

**Programme Name : M.B.A. (Media & Event Management)**

**Semester : First**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/Deficiency
			L	T	P	Total	
1	SFMC-711	Communication and Mass Media	3	0	0	3	Regular
2	BAM-761	Financial Management	4	0	0	4	Regular
3	SFMC-713	Public Relations & Corporate Communications	3	0	0	3	Regular
4	SFMC-714	Marketing	2	1	0	3	Regular
5	SFMC-715	Media Laws & Labour Welfare	3	0	0	3	Regular
6	COMP-405	Computer Applications in Media	2	0	1	3	Regular
7	BAM-755	Business Environment	3	0	0	3	Regular
8	LNG-403	Communication Skills & Personality Development-I	2	0	1	3	Regular
						Total Credits	25

**Semester : Second**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/Deficiency
			L	T	P	Total	
1	SFMC-721	Consumer Behavior in Media	2	1	0	3	Regular
2	SFMC-722	Theories and Models of Mass Communication	3	0	0	3	Regular
3	SFMC-723	Media Sales & Buying	2	1	0	3	Regular
4	SFMC-724	Organizational Behavior and Organizational Development	2	1	0	3	Regular
5	SFMC-725	Research Methodology & Media Research	3	1	0	4	Regular
6	SFMC-726	Advertising Management	2	1	0	3	Regular
7	BAM-750	Managerial Economics	4	0	0	4	Regular
8	LNG-404	Communication Skills & Personality Development-II	2	0	1	3	Regular
9	SFMC-727	Media Economics	3	0	0	3	Regular
						Total Credits	29

**Semester : Third**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/Deficiency
			L	T	P	Total	
1	SFMC-731	Visual Communication	2	1	0	3	Regular
2	SFMC-732	Advertising Research	3	0	0	3	Regular
3	SFMC-733	Sales Promotion & Brand Management	2	1	0	3	Regular
4	SFMC-734	Media Campaign	2	1	0	3	Regular
5	SFMC-735	Event Production & Logistics	2	1	0	3	Regular
6	SFMC-736	Media Management-I (Print & Radio)	2	1	0	3	Regular
7	SFMC-737	Event Management-I (Corporate & Social)	2	1	0	3	Regular
8	BAM-864	Management Information Systems	2	1	1	4	Regular
9	SFMC-738	Seminar-I (Training)	0	1	0	1	
						Total Credits	26

**Semester : Fourth**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency	
			L	T	P	Total		
1	SFMC-741	Media Management-II (TV & Film)	2	1	0	3	Regular	
2	SFMC-742	Event Management-II (Public)	2	1	0	3	Regular	
3	SFMC-743	Event Accounting	2	1	0	3	Regular	
4	BAM-865	Strategic Management	4	0	0	4	Regular	
5	SFMC-744	Event Production			6	6	Regular	
6***	ECE-	TV & Satellite Communication	2	1	0	3		
7	SFMC-745	Project & Dissertation					Non-credit	
8	SFMC-746	Seminar-II	0	1	0	1		
			Total Credits				23	

# **Syllabus**

## **Communication & Mass Media**

**(SFMC-711)**

**Credits Hr.-3(3+0+0)**

### **Unit-1:-**

Communication: Meaning & Definition, Function of Communication, Process of Communication, Elements of Communication, The Fact of Communication, The Need for Communication.

### **Unit-2:-**

Kinds of Communication- Intrapersonal Communication, Interpersonal Communication Group Communication, Mass Communication, Mass- Line Communication, Interactive Communication, Formal & Informal Communication, Verbal & Non Verbal Communication.

### **Unit-3:-**

Introduction to Newspaper, Magazine & Book Industry.

### **Unit-4:-**

Introduction to Radio & Television Industry, Reach & Access.

### **Unit-5:-**

New Media- Net, Mobile, Social Networking sites, Participatory Communication Technology.

