

BHARATHIAR UNIVERSITY: COIMBATORE-641 046
M.B.A. Media and Entertainment Management
(For the CPP/COP students admitted during the academic year 2015-16 & onwards)

SCHEME OF EXAMINATIONS – CBCS Pattern

	Course Titles	Ins.Hrs / Week	EXAMINATIONS				Credits
			Dur. Hrs	CIA	MARKS	Total	
SEMESTER – I							
1.1	Management Principles And Practice	5	3	25	75	100	4
1.2	Organizational Behaviour	5	3	25	75	100	4
1.3	Corporate Communication	4	3	25	75	100	4
1.4	Overview of Entertainment & Media	5	3	25	75	100	4
1.5	Introduction to Event Management & PR	5	3	25	75	100	4
1.6	Fundamentals of Journalism	4	3	25	75	100	4
1.7	Computer Applications in Management **	2	-	-	-	-	-
SEMESTER – II							
2.1	Advertising And Sales Promotion	5	3	25	75	100	4
2.2	Marketing Management	4	3	25	75	100	4
2.3	Human Resource Management	5	3	25	75	100	4
2.4	Event Marketing & Sponsorship	4	3	25	75	100	4
2.5	Media Laws & Ethics	5	3	25	75	100	4
2.6	Quantitative Techniques	5	3	25	75	100	4
2.7	Computer Applications in Management – Practical **	2	3	40	60	100	4
SEMESTER – III							
3.1	Brand Management	5	3	25	75	100	4
3.2	Management Information System	5	3	25	75	100	4
3.3	Film Production and Marketing	5	3	25	75	100	4
3.4	Broadcast Business Management	5	3	25	75	100	4
3.5	Media Planning & Buying	5	3	25	75	100	4
3.6	Advertising & Integrated Marketing Communication	5	3	25	75	100	4
SEMESTER – IV							
4.1	Strategic Management: Indian and Global Context	6	3	25	75	100	4
4.2	Principles of Public Relations	6	3	25	75	100	4
4.3	Television Programming and Production	6	3	25	75	100	4
4.4	Radio Programming and Production	6	3	25	75	100	4
4.5	Application of Graphics & Animation in Media & Entertainment Industry	6	3	25	75	100	4
4.6	Project & Training Report Viva & Voce*	-	-	-	-	100	4
TOTAL		-	-	-	2500		100

* For Project Report 80% Marks & Viva Voce 20% Marks.

** The Course will be taught during I and II Semesters

1.1 MANAGEMENT PRINCIPLES AND PRACTICE

UNIT I

Management : Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society : The External Environment, Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management.

UNIT II

The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning.

UNIT III

The Nature of Organizing and Entrepreneuring - Organizational Structure Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

UNIT IV

Co-ordination functions in Organisation - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

UNIT V

The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the Future through Preventive Control - Global Controlling and Global Challenges.

REFERENCES :

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill.
2. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
3. Stoner & Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.
5. Weirich & Koontz, Management - A Global perspective, McGraw Hill.
6. Helliregarl, Management, Thomson Learning, 2002.
7. Robbins.S.P., Fundamentals of Management, Pearson, 2003.

1.2 ORGANISATIONAL BEHAVIOUR

UNIT I

Organisational Behaviour : History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour. Personality - Determinants, structure, behaviour, assessment, psycho-analytical social learning, job-fit, trait theories.

UNIT II

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes - relationship with behaviour, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics. Perception - Process, Selection, Organisation Errors, Managerial implications of perception. Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

UNIT III

Stress - Nature, sources, Effects, influence of personality, managing stress. Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation. Foundations of group behaviour : linking teams and groups, Stages of development Influences on team effectiveness, team decision making. Issues in Managing teams.

UNIT IV

Organisational change - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management. Organisational politics - Political behaviour in organisation, Impression management, Self monitoring. Organisational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

UNIT V

Organisational Behaviour responses to Global and Cultural diversity, challenges at international level, Homogeneity and heterogeneity of National cultures, Differences between countries, The Challenges of work force diversity and managing diversity Cases.

REFERENCES :

1. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.
2. Hellinegal Slocum, Woodman, Organisational Behaviour, IX edn., Thomson learning.
3. Umasekaran, Organisational Behaviour, Tata McGraw Hill.
4. Robbins S.P., Concepts contrivances and applications, Prentice Hall.
5. Umasekaran, Organisational Behaviour.
6. Helliregal.et.al, Organisational Behaviour, Thomson Learning.
7. McShane&Glinow, Organisational Behaviour, Tata McGraw Hill. 8. Harris & Hartman, Organisational Behaviour, Jaico, 2003

1.3 CORPORATE COMMUNICATION

UNIT I

Communication basics – Business Communication – components – Types – formal communication network – Work team communication – variables – goal – conflict resolution – non – verbal communication – Cross cultural communication – Business meetings – Business Etiquette.

