AMRITA VISHWA VIDYAPEETHAM
SCHOOL OF ARTS, HUMANITIES AND COMMERCE

BA HONOURS WITH RESEARCH IN BUSINESS MANAGEMENT AND MEDIA
WITH MINOR IN MASS COMMUNICATION

CURRICULUM AND SYLLABUS FOR THE 2024 ADMISSIONS

AMRITA VISHWA VIDYAPEETHAM
COIMBATORE
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<td>Programme Structure and allocation of courses in semesters</td>
<td>04</td>
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<td>3.</td>
<td>Curriculum Structure</td>
<td>05</td>
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**Programme Educational Objectives (PEOs)**

The students graduating from the BA (Hons) in Business Management and Media program will be able to:

PEO1 [Critical Thinking] - Develop critical and epistemological thinking in national and international media business management and entrepreneurship.

PEO2 [Effective Communication] - Clearly and coherently use spoken and written words, and visuals for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

PEO3 [Social Interaction] - work effectively and efficiently in teams with mutual respect amidst a diverse workforce in the current technological advanced business environment

PEO4 [Effective Citizenship] – assume responsible roles in the corporate media sphere as a means toward the greater goal of serving the public.

PEO5 [Ethics] - sensitize the students towards recognizing and addressing ethical issues and adhering to values with a view to applying them in media businesses and social settings.

PEO6 [Environment and sustainability] - understand and practice professional and personal responsibility and integrity for sustainability.

PEO7 [Self-directed and lifelong learning] - Recognize the need and engage in life-long learning and professional development.

**Programme Specific Outcome (PSOs)**

The students of the Business Management and Media with Research with Minor in Mass Communication program will be able to:

PSO1: Comprehend, synthesize and employ management theories, tools, principles, and techniques to apply to complex media business activities.

PSO2: Demonstrate the ability to make critical and creative advances and explanations while solving management issues/business problems.

PSO3: Learn and apply ethical management and leadership principles in both work and life situations.
AMRITA VISHWA VIDYAPEETHAM
BA HONOURS IN BUSINESS MANAGEMENT AND MEDIA WITH RESEARCH
WITH MINOR IN MASS COMMUNICATION

**Programme Structure**

<table>
<thead>
<tr>
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**Total** | 62 | 180*

**Allocation of Courses in Semesters**

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**Total Credits** | 62 | 180*
Students exiting in the 3rd year (summer internship) and students completing 4 years of UG Internships (one semester internship) can opt for (a) for enhancing the employability-corporate internships or (b) for developing research aptitude – research internships. Research is an intrinsic part of the programme and is spread across the VIth, VIIth and VIIIth semesters. Starting with a theory course in the VIth semester, on Applied Research, students will present their research proposal in the same semester which will be internally reviewed by a team of faculty. In the VIIth semester, students learn Data analysis techniques for both Quantitative and Qualitative Research that will aid them in data analysis for their research project. The VIIth semester will have 2 internal reviews. This will be followed by a Research Project Viva Voce conducted by an external examiner in the VIIIth semester.

*Summer Internship (4 credits) is meant only for students who take the exit option after three years and not for those who proceed into the VIIth semester.

Students opting for four year programme will undertake one semester internship of 6 credits in the VIIIth Semester.
### CURRICULUM

#### SEMESTER I

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**Total** | **28**

*Summer Internship (4 credits) is meant only for students who take the exit option after three years and not for those who proceed into the VIIth semester. Students exiting after 3yrs will have to complete 150 credits to be eligible for a BA degree*

### SEMESTER VII

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Course Code</th>
<th>Structural Framework</th>
<th>Course Title</th>
<th>L-T-P</th>
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<tbody>
<tr>
<td>1.</td>
<td>24BMM401</td>
<td>Department Specific Core (DSC)</td>
<td>Family Business Management</td>
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<td>2.</td>
<td>24BMM402</td>
<td>Skill Enhancement Course (SEC)</td>
<td>Enterprise Resource Planning (ERP)</td>
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<td>3.</td>
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<td>Data Analysis Techniques for Qualitative Research</td>
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<td>Minor Course</td>
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</table>
5. 24MCN401 Minor Course Data Journalism 106 4
6. 24ELS401 Skill Enhancement Course (SEC) Essential Life Skills -IV 102 2
7. 24BMM490 Project Research Project Review 4

Total 22

**Students completing 4 yrs of study will have to complete 180 credits to be eligible for a BA (Hons) degree**

#DSE COURSES – choice of bundles across semesters

- Entrepreneurial Management - Bundles 1,4 7 and 10
- Sustainability Management - Bundles 2,5 8 and 11
- Marketing Management- Bundles 3,6 9 and 12

**Evaluation Pattern**

<table>
<thead>
<tr>
<th>Course Type</th>
<th>L-T-P</th>
<th>Internal : External</th>
<th>Evaluation Scheme</th>
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<td>70 : 30</td>
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<tr>
<td>102</td>
<td>80 : 20</td>
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CA (T) – Continuous Assessment Theory
CA (L) – Continuous Assessment Lab
MT – Mid- Term Examination
ES (T) – End Semester Examination Theory
ES (L) – End Semester Examination Lab
### Open Elective

<table>
<thead>
<tr>
<th>Semester</th>
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<td>IV</td>
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<td>Reporting Rural Affairs</td>
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<td>V</td>
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<td>Documenting Social Issues</td>
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<td>Open Elective 3</td>
<td>Development Journalism (or) Citizen Journalism</td>
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### Summary of Elective bundles

<table>
<thead>
<tr>
<th>Elective Bundle – Entrepreneurial Management</th>
<th>Elective Bundle – Sustainability Management</th>
<th>Elective Bundle – Marketing Management</th>
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<tbody>
<tr>
<td>24BMM205-Globalization and Media</td>
<td>24BMM207-Principles and Concepts of Sustainability</td>
<td>24BMM209-Brand Strategy</td>
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<td>24BMM213-Media and Entrepreneurship</td>
<td>24BMM216-Media Business and Sustainability</td>
<td>24BMM219-Destination Management</td>
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<td>24BMM215-Digital Media Entrepreneurship</td>
<td>24BMM218-Modern Concepts of Ecology and Media</td>
<td>24BMM221-Business of Contemporary Tourism</td>
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<td>24BMM304-Advanced Entrepreneurial Strategies for Leadership</td>
<td>24BMM306-Social Media and Sustainability Communication for Business</td>
<td>24BMM308-Fashion Marketing</td>
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<td>24BMM305-Information Systems and Management in Media</td>
<td>24BMM307-Sustainable consumption and production</td>
<td>24BMM309-Retail marketing</td>
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<tr>
<td>24BMM315-Entrepreneurial Finance</td>
<td>24BMM317-Governance for sustainability</td>
<td>24BMM319-Celebrity marketing</td>
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<td>24BMM316-Multiplatform Selling Strategies</td>
<td>24BMM318-Equality, diversity and inclusion at work</td>
<td>24BMM320-Corporate Social Responsibility</td>
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<tr>
<td>22ADM201</td>
<td>Strategic Lessons from Mahabharatha</td>
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<td>22ADM211</td>
<td>Leadership from Ramayana</td>
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<tr>
<td>22AVP210</td>
<td>Kerala Mural Art and Painting</td>
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<td>22AVP218</td>
<td>Yoga Therapy and Lessons</td>
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<td>22AVP212</td>
<td>Introduction to Traditional Indian Systems of Medicine</td>
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<td>22AVP201</td>
<td>Amma’s Life and Message to the modern world</td>
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<td>Lessons from the Upanishads</td>
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<tr>
<td>22AVP205</td>
<td>Message of the Bhagavad Gita</td>
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<td>Life and Message of Swami Vivekananda</td>
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<td>22AVP207</td>
<td>Life and Teachings of Spiritual Masters of India</td>
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<td>22AVP208</td>
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<td>22AVP213</td>
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<td>Principles of Worship in India</td>
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<td>22AVP220</td>
<td>Insights into Indian Classical Dance</td>
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<td>22AVP221</td>
<td>Indian Martial Arts and Self Defense</td>
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<td>22AVP209</td>
<td>Yoga and Meditation</td>
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</table>
Course Objective: To help students communicate fluently in English; to enable and enhance the students skills in reading, writing, listening and speaking.

Course outcomes: By the end of the course the students will be able to:
1. develop communicative competence
2. learn the technicalities of structure, appropriate use and style of the English Language
3. read works of criticism and theory, situating their own readings of primary and secondary texts in relation to larger critical debates.
4. develop their speaking skills and speak fluently in real contexts
5. demonstrate the ability to prepare, organize, and deliver their work to the public

Articulation Matrix

<table>
<thead>
<tr>
<th>CO</th>
<th>PEO1</th>
<th>PEO2</th>
<th>PEO3</th>
<th>PEO4</th>
<th>PEO5</th>
<th>PEO6</th>
<th>PO7</th>
<th>PSO1</th>
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UNIT 1
Grammar and Usage- Kinds of sentences, usage of articles and preposition, Use of adjectives, adverbs for description, Tenses, Determiners- Agreement (Subject - Verb, Pronoun-Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags, Words often confused and misused, Synonyms and antonyms, Transformations of sentences

UNIT 2
Reading Comprehension — Vocabulary & word formation from different texts & dictionary, Skimming and scanning- inference and deduction — Reading different kinds of material -Speaking: Narration of incidents/stories/anecdotes.

UNIT 3
Listening & Comprehension – Interpretation of texts based on question-answer. Follow sequence of ideas (main and subordinate), facts, Grasp meanings of words and sentences, follow simple narratives and description, Grasp substance and central idea of what is heard, develop individual perspective

UNIT 4
Spoken language: pronunciation, intonation, inflection, stress. Comprehension through listening, listening to various programmes and analyzing them for their language and presentation.

UNIT 5
Presentation skills: Narrate simple experiences and series of events to convey its essence and intention, Put ideas in proper sequence, Prepare a camera ready piece/report for presentation by synthesizing appropriate research
REFERENCES

Employability: Language Editor, Journalist, Language Media Analyst, Script & Content writer  Entrepreneurship: Freelance writing/content writing  Skill Development: Grammar and sentence construction skills, spoken communication and presentation skills

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

| 24HIN103 | HINDI I | 1 | 0 | 2 | 2 |

Course Objective: The course will enable the students to understand the basics of grammar and usage, to appreciate the literary compositions, and to understand the intricacies of language and literature.

Course Outcomes: By the end of the course the students will be able to:
1. Distinguish various literary genres.
2. Explore tradition and culture through literature.
3. Apply the basics of grammar.
4. Critically analyse the prescribed literary texts.

ARTICULATION MATRIX

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UNIT 1
Hindi Sahithya ki Panch shresht Kahaniyam:
a.Sughmay Jeevan -Chandradhar Sharma „Guleri”
b. Dhan ki Bhent - Rabindranath Tagore

c. Anbola - Jayashankar Prasad

d. Swamini (Manasrovar bhagh-1) Premchand

UNIT 2.
Hindi Kavitha:
a. ’Aarya’ – Maithili sharan Gupt
b. ”Meri bhi abha he Ismein” ,”Mubarak Ho Naya Saal” – Nagarjun
c. ”Nishaa Ki rod eta Rakesh- Nihar se’, Shoonya Mandir mein Banoongi-Sandhya Geet se- ‘- Mahadevi Varma
d. ’Khoob Ladi Mardani vah tho Jhansi Vali rani thi’- Subhadra Kumari

UNIT 3.
Hindi Ekanki:
a) Mohan Rakesh : Ande ke Chilke
b) Vishnu Prabhakar : Sarkari Noukari

UNIT 4.
Grammar: 1) Karak 2) Upasarg 3) Pratay 4) Vakya Rachana 5)
Padaparichay. 6) Sarvanam 7) Kriya 8) Adjective 9) Adverb 10) Tenses

REFERENCE
1. Sugam Hindi Vyakarn, : Prof. Vanshidhar & Dharmapal Shastri
2. Vyavaharik Hindi Vyakaran tatha Rachana: Dr. Hardev Bahari
3. Shikharthi Hindi Vyakaran: Dr. Nagappa
4. Hindi Sahithya ki Panchshresht Kahaniyan: Edited by: Dr. Sachidanandh Shuklu
5. (Printed and Published by V&S publishers, Abridged, Ansari Ganj, Delhi)
6. .Hindi Samay.com, /Hindikahani.com/exoticindiaart.com

Employability: Language Editor, Journalist, Language Media Analyst, Script & Content writer
Entrepreneurship: Know Language and can do freelance
Skill Development: Understand the grammar and its application

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab – 20

24MAL103 MALAYALAM I 1 0 2 2

Course Objectives:
To teach Malayalam for effective communication in different spheres of life: cultural relations in society.

Course Outcomes: By the end of the course the students will be able to:
1) Inculcate Philosophical Ideas and methods.
2) Understand the postmodern literary methods.
3) Understand the cultural context in literature.
4) Apply the basics of grammar.

ARTICULATION MATRIX
UNIT 1
Knowledge of Malayalam Language, grammar.

UNIT 2
2. Kattarinre karachil: “Edapally Raghavan Pillal”

UNIT 3
1. Avanu Kittiya Nidhi- “Thakazhi Sivasankra Pillai”
2. BharathaParyadanam- Chapter- shodaranmar tammil – “Kuttikrishna Mararu”
3. Oru teruvire katha – “S K Pottekkatt”

UNIT 4
1. Adukkalayil Ninnu Arangatheykku- “V.T. Bhattathirippad”.

REFERENCE
1) Adukkalayil Ninnu Arangatheykku- “V.T.Bhattathirippadu”
2) BharathaParyatanam- “KuttikrishnaMarar”
3) Complete Works including Jnanappana- “Poonthanam”
4) Keralapaniniyam – “A R raja raj Varma”
5) LavanyasastrathinteYukthisilpam- “Dr.Thomas Mathew”
6) Malayala kavitasahitya charitram – “Dr. M Leelavati”
7) Manasvni --- “Changampuzha krishnapilla”
8) Nithyakanyaka – “Thakazhi Sivasankra Pillai”
9) Oru teruvire ktha- “S. K Pottekkatt”

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20
Employability: Language Editor, Journalist, Language Media Analyst, Script & Content writer
Entrepreneurship: Know Language and can do freelance
Skill Development: Understand the grammar and its application

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20
Course Objectives:
To teach Tamil for effective communication in different spheres of life: - cultural relations in society.

Course Outcomes:
1) Giving exposure to history of Tamil literature and Introduction of select Classics
2) Initiating Students to the spirit of Bhakti literature
3) Encouraging creativity of students by teaching Contemporary Literature poetry, modern poetry, Short Story, Prose, Novel, etc
4) Introduction of basic Grammar, Letter writing and essay writing skills of Tamil language.

ARTICULATION MATRIX

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அலகு-1
தமிழ் இலக்கிய வரலாறு வில்லியம் சங்க ஓரிக்கையிலே: பாதுகாக்க, தொடர், குறுந்த காலம்.
சங்க ஓரிக்கையிலே பக்தி பாதுகாக்க.
சங்கவாகத்து (6,8 பாடல்கள்),
புறநானூறு (184,192 பாடல்கள்).