# **Financial Management**

(BAM-761)

**Credits Hr.-4(4+0+0)**

## **Unit-1**

Meaning, Nature, Scope, Objectives & Function of Financial Management

The Indian Financial System Accounting concepts and conventions

Financial Accounting – Meaning and uses., Cost Accounting and Management

accounting , Financial Statement analysis: Fund flow; Cash flow, Ratio Analysis

Concept of Valuation

## **Unit-2**

Theories of Capitalization

Capital Structure: financial & Operational Leverage

Capital Budgeting

Complex Investment Decisions

## **Unit-3**

Cost of Capital: Theories of Capital Structure

Working Capital Management: Cash Inventory, Receivable Management

Short term & Long term Sources of Finance

## **Unit-4**

Indian Capital Market

Risk & Return Portfolio Theory Option Pricing, Indian Financial system

Financial institution and Bank finance, Dividend Decisions: Models of Dividend

## **Unit-5**

Job costing

Process costing

Managerial costing

Standard costing

Budgetary control

## **Public Relation & Corporate Communication**

**(SFMC-713)**

**Credit Hours 3(3+0+0)**

### **Unit 1 -**

Theory and practice of PR, definition, role and functions

PR in changing social and political environment Types of Public and Tools of PR

Art of persuasion, feedback, campaign planning and strategies

### **Unit 2 -**

Media Tracking – Cross Country issue propaganda

Definition, scope and functions of Corporate Communication Corporate identity/philosophy/image, Corporate Culture/Citizenship/Philanthropy/Social Responsibility

### **Unit 3 -**

Publicity – Concept and scope of Private PR ,Image, Event and Conference Management ,Counseling, Crisis/Disaster Management

### **Unit 4 –**

Group dynamics

Dynamics of Primary and Secondary groups – Personal influence theory – Fragmentation vs. Unification – Dynamics of social change – Dysfunction.

### **Unit-5**

Press theories

Media Manipulation, Four Theories of Press – Political Communication, Political

Socialization, Communication Politics

**Marketing**  
**(SFMC-714)**

**Credit Hours 3(2+1+0)**

**UNIT-1**

Marketing Concepts - Approaches to Marketing - Study Approaches and Functions, Approaches - Marketing Process - Functions of Marketing

**UNIT-2**

Marketing Planning - Nature, Process and Contents of Marketing Plan - The changing marketing environment - Analyzing needs and trends in Macro Environment, Economic Environment, Technical Environment, Political Environment and Socio-cultural Environment

**UNIT-3**

Sales Forecasting - Methods - Market Research - Scope, Obstacles in acceptance

**UNIT-4**

Market segmentation - Bases for market segmentation of consumer goods, industrial goods and services - Market Targeting and positioning strategies

**UNIT-5**

Market Evaluation and Controls - Types, process, obstacles to marketing control - Marketing Audit - Marketing Ethics

**Media laws & Labour welfare**  
**(SFMC-715)**

**Credit Hours 3(3+0+0)**

**Unit - 1**

Constitutional framework

Fundamental rights, freedom of press in various political issues.

Rights & liabilities ,Rights and Liabilities of the Editor, Printer and Publisher – Editorial autonomy and ,Independence – Govt. Information Services and their controls – PIB.

**Unit-2**

Freedom and social responsibility of media ,Tabloid Journalism, Investigative Journalism. Advertising Standards – Advertising Councils, Film Censorship. Press Council, Broadcasting Policies, Prasar Bharti.

**Unit-3**

Legal perspectives & acts

Press Council – Working Journalists Act, Industrial Dispute Act .The Indian Penal Code, Indian Evidence Act, The Press Registration of Books Act 1867, Copy Right Act – Periodical Changes, Official Secrets Act of 1923. Defamation, Contempt of the Court.

**Unit 4**

Labour Welfare Legislation and Industrial Sociology and Labour Welfare: Concept and Philosophy of Labour welfare. Theories of labour welfare. Role of labour welfare officers. Role of trade unions, Employers and the state in labour welfare,labour welfare and environmental pollution.

**Unit 5**

LABOUR WELFARE IN INDIA-LEGISLATIVE AND JUDICIAL PERSPECTIVES

Minimum wages Act,1948,Payment of wages Act,1936. Payment of Bonus Act,1956. Equal Remuneration Act,1976. ,Workmen Compensation Act,1923. Employees state Insurance Act,1948. ,Employees provident fund Act,1952. Maternity Benefit Act,1961. ,Payment of Gratuity Act,1972.

