

# DEVI AHILYA VISHWAVIDYALAYA, INDORE

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## **EDUCATIONAL MULTIMEDIA RESEARCH CENTER (EMRC)**

**PROGRAMME CODE:** EM5A

**PROGRAMME TITLE:** MASTER OF BUSINESS ADMINISTRATION (M.B.A.)  
- MEDIA MANAGEMENT

### **OBJECTIVES:**

The broad objectives of the M.B.A. programme are as follows:

- To develop Media business skills covering technical, creative and management aspects.
- To develop in depth understanding of the key technologies in media production: Writing for Television, Photography, Videography Audio Video Editing, Graphics and Animation.
- To impart knowledge on powerful techniques used in media research, marketing, and production.
- To create latest content trends for media and entertainment business.
- To provide opportunities of higher studies in the area of Media & Entertainment area.

### **ELIGIBILITY:**

Graduate (any stream) with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized University / Institute.

**AGE LIMIT:** As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

### **ADMISSION PROCEDURE:**

The admissions will be done as per merit in the entrance test conducted by the university.

**SEATS:** 40 (reservation as per state Govt. rules).

**DURATION:** Four Semesters (Two Years).

### **FEE STRUCTURE (2020-22):**

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Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	16500	11000	3300	3111	2500	33300	33111
Second	16500	11000	2911	2722	2500	32911	32722
Third	16500	11000	3300	3111	2500	33300	33111
Fourth	16500	11000	2911	2722	2500	32911	32722

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

### PROGRAM STRUCTURE (2020-22):

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

1 <sup>st</sup> Semester	
<u>Theory (T)</u>	No. of Credit
EM5A-501 Fundamentals of Management	3
EM5AT102 Fundamentals of Communication & Media	3
EM5AT103 Electronic Media & Society	3
EM5AT104 Writing for Electronic Media	3
<u>Media Production (M)</u>	
EM5AM101 Audio Production Management	4
EM5AM102 Graphics and Animation	4
EM5AM403 Human Values & Ethics (Value Added)	
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>
2 <sup>nd</sup> Semester	
<u>Theory (T)</u>	No. of Credit
EM5AT201 Advertising Management	3

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EM5AT202 Media Law & Ethics	3
EM5AT203 Broadcast Technology Management	3
EM5AT204 Media Organization & Behavior	3
<b><u>Media Production (M)</u></b>	
EM5AM201 Video Editing & Compositing	4
EM5AM202 Videography & Studio Practices	4
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>
<b>3<sup>rd</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
EM5AT301 Media Research	
EM5AT302 Generic Elective	3
EM5AT303 Media Planning & Event Management	3
EM5AT304 Digital Marketing & New Media Production	3
<b><u>Media Production (M)</u></b>	3
EM5AM301 Any one from DSE	
EM5AM302 Any one from DSE	
<b><u>Discipline Specific Elective (DSE)</u></b>	
EM5ADSE301 Broadcast Journalism	4
EM5ADSE302 Direction & Production for TV	4
EM5ADSE303 Media Finance & Accounting	
<b><u>General Elective</u></b>	
EM5AGE301 – Media Marketing Management	
<i>Comprehensive Viva-Voce</i>	4
<b>Total</b>	<b>24</b>
<b>4<sup>th</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
EM5AT401 Generic Elective	3
EM5AT402 Business Strategy & Finance	3
EM5AT403 PR & Corporate Communication	3
EM5AT404 Entrepreneurship Development	3
<b><u>Media Production (M)</u></b>	
EM5AM401 Any one from DSE	4

EM5AM402 Any one from DSE	4
EM5AM403 GD-PI (Value Added)	
<b>Discipline Specific Elective</b>	
EM5ADSE401 Media Research Dissertation	4
EM5ADSE402 Internship	
EM5ADSE403 Media Economics	
<b>Generic Elective</b>	
EM5AGE401 Human Resource Management	
<i>Comprehensive Viva-Voce</i>	
<b>Total</b>	<b>24</b>

### PROGRAMME SPECIFIC OUTCOMES:

At the end of the program learners will be able to:

1. Analyse and understand the environment of various organizations and use the tools and techniques to be used in the performance of the managerial job.
2. Utilize Communication in general and Mass Communication in particular in spreading messages through society
3. Critically appreciate and discuss the cultural and social role of the media while understanding the political/democratical potential of mass media and recognising the cultural and moral responsibility of media.
4. Implement planning, designing and management in the production of video programmes.
5. Understand the various characteristics of sound and differentiate between the various styles of audio production.
6. Understand the major cause of problems in their family, society and nation & utilize their knowledge in their disciplines.
7. Create advertisements for various media, whether print, TV, radio, multimedia, online, etc. and undertake research to test the effectiveness of advertisements.
8. Understand how the various laws in India apply on the functioning of the media in the country and how ethics practiced in different media differ from each other.
9. Use tools to create and manage digital content, terrestrial and satellite transmission protocols.
10. Analyse and calculate the basic characteristics of digital, terrestrial and satellite broadcasting through appropriate simulation tools.
11. Analyse and discuss human drives, needs and various motivation theories.
12. Identify and discuss the mechanisms behind effective team dynamics.
13. Understand how Media Organizations function
14. Know the different types of camera operations and movements
15. Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.
16. Acquire the complete skills of video editing & Supervise post production work.
17. Conduct research in the area of Media and Communication.
18. Suggest appropriate media mix



19. Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
20. Start their own event management companies.
21. Create and publish digital posts and digital promotions.
22. Operate the tools of Photoshop and Toon Boom Studio and use the softwares in image editing and graphic animation.
23. Acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical jargons used in photography.
24. Handle camera, write script, create graphics, present and edit news bulletins for radio, TV and online news sources.
25. Undertake planning, designing and management of TV/video programme production.
26. Apply techniques of financial management for business decision making.
27. Develop a customer-oriented approach towards marketing and apply marketing concepts with reference to the Electronic Media Industry.
28. Evaluate organizational strategies, structures and strategy implementation and Generate effective solutions to problems of organizational performance
29. Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
30. Demonstrate effective and integrative team-work
31. Understand the economics and marketing of media production and use them in media production.
32. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
33. Identify the human resources needs of an organization or department.
34. Assess training requirements and design a successful orientation and training program.