சங்கம் மருவிய கால ஓரிக்கையிலே:
சிலப்பதிகாரம் (வழக்குடற்காடத்துக்கை),
பதிறநிலத்தில் கூறுத்து துவாரக்கை,
திருக்குறள் (மருந்து)

Unit-1 History of Tamil Literature: First, Intermediate, Last sangam. Sangam Literature, Pattuppaatu, Kuruntogai, Puranaanuru.

Literature of the Sangam Maruviya period – Silappathiagaram (vazhakkurai kaathai), Patinenkizh Kaṇakku Nuulkal. TirukkurAl (Marunthu)

அலகு 2

பாத்திர ஓரிக்கையிலே:–

பாதுகாக்க சில்பநிலத்திலுள்ள அலகு.

பாதுகாக்க சில்பநிலத்திலுள்ள (சில்பநிலத்திலுள்ள விளக்கம்)

Unit 2 Bhakti Literature – Introduction to Panniru Thirumuraikal, Manikkavasagar (Thiruvasagam- Siva Puranam)

அலகு -3
தற்கால இலக்கியம்:

கவிதை: பாதியார் (குயில் பாது), பாரதிதாசன் (தமிழின் இனிடம்).

பாதுகை: ஞா.ததவதநயப் பாவார் (தமிழும் திரவியமும் சமமா;),

பரிதிமாற்கடலஞர் (தமிழ் தமாழியின் வரலாறு (ஆதிவரலாறு)).

சிற்பி: வள்ளுவர் வகுக்கும் இன்பம்

சிறுகதை: அழகியதபரியவன் – (வனம் மால்)

நாவல்: இடமயம் (பெத்தவன்)

Unit -3 Contemporary Literature: Poetry – Bharathiar (kuyil pāṭṭu), Bharathidasan (tamilīn ijąmāi, inpattami) Pattukottai Kalyanasundaram.

Prose: G. Devaney Bhavanar (Tamizhum Dhiravidamum samamaa?), Paritīmatteralaiṇar (paranar ketta parisu), chirbi (valluvar vakukkum inbam)

Short Story: Azhagiya Periyavan – (Vanammaal)

Novel: Imaiyam (Peththavan)

அலகு – 4

ததால்காப்பியம்:

எழுத்து – பிறப்பியல்.

நிறுத்தக் குறிகள் மற்றும் கடிதம் எழுதுதலும் கை்டுடர் எழுதுதலும்


REFERENCE

தெய்வமைய, பரிதாரா, கரிபா ஜனாடியிசு 2019.

அழகியதபரியவன் , அழகியதபரியவன் காலத்தல், தாங்கினா பிறப்பன், ஆம் பதிப்பு, 2016

சிற்பகைதமீசிதமீ, கோயில்வங்கா வம்சம் பிறப்பன், பகுதிக் பிறப்பு 1994

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அணவாரான், பரிதிமாற் கடலஞர் – அவியாம், திற்கா மாராட்டு மாயசோசம், 1994

தா.சீனிவாசன, கவிதை தமிழின் வரலாறு,https://ta.wikisource.org/s/99uk

பாதுகைதமீசிதமீ (தெய்வமைய- கோயில்வங்கா தமிழ்பார்கள், "அவியாம் தமிழ் தமிழ்க்கல்லு "அவியாம்

பாதுகைதமீசிதமீ, கோயில்வங்கா, திற்கா மாராட்டு மாயசோசம், 2007.

Evaluation Pattern - 80: 20

CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

Course Objective: The course orients the students towards a rigorous examination of the external and internal environment affecting the contemporary media businesses. The objective of the course is to acclimatize students to identify the definable aspects of the media business environment and in the process adapt to the changing trends.

Course Outcomes: By the end of the course the students will be able to:

1. understand how to approach the world of media business through a holistic lens.
2. examine the internal and external elements affecting the media business environment.
3. apply the concepts of strategic management for the success of a media business organization
4. critically analyze the importance of environmental, social and ethical factors in the actions of individuals and organizations in media businesses.
5. evaluate the importance of innovation in a media business environment.

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UNIT 1

UNIT 2
Socio Cultural Environment, Nature and impact of culture on media business, Media literacy as a competence of critical autonomy, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance, Cultural Elements- Language, Religion, Family, Aesthetics, lifestyles, watching/reading habits, education/literacy, religion, beliefs, values, demographics, social classes, sexuality and attitudes. Media literacy, etc.

UNIT 3
Natural and Technological Environment-Technology and Competitive Advantage, Innovation, Technological Leadership, sources of technological dynamics, impact of technology on globalisation, Technology transfer, technology adaption, Digitalisation of Business, e-commerce, OTT, FDI, increased internet access, Social Media Revolution, New Media Business Models and Diversifying Revenue Streams, Media Business performance and social media, Shifts in the Film, music and Games Industry

UNIT 4
Politico Legal environment-Media business models and political legal aspects, Concept of Social Responsibility of Business towards Stakeholders, GST – Political Stability – Legal Changes, Media ownership structures- influence on global communication, protection of intellectual property rights in the media and digital media, Security, and freedom in the digital age

UNIT 5
Strategic environment-Concept and characteristics of strategy; Level of strategy; Strategic management: process, benefits; Phases of strategic management; Strategic planning for media business: components and steps; Challenges to strategic management

REFERENCES

Employability: Media strategist, Media manager, Channel head, Production manager
Entrepreneurship: in digital and broadcast media startups
Skill Development: Communication, creativity, efficiency in management

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: This course presents students with a broad introduction to the meaning of a modern business organization. Pedagogy includes diverse philosophies for understanding
management of a business within the constraints imposed by society, government, technology, and ideology.

**Course Outcomes:** By the end of the course the students will be able to:
1. Understand the shifts in the media industry.
2. Explore the anatomy of a modern media company.
3. Evaluate the problems with the traditional business models and the necessity to explore audience-first business models.
4. Analyse shifts in consumer engagement and media business models.
5. Create hypothetical projects using modern business models.

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**UNIT 1**
Introduction- 20th century media industries (broadcasting, publishing, film, and music. Distributor/publisher/intermediary companies such as film studios, publishers, and record labels), ICT revolution, emergence of social media, smartphones, search engines, and major online services for e-commerce video streaming, and music streaming, the modern media business scenario, rise of collaborative/participatory culture- “produsers. Traditional models of revenue generation: payment by users for ownership/access to content, advertising fees, and the hybrid model.

**UNIT 2**
Anatomy of a modern media company
The business of creativity, the power of premium content, closed ecosystems- ‘walled gardens’, tv, retail, web- monetization opportunities presented by advertising-based video on demand (AVOD), drive for supply path optimization (SPO), Driving forces: The dominance of first-party data, fragmentation and complexity.

**UNIT 3**
Problem with the traditional business models, necessity to embrace and explore audience-first business models due to digital transition, *Comparison of Conventional and New Business Models of Media Businesses*- Value-adding steps covered by media companies, Value chain, Value creation, revenue source- 1) transactions, 2) subscriptions, 3) licensing, 4) content marketing, and 5) advertising, main partners, market entry barriers, competition, role of creators, content creation, role of consumers, traits valued by consumers, control of market, control of use, advertisers’ interest.

**UNIT 4**
Shifts in Consumer Engagement and Media Business Models
empowerment of consumers. Content, data, and engagement in value co-creation, Audience insights monetization, Crowdfunding, cross-platform and cross-device experience, The culture of multiscreen and multitasking. Preference for streaming media, constant social media interactions, growth of mobile-centric lifestyles, integration of media and life, Tech-media content creation, aggregation, and distribution.
UNIT 5
Changing Business Models

**Employability:** Top and middle level managers, innovative solutions managers,

**Entrepreneurship:** media startups

**Skill Development:** innovation in management, critical soft skills, customer relationship management.

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

| 24BMM103 | CREATIVITY FOR BUSINESS | 0 | 1 | 2 | 2 |

**Course Objective:** This course is designed to teach students several systematic creative problem-solving methodologies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate benefits to organizations with a very small investment. This course will also focus on communications and dilemma resolution.

**Course Outcomes:** By the end of the course the students will be able to:
1. Understand key aspects of creativity theory and creative practice.
2. Engage in ideation techniques and assess their advantages and disadvantages.
3. Understand the challenges in moving from creativity to innovation.
4. Learn ways and means to facilitate the application of creativity and innovation in business.
5. Apply creative practices in the workplace by developing effective creative projects that provide an innovative solution to real-world problems based on critical analysis.

**ARTICULATION MATRIX**

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UNIT 1
Creativity in business: Why creativity? Why now?
Defining creative solutions. The attributes of creative ideas. Conventional approaches to the study of creativity. The trap of modern marketing and the illusion of appealing to the customer. Types of creativity and Techniques of creative problem solving (workshops and exercises), Introduction to Design Thinking: Solution based approach to problem solving

UNIT 2
Creativity Theory: key themes
4P’s of creativity, Jenga theory of creativity, systems theory, the functionalist theory, the interpretive theory, the radical humanist theory, and the radical structuralism theory, Creative Marketing breakthrough model. The Attribute Dependency Template and the Function Follows Form (FFF) Principle, The Forecasting Matrix

UNIT 3
Psychologising the workplace
Adaptive and innovative personalities/individual innovation. Intelligent Controlled Failures, Idea Journal, Creative Divergence and Convergent. Creativity and innovativeness within organizations, Managing the Resistance. Intrinsic motivation, Decentralization and Innovative Culture, Motivation and innovative behaviour, Measuring Creative Output, Knowing oneself

UNIT 4
Innovation: Meaning & significance of innovation, Types of innovation, Innovation Diffusion theory, Innovation in Organizations, Drivers of Innovation, Bottom up and Top-down Innovation, Horizontal versus vertical innovation

UNIT 5
Dimension of Innovations: Innovation Eco-system in India and in select few countries, Social Innovation, Grassroots Innovation, Frugal Innovation- Case studies in India and abroad, Global Innovation: Global Innovation Index framework, GII (Case studies of Indian and global organizations)

REFERENCES

ONLINE:
2. “A Short History of Creativity” by Alex Carter (Video) . https://www.youtube.com/watch?v=NmVgYWt3mhE
3. “5 Stages of creativity—and how to create ideas that fascinate” by Sally Hogshead https://www.howtofascinate.com/5-stages-of-creativity-and-how-to-create-ideas-that-fascinate
**Employability:** Senior Executive, Team leader, Entrepreneurship: creativity research, design thinking and lean startup

**Skill Development:** Communication, creativity, innovation in management, critical soft skills

**Evaluation Pattern - 80: 20**

- CA (L) – Continuous Assessment Lab - 80
- ES (L) – End Semester Examination Lab - 20

<table>
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<tr>
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**Course Objective:** Orienting students to some of the major communication theories and models used in the media context

**Course Outcomes:** By the end of the course the students will be able to:

1. Understand the theoretical foundations to everyday communication with respect to basic conceptualization, categorization and positioning of a communication theory.
2. Articulate the components of social science theory and the steps in theory building;
3. Critique the major theories that have guided mass communication research
4. Relate theory to practical situations, especially in the media context.
5. Develop analytical and critical thinking skills related to media messages

**Articulation Matrix**

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**UNIT 1**
Introduction to Mass Communication. Overview of everyday communication (verbal, non-verbal). Defining types (intrapersonal, interpersonal group and mass) and functions of Communication. Analysis of media practices and media influence on individuals, organizations and social levels: Communication Theory- epistemological foundations. Analysis of the scientific, critical, and cultural questions at the foundation of theory-building in communication.

**UNIT 2**
UNIT 3

UNIT 4

UNIT 5

REFERENCES

Employability: Media Analyst, journalist
Entrepreneurship: news
Skill Development: Communication, presentations

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT - Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50
**Course Objective:** This course is designed to prepare a student for an active role in the business world. Students are guided to combine their thinking, knowledge and skills in imaginative ways, develop key creative behaviours and build their personal and professional creative confidence. The course seeks to prepare students in critical thinking (skill and reasoning, objective analysis, interpretation, research or decision making relevant to the discipline) and broad interpretation of the dynamics of business within the social professional context.

**Course Outcomes:** By the end of the course the students will be able to:
1. Understand and practice divergent, convergent and reflective thinking.
2. Gain experience using creative thinking tools to solve business problems and create a new product or service innovations.
3. Effectively communicate, either orally or in writing, the presence of opportunities where others see problems.
4. Ideate on innovative new product or service.
5. Show the complete development of the innovative product, concept or idea from initial idea to market-ready application.

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**UNIT 1**
Where Ideas Come From

**UNIT 2**
Creative Problem Solving and Best Practices for Creativity, Creative Leaders and Innovator types

**UNIT 3**
Divergent and Convergent Thinking, Creative Intelligence and Design Thinking

**UNIT 4**
Creative Process Stages, Creative analysis

**UNIT 5**
Applied Creativity: Innovation Project Presentations

**REFERENCES**


ONLINE:
2. Video: Tina Seeling, Divergent Thinking: https://www.youtube.com/watch?v=ZeD7x0GoKEA
5. Podcast: How to critique http://www.maximumfun.org/shmanners/art-critique
6. Design as Applied Creativity: templates and guides provided
8. Article: https://www.upwork.com/hiring/design/how-to-create-an-effective-creative-brief/ Article: NPD business cases and Creative collaborations
9. Article: Rogers Five Factors
11. Article: https://medium.com/firm-narrative/want-a-better-pitch-watch-this-328b95c2f0d

Employability: Senior Executive, Team leader, Entrepreneurship: creativity research, design thinking and lean startup Skill Development: Communication, creativity, innovation in management, critical soft skills

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20
**Course Objective:** This course will equip the learners with the essential vocabulary and language skills to understand media information. Students will be introduced to the specific requirements of writing for print, broadcast and online media.

**Course outcomes:** By the end of the course the students will be able to:
1. Develop a broader understanding of the role different media plays in our lives, while building their vocabulary and language skills needed to analyze the news that they read and watch.
2. Critically analyze different style of writing - for print, broadcast and internet.
3. Apply writing and news story structure concepts to write for print, broadcast and online news media.
4. Identify common sources of news and understand how these can be incorporated in news writing.
5. Write engaging content for an audience.

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**UNIT 1**
Media Literacy: Media environment- changing media – multi-platform, multi-device and many-to-many communication. Types of media technologies – print, broadcast and internet. Writing for an audience- mass vs. demassified audience. Making Your writing work across Media, Understanding Audiences

**UNIT 2**
Building Body into a Story, Selecting the Right Information for a Story, Story structure - headlines, taglines and photo captions. Analysis of topics covered in news – discussions on story angles and frames, Techniques to Maintain Reader Interest. Lead analysis: The objective of a story lead – leads for different stories. Analyzing leads written in different newspapers – a comparison of national and international news leads.

**UNIT 3**
Business writing – Instructional, informational, persuasive, and transactional. Writing a cover letter, rejection letter, email, meeting agenda, business proposal, winning business plan, proof reading, memos, reports and handbooks

**UNIT 4**
Broadcast: Audio visual writing - Visualization exercises, incorporating sound in writing. Difference between print and broadcasting- comparing news bulletins, TV and Radio interviews with print articles-. News Readers lead - Voice-over for visuals - Reporter's Piece to Camera (PTC)

UNIT 5
Writing for the web- Changing audiences, online media types, different ways of telling stories online. Text formatting-.Chunking, role of hypertext-what they look like, what they say, what they do; Text Content-style and brevity, multimediality and interactivity

REFERENCES
9. Excellence in Business communication by John V. Thill and Courtland L. Bovee

Employability:Writer for print, online, broadcast or advertising organizations, PR person, journalist
Entrepreneurship:As a freelance journalist
Skill Development: Different writing styles for different platforms, written communication skills

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

Course Objective: The course will allow students to apply grammar in language structures, appreciate the literary compositions and provide them with a good command over translation techniques.