UNIT II

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

UNIT III

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

UNIT IV

Report writing: Characterizing & business reports – Types and forms & reports – Project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proofreading.

UNIT V

Business Presentation: Written and oral presentation – work – team presentation – Delivering the business presentation visual aids – slides – electronic presentation – hand-outs – delivering the presentation – career

planning – preparing Resume – job applications – preparation for a job interview – employment interviews – follow-up.

REFERENCES :

1. Scot Ober, Contemporary business communication, fifth edition, biztantra.
2. Leslie Flat lay, Basic Business communication. Tata McGraw Hill.

1.4 OVERVIEW OF ENTERTAINMENT & MEDIA

UNIT I

Introduction to Entertainment & Media industry | Art & Leisure Entertainment - Theatre, Music, Museums , Theme Parks| Recreation as Entertainment - Sports, Travel Tourism, Shopping | Interactive Entertainment - Casino Gaming, Video Games, Mobile & Online games| Communication as entertainment | Publishing| Event Planning| Differentiation of infotainment, edutainment, entertainment
Types of Media - Cinema, Music & Film , Broadcast Media – Radio & Television, Print Media - Newspapers, Magazines, Comics, Book Publishing , Social Media, Internet & Web

UNIT II

The New Media Content Providers | Understanding the current trends, requirements and challenges| Comparison across traditional media and new media with examples of online news providers, online shopping-malls and online social-networking sites| An overview of the Emerging IPTV, Technologies |Entertainment Marketing | Marketing Movies, TV & Radio| Publishing- Print to Digital| Mobile Games & Apps Marketing| Music to the Masses| Marketing Sports, Travel & Tourism

UNIT III

Economic Perspectives & Basic Elements | Overview of Financial Analysis : Movies, Music, TV, Publishing, Games, Live Entertainment, Sports, Performing Arts & Culture activities, Amusement/theme Parks

UNIT IV

Branded Entertainment – The making: Idea, Team, Agreement |The Deal Proposition| The Players in the Industry-Media Outlets, Producers, Agencies |Money Management| Measurement & Metrics

UNIT V

Role of Media in the entertainment industry | Relationship between media, entertainment and society| Does media change perceptions | The media with reference to self-image & confidence (fair & lovely, fair & handsome) |Socio-Political impact of media |Media & Violence |Media & Crime| Social Impact of entertainment industry

REFERENCES:

1. Understanding the Media - Eoin Devereux - 2014
2. Branded Entertainment: Deal making Strategies & Techniques for Industry Professionals -Damaris Valero -2015
3. Entertainment Industry Economics: A guide for Financial Analysis – Harold Vogel -2015
4. The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) - Al Lieberman , Pat Esgate - 2013
5. An Introduction to the Entertainment Industry - Andi Stein ,Beth Bingham Evans - 2009

1.5 INTRODUCTION TO EVENT MANAGEMENT & PR

UNIT – I

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 – II

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 – III

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 – IV

Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

UNIT – V

Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

REFERENCES :

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. - 2012
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House 2012

1.6 FUNDAMENTALS OF JOURNALISM

UNIT I

Journalism in India, Role and Functions of Journalism, Newspaper : Classification, Strengths , Limitations, Audience| Magazines : Classification, Strengths , Limitations, Audience | Television : Uses & Impact | Internet & Web : Uses & Impact

UNIT II

TV Journalism – Local, Regional, National and International, Press Tactics, Writing a Press Release, Press Conference Types, Tips for a Successful Press Conference, Press Tour , Letter to the Editor| Skill of Anchoring or Presenting, Scripting News for TV | Writing & Editing for Magazines | Craze for Glossy Magazines | Principles of Magazine Layout | Newspaper Design and Layout

UNIT III

Foundations of Online Journalism : Essential Skills ,Understanding Users | Skills for Multimedia Journalist :Writing for Web, Story with Images, Using Audio & Podcasts,

UNIT IV

Working with Video, Investigative Reporting| Online Communities & Blogging| Output for Web, Smartphone & Tablet, Freelancing & Entrepreneurial Journalism

UNIT V

Press Law and Ethics | Copyright Act| Intellectual Property Rights | Press Council of India Act |Contempt of Courts Act

REFERENCE:

1. Advertising & IMC – Kruti Shah- 2014
2. Effective Public Relations and Media Strategy - C V Narsimha Reddi - 2014
3. Online Journalism :The Essential Guide – Steve Hill & Paul Lashmar -2014
4. Media Management – Kundra -2006
5. Media Management in the Age of Giants - Business Dynamics of Journalism -Dennis Herrick 2012

2.1 ADVERTISING AND SALES PROMOTION

UNIT – I

Advertisement – Management- introduction- Marketing- marketing Communication- Marketing Mix Strategies.Communication Process-Definition- Nature of Communication response hierarchy.