## **Computer Applications in Media**

**(COMP-405)**

**Credits Hr.-3(2+0+2)**

### **Unit 1:**

Computer Fundamentals

Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals. Introduction to Operating System (Windows 98/XP). Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer).

### **Unit 2 :**

Office Automation Tools: Ms Word

Introduction to MS Office Suit. Introduction to Word Processing.

MS Word interface, Tools and Menus. Document editing and formatting, Mail Merge and other tools.

### **Unit 3:**

Office Automation Tools: Ms Excel And Ms Powerpoint

MS Excel Interface, Tools and Menus. Creating Spreadsheet, Use of functions, Charts and Graphs. MS PowerPoint Interface, Tools and Menus.

Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations.

### **Unit 4:**

Introduction To Internet

Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chating, Blogs, Usenet). Internet Protocols (FTP, HTTP, TCP/IP).

Websites, Portals and Search Engines; Online newspapers/channels/magazines.

Advantages and threats in Internet Communication.

### **Unit 5:**

Introduction to Adobe Photoshop

Introduction to Graphics, Colour models and modes.

Graphic file formats and their applications.

Adobe Photoshop Interface, Tools and Menus.

Working with Layers, Filters, Masking and other tool

# **BUSINESS ENVIRONMENT**

**(BAM-755)**

**Credits Hr.-3(3+0+0)**

## **Unit-1**

Structure Of Indian Economy:

Indian Economy, Structure of Indian Economy, New trends of Indian Economy, Monetary & Fiscal Policies, New Economic Policy.

## **Unit-2**

Social & Cultural Environment:

Meaning of Culture & Society, Role of Culture & Society, Caste & Class Structure, Demographic Profile, Life Styles.

## **Unit-3**

Political Environment:

Shift in Political Weather, Centre-State Relationship, Role of Political Parties, Judiciary, Legislatures & Executives.

## **Unit-4**

Market Dynamics:

Elements of Competition; Perfect Competition, Monopoly & Price Discrimination, Imperfect Competition, Oligopoly.

## **Unit-5**

International Trade:

International Trade, Balance of Payments, Economic Role of Government, Trade Cycles, World Bank, WTO and GATT.

## **Consumer Behaviour in Media**

**(SFMC-721)**

**Credits Hr.-3(2+1+0)**

### **Unit-1**

Concepts & techniques for understanding the dynamics of Customer,  
Buying decision process in institutional, Industrial and consumer markets for products  
and services,

### **Unit-2**

Models of consumer behaviour,  
Impact of media on consumer, Personal, social and cultural influences on the customer,

### **Unit-3**

Understanding customer needs and motives,  
Theories of personality, perception and motivation,

### **Unit-4**

Customer buying roles, Stages in buying decision process,  
Alternative evaluation, Brand choice,

### **Unit-5**

Post purchase dissonance,  
Brand loyalty, Brand loyalty shift by media influence.  
Motivation research-concepts and techniques.

**Theories & Models of Mass communication**  
**(SFMC-722)**

**Credit Hours 3(3+0+0)**

**Unit – I**

Definitions of Communication – scope – Communication process – Variables of communication – Source – Message – Channel - Receiver – Feedback – Types of communication – interpersonal – group – mass communication. Mass communication: characteristics of print, radio, television, film.

**Unit – II**

Basic models of communication – Shannon & Weaver – Lasswell – Berlo. Advanced models of communication – two step flow of communication, opinion leaders – characteristics – Definitions of innovation – Rogers and Shoemakers model of communication. Gate keeping models – White’s model, Galtung and Ruge model of selective gate keeping – Models of communication – Verbal and non-verbal.

**Unit – III**

Market communication concept: characteristics – reinforcement – sleeper effect. Organizational communication – Newcomb’s balance theory – congruity– Dissonance – Social judgment model. Mass theory – Society – Magic bullet theory – Theories of selectivity.

**Unit – IV**

Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory.

**Unit – V**

Sociological theories of communication – Cultivation theory – Agenda setting – Socialization – Dependency theory.