Course outcomes: By the end of the course the students will be able to:
1. Understand the postmodern trends of literature...
2. Explore tradition and culture through literature.
3. Apply ethical and professional translation strategies.
4. Demonstrate linguistic competence in written communication.

**ARTICULATION MATRIX**

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**UNIT 1**  
Hindi Laghu Upanyas: \textit{Mamatha Kaliya} - 'Doud'

**UNIT 2**  
Hindi Natak: Swadesh Deepak - ‘Kort Marshal’

**UNIT 3.**  
Adhunik Hindi Kavya  
a. Jayashankar Prasad-( Lahar, Aah! Vedhana Mili Vidayi) ,  
b. Suryakanth Tripathi „Nirala”- (Anamika -4) ,  
c. Subadhra Kumari , Chouhan- (Swadesh Ke Prathi, Smruthiyam),  
d. Gajanan Madhav Muktibodh- (ek swapna Katha)

**UNIT 4.**  
A) Sankshepan,  
B) Anuvad: Paribhasha, Prakar, Anuvad Ke Lakshan, Anuvad Ki Avashyakata, Passage (Translation)  
c) Paragraph writing  
D) Technical writing  

**REFERENCE**  
1) Prayojan Mulak Hindi Ke Naye Ayam : Dr. Pandit Banne  
Prayojan Mulak Hindi Ki Nayi Bhumika : Kailash Nath Pandey  
Prayojan Mulak Hindi Ke Vividh Roop : Dr. Rajendra Mishra, Rakesh Sharma  
Hindi Samay.com  
“Adhunik Kavya Sangraha” Edited by . Dr. Urvashi Sharma (Printed and Published by Malik & Company, Jaipur)  
Hindi Samay.com/Hindikahani.com/exotic indiart.com

**Employability:** Language Editor, Journalist, Language Media Analyst, Script & Content writer  
**Entrepreneurship:** Know Language and can do freelance  
**Skill Development:** Understand the grammar and its application

**Evaluation Pattern** - 80: 20  
CA (L) – Continuous Assessment Lab - 80  
ES (L) – End Semester Examination Lab - 20
Course Objective: The course will allow students to understand the writing competency in literature.

Course outcomes: By the end of the course the students will be able to:
1. 31 urea 31 competencies in Language Skills
2. Identifies the elements of modern literature.
3. Explore the life worthy literature.
4. Understand the historical dimensions of the literature.

UNIT 1
1. Ilakal Kozhiyunnu: “D.Vinayachandran”
2. Kalayanasougandhikam, (Lines: kallummarangalum... namukkennarikavrikodara), “Kunjan Nambiar”.
3. Naranattu bhranthan – “Madusuthanan nair”
5. Ritusamhara- “Kalidasan (N P Chandrashekharan)” (six Indian seasons: grisma (summer), varsa/pavas (monsoon/rains), sarat (autumn), hemanta (cool), sisira (winter), and 31 uropa 31 (spring) (spring).

UNIT 2
2. Manushya Puthri- “Lalithambika Antharjanam”
3. Parayiperra panthirukulam: “Narendranath/ Rajan Chungath”.
4. Pothichoru- by “Karoor Neelakanda Pillai”
5. Vishwa vikhyathmaya mookku- “Vaikom Muhammad Basheer”

UNIT 3
1. Bhratan – “kovilan”

UNIT 4

REFERENCE:
1) Bhratan – “kovilan (Novel)”
2) D.Vinayachandran Kavithakal- “D.Vinayachandran”
3) KanneerumKinavum – “V.T.Bhattathirippad”
4) KalidasaHridayam- “K.P.NarayanaPisharady”
5) Kunjan Nambiarude Thullal Krithikal – “Kunchan Nambiar”
6) Manushya Puthri- “Lalithambika Antharjanam”
Employability: Language Editor, Journalist, Language Media Analyst, Script & Content writer
Entrepreneurship: Know Language and can do freelance
Skill Development: Understand the grammar and its application

Evaluation Pattern - 80: 20

CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

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Course Objective: The course will allow students to understand the writing competency in Tamil literature.

Course outcomes: By the end of the course the students will be able to:
1. Introduction to Tamil Folklore
2. Learning the nuances of Tamil spiritual literature
3. Exposure to the advanced aspects of Tamil grammar
4. Imbibing the spirit of language through familiarising with linguistics, translation and creative writing

Articulation Matrix

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அலகு 1 சிற்றிலக்கியங்கள் அறிமுகம்: கலிங்கத்துப்பரெி (பயிர்பித் பாட்டு), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைற்பள்ளு (பார்தபாடியது), முக்கூைrifffppla
Introduction to CiRRilakkiyam: Kalingaththupparani (Poor Padiyathu) – MukkdaRpallu 35.
Folklore: Definition, Folksongs – Stories – kathaip Paadal – pazhamozhi – vidukathai – kalaikaL.

அலகு2 பக்தி இலக்கியம்: அலகு3 பக்தியாள் பதாகமை, திருப்தபாரவ (1,2,3,4)

அலகு3 மதமாழியல்பிசை: மேம்பானதாக்கசொல் – மேம்பானதுறசொல்
அலகு4 மேம்பானமேம்பானம்: மேம்பானமேம்பானம் உரசாமை, மேம்பானமேம்பானப் பொழுதும், மேம்பானமேம்பானம் பொழுதும் பரதமை, மேம்பானமேம்பானம் பொழுதும். மேம்பானமேம்பானம் அதைவர்: மேம்பானமேம்பானம் வருவது, பறை வருவது மேம்பானமேம்பானம் காண்பாக்கும், பறை வருவது காண்பாக்கும் (கதைவர் பதாகமை – கதைவர் பதாகமை - அதைவர், விற்பாட்சக மேம் பிளியம் – நடகு – சிற்றகதை).


REFERENCES

http://www.gunathanizh.com/2013/07/blogPost_24.html
Employability: Language Editor, Journalist, Language Media Analyst, Script & Content writer
Entrepreneurship: Know Language and can do freelance
Skill Development: Understand the grammar and its application

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab – 20
Course Objective: This course introduces students to best practices in business writing and business speaking that are exceedingly important to advancing their career in the media business. Students learn to organize and write informative, persuasive business messages and design high value presentations that incorporates stories, visuals, logic, and emotion. The course facilitates the holistic development of learners’ personalities, focusing on self-management, interpersonal skills, and personal growth. It aims to enhance their positive attitude, critical thinking, problem-solving abilities, and emotional intelligence.

Course Outcomes: By the end of the course the students will be able to:

1. Demonstrate effective interpersonal communication skills in various business contexts.
2. Produce well-structured and professional business writing, including emails, reports, and memos.
3. Deliver engaging and impactful presentations, employing effective techniques for audience engagement.
4. Apply self-management techniques to enhance personal effectiveness and productivity.
5. Apply critical thinking skills to analyse and evaluate information and make informed decisions.

ARTICULATION MATRIX

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<tr>
<td>Introduction. Business communication in media- methods and types. Advertising, intranet, social media, texting, websites; accessing &amp; dissecting Information, dynamics of group communication, Communication Development Strategy, Audience and purpose, using structure to understand logical flow, concept development, and meaning. Persuasion, delivery, personal style, word power, visual clarity, the Job Description, The Resume, The Cover letter.</td>
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UNIT 3
Active listening
Effective listening skills, Types of listening, Barriers to effective listening, Ways to overcome the barriers, Role plays, Other forms of listening practice such as audio-video lectures, speeches, debates, discussions and songs.

UNIT 4
Emotional Intelligence (EI)
Orientation to EI, definitions, concerns and misunderstandings associated with emotional intelligence (EI) emotional-social intelligence (ESI); how emotions work to influence thought and behaviour, and how EI and ESI is learned and developed EI theories applied in workplace initiatives, organizational tool to identify the EI abilities and ESI competencies of employees and leaders, ESI skills to strengthen leadership capacity in worksite communication and relationship building. Business mentoring models, applying emotional intelligence concepts to leadership and summarizing problem solving and motivational skills for mentors.

UNIT 5
Goal Setting & SWOT Analysis
Development of positive personal attitudes; SWOT analysis; Time Management, Goal Setting, Vote’s model of interdependence. Analysis and interpret business situations by selecting and classifying data and information relating to – a potential competitor using a SWOT analysis. Interpreting a relationship or trend in the SWOT analysis to draw conclusions about the implications for a business idea – the macro environment using a PEST analysis. Interpreting a relationship or trend in the PEST analysis to draw conclusions about the implications for a business idea.

REFERENCES

ONLINE:

Employability: Communication Officer, Social Campaign Manager, Personalization Marketer
Entrepreneurship: freelance content creator, podcaster, copy editors, media monitoring, influencers
Skill Development: Critical thinking, Decision-making, Problem-solving, Negotiation techniques, Presentation skills.

Evaluation Pattern - 70: 30
Course Objective:
This course aims to equip students with the knowledge and skills of media organisation management. The programme blends the general principles and theories of management and their practical applications for managing the contemporary media organisation.

Course Outcomes: By the end of the course the students will be able to:

1. Acquaint themselves with the specialized terminology used in business.
2. Orient themselves towards theoretical concepts and ethical aspects related to managerial motivation and leadership.
3. Explain the complex business operations and relationships of media companies.
4. Provide insights into the reasons behind management decisions.
5. Improve their ability to make critical assessments and solve problems.

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UNIT 1
An Overview of Today’s Media Industry, The traditional wall between business and news, A historical perspective on the media, Corporatization of the media, Cross-ownership, Media consolidation, Public (stockholder) ownership of media, Institutional investors and financial firms, Reorganizing to build profits, Conglomerates – the good, bad and ugly, Media Planning, Strategy and Management, Budgeting, Scheduling and Evaluating the Different Media Buys, fragmentation of media markets, Preparing for a new media world.

UNIT 2
Motivation and the Workforce, Unionism in mainstream media companies, Labor issues in the new economy, Layoffs in hard times, Approaches to managing employees, Scientific (or classical) management, Humanistic (or behaviourist) management, Theories of management, Theory X, Theory Y, Theory Z, Maslow’s hierarchy of needs, Management by objectives (MBO) and total quality management (TQM), Equity theory, Introduction to Ethics, working definition of ethics, ethical dilemmas and propose ethical solutions, Comparison of personal ethics and
social ethics ,The Importance of Ethics in Business - from the perspectives of the employee, manager, organization and society. Consequences of actual unethical business practices and behaviour.

UNIT 3
Qualities of Leadership and Management, The sources of power, Leadership practices, New leadership, Credibility of leadership, Future-oriented leadership, Risk-taking leadership, Empowering leadership, Motivational leadership, Characteristics of leaders – Management of attention, Management of meaning, Management of trust and Management of self, Being an effective manager of others

UNIT 4
Decision Making, What is decision making? The steps to making decisions, Risk taking in the decision process, Categorizing decisions, Analytical decision-making tools – The basic tool, The critical path method (CPM) and the program evaluation and review technique (PERT), The decision tree, The payoff matrix, The computer spreadsheet; Hidden traps of decision making -The anchoring trap, The status quo trap, The sunk-cost trap, The confirming evidence trap, The framing trap; Estimating and forecasting traps, Who are the decision makers? Individual decision-making styles, Group decision-making styles, S.W.O.T. analysis

UNIT 5
New Technology driven Media, Early digital media history, Marketplace dynamics, The four Ps of marketing, Newspapers and technology, Television and technology, Technology changes management, can news regain profitability in the digital age? Convergence, “Clicks-and-mortar” businesses, Cutting costs with mobile journalists, Twenty-first-century technological milestones in electronic and digital media,

REFERENCES

**Employability**: Media Strategist/Planner, Media Manager, Marketing Analyst, Social Media Management Specialist, Digital Media Analyst, Brand Management Professionals

**Entrepreneurship**: digital media consultant, brand consultant

**Skill Development**: Critical thinking, Decision-making, Problem-solving, Negotiation techniques

**Evaluation Pattern** - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50
Course Objective: The objective of the course is to familiarize students with the diverse aspects of planning communication activities in a political environment. Students will learn the elements of strategic planning of communication activities that are important for the development of critical thought on communication practice.

Course Outcomes: By the end of the course the students will be able to:
1. Understand the production, dissemination, procession and effects of information through media, within a political context.
2. Critically assess the effectiveness and consequences of political campaign communication.
3. Analyze the role and function of mediated public information across contemporary global concerns.
4. Apply a critical frame to understand the articulation of global communicators using various media as their communication tool.
5. Evaluate and present major trends in political campaigning, with special attention to the role of communication in the formation of political opinions and in the emergence of political discourses and identities.

ARTICULATION MATRIX

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UNIT 1
Political communication: key concepts, contextualization of ‘political’, Theoretical Diversity in Political Communication, Culture and Ideology- national identities. Habermas’s Public Sphere. Political deliberation, Deliberative democracy, Public deliberation, discursive participation, and citizen engagement.

UNIT 2
Functions of Political Language, Strategic uses of political languages. Analysing the nuances of political rhetoric. Inter-subjective and multi-subjective perspectives. Construction of aspirational identities. First-person plural (We) to convey ideological messages. Politics in the Media: Agenda-setting, Framing, Bias in News, Satire & Politics, Political Propaganda • Tactics & strategies

UNIT 3
Political Campaigns: Phases of Political Campaigns -Campaign planning (4 stages in a political campaign), management, strategies, and tactics (proactive, reactive, spin, crisis strategies), Communicative styles & strategies ( Incumbency vs. challenge style), Political advertising, campaigning and message strategy in the digital age.
UNIT 4
Candidate’s Authenticity & Image Formation • Authenticity, image, & Indian ideology, Political identity, Use of Narratives (Narrative paradigm theory), negative advertising, Moving the Public through Public Relations Campaigns, Women in politics – as sources and audience, voices from the margins

UNIT 5
Digital spaces for civic communication – categorization of online spaces and activities as consumption or interaction types, Social Media & Politics, Twitter, Facebook and democracy, theorising the interrelation of interfaces and practices, using the Web and social media to create public visibility, build trust and consensus and boost political participation, Spiral of Silence and critiquing Free Speech.

REFERENCES

WEB REFERENCES
1. http://www.politicalcommunication.co.uk/
3. DNA India- http://www.dnaindia.com/india/

Employability: Political news analyst, Political Journalist
Entrepreneurship: freelance Political news analyst, Political Journalist
Skill Development: Critical assessment of the effectiveness and consequences of political campaign communication and the role and function of mediated public information across contemporary global concerns

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: Give a thorough working knowledge of the advertising world through projects and practical research.