UNIT – II

Strategic advertising tool : Research process – Common errors in research – Advertising Strategy – Creative execution in Advertising – client evaluation- cognitive process of communication.

UNIT – III

Regulation of advertising and promotion – self regulation- creative execution on Radio , TV, Online-Regulation governing sale promotions.

UNIT – IV

Sales promotion – product mix- Advantages – limitations and negative effects of sales promotion consumer sales promotion – sales promotion evaluation.

UNIT – V

Type and Techniques of sales promotion – Effects of sales promotion on Brand Equity.

REFERENCES :

1. “ Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.
2. “ Promotion Management” –John –J. Bunnelt- West Publishing Company.

2.2 MARKETING MANAGEMENT

UNIT I

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalized economy - Digitalisation, Customisation, Changing marketing practices, e-business – setting up websites; Marketing Information System, Strategic marketing planning and organization.

UNIT II

Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

UNIT III

Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.

UNIT IV

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation.

UNIT V

Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and nichers : Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts. Global Target market selection, standardization Vs adaptation, Product, Pricing, Distribution and Promotional Policy.

REFERENCES :

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
3. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
4. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - Macmillan India, 2007.
5. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11th Edition, 2007.
2. Marketing Management – S. Jayachandran - TMH, 2003.

2.3 HUMAN RESOURCE MANAGEMENT

UNIT I

Human Resource Function Human Resource Philosophy - Changing environments of HRM - Strategic human resource management - Using HRM to attain competitive advantage - Trends in HRM - Organisation of HR departments - Line and staff functions - Role of HR Managers.

UNIT II

Recruitment & Placement Job analysis : Methods - IT and computerised skill inventory - Writing job specification – HR and the responsive organisation. Recruitment and selection process : Employment planning and forecasting – Building employee commitment : Promotion from within - Sources, Developing and Using

application forms – IT and recruiting on the internet. Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

UNIT III

Training & Development Orientation & Training : Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet. Developing Managers : Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organisation. Management Developments and CD-Roms - Key factor for success. Performance appraisal : Methods - Problem and solutions – MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers : Career planning and development - Managing promotions and transfers.

UNIT IV

Compensation & Managing Quality Establishing Pay plans : Basics of compensation - factors determining pay rate – Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation. Pay for performance and Financial incentives : Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans – Practices in Indian organisations. Benefits and services : Statutory benefits - non-statutory (voluntary) benefits – Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

UNIT V

Labour relations and employee security, Industrial relation and collective bargaining : Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and separation. Labour Welfare : Importance & Implications of labour legislations - Employee health – Auditing HR functions, Future of HRM function.

REFERENCES :

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. H. John Bernardin & Joyee E. A. Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
3. David A. De Cenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.

2.4 EVENT MARKETING & SPONSORSHIP

UNIT – I

Introduction To Event Marketing -The Objectives Of Event Marketing, Advertising As A Part Of Marketing. Brand Name, Product Design, Post-Self Support, Future Of Event Marketing -Event Promotion, Tools Of Promotion, Advertising, Public Relations, Tips On Writing A New Release, What Is A Media Kit, Direct Marketing, Word Of Mouth, Hospitality, Websites, The Promotion Schedule, Planning A Promotion Campaign For An Event.

UNIT – II

Expectations And Goals Event Marketing An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics, Strategic considerations, Dealing with Clutter, Understanding and controlling fees, Creating your own event.

UNIT – III

Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, What should be the basis of Pricing, When should the Payment be Made, How Should the Payment be Made, Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix, The Role of the Promotional Mix.

UNIT – IV

Future Of Event Marketing -Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.

UNIT – V

Event Sponsorship Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.