## **Media sales and buying**

**(SFMC-723)**

**Credit Hours 3(2+1+0)**

### **Unit -1**

Media planning, the function of media planning in advertising, Role of Media planner, Challenges in media planning Media Planning process, Media Planning for Consumer Goods, Media Planning for Industrial Goods

### **Unit -2**

Sources of media research, Selecting the suitable media options, Buying Television Space/Air time Buying Radio slot, Types of magazines, Buying magazine space, Types of newspapers, Buying newspaper space

### **Unit -3**

Buying media space for new media, Types of out-of-home advertising, Place-based media, Criteria for selecting the media vehicles, Reach, Frequency, Cost efficiency, Circulation, Pass-along rate (print)

### **Unit -4**

Media timing, Flight, Pulsing, Media Scheduling, Comparing and Evaluating continuity of media options/choices, deciding the ideal media mix, the communications mix, Media buying and negotiation

### **Unit-5**

Competitive media expenditure analysis, the concept of aperture, Scheduling and budgeting allocation Media plan evaluation, Media presentations to the client, Media audit

# **Organizational Behaviour & Organizational Development**

**SFMC-724**

**Credits Hr.-3(2+1+0)**

## **Unit-1**

Nature of Organizational Behavior

Theories of Organizational Behavior

Organizational System

Individual Behavior: Ability, Personality, Attitude, Learning, Perception

## **Unit-2**

Group dynamics & Organizational Behavior

Conflict Resolution & Intercrop Behavior Motivation

Leadership

## **Unit-3**

Management of change

Organizational Development Process

Stress Management

Organizational Climate & Culture

## **Unit-4**

Interpersonal Dynamics and transactional analysis, Leadership, Frustration, Job satisfaction and organizational commitment, turnover, employees

## **Unit-5**

Organisational Development, Organisational Evaluation and effectiveness, International organizational behaviour



## **Research Methodology & Media Research**

**(SFMC-725)**

**Credit Hours 4(3+1+0)**

### **Unit-1**

Introduction: Definition of Research, Qualities of Researcher, Components of Research Problem, Various Steps in Scientific Research, Types of Research; Hypotheses Research Purposes - Research Design - Survey Research - Case Study Research.

### **Unit-2**

Data Base: Discussion on primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Tabulation of data and general rules of tabulation. Questionnaire and schedule of questions.

### **Unit-3**

Measurement concepts: Measurement and Scaling concepts, attitude measurement, questionnaire design, Psychometric, psychological and social instruments used in management research. Levels of measurement and types of scales. Criteria for good measurement. Research Design: Meaning of Research Design. Functions and goals of Research Design, pilot study and developing a case study.

### **Unit-4**

Statistical Applications: Correlation and Regression Analysis - Analysis of Variance, Completely Randomized Design, Randomized Complete Block Design, Latin Square Design - Partial and Multiple Correlation - Discriminate Analysis - Cluster Analysis - Factor Analysis and Conjoint Analysis - Multifactor Evaluation, Two-factor Evaluation Approaches.

### **Unit-5**

Research Reports: Structure and Components of Research Report, Types of Report, Good Research Report, Pictures and Graphs, Introduction to SPSS. Use of Statistical Package for Social Sciences, report writing - Mechanics of report writing, preliminary pages, main body and appendices including bibliography, oral presentation, diagrammatic and graphical presentation of data.



## **Advertising Management**

**(SFMC-726)**

**Credit Hours 3(2+1+0)**

### **UNIT-1**

#### **INTRODUCTION TO ADVERTISING**

MEANING & Definition of Advertising, History of Advertising, seven guideline to evaluate an advertising, objective & Importance of Advertising, Advertising and Brand Promotion

### **UNIT-2**

#### **ADVERTISING AGENCY**

Function & services of an advertising agency, AGENCY SETUP, Type of Advertising, How an agency works, Advertising benefits the advertiser, Advertising benefits the consumer, Consumer Behavior , segmentation Marketing, positioning ad value, Advertising and Promotion, International Advertising Planning, Creativity & Brand Message, message strategy & structure ,Creative Development, Finance and billing, Agency -client relation