Course Outcomes: By the end of the course the students will be able to:
1. understand the principles and theories that underpin advertising and communication
2. develop the ability to create persuasive and engaging advertising messages for various media platform
3. acquire skills in media planning and strategy development, including selecting appropriate advertising channels and budgets.
4. analyze ads within the framework of ethical communication practices
5. create, defend and execute advertising campaign strategies fit for a client presentation

**ARTICULATION MATRIX**

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**UNIT 1**
Overview of the advertising industry: The development of consumer society, Role of Integrated marketing communication in the marketing mix., Product Life cycle stages and the Communication components in each stage. Advertising as a discipline and its role in contemporary society–Evaluating Social, Ethical, & Economic Aspects of Advertising and Promotion.

**UNIT 2**

**UNIT 3**

**UNIT 4**
Social media advertising. Consumer motivations for using internet advertising. Web advertising metrics. Social media advertising to drive growth – ad formats, objectives, target, best practices (facebook, 40uropa4040m, twitter), OTT advertising , Mobile first ads.

**UNIT 5**
IMC campaign planning: Situation analysis. Research and Survey for Ad Campaign. Steps in creating the IMC campaign. Communication vs. marketing objectives. Creative strategy and execution: Copy Platform, Creative Brief, and Campaign Narrative for individual ad campaigns. Storyboarding, Media planning

**REFERENCES**

WEB REFERENCES
1. www.agencyfaqs.com
2. www.campaignindia.in

NEWSPAPER REFERENCES
1. Economic times- Brand Equity
2. Business line: Catalyst

Employability: Copywriter, media planner, Communication strategist
Entrepreneurship: Copywriter and advertising firm
Skill Development: Write radio and television scripts and develop a television storyboard.
Media planning

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM116 CONSUMER PSYCHOLOGY 1 0 0 1

Course Objective:
The course aims to provide students with an understanding of the social, psychological and cognitive processes underpinning the consumption of media and its impact. It allows students to explore alternative ways of relating to users/consumers and prepares them to build better business models. The course will address the psychology of consumption at different levels of analysis: individual, group and societal. It will ground this psychology in the relevant literature, and teach students the field’s foundational theories, allowing them to develop a mental model of human behaviour as it relates to consumption.

Course Outcomes: By the end of the course the students will be able to:
1. learn about relevant theories and research in behavioural sciences (e.g., psychology, sociology, economics) to understand and influence consumer behaviour.
2. improve their abilities to discover original consumer insights that go beyond surface level.
3. explain media consumption behaviours in real life with the basic frameworks in consumer psychology
4. analyse the strengths and limitations of specific theories for interpreting consumer issues.
5. apply consumer behaviour aspects when designing and evaluating media marketing strategies.

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**UNIT 1**
Introduction, Motivation, Attention & Comprehension, Information search, Memory & Knowledge, Interpersonal Influence, Perception and categorization, Creating and changing opinions, Personality. Theories of the self, Segmentation (VALS survey)

**UNIT 2**

**UNIT 3**

**UNIT 4**
Symbolic Culture, Cultures and subcultures, Narrative Science, Brand origin stories, Empathy maps

**UNIT 5**
Innovation Adoption
Psychological drivers and barriers to technology adoption, Traditional vs. contemporary models of technology adoption, ‘Nudging’ and behavioural change on digital platforms.

**REFERENCES**

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

SEMESTER III

24BMM201 BUSINESS STORYTELLING 3 0 0 3

Course Objective:
The course aims to improve participants’ ability to communicate and persuade effectively, stimulate employees’ motivation and commitment, attract consumers and strengthen their loyalty, draw investors, shift organizational culture in the desired direction, and advance one’s career. This course will explore strategies for creating and implementing effective communication across a variety of channels – including earned, owned and paid – to harness the new people-powered communications landscape.

Course Outcomes: By the end of the course the students will be able to:

1. Describe the tradition and evolution of storytelling and its role in the contemporary media environment as a critical tool for reaching audiences and telling a brand or organization’s story.
2. Demonstrate effective use of print, digital and visual storytelling tools using multiple communication vehicles across many channels – traditional media, digital media, and social media – to persuade and influence.
3. Identify story angles and the best media formats to convey them.
4. Utilize effective storytelling tools in pitching ideas.
5. Apply covered storytelling techniques to public relations formats such as public relations campaigns, press releases, backgrounders, position papers, opinion pieces, advocacy campaigns and blogs.

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UNIT 1
Modern-day storytelling and brand as storyteller, The role of storytelling in businesses today • A fundamental model of communications • What is a story, The hero, The plot, Methods of storytelling, The science behind the effectiveness of storytelling in communications and persuasion, How leaders and managers use storytelling to create meaning and purpose.

UNIT 2
A step-by-step model of crafting an effective story, including The 6 Senses in the story scenes to trigger emotional responses. Combining logic, data and arguments with stories, Individuals’ heterogeneity in storytelling ability. Practicing techniques, Critical elements of a story, Storytelling methods, A final check-list

UNIT 3
Audience-centric stories brought to life, Specific storytelling uses for Leaders, Managers, Marketers, Startups, Employees, Crafting participants’ personal stories- creating exceptional experiences that bring the story to life, Visual Storytelling and Content Design, Creating personality and defining tone and voice

UNIT 4
Channel approach, Bringing Stories to Life – Developing Content and Storytelling Across Communication Channels, Print and Visual (video and photography) Storytelling Tactics, Paid media and content syndication, Managing the conversation, Engaging the Audience, Optimizing, improving and measuring result

UNIT 5
The future of storytelling, Storytelling on Social Networks, Storytelling Strategies in the face of Digital Innovation, the role of metrics and data in creating content. Crisis Response stories

REFERENCES

Employability: Corporate storyteller, content strategist, technical writer, copywriter
Entrepreneurship: freelance content writer, copy consultant
Skill Development: Critical thinking, creative writing skills, muti-tasking

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
Course Objective: Help students to identify and explain economic concepts and theories in relation to markets, industry and government policies within the journalistic context.

Course Outcomes: By the end of the course the students will be able to:

1. Understand basic economic concepts and how to report business and economic issues nationally and globally.
2. Apply the language of business and economics as journalists/media scholars, and to translate their knowledge for readers.
3. Have the background, knowledge, skills and attitudes that are necessary to succeed as business, financial journalists and media students.
4. Understand both Micro and Macroeconomics and evaluate how the economy as a whole and economic behavior of individual units influence national economy, employment, inflation and global relations.
5. Demystify the world of business and finance by learning how to use and localise economic data effectively.

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</table>

UNIT 1
What is media economics about, macroeconomics and microeconomics, the firm in economic theory, market structure and behaviour. Ethical principles and practices, Economies of scale and scope and changing technology. Audience as market.

UNIT 2

UNIT 3
Convergence, what are multi-media platforms, the vertical supply chain, Changing market structures and boundaries, digital convergence, Technological change, innovation, creative destruction, multi platform
UNIT 4
Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth, Economics of networks, broadcasting networks, online content distribution, social networks and microblogging. Mass to niche, user empowerment, segmentation and branding, audience flow management, public service content provision.

UNIT 5
Media economics and public policy, The Indian print and digital media business, The India electronic media business, The Indian film business.

REFERENCES

**Employability: Financial Reporter, Business trend analysis**

**Entrepreneurship:**

**Skill Development:** Understanding of Micro and Macro economics and other financial terms for journalistic reporting in a simple language for a common man to understand. Knowledge about stock exchanges, indices, financial development.

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM203 MEDIA BUSINESS PLANNING 1 0 4 3

**Course Objective:** The course advances students’ understanding of the concepts and principles of Media Planning. They will develop the necessary skills for planning a media campaign, budgeting, buying and scheduling. The course allows for comprehending the practical implementation of this knowledge to various media business situations, and environments.

**Course Outcomes:** By the end of the course the students will be able to:

1. Identify the different range of media planning.
2. Understand the importance of research skills relating to media and target audiences.
3. Analyze different types of campaign planning – i.e. to consumers, to distributors or to the sales force of the organization – in relation to appropriate media and their capacity to reach these different target publics.
4. Prepare a project on the Marketing Strategy / Media planning of a company or a brand of their choice.
5. Demystify the world of business and finance by learning how to use and localise economic data effectively.

**Articulation Matrix**

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**UNIT 1**
Overview of Media and Media Planning: Meaning of Media & Features of Media, Meaning of Media Planning, Scope of Media planning, Media Planning Elements, Role of Media in Business, Media Planning Process, Implementation of Marketing Objectives in Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning

**UNIT 2**
Media Research: Meaning, Role and Importance Sources of Media Research: Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, BARC viewership data, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey

**UNIT 3**
Media Mix and Media Strategy -Media Mix: Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix, Media Choices: Print/TV/OTT/OOH Meaning- Factors Affecting Selection of Media Decisions, Types, Advantages and Limitations, Online, Mobile, Gaming, In flight, In Store, Interactive Media

**UNIT 4**

**UNIT 5**
Media Measurement: Basic Metrics: Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), Effective frequency/Reach Television Metrics: Diary v/s People meter, TRP/TVR, Program Reach & Time Spent, Stickiness Index, Ad Viewership Radio Metrics: Arbitron Radio Rating Print Metrics: Circulation, Average Issue Readership (AIR), Total or Claimed Reader, Sole or Solus reader. OOH Metrics: Traffic Audit Bureau (TAB) b) Benchmarking Metrics: Share, Profile, and Selectivity Index c) Plan Metrics: Gross Rating Points (GRP), Gross Impressions (GI), Share of Voice (SOV)

REFERENCES


Employability: Media Buyer, Media Associate, Media Analyst, Digital Media Manager, Media Director, Media Buyer, Media Coordinator, Digital Supervisor and Account Supervisor.

Entrepreneurship: media buying consultant

Skill Development: data base management, decision making, negotiation, persuasion, research.

Evaluation Pattern - 80: 20

CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

24BMM281 BUSINESS MODEL CANVAS 0 0 2 1

Course Objective:

The Business Model Canvas is a visual planning tool to allows students to have a hands-on practical approach to covering all important aspects of starting a new media business venture, including the media firm’s or product’s value proposition, infrastructure, customers, and finances. During the semester, students will use this tool to evaluate the overall feasibility of their business model.

Course Outcomes: By the end of the course the students will be able to:

1. brainstorm and create a hypothetical media firm’s buyer persona(s).
2. evaluate the firm’s UVP (unique value proposition) in terms of problem solving for customers and beating out competition.
3. analyse channels of customer communication
4. analyze the revenue streams and costs for the media business and zero in on key partners for the firms to add value proposition.
5. create a Business Model canvas.

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REFERENCES


Employability: Senior and mid level manager in game development firm, Senior manager in publication/broadcast/new media firm
Entrepreneurship: start up media firms
Skill Development: Critical thinking, Decision-making, Problem-solving, competitor analysis

Evaluation Pattern - 80: 20

CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

Course Objective: To provide the students an in-depth understanding of the current phenomenon in the public relations industry. It seeks to develop students’ critical thinking and application of the strategies in the day-to-day context.

Course Outcome: By the end of the course the students will be able to:
1. Define and explain the concept of public relations.
2. Learn how to craft press releases, speeches, and other PR materials to communicate with different stakeholders and shareholders.
3. Estimate the importance of PR in time of event management and crisis management.
4. Explore different types of events and understand event marketing and promotion techniques.
5. Develop the skill to conduct the event

ARTICULATION MATRIX
UNIT 1

UNIT 2
Stakeholder Public relations and the process: Employee Relations and Communications: Communication difficulties with key internal publics, Importance of localized information, Community Relations and social responsibility: Importance of external stakeholders, Stages in community relations, Messages and channels appropriate to key external audiences, Value of community goodwill, Media Relations: writing Press releases and organizing press conferences.

UNIT 3

UNIT 4
Introduction to Event Types: Overview of various types of events, such as corporate events, social events, sports events, cultural events, and nonprofit events. Understanding the unique characteristics and purposes of each event type, Strategic Public relations and corporate communication- Processes and practice of strategy making, Challenges and issues on corporate communications strategy development, Corporate Identity and Corporate Image.

UNIT 5
Event management: 5 C’s of event management, Planning and organizing corporate meetings, conferences, and seminars. Techniques for planning events and personal celebrations, I and theme selection for social events. Managing vendor relationships and contracts.

REFERENCES
1. Tony Greener – BookBoon, 2012
5. Making It in Public Relations by Leonard Mogel 2010
Employability: Exhibition manager, event manager, hotel manager, Outdoor activities/education manager, Public house manager, Restaurant manager
Entrepreneurship: Freelance event co-ordination, event planning
Skill Development: Marketing & strategic communication techniques and in-depth training in media management.

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

24ELS201 ESSENTIAL LIFE SKILLS – I 1 0 2 2

Pre-requisite: An open mind and the urge for self-development, basic English language skills, and knowledge of high school level mathematics.

Course Objective: To assist students in inculcating soft skills, developing a strong personality, empowering them to face life’s challenges, improving their communication skills, and problem-solving skills.

Course Outcomes
CO1: Soft Skills - To develop greater morale and positive attitude to face, analyze, and manage emotions in real-life situations, like placement process.
CO2: Soft Skills - To empower students to create a better impact on a target audience through content creation, effective delivery, appropriate body language, and overcoming nervousness, in situations like presentations, Group Discussions, and interviews.
CO3: Aptitude – To analyze, understand and solve questions in arithmetic and algebra by employing the most suitable methods.
CO4: Aptitude - To investigate and apply suitable techniques to solve questions on logical reasoning.
CO5: Verbal – To infer the meaning of words & use them in the right context. To have a better understanding of the nuances of English grammar and become capable of applying them effectively.
CO6: Verbal - To identify the relationship between words using reasoning skills. To develop the capacity to communicate ideas effectively.

Skills: Communication, self-confidence, emotional intelligence, presentation skills, and problem-solving Skills

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Syllabus Soft Skills

Soft Skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. New-age challenges and distractions. Learning to benefit from constructive criticisms and feedback. Need for change in mindset and up-skilling to keep oneself competent in the professional world.
Managing Self: Knowing oneself, Self-perception, Importance of positive attitude, Building and displaying confidence, Avoiding being overconfident, Managing emotions, stress, fear. Developing Resilience and handling failures. Self-motivation, Self-learning, and continuous knowledge up-gradation / Life-long learning. Personal productivity - Goal setting and its importance in career planning, Self-discipline, Importance of values, ethics and integrity, Universal Human Values

Communication: Process, Language Fluency, Non-verbal, Active listening. Assertiveness vs. aggressiveness. Barriers in communication. Digital communication

Aptitude

Numerical Ability I: Numbers, Percentage, Ratio, Proportion & Variation, Averages and Equations.
Logical Reasoning I: Blood Relations, Direction Test, Syllogisms, Series, Odd One Out, Coding & Decoding, Cryptarithmetic and Input-Output Problems.

Verbal Skills

Vocabulary: Familiarize students with the etymology of words, help them realize the relevance of word analysis and enable them to answer synonym and antonym questions. Create an awareness about the frequently misused words, commonly confused words and wrong form of words in English.

Grammar (Basics): To learn the usage of grammar and facilitate students to identify errors and correct them.

Reasoning: Stress the importance of understanding the relationship between words through analogy questions. Emphasize the importance of avoiding the gap (assumption) in the argument/statements/communication.

Speaking Skills: Make students conscious of the relevance of effective communication in today’s world through individual speaking activities.

Writing Skills: Introduce formal written communication and keep the students informed about the etiquette of email writing

References:
2. The hard truth about Soft Skills, by Amazon Publication.
3. Verbal Skills Activity Book, CIR, AVVP
4. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites
11. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
12. How to Prepare for Data Interpretation for the CAT, Arun Sharma.

