective. To study different aspects of brand management.

Content:

Unit I (15 Sessions)

Strategic Marketing: Introduction to Strategic Marketing, Opportunity Analysis. Formulating Marketing Strategies for New Market Entries, Growth Markets. Matured Markets, Decline Markets, Marketing Strategies for the new Economy. Organizing and Planning for Effective Implementation, Measuring and Delivering Marketing Performance.

Unit II (15 Sessions)

Brand Management: Strategic Issues in Brand Management. Brand Equity. Brand Building, Brand Loyalty, Lessons in Branding, Brand Valuation. Emerging Horizons in Branding. Myths in Branding. Contemporary Issues In Strategic Marketing & Brand Management.

SUGGESTED READINGS:

1. Cravens, D W. - *Strategic Marketing*, Homewood Illinois, Richard D. Irwin.
2. Kaynak, E and Savitt, R. - *Comparative Marketing Systems*. New York, Praegar.
3. Porter, M. E. - *Competitive Advantage: Creating, Sustaining Superior Performance*. New York, Free Press.
4. Aaker, David, A. - *Managing Brand Equity*. New York, Free Press.
5. Cowley, Don. - *Understanding Brands*,. London, Kogan Page.
6. Murphy, John, A. - *Brand Strategy*. Cambridge, The Director Books.
7. Steward, P. - *Building Brands Directly*. London, Macmillan.

6. PERSONALITY GROWTH LAB-II - (IVB06PGL)

Objective: This is an extra-syllabic component of the MBA programme, central to the individual pursuing this course for a future managerial position in the corporate world. This involves identification and re-identification of a self in both space and time making allowances for the situational dynamics under the pressure of formal and structural changes in society and Government from time to time. Hence, personality of an individual is not a mask but an expressive face that changes contours and eye-focus, redefining the individual's vision of reality. This flexibility of response to his space time is reflected in the individuals' choice of words, gestures, expressions and particularly in the rhythm of his speech, action or/and writing, also in his inter personal relationship. Therefore the module is seminal to a personality, which believes in goal-setting and accomplishment without any interference from his private and personal space-time.

Content:

Workshops on following aspects of Personality:

- Understanding self and others: Johari's Window and Transactional Analysis (TA). Meaning of personality: What personality is? Personality pattern; Symbols of Self; Molding the personality pattern; Persistence and change.
- Evaluation of personality: Sick personalities and Healthy Personalities 24 Carats of Winning Personality
- Facility of expression stemming from clarity of thought, Unity of Thought-Speech- Action, Negotiation Skills, Presentation Techniques, Telephonic Conversation, Preparing CV, One to one discussion / consultation, Facing an Interview and Interviewing Skills, Job Interviews + Taking an Interview.
- Panel discussion-monitored / anchored, Group discussions with a leader or controlling authority, Open forum-discussions, Presentations at a Seminar / AGM etc., Stress Management, Effective Selling Techniques.
- Facing an irate mob, Crisis Management, Event management, Taking a Press Conference, Power Etiquette, Wit & Humor.

SUGGESTED READINGS:

- 1) Friedman- *Personality: Classic Theories and Modern Research* (Pearson, 2nd edition) 2004.
- 2) Hurlock E- *Personality Development* (Tata McGraw-Hill).
- 3) Iyer V- *How to Develop a Powerful & Positive Personality* (Sterling Publishers).