### **UNIT-3**

#### **COPYWRITING**

Meaning , objective of ay copy , Requirements of copy, layout of copy, Planning an advertising campaign, Visualization ,advertisement: celebrity advertising and sponsorship/Event marketing Media strategy & outdoor media, sales promotion , point of purchase advertising, Print ,TV, RADIO, advertising & the internet,

### **UNIT-4**

#### **ADVERTISING PLANNING**

Consumer Behavior , segmentation Marketing, positioning ad value, Advertising and Promotion, International Advertising Planning, Creativity & Brand Message, message strategy ,AAAI,AIDA Model, ASCI

### **UNIT-5**

#### **ADVERTISING MEDIA**

Media strategy & outdoor media, sales promotion , point of purchase advertising, Print ,TV, RADIO, advertising & the internet, Role of media in advertising world

## **Managerial Economics**

**(BAM-750)**

**Credit Hours 4(4+0+0)**

### **UNIT-1**

Definition, nature and scope of Managerial Economics - Managerial Economics and Micro-economics - Managerial Economics and Macro-economic - Applications of Economics in Managerial decisions making

### **UNIT-2**

Demand Analysis - Determinants of Market Demand - Law of Demand - Elasticity of Demand - Measurement and its use - Demand Forecasting - Techniques of Demand Forecasting

### **UNIT-3**

Production and Costs - Meaning of Production Function - Law of variable proportions - Law of Supply and Elasticity of Supply - Costs and Cost Functions - Short Terms Costs and their use on decision making - Determinants of costs - Break Even Analysis - Cost Forecasting

### **UNIT-4**

Pricing and output determination - Pricing decisions under different market forms like perfect competition, monopoly, oligopoly - Pricing Methods - Pricing in Public Sector Undertakings and Cooperative Societies

### **UNIT-5**

Cost Benefit Analysis - Private Vs. Public Goods - Government investment - Overall resource allocation - Steps in cost benefit analysis - Justification for the use of cost benefit analysis

**Media Economics  
(SFMC-727)**

**Credit Hours 3(3+0+0)**

**Unit -1**

Defining Media Economics Media Business Models and Function  
Mass Media Industry Structure  
Media Markets Audience Research

**Unit-2**

Ownership:, Licensing and Franchising: Rules & Regulations  
Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions

**Unit -3**

Media Revenues  
Financial Management Issues  
Financial Management Report

**Unit -4**

Defining Media Sales &Advertising  
Advertising Types , Sales Departments, & Agencies  
Rate Cards, Pricing Structures, &Promotions  
Advertising Regulation

**Unit -5**

Assessing Media Properties: Amortization and Depreciation  
Evaluating Media Properties: Image, Frequency, and Profit

## **Visual Communication**

**(SFMC-731)**

**Credits Hr.-3(2+1+0)**

### **Unit-1:**

Need for and the Importance of Human and Visual Communication.  
Communication as expression, skill and process, Understanding Communication

### **Unit-2:**

Communication as a process. Message, Meaning, Connotation, Denotation  
Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic.  
The semiotic landscape: language and visual communication, narrative  
representation

### **Unit-3:**

Fundamentals of Design: Definition. Approaches to Design, Centrality of Design,  
Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of  
Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc Design and Designers

### **Unit-4:**

Principles of Visual and other Sensory Perceptions. Color psychology and theory  
Definition, Optical / Visual Illusions etc various stages of design process- problem  
identification, search for solution refinement, analysis, decision making,  
implementation.

### **Unit-5:**

Basics of Graphic Design. Definition, Elements of GD, Design process-research, a  
source of concept, the process of developing ideas-verbal, visual, combination &  
thematic, visual thinking, associative techniques, materials, tools, design execution,  
and presentation

## **Advertising Research**

**(SFMC- 732)**

**Credit Hrs 3(3+0+0)**

### **Unit-1**

Advertising in Business & society

Advertising as a process, advertising as a communication process, advertising as a business process, advertising & integrated marketing communication

### **Unit -2**

The structure of the advertising industry, a advertisers, advertising agencies & support organizations. the role of research in advertising, account planning versus advertising research.