REFERENCES :

1. The Event Marketing Handbook – Saget Allison – 2006
2. Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle 2002
3. Event Marketing and Event Promotion Ideas - Eugene Loj-2011

2.5 MEDIA LAWS AND ETHICS

UNIT I

History of Media Law in India | Indian Constitution - Introduction, Fundamental Rights, Emergency Provisions, etc. | Freedom of Media| Defamation through Spoken words or Gestures (Slander), Defamation in a written format (Libel) | Provisions of the Indian Penal Code & Criminal Code

UNIT II

Media Ethics| Ethics vs Law| Ethics vs Principles of Journalism | Advertising |Broadcasting Ethics| Ethical Dilemma, Issues and concerns in Mass Communication, Journalism Ethical Problems, Approaches to Ethics, Journalists & Politicians, Plagiarism, Celebrities in the Public eye, Non-celebrities caught in the Media Eye, Accepting Gifts & Trips

UNIT III

Print Media Acts, The Press & Registration of Books Act, Registration of Newspapers, Press Council Act, Working Journalists and other Newspaper Employee & Miscellaneous Provisions Act, | Broadcasting – The Prasar Bharati Act, The Cable Television Networks Act, Broadcasting Services Regulation Bill |Film Media – Cinematograph Act & The Censor Board| Acts related to Advertising| Standards of Practice for Advertising Agencies

UNIT IV

Media Law and Women | Media Law and Children | Cyber Crimes – Types of Crimes, Information Technology Act, Penalties & Adjudication | Intellectual Property Rights – The Designs Act, Trade and Merchandise Marks Act, The Patents Act, The Copyright Act

UNIT V

International and Foreign Law, Freedom of Expression, Defamation, Privacy, Access to the Press, Journalistic Privilege: Right to Protect Sources| Freedom of Information

REFERENCE:

1. Media Law and Ethics – Moore & Murray 2012
2. Media Law and Ethics – M.Neelamalar 2014

2.6 QUANTITATIVE TECHNIQUES

AIM

To enable the students to learn the techniques of operation Research and resources Management and their application in business management.

UNIT I

Mathematical Models – deterministic and probabilistic – simple business examples – OR and optimization models – Linear Programming – formulation – graphical solution –Dual of linear programming problem – Economic interpretation

UNIT II

Transportation model – Initial Basic Feasible solutions – optimum solution for non – degeneracy model – Trans-shipment Model – Assignment Model

UNIT III

Network Model – networking – CPM – critical path – Time estimates – critical path – crashing, Resource levelling, Resources planning. Waiting Line Model – Structure of model – M/M/1 for infinite population.

UNIT IV

Inventory Models – Deterministic – EOQ – EOQ with Price Breaks – Probabilistic Inventory Models - Probabilistic EOQ model

UNIT V

Simulation – types of simulation – Monte Carlo simulation – simulation problems.
Decision Theory – Pay off tables – decision criteria – decision trees.

References :

1. Operations Research – An Introduction – Hamdy A Tata
2. Operations Research – Kanti Swarup, Gupta And Man Mohan
3. Operations Research – Dr. J.K. Sharma Macmillan Indian Ltd.
4. Operations Research – R. Panneerselvam, 2nd Edition, PHI, 2007
5. Operations Research, Concepts and cases – Fredrick S Hillier and Herald J Lieberman, 8th Edition, TMH, 2003
6. Hamdy A Taha, “An Introduction to Operations Research, Prentice Hall, Sixth edition, 2000
7. Ronald L. Rardin, “Optimization in Operations Research”, Pearson Education
8. J. K. Sharma, “Operations Research: Theory and Applications”, Macmillan , 1997
9. U.K. Srivastava, G.V. Shenoy, S. C. Sharma, “ Quantitative Techniques for Managerial Decision”, Second Edition, Prentice Hall of India

Questions : 80% of the questions shall be problems
20% of the questions shall be theory based.

2.7 COMPUTER APPLICATIONS IN MANAGEMENT - PRACTICAL

Aim: To introduce the concepts of information technology and their application in management decision making. Components of a Computer - Hardware and Software – Operations Systems – Directories and File properties.

MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT WORD – Creating a new document with templates & Wizard – Creating own document – Opening/modifying a saved document – converting files to and from other document formats – Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – spell check and Grammar check – Formatting text - paragraph formats - adjusting margins, line space – character space – Changing font type, size – Bullets and numbering – Tables – Adding, editing, deleting tables – Working within tables – Adding, deleting, modifying rows and columns – merging & splitting cells.

EXCEL – Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – switching between worksheets – moving, copying, inserting & deleting worksheets – Using formulas for quick Calculations – Working & entering a Formula – Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart – Printing charts.

POWERPOINT – Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, editing, deleting, copying, hiding slides – Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons.

TALLY – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

ERP &SAP : Introduction – Need for ERP – Advantages – Major ERP Packages – SAP: Features – ABAP: Logon to SAP Environment – ABAP Dictionary – Functions – Objects – Managing SAP Application Practical's: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

REFERENCES :

OFFICE 2000 Complete – BPB Windows 98 Complete – BPB Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI

3.1 BRAND MANAGEMENT

UNIT – I

Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.