**Evaluation Pattern**

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**ELECTIVE COURSES - ENTREPRENEURIAL MANAGEMENT**

24BMM205 GLOBALIZATION AND MEDIA 4 0 0 4

**Course Objective:** The course will provide students with a framework for understanding the dimensions of globalization achieved by the Media and Entertainment companies and their system for expansion worldwide. The course will allow students to analyze the strategy of several of the leading multinational EMT conglomerates and the development of various leisure time businesses.

**Course Outcomes:** By the end of the course the students will be able to:

1. Know and understand the key issues of globalization
2. Understand the mapping of media globalization in terms of macro structures and micro processes
3. Consider the relationship between tradition and modernity and the role that globalized media play in their shifting relationship.
4. Understand the different ways of managing the business of news and entertainment across the world.
5. Compare, contrast and analyze critically media business perspectives from different cultural traditions

**Articulation Matrix**

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UNIT 1
What is Globalization? How globalization is reshaping our lives and businesses. Global Media, Mediated Globe, Why study the media in the context of globalization? study of globalization from various academic disciplines and positions “traditional” globalization studies alongside a media and cultural studies framework, Global flow of the media: media Imperialism or cultural imperialism. Territories of cultural globalization

UNIT 2
Homogenization and Heterogenization, Key debates in globalization studies: Does globalization make the world the same or different? Concepts of time, space and place, Proximity and Distance, media’s role in a globalizing world: What does it mean to say that we live in a mediated world?, Concepts of mediation, digital divide, political economy. The politics of cultural trade: Soft power and cultural diplomacy

UNIT 3
Study of representations in the context of globalization: How does the media include and exclude through the power of representation? critique of the processes of Other- ing present in popular media representations: How does the media construct the Other as too close or too far? concepts of Orientalism, compassion fatigue, media fatigue, and proper distance.

UNIT 4

UNIT 5
Globalization and Hybridity- cultural logic, influence of New Media Technologies on promotion of globalized media texts

REFERENCES

Employability: cross border actor, choreographer, computer graphics designer, animator
Entrepreneurship: freelance actor, animation specialist
Skill Development: Creativity, self-confidence, time management, critical thinking

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: The course provides a general understanding of innovation and technology management and its impact on media entrepreneurship. Areas focused on are product planning
and technology management, the global management of innovation, marketing in the context of innovation and entrepreneurship. Students improve on their skills to engage in a global corporate environment, learn how to manage innovation related processes and foster their academic research capabilities.

**Course Outcomes:** *By the end of the course the students will be able to:*

1. learn how new innovative media firms are created and develop practical skills in the application of widely used techniques in entrepreneurship.
2. develop a strategic orientation to problem-solving within the innovation process as well as technology management and its importance in a start-up world.
3. evaluate new-media models developed by entrepreneurs and business opportunities
4. design new business models by gathering and combining relevant ideas, facts and information.
5. apply concepts learnt to present a business entrepreneurship idea.

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UNIT 1

UNIT 2

UNIT 3
entrepreneur taking centre-stage. The transition of media entrepreneurs from institutional team players to entrepreneurial soloist. What it takes to be an entrepreneur in the media business.

UNIT 4
Identifying a entrepreneurial market problem that needs solving, building an audience, assembling the building blocks of a business plan. Sources of new idea, methods of generating ideas, creative problem solving, opportunity recognition, product planning and development, opportunity recognition, Business Structure, Creating a Business Plan, Market Size Analysis, Failure as an important and inevitable part of entrepreneurship, the Steve Jobs’ story as an example of how abject failure and spectacular success are intimate friends. The digital revolution and the media industry, The mobile revolution- The iPhone, the iPad, the Android. The social media revolution and how it is revolutionizing the media business.

UNIT 5
Global contexts for entrepreneurship and innovation, key stakeholders whose interests may enable or limit the potential effectiveness of innovation and entrepreneurship. The sprawling world of startups. mushrooming new-media startups - What’s working? What’s not? Old media that still works- Community newspapers, radio, ethnic media E-commerce and start ups, financial support for Business Plan, Regulations to set up a and Laws, Legal issues in setting up the organization, patents, business methods patents, trademarks, copyrights, trade secrets, licensing, product safety and liability, insurance, contracts.

REFERENCES

Employability: Green Entrepreneurship Business Advisor, Social Media Marketing Specialist, Director - Ecommerce
Entrepreneurship: Learning And Development Specialist (Intern)
Skill Development: analytical and critical skills, research training, personal communication skills and effective team-working

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM207 PRINCIPLES AND CONCEPTS OF SUSTAINABILITY 4 0 0 4

Course Objective: This course introduces students to basic concepts in sustainability. Students will learn the fundamental concepts, principles and practices of sustainability, explore how sustainability functions within natural and socioeconomic systems, and apply their knowledge to current problems.

Course Outcomes: By the end of the course the students will be able to:
1. Demonstrate a fundamental knowledge of the history of human relationships to nature and how that has influenced the success of societies in the ancient world and the modern era;
2. Acquire mastery of sourcing and synthesizing information in aspects of sustainability, especially as it related to resources management, social and economic systems.
3. Critically assess the ethical and value conflicts that arise in debates over unsustainable social and economic practices around the world.
4. Develop alternative perspectives and arguments about the relationship between humans and the natural environment.
5. Evaluate arguments made in support of different perspectives of sustainability on global society.

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UNIT 1

UNIT 2
Standards of Sustainability, ecosystem services and “doughnut economics” approach: Methods, and Markers for Sustainability, Resilience Thinking in the 21st Century, The Precautionary Principle, People + Planet + Profit, Individual Liberty, Property Rights, & the Tragedy of the Commons, Ecosystem Services & Externalized Costs. sustainability in media and communication, the concept of ‘slow’ media, its emergence, manifesto and dispelling myths about it.

UNIT 3

UNIT 4

UNIT 5

REFERENCES

Employability: sustainability marketing strategy manager, sustainability manager, CSR manager, Sustainability strategy manager
Entrepreneurship: Sustainability strategy consultant, content writer
Skill Development: analytical and critical skills, CSR related writing for multi-platforms, management skills

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: The course explores the drivers and barriers in the business case for ecosystem service measurement and management within a societal framework. The course will equip students with the skills they need to better manage the impacts and dependencies on ecosystems and services. Students will understand the relationship of businesses with local communities and learn to devise strategies for community relationship and engagement. The students would learn hands on training related to tools, frameworks and techniques of Corporate Ecosystem Valuation, Stakeholder Engagement and, Social Impact assessment.

Course Outcomes: By the end of the course the students will be able to:

1. Develop an understanding of business impacts and dependencies on ecosystems, the ecosystem services and their sustainable use.
2. Learn tools and techniques of Corporate Ecosystem Review and Valuation
3. Learn to devise strategies for community engagement and management.
4. Develop an ability to handle both operational and strategic business problems related to both risk assessment and management with respect to impacts on Ecosystems and Communities.

5. Merge environmental management expertise with sustainable business practices, enhanced leadership and management skills, innovation and entrepreneurship while addressing global sustainability challenges.

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**UNIT 1**
Introduction to Ecosystems and its Services
Introduction to Ecosystems: Structure and functioning; Ecosystems Services, Assessing changes in ecosystem Services, Business Case for Action (Risk Assessment); Business Initiatives in Ecosystem Management; Business-Community-Ecosystems Interface Case studies- media.

**UNIT 2**
Identifying Ecosystem Impacts and Dependencies
Introduction to Corporate Ecosystems Services Review; Tools, Framework and Methodologies (Water Footprint, GHG Footprint, Stakeholder Engagement Tools, Life-Cycle tools) Corporate Ecosystem Valuation Business Case for Valuation of Ecosystems, Screening for Corporate Ecosystem Valuation;

**UNIT 3**
The Economics of Ecology and Biodiversity, Tools and Methodologies (Integrated Valuation of Ecosystem Services and Trade-offs), Decision-making tools, Applying Corporate Ecosystem Valuation (CEV), Using CEV for improving business performance, Market for Ecosystem Services (Direct payments, Tradable Limits, Certifications)

**UNIT 4**
Natural Ecosystems and Business Applications - Media and Community, Media Industries, Utilization of sustainable technology and Products - role of businesses, Community and Social ‘Media’tion,

**UNIT 5**
REFERENCES

Employability: sustainability marketing strategy manager, sustainability manager, CSR manager, Sustainability strategy manager
Entrepreneurship: Sustainability strategy consultant
Skill Development: analytical and critical skills, management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM209 BRAND STRATEGY 2 1 2 4

Course Objective: This course provides a comprehensive examination and discussion of relevant theories, concepts, models and tools and the role of technological innovation in creating relevant strategies for brands. Students learn how effective branding is critical to creating value for all stakeholders, and marketers are recognizing the need to effectively measure and manage the marketing ROI and productivity of their brands.

Course Outcomes: By the end of the course the students will be able to:
1. Develop an understanding of how to advance a brand’s positioning.
2. Learn how to manage the brand relevancy over time.
3. Familiarize themselves with the various qualitative and quantitative methodologies that are used to evaluate brand equity.
4. Evaluate how to achieve growth through brand extension.
5. Create successful and strategic brand designs and brand messages.

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UNIT 1
What is brand equity? Strong brands vs. Weak Brands, Memory, Sensory memory, Working memory, Long-Term memory, Brand strategy framework, Brand equity, Strategic brand management process, Brand Awareness and Brand Knowledge, Customer Based Brand Equity, Hierarchy of Needs, MOA Model CBBE model Brand positioning model, Brand resonance model, Brand value chain model, Building Brand Equity, Brand elements, Brand identity, Branded vs. generic products,

UNIT 2
Understanding and measuring sources/outcomes of Brand Equity, Consumer mindset, Market performance, Marketing Programs to Build Brand Equity, Choosing brand elements, Product design, pricing strategies Distribution channel alignment, Marketing Communications programs, Branding on a limited budget. Brand Positioning Process, Brand Personality, Branded Differentiator, Branded Ingredients

UNIT 3
Developing a World-Class Brand Equity Measurement and Management system, designing and implementing a brand equity measurement system, how to conduct a brand audit, Brand tracking approaches Understanding and measuring sources/outcomes of Brand Equity, Consumer mindset, Market performance, Retail Branding, Branding of Services, Experiential Branding, Brand evaluation- Qualitative Methods, Laddering, ZMET, Brand maps, Ethnography

UNIT 5
Designing and implementing branding strategies, Branding Elements, Brand architecture, Brand Hierarchy, New Product Introduction/Brand Extensions, Managing brands over time, Brand revitalization, Brand repositioning, Re-branding, Managing brands over geographical boundaries and market segments, organizational requirements for successful branding Implementation issues for successful brand Strategies, Web-presence, Social media sites, blogs/Podcasts, Mobile Marketing/Branding, Location-based social media marketing and augmented reality, Applications as brand-building tool

REFERENCES

Employability: brand strategist, brand manager, sales and marketing manager,
Entrepreneurship: business strategy consultant, growth consultant
Skill Development: analytical and critical skills, management skills

Evaluation Pattern - 65: 35
CA (T) – Continuous Assessment Theory – 15
CA (L) – Continuous Assessment Lab - 30
Course Objective: This course offers a complete introduction to professional marketing thought and action. The course explains the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities.

Course Outcomes: By the end of the course the students will be able to:

1. understand the functional area of marketing management.
2. Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.
3. describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing
4. apply principles to create a marketing strategy which optimizes the marketing mix taking segments, targeting and positioning into account.
5. evaluate how different situations in the competitive environment will affect choices in target marketing.

ARTICULATION MATRIX

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UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES

Employability: brand strategist, brand manager, sales and marketing manager.
Entrepreneurship: business strategy consultant, growth consultant
Skill Development: analytical and critical skills, management skills

Evaluation Pattern - 65: 35
CA (T) – Continuous Assessment Theory – 15
CA (L) – Continuous Assessment Lab - 30
MT – Mid- Term Examination - 20
ES (T) – End Semester Examination Theory – 35

SEMESTER IV
24BMM211 DISRUPTIVE TECHNOLOGIES IN BUSINESS 3 0 0 3

Course Objective:
This course will discuss the various disruptive technologies and how these technologies are used for digital transformation in various organizations and industries and how these applications are impacting the Business.
Course Outcomes: By the end of the course the students will be able to:

1. Understand how media organizations need to evolve to address the changing business landscapes.
2. Evaluate how technological innovations leads to technology disruptions and how these innovations bring value to the organization.
3. Analyse how these technologies are endangering the organization or industry in which we operate.
4. Analyse the pros and cons of adoption of disruptive technologies in media businesses.
5. Demonstrate skill in applying emerging media and technology solutions across media businesses.

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UNIT I
Introduction to Disruptive Technologies – Determining technology trends in media industry by a historical review, overview of how technological disruption happens- how technological change is impacting marketing practice and distribution strategies for entertainment goods, Disruptive Technologies: Understand, Evaluate, Respond, Positive & Negative Effects of Disruptive Technology, Application of various Disruptive technologies in Media Business.

UNIT 2

UNIT 3
Changing practices of journalism and political economy of digital media, Cinema: Digital processes and effects , Blockbusters and the Long Tail: niche products instead of blockbuster products, or a dominant blockbuster business model? Animation and Gaming: Children as Audience, Social Media Practices and Audience Effects (Social media influencers; trolling; etc.), Content bubble” or “The New Normal”? media buying and selling in the age of disruption- cross-platform and multi-channel solutions.

UNIT 4
OTT, social media, Artificial Intelligence , Augmented Reality and Virtual Reality in Advertising, Marketing and film , Big data, Entrepreneurship and Innovation , Creating Interactive Content , Managing Disruptions in Media Policy.
UNIT 5
Social Network Analysis (SNA) for understanding the effects of disruptive technologies in media businesses. Overview of essential analyses and methods, helpful for enterprise architecture improvement and based on social network approach, use in risk management, project management, supply chain management (SCM), tourism, technology and innovation management, and knowledge management.

REFERENCES

ONLINE
   https://hbsp.harvard.edu/tu/d3a87646
   https://hbsp.harvard.edu/tu/a95e5591
   https://hbsp.harvard.edu/tu/1977ad82
   https://hbsp.harvard.edu/tu/d87aeaea
   https://hbsp.harvard.edu/tu/d1554685
6. Disruptive Technologies in Media, Arts and Design- A Collection of Innovative Research Case-Studies that Explore the Use of Artificial Intelligence and Blockchain within the Media, Arts and Design Sector-

Employability: Web development manager, UI/UX manager, Big data analyst, manager in game development firm, Senior manager in publication
Entrepreneurship: freelancer in consumer data analysis, UI/UX consultant, online content creator and curator
Skill Development: Critical thinking, Decision-making, Problem-solving

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50
Course Objective: The Business Brief is a written document that summarizes the nine elements of the Business Model Canvas. It is used to present the feasibility plan in lieu of the graphic Business Model Canvas. Examining the options and the challenges which might arise in advance helps the organisations understand whether the project being considered will be successful or not. The students will extend the Business Model Canvas presented in the earlier semester into this document.