### **Unit-3**

Developmental advertising research

Idea generation, environmental analysis, audience definition, audience profiling, methods & procedure used in developmental research.

### **Unit -4**

Pretest message research

Communication tests, magazine dummies, theater test, thought listings, attitude change studies, physiological measures, commercial pretest services, experimentation in the market place-pilot testing

### **Unit -5**

Post test message testing

Recall testing, recognition testing, awareness & attitude tracking, behavior based evaluation, commercial post test services, a final thought on message testing

## **Sales Promotion & Brand Management**

**(SFMC-733)**

**Credit Hours 3(2+1+0)**

### **Unit-1**

Sales Promotion and Marketing Mix; Nature and Types of Sales Promotion; Consumer Behavior and Sales Promotion; Deal Prone Consumer, Economic Theories of Promotion;

### **Unit -2**

Sales Promotions Impact On Scales; Evaluation of Sales Promotion Experiments; Choice and Purchases Timing Models; Manufacturer Promotion Planning Process; Retailer Promotion

### **Unit -3**

Understanding Brands – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning, Brand Equity; Value Addition From Branding – Brand-Customer Relationships.

### **Unit -4**

Brand Locality and Consumer Loyalty; Managing Brands; Brand Creation, Brand Extensions, Brand-Product Relationships, Brand Portfolio, Brand Assessment

### **Unit -5**

Through Research – Brand Identity, Position, Image, Personality, Assessment and Change; Brand Revitalization; Financial Aspects of Brands; Branding In Different Sectors; Customer, industrial, Retail and Service Brands.

## **Media Campaign**

**(SFMC-734)**

**Credit Hrs. 3(2+1+0)**

### **Unit 1**

Introduction to Media

The Printed world, The Broadcast Media, Film as a Media, Web as a Prominent Media

### **Unit 2**

Media Campaign

Dynamics of creating and executing the complete campaign strategy – sales promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

### **Unit 3**

Workshop

Definition of Workshop, Types of Workshop, Ideal duration of Workshop, Execution of Workshop, Advantages of Workshop

### **Unit 4**

Planning

Planning : Concept, Importance of planning, Types of plan, Steps in planning, limitations of planning, Management By Objectives.

### **Unit 5**

Evaluation, Coordination and Control: Coordination: Concept, Significance, Techniques  
Control: Meaning, Process, Requisites of effective control, Control techniques,

## **Event Production & Logistics**

**(SFMC-735)**

**Credit Hours 3(2+1+0)**

### **UNIT-1**

Events, their need and management , Events and Event Management : What are events, Types of event & Event Management , Understanding Events a. Events as a communication tools. Events as a marketing tool The Need : Why do we need events; Growing importance of events like, exhibitions, seminars and conventions worldwide

### **Unit -2**

Principles of event management planning, Creativity, Event feasibility, The competitive environment  
Setting realistic objectives, Taking a brief, Time lines and budgeting.

### **Unit -3**

**Marketing Event Management**, The marketing mix, Branding, Market segmentation, Pricing, Advertising and marketing the event, Promotion, Market research, International marketing

### **Unit-4**

**Sponsorship**, Core principles of sponsorship, Why companies sponsor, Elements of good sponsorship  
Identifying appropriate sponsors and sponsorships, Managing sponsorship relationships

### **Unit -5**

**PR in Event Management**, Creating a PR plan for your event, Press and broadcast media relations, Getting material onto TV and radio, Briefing journalists, Preparing press releases and press packs, Commissioning and briefing photographers, Maximizing publicity opportunities for your event

## **Media Management -I (Print &Radio)**

**(SFMC-736)**

**Credit Hours 3(2+1+0)**

### **Unit -1**

The Media Management. The theories of communication.

The media planning. Journalism – Definition & Scope

### **Unit -2 –**

Role of media.

A realistic approach of media. Group formation to group mobilization for media management.

### **Unit-3**

Media organization.

Organizational communication.

### **Unit-4**

Print Advertising and its importance

Media management for advertising

Unique features of print media advertising.

Advertising in print media.