UNIT – II

Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference - Buying decision perspectives on consumer behaviour, Building a strong brand – Method & implications.

UNIT – III

Brand Image, image dimensions, brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand Equity – Sources of Equity. Brand Equity models, Brand audits. Brand Loyalty & cult brands.

UNIT – IV

Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Reinforcing and Revitalisation of Brands – need, methods, Brand Architecture – product, line, range, umbrella & source endorsed brands. Brand Portfolio Management.

UNIT – V

Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online. Indianisation of Foreign brands & taking Indian brands global – issues & challenges.

REFERENCE:

1. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
2. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
3. Harsh Varma, Brand Management, Excell Books, New Delhi
2. Majumdar, Product Management in India, PHI
3. Sengupta, Brand Positioning, Tata McGraw Hill
4. Rameshkumar, Managing Indian Brands, Vikas
5. Chandrasekar, Product Management, Himalaya

3.2 MANAGEMENT INFORMATION SYSTEM

UNIT I

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.

UNIT II

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

UNIT III

DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.

UNIT IV

Managing Information Technology: Managing Information Resources and technologies – IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

UNIT V

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional Societal challenges of Information technology.

REFERENCES:

1. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
2. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3. Kenneth C Laudon and Jane P Laudon, "Management Information System", 9th Edition, PHI, New Delhi, 2006.
4. Waman S Jawadekar , "Management Information System Text and cases", Third Editions, Tata McGraw-Hill ,2007.
5. R.Srinivasan, "Strategic Management", IInd edition, Prentice Hall of India, New Delhi. 6. M.Senthil, "Management Information System", 2003.

3.3 FILM PRODUCTION AND MARKETING

UNIT 1

Studying Films - Culture, Practice & Experience, Overview of journey from Pre-production to Exhibition, Overview of Script writing, Cinematography, Editing, Sound, etc., Critical Theories and methods, Film Research & Analyses, roduction Team, Designation & Functions, Production Office set up

UNIT 2

Story-boarding; Location Scouting/Recce; Scheduling Contents; Call Sheets; Scene Breakdown; Location Permits; Daily Pre-Production Report; Crew Count; Passport & Visa Documentation; Cash Allocations; Petty Cash; Deal Memos & Long Forms

UNIT 3

Production Reports; Logistics; Expense Sheets; Managing the Set; Interacting with the Director; Catering; Call Sheets and Reports; Technical Requirements; Last-minute Updates/Changes; Shooting & Crisis Management, Maintaining Records; Keeping the Crew Happy; , Pack Up |Post Production Overview; Actual Expenses Report; Telecine; Editing Schedule; Visual Effects; Animation (for Visual Effects); Dubbing; Sound Design; Colour Grading; Digital Intermediate; Reverse Telecine; Videotape Masters;; Censorship Certificate

UNIT 4

Film Distribution & Marketing Overview, Film Marketing, Monitoring the marketing according to the TG., Planning the campaign for the TG, Importance of timing in for marketing and releasing, Film Marketing Budgets - Importance of budget planning for film marketing, Budget break up, Marketing budget v/s business of a film, Budget control, Cost effective marketing, Cross promotional marketing, Growing importance of marketing of film national and internationally, Film Festivals and Film Markets

UNIT 5

Sales, Exhibition & Distribution; Funding Sources-Film Finance, Legal & Copyright Issues, , Publicity Materials (Promos, Posters, Creative Execution Press & PR); Film Producer – Distributor Partnership, Distribution Agreements - MG, Outright, Lease - Hire, Scope of agreements as per the business Distributing

Direct; Film & Music Rights, Digital Cinema Distribution; Submitting to a broadcaster; Internet Distribution, Downloads and On-Demand Streaming, Computing Collections

REFERENCE:

1. The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World – Jeff Ulin - 2009
2. The Filmmakers Handbook – Steven Ascher -2012
3. The International Film Business: A Market Guide Beyond Hollywood – Angus Finney 2014
4. The Complete Film Production Handbook- Honthaner, Eve Light 2010
5. The Film Experience: An Introduction, by Timothy Corrigan,Patricia White-2004

3.4 BROADCAST BUSINESS MANAGEMENT

UNIT I

Broadcasting in India : Historical Overview & Current Trends| Broadcast Industry – Organization Structure, Job Roles| Methods of Broadcasting-Television, Radio, Satellite| Commercial Broadcasting| Public Broadcasting |Recorded Broadcasting | Live Broadcasting |Educational Broadcasting