Course Outcomes: By the end of the course the students will be able to:

1. understand industry trends for conducting a feasibility study.
2. estimate the time, energy, the effort required for the business idea.
3. eliminate risk and uncertainty to the achievement of business objectives.
4. save the cost which might have been incurred unnecessarily.
5. taking informed decisions on the challenges.

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REFERENCES


ONLINE:

2. chrome-extension://efaidnbmnnibpcajpcgjeairmdnhcoa/p/https://www.theses.fi/bitstream/handle/
Employability: Project sponsors, Senior management, Functional managers, Project managers

Entrepreneurship: Individuals involved in working on feasibility studies, People launching new business ventures

Skill Development: Critical thinking, Decision-making, Problem-solving, market research analysis

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

24MCN213 MULTI-MEDIA REPORTING AND EDITING 1 0 4 3

Course Objective: Multimedia reporting prepares the students for a career in the rapidly changing media landscape. The students are trained in publishing news across various media platforms ranging from newspapers and magazines to television and the Web. The course will offer a general option, or concentration in a particular area, like in Advanced Reporting.

Course Outcome: By the end of the course the students will be able to:

1. Develop skills that enable them to cater to a variety of story-telling platforms, such as print, broadcast, radio, photography, websites and social media.
2. Develop an understanding of how technology can be effectively used to push the frontiers of conventional journalism and produce different formats of news content, leading from a mono to a multimedia newperson.
3. Decide the area they want to specialize in and, at the same time, acquire basic skills in other multi-media formats.
4. Learn that cross-platform delivery of news contents provide additional information and alternative angles that make it easier for the reader/viewer to understand.
5. Learn how the various formats are handled at the newsroom and the importance of coordination in the newsroom

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UNIT 1

Reporting and Photography: Covering an event, issue and writing a news report along with photograph to go with the story. Group Assignment: Create a broadcast news report on any selected social issues or events.
UNIT 2
Develop contacts in a chosen field – Education, healthcare, crime, politics, courts, business, science, civic administration, arts, culture, films and fashion

UNIT 3
Interviews & Videography
Group assignment: interview and video recording of a news maker for a profile or theme for both print and broadcast. Multicamera interview shooting in studio with three-point lighting or on field with natural light.

UNIT 4
Monitoring social media for trending stories, local and regional and writing a news report after verifying details.

UNIT 5
Write a blog on a topical issue based on observations, research and interviews

REFERENCES
5. Pearl, M. (2016). The Solo Video Journalist, Doing it All and Doing it Well in TV Multimedia Journalism, Taylor and Francis

Employability: Reporter/Editor in different media house such as Political reporters, crime reporters, bloggers
Entrepreneurship: Freelance writer/editor for different platform, bloggers
Skill Development: Editing /Reporting, Develop skills in the art of interviewing newsworthy personalities that the readers would want to read about.

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

24ELS211 ESSENTIAL LIFE SKILLS - II 1 0 2 2

Pre-requisite: Willingness to learn, communication skills, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the corporate culture and assist them in improving their group discussion skills, communication skills, listening skills, and problem-solving skills.

Course Outcomes
CO1: Soft Skills - To improve interpersonal skills, professional etiquette, and leadership skills, vital for arriving at win-win situations in Group Discussions and other team activities.

CO2: Soft Skills - To develop the ability to create a better impact in a Group Discussion through examination, participation, perspective-sharing, ideation, listening, brainstorming, and consensus.

CO3: Aptitude - To interpret, critically analyze, and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To analyze, understand, and apply suitable methods to solve questions on logical reasoning.

CO5: Verbal - To be able to use vocabulary in the right context and to be competent in spotting grammatical errors and correcting them.

CO6: Verbal - To be able to logically connect words, phrases, sentences and thereby communicate their perspectives/ideas convincingly.

Skills: Communication, etiquette and grooming, interpersonal skills, listening skills, convincing skills, problem-solving skill.

CO-PO Mapping

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Syllabus Soft Skills


Group Discussions: Advantages of group discussions, Types of group discussion and Roles played in a group discussion. Personality traits evaluated in a group discussion. Initiation techniques and maintaining the flow of the discussion, how to perform well in a group discussion. Summarization/conclusion.

Conflict Management - The concept, its impact and importance in personal and professional lives, identify personal conflict resolution style.

Aptitude

Verbal Skills

**Vocabulary:** Help students understand the usage of words in different contexts. Grammar (Medium Level): Train students to comprehend the nuances of grammar and empower them to spot errors in sentences and correct them.

**Reading Comprehension (Basics):** Introduce students to smart reading techniques and help them understand different tones in comprehension passages.

Reasoning: Enable students to connect words, phrases and sentences logically.

Oral Communication Skills: Aid students in using the gift of the gab to interpret images, do a video synthesis, try a song interpretation, or elaborate on a literary quote.

**References:**
3. The Hard Truth about Soft Skills, by Amazon Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thergrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, RS Aggarwal.

**Evaluation Pattern**

<table>
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**Open Elective 1**

**Course objectives:** Reporting rural affairs is designed to equip students with the skills and knowledge needed to cover rural issues, including agriculture, rural development, and the challenges faced by rural communities.
**Course Outcomes:** By the end of the course the students will be able to:
1. Understand the socio-economic aspects of rural development with focus on participatory development
2. Analyze and interpret existing policies associated with rural development
3. Formulate a range of strategies meant to meet the social, economic and personal needs in rural areas
4. Conceptualize a media-driven awareness drive about rural issues
5. Explore the principles of journalism, including accuracy, fairness, and objectivity.

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**UNIT 1**
Reporting rural India- problems and prospects: Poor connectivity and infrastructure, electrification and drinking water supply, state of primary healthcare centers.

**UNIT 2**
Role of women in rural areas, gender discrimination, female infanticide and patriarchy, women role models who have asserted themselves in social, political and economic life of the society overcoming all odds and helped breakdown social barriers.

**UNIT 3**
Government development programmes for rural areas. Are they reaching the intended beneficiaries? Success and failure stories, women empowerment and youth upliftment programs.

**UNIT 4**
Agriculture – shrinking areas under cultivation, drying irrigation sources, high cost of inputs, labour shortage and rising wages. Fair prices for the farmers’ and cold storage chains in rural areas and introducing appropriate technology.

**UNIT 5**
Role of media in highlighting rural issues so that authorities in the cities take note and take remedial measures.

**REFERENCES**

**VIDEOS**
1. The Noer
2. Faces of Prestea
3. Hotville Alabama
4. Nero’s Guests

**WEB REFERENCES:**
2. [http://www.epw.in/frontpage?0=ip_login_no_cache%3D4806b5974dc3439b9a9343b7b5674286](http://www.epw.in/frontpage?0=ip_login_no_cache%3D4806b5974dc3439b9a9343b7b5674286)
4. [https://www.youtube.com/watch?v=eCBIcWAwOds](https://www.youtube.com/watch?v=eCBIcWAwOds)

**Employability:** Rural Reporter, Feminist reporter
**Entrepreneurship:** freelance broadcast/print journalist for rural affairs
**Skill Development:** Writing for print media and broadcast media

**Evaluation Pattern:** - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

**ELECTIVE COURSES - ENTREPRENEURIAL MANAGEMENT**

| 24BMM213 | MEDIA AND ENTREPRENEURSHIP | 4 | 0 | 0 | 4 |

**Course Objective:** The course aims to introduce students to the business side of media startups and to teach them to identify opportunities for innovation whether inside legacy media organizations or as part of a media startup.

**Course Outcomes:** *By the end of the course the students will be able to:*

1. Understand the basic foundational principles of finance, marketing and strategy
2. Understand the major components of an entrepreneurial media business model.
3. Develop analytical tools for assessing entrepreneurial business ideas.
4. Comprehend and evaluate business opportunities.
5. Apply core media skills for basic business analysis.

**Articulation Matrix**

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UNIT 1
Nature and scope of media entrepreneurship, developing the entrepreneurial mindset, generating and researching ideas, challenges and risks in media entrepreneurship, famous Media entrepreneurs in world and India, Entrepreneurship in print media, Entrepreneurship in Television and radio, Entrepreneurship in new media, Entrepreneurship in advertising and Public Relations-Press, Entrepreneurship in entertainment Industry

UNIT 2
The Elements of a Business Model, the Value Proposition, Freelancing as Entrepreneurship and Consulting as Business Models, non-profit model development, start-up funding- Introduction, why Funding, Traditional Funding, Nontraditional Funding Sources, Crowdfunding, pitching ideas, marketing the venture, product management, writing the business plan, Cultural and International Perspectives and Challenges, case examples of both successful and failed businesses and generally grapple with deploying and diffusing products and services through entrepreneurial action

UNIT 3
Business Model Analysis, Ideation and Innovation, Identifying Revenue Approaches, Defining Problems to Solve, Using the Business Model Framework, Challenges and Opportunities of a News Startup, the 5 Cs: Company, Customer, Collaborator, Competitor, Context, Introducing Porter’s Five Forces, Barriers to Entry - Greenwald Theory and Barriers in Practice, Defining Strategy Case Analysis

UNIT 4

UNIT 5
Modern management theory and practice for planning, organizing, leading, and deploying human capital to maximize organizational and personal success, Motivation, human capital planning, performance management, organizational culture, decision making and leadership of self and others, Technology behind multiple digital platforms, new innovation in their media-related company, managing communication technology, Managing budgets, vendors, workflow, hardware, software, and production.

REFERENCES


Employability: business manager, finance manager, financial analyst, or chief executive officer.
Entrepreneurship: Learning And Development Specialist (Intern)
Skill Development: analytical and critical skills, research training, personal communication skills and effective team-working

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM214 MEDIA MARKETING AND ENTREPRENEURSHIP 4 0 0 4

Course Objective: The course aims to provide a fundamental understanding of the underlying dimensions of creating, measuring, analyzing and managing the marketing function in a new media business venture. The course will help the students to become familiar with the concept of an entrepreneurial media firm working from a marketing perspective.

Course Outcomes: By the end of the course the students will be able to:

1. Understand the core concepts of Entrepreneurship and Marketing
2. Apply creativity and innovation to generate new business ideas and in marketing.
3. Evaluation new business ideas through feasibility analysis
4. Design a business model, strategic plan and marketing plan to incorporate creative marketing tactics with sound ethical business practice
5. Devise ways to leverage Web 2.0 in the business

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UNIT 1
Characteristics of Entrepreneurial firms and features of Entrepreneurial Marketing, characteristics of Entrepreneurial firms from a marketing perspective, features of Entrepreneurial Marketing. proactive orientation. Innovativeness. Focus on the Customer Utilizing opportunity Risk Management Value Creation

UNIT 2

UNIT 3

UNIT 4

UNIT 5

REFERENCES

Employability: business manager, finance manager, financial analyst, or chief executive officer. Entrepreneurship: Learning And Development Specialist (Intern) Skill Development: analytical and critical skills, research training, personal communication skills and effective team-working
**Evaluation Pattern - 50: 50**

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**24BMM215  DIGITAL MEDIA ENTREPRENEURSHIP  4 0 0 4**

**Course Objective:** The course aims to provide students with the experience of what it means to be a digital media entrepreneur. They will learn how to generate a start-up concept through researching, planning, and developing multimedia outputs. Through a hands-on approach using digital tools and platforms, they will learn how to undertake market research, identify target audiences, assess funding models, develop a social media strategy, design content, pitch to stakeholders, and more. Exploring the value of entrepreneurial thinking in the digital media context will allow them to understand industry best-practices and contribute to their portfolio as a business management and media professional.

**Course Outcomes:** *By the end of the course the students will be able to:*

1. understand the importance of digital media entrepreneurship in the present and future of business management.
2. critically evaluate entrepreneurship and entrepreneurial thinking and how they can be applied to industry contexts for the purposes of researching, planning, funding and designing a digital media project.
3. demonstrate high-level communication skills in written and multimedia forms to conceptualize and pitch a digital strategy and online brand in ways that appeal to a target audience.
4. utilize industry-relevant digital tools, platforms and software to a professional standard to plan and create compelling social media content targeted at specific audiences.
5. apply entrepreneurial skills to create new for-profit and not-for-profit digital media projects in today's rapidly changing media landscape.

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**UNIT 1**

UNIT 2

UNIT 3

UNIT 4
Digital media business’s role in social and sustainable development, The social entrepreneurial ecosystem: institutions, markets, communities and environment, Know your customer: Empathy mapping, context and local knowledge, theories, concepts, definitions and models of social entrepreneurship and social enterprise as applied to low-income country contexts and poverty reduction, aligning project development goals with measurable social impact and available resources (NGO, market and public),sustainable social enterprise design, implementation, scaling and exit. Digital sustainable entrepreneurship (DSE).

UNIT 5

REFERENCES

Employability: Digital media manager, Project manager, Advertising account executive, Co-founder in internet start-ups in the digital media industry, Digital business consultant, Digital media consultant
Entrepreneurship: Learning And Development Specialist (Intern)
**Skill Development:** analytical and critical skills, research training, personal communication skills and effective team-working

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

**ELECTIVE COURSES - SUSTAINABILITY MANAGEMENT**

24BMM216 MEDIA BUSINESS AND SUSTAINABILITY 4 0 0 4

**Course Objective:** The course will allow students to analyse the positive and negative interactions of media businesses with the environment, as well as the pivotal role businesses play in developing solutions to address environmental concerns.

**Course Outcomes:** By the end of the course the students will be able to:

1. Demonstrate knowledge of the shifting social expectations for corporate responsibility, sustainability and business
2. Evaluate the media business’s social and environmental responsibilities from both internal and external perspectives.
3. Appreciate and critique the media business’s commitments towards greater social and environmental performance.
4. Understand of the role that business model innovation and cross-sectoral collaborations play in corporate sustainability strategies.
5. Illustrate how media businesses can capture business value from their commitments to greater social and environmental performance.

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**UNIT 1**

UNIT 2
Trade-offs in Sustainable Development Understanding Limits to Growth, Public Responses to Environmental Issues, Activists, NGOs, and Business Innovation, Sustainability issues and stakeholder application, internal and external criteria, Sustainability triage, Types of Materiality, Contribution Materiality, The Triage Process, The Communication Role, The Managerial Role, Sustainability Reporting, adopting more holistic measurement, management, and reporting schemes.

UNIT 3
Environmental social and governance (ESG), ESG Framework, Market and non-market conditions, importance of ESG, ESG criteria – Environmental, Social and Governance, risk assessment- physical, human, transitional, impact of social and governance factors on risk assessment

UNIT 4

UNIT 5

REFERENCES


Employability: sustainability marketing strategy manager, sustainability manager, CSR manager, Sustainability strategy manager
Entrepreneurship: Sustainability strategy consultant
Skill Development: analytical and critical skills, management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50
Course Objective: This course develops students’ technical and practical competencies to innovate in order to commercialize and capitalize on value-creative ideas and solutions in the areas of sustainable and service design in media business. It will engage students in development of real-life innovation implementation and operations models, strategies, and executions.

Course Outcomes: By the end of the course the students will be able to:

1. Comprehend how media impact our ability to engage in sustainable cultural practices by exploring alternative uses of media that promote sustainability.
2. Understand the business case for change and apply business models that create shared value.
3. Analyse industry disruptions and business uncertainties and create scenario analyses to develop smart strategic options.
4. Develop insights into the interaction between new business model innovation and technology
5. apply theory for innovation of smart ideas / business models in media business

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UNIT 1
Introduction to the concept of business models, business models for sustainability, the problems, the need for sustainable business models, the concept of innovation and benefits in business model creation, sustainable business model innovation, key principles, market evolution, tools to develop sustainable business models, social innovation.