### **Unit-5**

The importance of Radio.

The AIR Network.

Support of radio.

Radio advertising.

## **Event Management-I (Corporate &Social)**

**(SFMC-737)**

**Credit Hours 3(2+1+0)**

### **Unit -1 :**

Designing corporate events that meet customer's needs, the fundamentals of corporate hospitality  
Ensuring ROI (return on investment) exhibition, Managing customer expectations, Types of corporate events

### **Unit -2**

In-house vs. event management companies, Corporate event packages, Staff events, Customer events  
Team building, Menu and wine selection

### **Unit -3**

Charity Events and Award Ceremonies, Setting fundraising targets and objectives, Working with  
volunteers and committees, Generating goodwill and media exposure, Commissioning celebrities, MCs  
and entertainment

### **Unit-4**

Outdoor Events, Concerts, Logistics, Risk Management, Types of outdoor events, Risk management  
Health and safety, Planning and logistics, Marketing and sponsorship, HR management, Programming  
and entertainment

### **Unit 5**

Celebrity events, Concerts, Launches, Fashion shows, National festivals and high-profile charity events  
Liaising with agents, Contract negotiations, Client briefings, Celebrity wish lists and expectations  
Paparazzi and entourages

## **Management Information System**

**(BAM-864)**

**Credits Hr.-4(2+1+2)**

### **Unit-1**

An Overview of Management Information System.  
Structure & Concepts of Management Information System .  
Information Systems and System Organization

### **Unit-2**

Hardware, Software, and Communication Technology for Information Systems.  
Functions of Computer, Storage and Retrieval of Data  
Computer and Information Processing

### **Unit-3**

Enterprise - Wide Computing and Networking .  
Alternate System Building Methods.

### **Unit-4**

The Decision-Making Process  
System Concepts  
Information and Knowledge Work System.  
Artificial Intelligence

### **Unit-5**

Planning & Control Concepts  
Controlling Information System .  
Office Automation.

**Seminar-I (Training)**  
**(SFMC-738)**

**Credits Hr.-1(0+1+0)**

**Media management -II (T.V & Film)**

**(SFMC-741)**

**Credit Hours 3(2+1+0)**

**Unit 1 –**

Management science, objectives, scope and nature

Principles of media management and its significance

Departments and their functions

**Unit 2 –**

Media as an industry and profession

Media ownership structures in India: Sole proprietorship, partnership, private limited company, public limited companies, trusts, cooperatives, religious institutions, franchises

Organization structures of different media

organizations (public as well as private ownerships)

**Unit 3 –**

Functions in media organization:

Organizing, leading, communicating, coordinating and

Controlling, planning

Scheduling, budgeting, production, monitoring,

Distribution, documentation

**Unit 4 –**

Television policy in India

Satellite television and development in India

Television and video film flow into India

**Unit 5 –**

Advertising in television and film

Selecting the appropriate media

Television advertising advantages

**EVENT MANAGEMENT-II (Public)**

**(SFMC-742)**

**Credit Hours 3(2+1+0)**

**Unit -1**

Conference programming, Speaker selection, Venue selection and site visits, Conference budgeting  
Conference marketing strategies (international and regional), Audio visual requirements, Simultaneous  
translation, Risk analysis, Attendee evaluation

**Unit- 2:**

Exhibition Management, Types of exhibitions, Trade shows vs. consumer shows, Running an exhibition  
Exhibiting at a show, Designing exhibition stands, Managing a sales team, Making the most out of  
exhibiting, Event logistics

### **Unit -3**

Sports Event Management, Creativity, Types of sporting hospitality, Logistics and onsite management

Choosing sporting celebrities and managing expectations, Onsite staff selection and admissions management

### **Unit-4:**

Wedding Planning, Venue selection and liaison, Client brief, Budgeting, Guest lists and invitations  
Gift list, Menus and catering, Flowers, favours and table decorations, Transport

### **Unit -5**

CSR, nature of business, laws & regulations, efforts of implement CSR

## **Event Accounting**

**(SFMC-743)**

**Credit Hours 3(2+1+0)**

### **Unit -1**

Double Entry Book Keeping - Data Entry in the primary and secondary books of accounts - Preparation of Trial Balance - Rectification of Errors - Final Accounts of Non-corporate organizations like Proprietary Firms and Partnership Firms - Bank Reconciliation Statement