UNIT II

Television and Radio |Studio Management |Camera and Lighting, Television Process Pipelines | Promotion and Sales, Creating content|News Content Creation and Revenue Forecasting |Up - linking & Down -linking laws| The Rise of Private Television |Radio: Charts and Listenership Reviews, Live and call-in shows | AIR (All India Radio & Other Private FM's)

UNIT III

Trends and Technology in Broadcasting: Broadcast Management Systems (Backend Management),Content management in Broadcasting and new technologies available |Distribution dynamics in Broadcasting: Distribution theory and various new platforms, Cable Operators, Distribution dynamics in India and Foreign countries, Revenue Sharing Mechanism and Methods in various types of distribution, SWOT Analysis of Digital Distribution Platform and Analogue Distribution |Branding – Integration of Branding into Broadcasting Environment, Promotion of a Broadcasting channel, Marketing and PR, Case studies on Pitching to a Broadcasting channel

UNIT IV

Channel Segmentation and Management | Understanding viewership pattern-TRPS, GRPS, Reach, Share, Frequency and Demographics| Understanding Market break up and Sensing the Market changes - An overview of the growth in India, |Profiling a Channel, Costing and Scheduling| Business Plans & Strategies: Development of Business Plans for a Broadcasting channel, Script to Screen Business Process, Revenue Streams for a Broadcasting channel

UNIT V

Governing bodies - TRAI and TDSAT for entertainment- Regulation and various acts pertaining to broadcasting | Citizen's Charter |Ministry of Information & Broadcasting | Content Acquisition Process: Segregation of the content, Methods and Mechanism of Content Acquisition, Content syndication and regulations in India and International

REFERENCE:

1. Broadcast Management in India – Angela Wadia 2007
2. Globalization & Television – Sunetra Sen Narayan 2013
3. The Definitive guide to Entertainment Marketing -Al Lieberman, Pat Esgate2013
4. Entertainment Industry Economics :A guide for Financial Analysis - Harold Vogel 2015

3.5 MEDIA PLANNING & BUYING

UNIT I

Overview of Media Planning & Buying, The changing Context, Current day realities, Buyer's role | Objectives of Media Buyer | Roles within a Media Agency | Media Agency Structure | Non-Agency options | Basic Media Metrics | Television Metrics | Benchmarking Metrics | Plan Metrics | Print Metrics | Understanding the Target Audience | Impact | Data Sources | Demographics & Psychographics

UNIT II

Media Mix –Why it is needed? & Its Types | Media Choices | Strategic Issues | TG Media Consumption | Competitive Activity | Quantitative Parameters | Qualitative Factors | Role suitability of the medium | Factors that affect Scheduling | Scheduling Patterns | Scheduling for Impact | Ad Response functions | Adstock Modeling | Building a Strategic Media Plan

UNIT III

Print Media : Newspaper & Magazines -Types , Advantages & Disadvantages, Buying Space for various mediums Outdoor Media : Types , Advantages & Disadvantages, Buying Space for various mediums Broadcast Media : Television, Alternative Film Media, Radio - Types , Advantages & Disadvantages, Buying Space for various mediums Internet & Mobile: Advantages & Disadvantages, Buying Space Guerilla Media Buying

UNIT IV

The Buying Process- Buying Brief | Environmental Analysis | Science of buying | Art of Buying | Benchmarking | Buying plan presentation | Deal Management | Post Buy Allocation of Budget | Methods of Setting Budgets | Factors that affect Budget Setting

UNIT V

Media Plan Implementation: Raising estimates | Booking –in the activity | Release orders | Creative Material Dispatch | Monitoring the activity | Billing & Collections A career in Media Sales | Types of Sales positions | steps to Media Sales success | Future of Advertising

REFERENCE:

1. Media Planning & Buying –Arpita Menon-2009
2. Media Planning & Buying in the 21st Century-2015
3. Advertising & Integrated Marketing Communication – Kruti Shah-2014

3.6 ADVERTISING & INTEGRATED MARKETING COMMUNICATION

UNIT I

Understanding Marketing | Understanding Marketing Communication | Meaning & Role of IMC in Marketing Process | Introduction to IMC Tools- Advertising, Sales Promotion, Publicity, Public Relations and Event Sponsorship | Marketing Communication Agencies | Advertising Agencies | Specialized Services

UNIT II

Communication Factors - Source , Message and Channel Factors | Communication Response Hierarchy- AIDA Model, Hierarchy of Effect Model, Innovation Adoption Model, Information Processing Model | Alternative Response Hierarchy – Standard Learning Hierarchy, Attribution Hierarchy, Low-Involvement Hierarchy | Consumer Involvement – Elaboration Likelihood model (ELM), The Foot ,Cone & Belding Model (FCB) Model