UNIT 2
Bottom of the Pyramid/ALOHAS, Sustainable Business Practices, Operational Model Innovation, Customer Model Innovation, understanding sustainability challenges and the need to rethink business model, eco-social business value propositions (based on circular economy, collaborative economy, slow economy, vibrant communities, social inclusion), using design thinking.

UNIT 3
Types of Sustainable Business models, investigation and discussion the business models of media companies, company strategies, ideas, struggles, and rewards from investing in sustainable business model innovation.

UNIT 4
Sustainable Business model ecosystems, transforming ecosystems towards sustainability, sustainable movements, structures and partnerships, investigating sustainability.

UNIT 5
Digital technology and the environment: Challenges for green citizenship and environmental organizations. Business models in a sustainable future, storytelling and service oriented business models on the net- product model, creative agency, keystone species, civic lab, member led, network model

REFERENCES

Employability: sustainability marketing strategy manager, sustainability manager, CSR manager, Sustainability strategy manager
Entrepreneurship: Sustainability strategy consultant
Skill Development: analytical and critical skills, management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM218 MODERN CONCEPTS OF ECOLOGY AND MEDIA 4 0 0 4
Course Objective: This course introduces students to the many relationships between media and the environment, including the material entanglements of media technologies with surrounding built and natural environments. The course encourages comparative thinking across four axes: history, media technology, modes of environmentalism, and disciplinary approach.

Course Outcomes: By the end of the course the students will be able to:
1. Understand a diversity of theories and practices of ecological thinking.
2. Exercise ecological consciousness within the media business landscape
3. Apply theories of ecology to concrete social, disciplinary, and professional contexts
4. Identify innovation in ecological approaches and their significance for understanding emerging environmental challenges.
5. Identify a local ecological crisis, document it and identify means of addressing it.

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UNIT 1

UNIT 2
News, Framing, and Environmental Coverage, The Publication and Reception of Silent Spring and other case examples. Why It Matters How We Frame the Environment, Ecocriticism - emerging trends, Environmental Blockbusters and Apocalyptic Discourse- Narrative from Silent Spring to Global Warming, Global Crowds and the Networked Planet- Sense of Place and Sense of Planet, The Environmental Imagination of the Global

UNIT 3

UNIT 4

UNIT 5
Mimicking nature: the eco-centric turn in design, Artificial Ecologies: Animation, Games, and Data Visualization, Games as Environmental Texts, Environmental Animation, Data Visualization and Ecocriticism, The Aesthetics of Environmental Visualizations

REFERENCES

Employability: Sustainability Performance & Data, Environmental Engineer Entrepreneurship: environment and social specialist, environmental consultant
Skill Development: analytical and critical skills, CSR related writing for multi-platforms, management skills
Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: This course provides a comprehensive review of the main issues and concepts related to destination management and marketing. The course theoretically and practically analyses the role of collaboration between various stakeholders (public/private sector) in destination marketing and management in order to achieve higher competitiveness.

Course Outcomes: By the end of the course the students will be able to:
1. Critically discuss the management, marketing and policy roles and functions of destination management organizations
2. Apply relevant theory frameworks and concepts in discussing various destination marketing and management strategies to achieve global competitiveness
3. Analyze tourist destination attractiveness and competitiveness.
4. Understand the importance of planning in the development of destination tourism.
5. Create a tourism destination development strategy.

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UNIT 1
Definition of destination marketing , Destination management function - Traditional approach, Definition of the destination, Destination stakeholders, Key theory frameworks in stakeholder management .The importance of public-private sector collaboration . Roles, functions and types of destination management organisations, Destination competitiveness and performance, Sustainable destinations development, Destination collaborative marketing - Traditional approach, market contemporary challenges.

UNIT 2
Destination marketing functions, Destination branding and image. New Paradigm of SGDM model

UNIT 3

UNIT 4
Destination Brand and Image, Shaping a destination brand, Destination image, Good examples of destination brand and image, Gamification and e-marketing in destination image building, meaning of Gamification, Use of Gamification in Tourism, E-marketing tools

UNIT 5
Tourist perception–elements, dynamics, perceived risk; Tourist learning–behavioural learning and cognitive learning theories, measures of learning; tourist attitude formation and change–structural models (tri-component, multi-attribute) and strategies for attitude change( ELM, cognitive dissonance and attribution theory). Culture and Tourist Behaviour–concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behaviour concept and challenge, cultural shock, differences among societies, multi-cultural competence.

REFERENCES

Employability: destination manager, destination marketing manager,
Entrepreneurship: destination consultant
Skill Development: analytical and critical skills, management skills, marketing skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM220 DIGITAL MARKETING 4 0 0 4

Course Objective: Provide a deeper understanding of how proliferation of digital technology gives businesses diverse new set of tools to reach, engage, monitor and respond to consumers.

Course Outcomes: By the end of the course the students will be able to:
1. Explain the role and importance of digital content marketing in a rapidly changing business landscape
2. Discuss the key elements of a digital content marketing strategy.
3. Illustrate how the effectiveness of a digital marketing campaign can be analyzed.
4. Demonstrate an understanding of common digital marketing tools such as SEO, SEM, social media and Blogs
5. Develop a Digital Marketing strategy for a brand.
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UNIT 1
Introduction to Digital Marketing. Understanding content, target demographics, Growing importance of content marketing. Understanding branding, content strategy and content marketing. Content marketing and the buying funnel-brand awareness to brand evangelism. Buying Funnel vs Content marketing funnel. Content Marketing Channels

UNIT 2
Understanding 'Search'- navigational, informational, commercial), Understanding 'keyword' and keyword strategy, Long-form content, Links (inbound and outbound), Content Marketing Channels Digital media apps and widgets. Games/gamification. Case studies. Visual information (charts, diagrams, infographics, maps)

UNIT 3
Content marketing formats – written, spoken and visual content. Owned - website, facebook page, twitter profile and branded content. Paid - PPC, display, paid social, retargeting and earned media. Earned – Search Engine Optimization (SEO), SEO audit, Social media Optimization (SMO).

UNIT 4
Content marketing ecosystem: Content psychology and delivery impacts. Content strategy. Measuring current content, keyword and rank analysis. Social listening and conversation monitoring. Content creation, curation and hosting. Content analytics, readership/audience analytics. Content distribution and amplification

UNIT 5
Content marketing objectives and Key Performance Indicators, Inbound vs outbound marketing strategies for content marketing. Anticipating crisis with online data.

REFERENCES
6. Rebecca, L. (2012) Content Marketing: Think like a publisher – How to use content to market online and in social media, Que Publishing
Employability: digital marketer, digital branding specialist
Entrepreneurship: freelance creator of digital media for consumers such as podcasts, videos, or other digital assets that can be sold online on a digital platform
Skill Development: practical experience in content measurement and marketing strategies

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM221 BUSINESS OF CONTEMPORARY TOURISM 4 0 0 4

Course Objective: This course provides students with the knowledge and skill of e-business strategy. It is to develop their understanding of several basic e-business concepts and theories supported with case examples. Upon the completion of this subject, students are expected to have a basic understanding of what e-business is and how to conduct e-business in the tourism sector successfully under the dynamic changing environment in the tourism industry.

Course Outcomes: By the end of the course the students will be able to:
1. Gain competence in the theoretical and practical knowledge of e-business, systems for the implementation of e-business.
2. Identify and evaluate the present and future of impact of e- Business to the tourism industry.
3. Analyse the current trends, and make sound judgments on how to manage e-Business issues through the applications of e-Business theories.
4. Critically assess and apply the basic concepts, as well as managerial and technical techniques which are fundamental to the e-Business management process.
5. Exercise independent thinking in the application process to formulate viable solutions for the tourism industry.

Articulation Matrix

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UNIT 2
E-business for Destination Management Organizations: Principles and concepts – Positioning DMOs in value net, destination e-business system model, e-Business Partnerships for DMOs, The scope for e-marketing by DMOs, CRM for DMOs, E-marketing techniques. Networks for intermediaries: Travel trade intermediaries-Features of a travel trade web site, implementing a travel trade website, online travel intermediaries. MICE-Features, implementing a website. Networks for the tourism industry: Getting SMEs wired and skilled, Features and functions, steps and critical factors.

UNIT 3
E-business for Tourism SME’s: Growth of tourism e-business and impacts of SMEs throughout the industry, Strategic importance of e-business for SMEs, mapping e-business applications. E-Business for travel agencies: targeting e-business strategy, e-business application and functionality, steps to implementing e-business strategy, critical success factors.

UNIT 4

UNIT 5
Future challenges and opportunities E-business (emphasizes on tourism industry), Introduction, Challenges and opportunities: Environmental, Economic, Technological, Social Regulatory and ethical consideration.

REFERENCES

Employability: digital tourism marketer, digital tourism specialist
Entrepreneurship: freelance creator of digital media for tourists such as podcasts, videos, or other digital assets that can be sold online on a digital platform
Skill Development: practical experience in e-tourism marketing strategies

Evaluation Pattern - 50: 50
Course Objectives: This course develops a sustainability-oriented vision of marketing and the knowledge and skills necessary to successfully market sustainable products and services. The course also reviews global trends and issues that influence sustainable product success. Students expand their knowledge of sustainability across organizations, industries, and practices and establish a solid foundation for transitioning to sustainable business practices and positively contributing to a more sustainable world.

Course Outcomes: By the end of the course the students will be able to:
1. Develop a clear understanding of historical background and context of sustainability marketing.
2. Understand the value of sustainable marketing for the business.
3. Identify the responsibilities and opportunities of firms in driving sustainability.
4. Evaluate how a sustainability-oriented vision of marketing can be used to create solutions that benefit the organization and society.
5. Develop marketing strategies to promote sustainability in a manner that enhances business.

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UNIT 1
Sustainability Marketing as a process. Providing customer value through sustainability marketing. Marketing and CSR, cause related marketing & ethics. Sustainability marketing value and objectives. Sustainability marketing strategies. Stakeholder framework in marketing sustainability

UNIT 2
Introduction to Persuasion Theory & Changing Attitudes and Behaviours, Defining Persuasion Attitude Definition and Structure (Values and Beliefs, Attitude Consistency), Models of Attitude-Behavior Relations (Theory of Reasoned Action, Theory of Planned Behaviour) Processing Communications (ELM Theory, Oprah Effect, Jargon), message Factors (Comprehension, Evidence, Fear Appeals, Guilt, Appeals, Source Factors), Identity and Cognitive Dissonance Theory, Normative Theory & Diffusion of Innovation Theory

UNIT 3
B2C Vs B2B: Characteristics and stages of consumption process, Consumer motivation, personality, lifestyles and values. Consumer attitude and attitude change , Researching and

UNIT 4
Sustainability and systematic change resistance, Collaborative Decision Making, bias, intervention, active and passive support, Role of Community and Social Networking, Human Factor in Sustainability Paradigm, Structured Decision making (SDM) for sustainable business. Leadership skills and transformation processes used by private and public sector organizations to create and implement sustainable systems- decision analysis, the triple bottom line, sustainability strategies, conflict resolution, market and policy analysis, entrepreneurship, stakeholder engagement.

UNIT 5

REFERENCES

Employability: Sustainability Manager, Environmental Analyst, CSR Manager, Green Business Consultant, Entrepreneurship: Community Organizer, Environmental Consultant
Skill Development: research skills, communication skills, strategy and management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objectives: Managing cultural differences is now recognized as a key factor in achieving organizational objectives. Through this course, students will appreciate the link between a e-commerce/e-business’s success in the international arena, cultural intelligence, and challenges
and the opportunities of the global e-business industry. This course will help students develop an understanding of the impact of culture on e-business/e-commerce behaviours and practices.

**Course Outcomes:** By the end of the course the students will be able to:

1. Appreciate the critical role of culture in e-businesses and the importance of managing cultural differences.
2. Understand the different models of culture used in e-businesses and e-commerce.
3. Critically analyze the role of national culture on e-businesses practices.
4. Evaluate the interacting spheres of culture including organizational culture, professional culture, national culture, and industry culture within the e-business.
5. Apply cultural models on different functions of e-business including communication and marketing.

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**UNIT 1**
Basic concepts and definition of culture and communication - what is ‘culture’? Understanding the complexities of culture and cultural identities. Big C and Small C. Conceptual Framework of E-business, E-Commerce and M-Commerce; Web Based Tools for eCommerce; E-Enabled Business Process Transformations and Challenges; E-Business Technology and Environment; E-Business Applications.

**UNIT 2**
Business Models – Business Models and Revenue Models over Internet; Emerging Trends in E-Business; E-Governance; Digital Commerce; Mobile Commerce; Strategies for E-Commerce, Internet based Business Models; Legal, ethical and Societal Impacts of E-Commerce Communication across Cultures, Introduction to Cross-cultural Management, How Cultural Differences Affect e-businesses, Hofstede’s Cultural Dimensions, Using semiotics to analyze cultural signs, language, religion and gender as culture.

**UNIT 3**
e-Marketing Across Cultures, Organizational Cultures and Diversity, Cross-cultural Negotiations enculturation’, ‘accl tuturation’, ‘ethnocentrism’ and ‘stereotypes’, Creating cultural synergy, cultural sensitivity and etiquette in communication, Multicultural teams, The long term versus the short term organizational cultures, Motivation across Cultures, Managing the Interface of Cultures, Managing cross-cultural Transitions, (Culture and leadership, Managing Global Teams, Human resource management strategies in Different Cultures.

**UNIT 4**
Media in a networked society, moving from a propaganda-oriented model to an audience-centered corporate model, Segmentation and Customization, Types of e-business models (B2C, B2B, C2C, etc.), E-marketplaces and online platforms- Digital marketing and customer relationship management- Payment systems and security in e-global business- Subscription-based business models and recurring revenue strategies- Influencer marketing and its effectiveness in e-
commerce, Collaborative culture of consumption and its impact on e-global business-Influencer selection and management strategies for effective digital marketing, Strategies for building and managing online communities to drive customer loyalty.

UNIT 5
Marketing language that appeals to various types of e-targets and products, and nationalities . influence of Cultural Differences on the Establishment of Consumer Trust in a Socialized Cross-Border E-Commerce, Mobile commerce and the rise of m-commerce, ,Ethical and sustainability issues in e-global business, Voice commerce and the impact of smart speakers on e-commerce-(VR) in enhancing online shopping experiences, Environmental sustainability practices in e-global business- Virtual reality (VR) and augmented reality (AR) in transforming the online cross-cultural shopping experience-The ethical implications of AI and automation in e-commerce decision-making processes.

REFERENCES


Employability: Culture and team co-ordinator, knowledge and culture manager, product manager, culture associate, international relations manager
Entrepreneurship: brand consultant, policy consultant
Skill Development: communication skills, analytical skills, networking, Leadership.

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: Vital to the success of any marketing initiative or business venture is the ability to develop appropriate content and present it. The course teaches students how to develop the perfect business pitch for selling products and services to prospects or pitching a new venture to potential investors. The course covers the techniques for making powerful “elevator pitches,” formal presentations, and cold calls.