### **Unit-2**

Cost Accounting - Relationship with Financial Accounting - Elements of Cost - Preparation of Cost Sheet

### **Unit -3**

Materials Cost - Materials purchasing, receiving, storing, issuing including pricing of issues Labour Cost - Time Keeping and Time Booking - Idle Time - Labour Turnover

### **Unit -4**

Overheads - Identifying the overheads with the cost center - Allocation, Apportionment and Absorption - Under Absorption and Over Absorption of Overheads

### **Unit-5**

Elementary study of the Managerial Decision Making Techniques like -  
a. Marginal Costing - Break Even Analysis, Applications of Marginal Costing in decision making - Key Factor considerations  
b. Budgetary Control - Functional Budgets - Flexible Budgets  
c. Standard Costing - Materials Cost and Labour Cost Variances only

**Strategic Management  
(BAM-865)**

**Credit Hours 4(4+0+0)**

Concept of Strategy

Process of Strategic Management

Role of Strategists-Mission Purpose Objective

Environment Components Appraising and Scanning Capability Factors

Strategic Alternative & Choice

Grand Strategies Strategic Plan

Strategy Implementation-Structural and Functional Implementation

Strategy Evaluation and Control

**Text Book Recommended:**

1. Strategic Management-Concept & Cases-Thompson & Strickland
2. Business Policy-Azhar Kazmi

**Event Production  
SFMC-744**

**Credit Hours: 6(0+0+12)**

The students will organize an event according to their assignment in groups or individually.

**T.V & SATELLITE COMMUNICATION**  
**(ECE-606)**

**Credit Hr: 3(2+1+0)**

- 1. Elements of TV :**System: Picture transmission and reception .sound,. composite video signal . fundamental of Monochrome and colour television system. Modulation Schemes. Bandwidth requirement Frequency allocation. Standard of monochrome & colour t v system .
- 2. Picture tubes & Camera Tubes:** monochrome & colour picture tubes. Various camera tubes
- 3. Television broadcasting and receivers:** T.V. Transmitter monochrome and colour. T.V Receiver block diagram .
- 4. Introduction to modern T.V. Systems :** Introduction to cable T.V. system .HDTV. Satellite T.V
- 5 Introduction :** Origin and brief history of satellite communication ,elements of a satellite link current status of satellite communication .
- 6. Orbital Mechanism and Launching of Satellite:** Equation of orbit. Describing the orbit. Locating the satellite in the orbit locating the satellite with respect to earth orbital elements. Look angle determination. Elevation and Azimuth calculation. Geostationary and other orbits. Original perturbations. Orbit determination. Mechanics of launching a synchronous satellite. Selecting a launch vehicle.
- 7. Space Craft:** Satellite subsystem Altitude and orbit Control system (AOCS),Telemetry Tracking and Command (TT& C) Communication subsystem. Transponders. Spacecraft antennas, Frequency re-use antennas.
- 8. Satellite Channel and link Design:** G/T ratio of earth stations. Design of down links and uplinks using C/N ratio. FM improvement factor for multi-channel signals. Link Design for FDM/FM, TVs signals and Digital signals.
- 9. Earth Station Technology:** Earth station design. Earth station tracking. Design of small earth station antenna, low noise amplifiers.
- 10. Multiple Access Techniques:** Frequency Division Multiple Access (FDMA),FDMA/FM/FMFDMA, Time Division Multiple Access, Frame structure and synchronization, Code Division Multiple Access, Random Access.

**References:**

1. Pratt T & Bostian C.W: Satellite Telecommunication. Wiley& Sons. 1986.
2. Roddy D: Satellite Communication .Prentice Hall. 1989.
3. Dhake/ Modarm Television & Video Engineering /TMH.
4. R.R.Gulati/ Colour Television:Principles &Practice/New Age.

**Seminar-II**  
**SFMC-746**

**Credit Hours: 1(0+1+0)**