UNIT III

Setting Communication Objectives| Sales-versus Communication Oriented Objectives| DAGMAR Approach to Setting Objectives and Measuring Advertising Effectiveness| Factors Influencing the Budget| Establishing the Budget| Arriving at the Budget| Allocating the Budget |Preparing a Media Plan

UNIT IV

Planning & Development of Creative Marcom Programme| Fundamentals of an Advertising Campaign| Creative Strategies in Advertising, Sales Promotion, Public Relations & Publicity, Direct Marketing, Online & Mobile Media, Event Sponsorships

UNIT V

Meaning & Importance of Measuring Communication Effectiveness| The testing Process| Testing Other Promotional Tools| Evaluating Unconventional Promotional Tools & IMC| Legal & Ethical Concepts and Issues in Advertising| Regulations governing Sales Promotion, Packaging, Direct Marketing & Internet Marketing

REFERENCES:

1. Media Planning & Buying –Arpita Menon-2009
2. Media Planning & Buying in the 21st Century-2015
3. Advertising & Integrated Marketing Communication – Kruti Shah-2014

4.1 STRATEGIC MANAGEMENT: INDIAN AND GLOBAL CONTEXT

Objectives: Students are expected to integrate their knowledge gained in various functional areas to make business decisions, from the general manager's point of view in the global and Indian context. Teaching and Examination: Students are expected to keep abreast of the contemporary business practices by reading the business practices by reading the business magazines and management journals. Case studies, application project Seminars and group exercises will supplement the class lectures.

Unit I

Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchical levels of planning - Strategic planning process. Strategic management Practice in India. Competitive advantage of Nations and its implication on Indian Business.

Unit II

Environment Analysis & Internal Analysis of Firm: General environment scanning, competitive & environment analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain - identifying critical success factors - to identify the strength & weakness - SWOT audit – core competence - Stockholders' expectations, Scenario-planning - industry analysis.

Unit III

Strategy Formulation Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organisations, nonprofit organisations and large multi product and multiple market organisations.

Unit IV

Tools of Strategy : Planning and evaluation : Competitive cost dynamics - experience curve - BCG approach - cash flow implication - IA-BS matrix - A.D. Little's Life-cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.

Unit V

Strategy implication & Control: Various approaches to implementation of strategy - Matching organisation structure with Strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalisation - Future of Strategic Management.

References :

1. Pearce & Robinson, Strategic Management, All Indian Travellers N D.
2. A.C.Hax and NS, Strategic Management: An Integrative Perspective, Majifu, Prentice Hall.
3. Michael Porter, Competitive strategies.
4. John A Pearce II and Richard B Robinson, "Strategic Management: Formulation, Implementation and Control", 9th Edition, TMH, 2007
5. Michael Porter, Competitive Advantage of Nations.
6. Samul C. Certo and J.Paul Peter, Strategic Management, Second Edn. Concepts & Application, McGraw Hill.
7. Gregory G.Dess and Alex Miller, Strategic Management, McGraw Hill.
8. Gerry Johnson & Kevan scholes, Exploring Corporate Strategy: Text & Cases, Prentice Hall India.
9. Jauch.L., Rajive Gupta & William.F.Glueck, Business Policy and Strategic Management, Frank Bros & Co., 2003.
10. Fred R.David, Strategic Management Concepts & Cases, Pearson, 2003.
11. R. Srinivasan, Strategic Management, II edition, Prentice Hall of India, New Delhi.

4.2 PRINCIPLES OF PUBLIC RELATIONS

UNIT – I

Purpose & Philosophy Of Pr, What Pr Is, Objectives Of Public Relations, The Primary Purpose Of Pr, Hostility, Prejudice, Apathy, Ignorance, Emergence Of Public Relations, Public Relations Today, Public Relations And Propaganda, Defining Objectives And Planning A Programme.

UNIT – II

Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating, Evaluating The Program, Elements Of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations.

UNIT – III

Public Relations As A Profession, Overview, Profession, Codes Of Professional Conduct, Functions Of Public Relations Department, Policy, Publicity, Product Publicity, Relations With The Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment Of Relations With The Public, The Need For Public Relations, Scope Of Public Relations, Professional Code-Public Relations.

UNIT – IV

Ethics And Challenges Of Public Relations, International Public Relations Association (Ipra) Code Of Conduct, The European Code Of Professional Conduct, All About Marketing, Advertising, Functions Of Advertising, Pr As A Component Of Communication And Strategies, Strategic Management, Theories Of Communication, Mass Communication Theory And Research. Functional Approach To Mass Communication Theory, Human Action Approach.

UNIT –V

Models Of Communication, Communication Models, The Advantages Of Models, Limitations Of Models, Classical Communication Models, Transmission Model And Its Criticism, Report Writing, Copyright And Other Legal Issues.

REFERENCES :

1. “ Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.
2. “ Advertising and Promotion” – Kruti shah and Alan D’souza Tata McGraw -Hill
3. “ Principles of Advertising and IMC” – Tom Duncan-Tata McGraw-Hill-Second Edition.

4.3 TELEVISION PROGRAMMING AND PRODUCTION

UNIT I

Television Production - Overview, Organisation, Equipments, The Production Team, The Production Crew, The Production Methods, Venue, The Three Stages of Production Process - Planning & Preparation, Production, Post Production

UNIT II

The Script and Production Plan, Suggestion on Script writing, Television Cameras, Camera Basics, Camera Lens, Supporting the Camera, Standard Shots, Camera Operations, Shooting Style, Selecting the Shot

UNIT III

Goals of Lighting, Why Lighting, Nature of Light, Light Sources, Light Supports, Basic Lighting Plan, Background & Sets, Make up & Costumes, Audio for Television

UNIT IV

Recording the Video, Video formats, Editing Basics, Directing Talent, Importance of People in the Scene, Broadcast Distribution, Traditional Non Broadcast Distribution

UNIT V

Television Programming Accounting, Feature Licensing, Development & Financing Process, Syndication Agreement, Costs of Production, Costs & Problems of Distribution, Timing Troubles

REFERENCE :

1. Entertainment Industry Economics :A Guide for Financial Analysis (Harold Vogel)- 2015
2. Television Production(Paperback) by Jim Owens, Gerald Millerson- 2012
3. Television Production Handbook (Hardcover) by Herbert Zettl-2014

4.4 RADIO PROGRAMMING AND PRODUCTION

UNIT I

Introduction to Radio | Characteristics of Radio Industry| Players in the Radio Industry| Radio Broadcasting in India | Advantages & Disadvantages of Radio| Key Growth Drivers in Radio Industry| Key FM Players |Internet Radio & Online Music Services | Mobile Music Services

UNIT II

Radio Station Management | Audio Production| Microphones| Audio Console| Signal Processing Equipment
|Production Situations| Radio Programming

UNIT III

Buying Radio Time| Measuring Radio Audience |Radio Sales | Radio Buy Sell Terms| Scriptwriting for Radio|
Producing Radio Commercials| Writing and Producing Radio Spots |Radio different from other media
|Maximizing effect of Radio Ads

UNIT IV

Public versus commercial broadcasting | All India Radio Network| Private FM Radio Broadcasting| Community
Radio Broadcasting |Radio Licensing – positive outlook on Phase III

UNIT V

Key Risk, Issues & Challenges | Internet Radio & Other Distribution Platforms

REFERENCE:

1. Keiths Radio Station : Broadcast, Internet & Satellite - John Allen Hendricks - 2014
2. Audio Production Work text2013

4.5 APPLICATION OF GRAPHICS & ANIMATION IN MEDIA & ENTERTAINMENT INDUSTRY

UNIT I

Animation & Interactive Media Industry | India in the Global Animation Industry| Indian Firms in Animation
Industry| Challenges to Growth of Animation Industry| International Co-operation in Animation Industry

UNIT II

Animated Films by Technique: Zoetrope, Kinetoscope , Flipbook, Cel animation, Rotoscoping, Digital
Animations, Photographic stills, Stop frame, Claymation | Influential Animation :Walt Disney ,Hanna –
Barbara, Warner Bros, Norman McLaren | Uses of Animation

UNIT III

Animation Considerations: Audience, Technique, Style, Genres | Generation of Ideas : Visualization,
Characters, Backgrounds, Storylines, Audio| Technical Limitations | Development of Ideas : Drawings,
Storyboarding, Consideration of movement ,Continuity ,Frames per second, Perspective, Sound | Creating
Animation Sequence

UNIT IV

Evaluating the Finished Product| Evaluating the production process| Building an Animation Studio

UNIT V

Gaming Industry, Models of Games, Online Gaming, Mobile Gaming, Gaming at the Malls, Wireless Gaming,
Gaming – a Supplementary entertainment to Events, Social and Cultural implications of games

REFERENCE:

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
2. Marketing Management - RajanSaxena - Tata McGraw Hill, 2002.