Course Outcomes: By the end of the course the students will be able to:

1. Make a persuasive presentation to pitch media products and services, or influence any decision by packaging or organizing information for easy delivery.
2. Choose the right graphics, props and demonstrations to support a presentation.
3. Successfully prospect with effective cold call approaches, voicemail tactics or email strategies
4. Identify the right customers, clients, investors and referral sources.
5. Respond in the perfect way to criticism and feedback.

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Practice 1: Introduction to Business Development and Pitching the Perfect Presentation, Creating an Outcome-Mind v. Open-Mind, Planning for success – setting goals for your business or career, Identifying your audience or target market, Selecting the topic to work on in class


Practice 3: Job Seeking Strategies and Tactics, Networking, the 30-second pitch (elevator pitch and networking introduction), Finding, connecting and moving forward with qualified prospects, Client relationship-building and referrals

Practice 4: Personal branding: How to make a lasting impression and stay visible, Sales Pipeline and Sales Management, Decision-making styles, Streamlined Content – how to select and deliver the message, investor Pitches, Choosing the right words to influence your audience, Buying behaviour triggers

Practice 5: Selecting visual aids, Great Closing, Creating web videos and digital communication, Social media communication tactics. Final presentation

**REFERENCES**


**Employability:** Marketing officer, social media manager, content developer, business developer, sales marketer

**Entrepreneurship:** start ups

**Skill Development:** communication skills, analytical skills, networking, Leadership.
Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab – 20

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24MCN301 PROGRAMME PRODUCTION FOR ONLINE AND TELEVISION 1 1 4 4

Course Objective: Provides the student with theoretical and practical experience in the preparation of audio video materials for FM radio, Television, Web, and social media.

Course Outcomes: By the end of the course the students will be able to:
1. Understand the different stages of Programme production.
2. Acquire skills that are essential for creating shows for various platforms.
3. Understand the Fundamental concept of Media Production inside the studio floor.
4. Develop proficiency in using studio equipment.
5. Develop proficiency in editing and final broadcast delivery.

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UNIT 1
Stages of Program Production: Pre-Production, Production and Post-Production.
Idea Generation: From 2-minute headlines to 24-hour news, News programmes, V´erit´e, 24-hour news. Item selection and order, Fieldwork, Organization structure: Professional involved in Broadcast Production,

UNIT 2
Pre-Production: Putting the show together, Winning and keeping an audience: Headlines and Promotions, Research and Script, set design, Costume, Location Hunt, Equipment, Programme balance – being all things to all people, Making the Programme fit: Cutting, Filling, Backtiming. Deadlines – Timing is more than meeting deadlines, Media calendar, Floor plan for Camera and Lighting,

UNIT 3
Production: Equipment required for Production: Camera, Lights, Mic, Multi Camera production. Presenting the News -News anchors and presenters: The talent. Electronic News Gathering, Electronic Field Production, Big Remotes,

UNIT 4
UNIT 5

Postproduction: Non-Linear video Editing, Digital audio editing, Multi Timeline, Assembling and rearranging recorded video, Preview, Log sheet, Edit Script, Transitions, Cut away and reaction shots, Continuity, Graphics, Chroma key.

REFERENCES


Employability: TV channels, Production House, as anchors
Entrepreneurship: News Presenters, Programme Producer
Skill Development: Handling equipment for production/interview. - News presentation skill

Evaluation Pattern - 70: 30
- CA (T) – Continuous Assessment Theory – 10
- CA (L) – Continuous Assessment Lab - 40
- MT – Mid- Term Examination - 20
- ES (T) – End Semester Examination Theory – 30

Pre-requisite: Team Spirit, self-confidence and required knowledge, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the nuances of leadership, know the importance of working in teams, face challenging situations, crack interviews, improve communication skills, and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To acquire the ability to work in teams, present themselves confidently and showcase their knowledge, skills, abilities, interests, practical exposure, strengths, and achievements to potential recruiters through a resume, video resume, and personal interview.

CO2: Soft Skills - To have better ability to prepare for facing interviews, analyze interview questions, articulate correct responses and respond appropriately to convince the interviewer of one’s right candidature through displaying etiquette, positive attitude and courteous communication.

CO3: Aptitude - To manage time while arriving at appropriate strategies to solve questions in geometry, statistics, probability and combinatorics.

CO4: Aptitude - To analyze, understand and apply suitable methods to solve questions on data analysis.

CO5: Verbal - To use diction that is less verbose and more refined and to use prior knowledge of grammar to correct/improve sentences.
CO6: Verbal - To understand arguments, analyze arguments and use inductive/deductive reasoning to arrive at conclusions. To be able to generate ideas, structure them logically and express them in a style that is comprehensible to the audience/recipient.

Skills: Communication, teamwork, leadership, facing interviews and problem-solving.

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Syllabus Soft Skills

Productivity Skills - Goal setting: Goals and the process of goal setting: SMART goals. Time management: Why is time management a misnomer? Principles of time management, strategies for effective time management; Time Analysis.


Leadership: Initiating and managing change, Internal problem solving, Evaluation and co-ordination, Growth and productivity, Importance of Professional Networking.

Facing an interview: Importance of verbal & aptitude competencies, strong foundation in core competencies, industry orientation/knowledge about the organization, resume writing (including cover letter, digital profile and video resume), being professional. Importance of good communication skills, etiquette to be maintained during an interview, appropriate grooming and mannerism.

Aptitude


Verbal Skills

Vocabulary: Create an awareness of using refined language through idioms and phrasal verbs. Grammar (Advanced Level): Enable students to improve sentences through a clear understanding of the rules of grammar.

Reasoning Skills: Facilitate the student to tap his reasoning skills through Syllogisms, and critical reasoning arguments.
**Reading Comprehension (Advanced):** Enlighten students on the different strategies involved in tackling reading comprehension questions.

**Public Speaking Skills:** Empower students to overcome glossophobia and speak effectively and confidently before an audience.

**Writing Skills:** Practice closet tests that assess basic knowledge and skills in usage and mechanics of writing such as punctuation, basic grammar and usage, sentence structure and rhetorical skills such as writing strategy, organization, and style. Practice formal written communication through writing e-mails especially composing job application emails.

**References:**
3. The Hard Truth about Soft Skills, by Amazon Publication.
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, RS Aggarwal.

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**Open Elective 2***

24OEL301 DOCUMENTING SOCIAL ISSUES 3 0 0 3

**Course Objective:** Visual documentation of key social issues: The student will write the script and shoot a documentary film of 5-10 minutes, highlighting a key issue.

**Course Outcomes:** By the end of the course the students will be able to:
1. Identify problems of the common man, as highlighted in the media
2. Develop critical thinking skills necessary to evaluate, organize and disseminate news related to social issues
3. Use data to create stories about social issues
4. Produce documentaries highlighting current social issues using available data
ARTICULATION MATRIX

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UNIT 1
Screening documentary films on various social issues – gender discrimination, women empowerment, dowry, female infanticide and skewed sex ratios, maternal and child care, role of technology in transforming societies, changing caste and class barriers etc. etc.,

UNIT 2
Selecting the topic: Migration of labour from other regions to the southern states due to labour shortage and their integration in the society as local youth turn away from traditional occupations of their families and go in search of white-collar jobs, alcohol consumption and rising crime, drug addiction among students etc.

UNIT 3
Data collection on the ground, interviews and shooting schedule.

UNIT 4
Pre-production, production and post-production processes with approval from the guide.

UNIT 5
Preview of the film & analysis.

REFERENCES

Films
1. Flaherty, Robert J (1922) Nanook of the North
4. Srinivasan;R R (2000) Nadhiyin Maranam

Employability: Documentary film maker on social issues, educationist
Entrepreneurship: Freelancer documentary film maker on social issues, educationist and so on
Skill Development: Produce documentaries using available data
ELECTIVE COURSES - ENTREPRENEURIAL MANAGEMENT

24BMM304  ADVANCED ENTREPRENEURIAL STRATEGIES FOR LEADERSHIP  4 0 0 4

Course Objective: The course aims to teach critical entrepreneurial skills needed to compete in changing business environments, where team, organization, and data-driven leadership capabilities are the keys to success. Students will work in teams as they play various roles, make decisions, and grapple with challenges that push them out of their comfort zone.

Course Outcomes: By the end of the course the students will be able to:

1. apply theoretical knowledge to identify and evaluate challenges for entrepreneurial growth
2. analyse driving forces for entrepreneurial growth and create strategies for new venture development
3. assess how investors evaluate entrepreneurial growth and how institutional intervention influence entrepreneurial growth
4. create solutions about how to turn around entrepreneurial ventures in distress
5. apply investors decision making tools in order to evaluate and improve entrepreneurial ventures

Articulation Matrix

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UNIT 1
Introduction to strategy and strategic decisions, Conceptual framework in strategic management, Understanding economic and business landscape, Challenges of new disruptive business models, Evaluation of external environment: General, industry, and competitor, Assessment of resources, capabilities, and competencies.

UNIT 2
Crafting competitive advantage, Building the organisational vision and mission, Developing business strategy, Competitive rivalry and dynamics, Developing corporate strategy, Developing international strategy,
UNIT 3
Cooperative strategies: Strategic alliances and joint ventures, Mergers, acquisitions, and divestitures, Technology and innovation strategy, Shaping strategies, BOP strategies, Strategy in emerging markets, Corporate intrapreneurship, Non-market strategy, Designing and analysing business experiments.

UNIT 4
Execution and Realizing Competitive Advantage, Strategy implementation, Organisation structure and management control, Corporate governance, ethics, and corporate social responsibility, Corporate and strategic communication, Management of change and transformation.

UNIT 5

REFERENCES


Employability: Digital media manager, Project manager, Advertising account executive, Co-founder in internet start-ups in the digital media industry, Digital business consultant, Digital media consultant
Entrepreneurship: Learning And Development Specialist (Intern)
Skill Development: analytical and critical skills, research training, personal communication skills and effective team-working

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: The course is designed to be relevant to the modern media and entertainment business environment in which the role of information systems has become increasingly important with business professionals expected to be skilled in relevant technological concepts and applications. This course aims to provide students with the skills, knowledge and
competencies in the use of systems and related-technologies to control and manage organisational data and information.

**Course Outcomes:** *By the end of the course the students will be able to:*

1. develop a strong base of contemporary media and entertainment business knowledge through theory, concepts and methods.
2. develop a methodical and rational approach to media business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
3. organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
4. increase their knowledge and skills in the specialised area of Information Systems.
5. apply this knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by research.

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**UNIT 1**
Overview, concept and definition of Management Information Systems (MIS) Content, service, application and artistic viewpoint on Information systems and management in the media and entertainment industry. Multi-screen viewing and content understanding ‘smart’ technology and connected TV.

**UNIT 2**
The new digital media, actors, and creative influences. Management, marketing, business aspects and strategic importance of MIS in creative media industries. Strategic role of communication standards for media companies.

**UNIT 3**

**UNIT 4**
Social media, consumer, audience, human-computer interaction and user viewpoints, Marshall McLuhan, affordance, mapping and human-computer interaction in interactive media. Personalized, context-dependent user experience in multimedia. Using social media to consolidate organizational memory- attention- based view of the firm theory.
UNIT 5
Systems analysis, System Development Life Cycle, digital production pipeline, augmented reality content creation. E-collaboration and content management

REFERENCES

Employability: Business Analyst, Systems Analyst, Database Administrator, Project Manager, Consultant
Entrepreneurship: Intellectual Property rights consultant
Skill Development: analytical and critical skills, research training, strategic management skills and effective technology skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

ELECTIVE COURSES - SUSTAINABILITY MANAGEMENT

24BMM306 SOCIAL MEDIA AND SUSTAINABILITY COMMUNICATION FOR BUSINESS  4 0 0 4

Course Objective: This course provides interchanging discussions between social media, communication, and sustainability issues for business. It examines sustainability issues in relation to media and communication theory to grasp strategies to encourage organizational or social behaviour change. Students will be able to explain how social media’s communication can urge sustainable development of society that balances the environment, society, and economy and solve sustainability issues for media businesses.

Course Outcomes: By the end of the course the students will be able to:
1. Explore topics in sustainability in media business for the purpose of communicating to a variety of audiences.
2. Discuss the impact of social media as a medium for communicating messages about sustainability.
3. Examine the role of storytelling and narrative in social media as an effective approach to persuasive messaging.
4. Develop critical analysis and reflective practice in the networked digital media environment taking into account ethical issues and sustainability goals of the media business.
5. Create a high-quality social media content on the sustainability topic suitable for the business

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**UNIT 1**
Introduction - The story of sustainable development and how it has been communicated to date. Introduction to media, communication, and sustainability. Critics of Modernization, Computer-mediated communication, modern or ‘new’ media’s role in communicating sustainability. Social media and sustainability communication.

**UNIT 2**
Theoretical framework of sustainability communication, communication theory for mediated sustainability communication, Symbolic communication & construction, Sustainability communication strategies for social media, Environmental communication, Social and Behaviour Change Communication, Participatory communication, key theories of social media and digital communication

**UNIT 3**
Dimensions and formats of sustainability communication on social media, Actor, medium, and the audience, Messages & themes, Transmedia narrative & storytelling, Social Media construction of sustainability, Framing sustainability in social media, Media effect, social network & the public sphere, Social media campaign

**UNIT 4**
Sustainable Development Goals (SDGs), Developing strategies for communicating sustainability on social media, Situation analysis, SMART Objectives, Audience & stakeholders mapping, Key message for Sustainability, communicating sustainable consumption, Sustainability communication for corporations

**UNIT 5**
Triple bottom line (planet, people, and profit), communicating Green PR & Corporate social responsibility through social media, Sustainability communication for marketing, green marketing communication, Greenwashing, social media business models, technological contexts and affordances, social impacts, and cultural habits, building a social media plan.

**REFERENCES**

Employability: Sustainability Performance Manager, Social Media Communications Manager, CSR manager
Entrepreneurship: environment and social specialist, environmental communication consultant
Skill Development: analytical and critical skills, CSR related writing for multi-platforms, management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: This course introduces students to consumption patterns and production processes in the media industry using a life cycle perspective. Students will learn various strategies employed to bring about more sustainable production and consumption in media businesses through Life Cycle Assessment, Cleaner Production, and communication of environmental information. Students will gain skills in identifying and critically evaluating solutions for real-life sustainability problems.

Course Outcomes: By the end of the course the students will be able to:

1. Describe the environmental impacts of industrial operations and how impacts are currently managed by the media industry
2. Understand how production processes and consumption patterns lead to environmental impacts
3. Learn about the role of emerging cleaner technologies and sustainable production concepts
4. Evaluate the notion of circular economy and other emerging mechanisms for bringing about more sustainable consumption
5. Create strategies for undertaking a carbon footprint analysis

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UNIT 1
Sustainable media concept- Resource media, Social ecologies and mediated environments, unsustainable materialities, scaling, modelling, coupling, Intro to sustainable production and consumption (SCP)- significance for Sustainable Development, Linking SCP with Sustainable Development Goals, SCP Targets under SDG and crosscutting targets and indicators, internalizing SCP elements in development goals of poverty reduction, resource efficiency, sustainable livelihoods, climate change mitigation/adaptation intro to sustainable production and consumption.

UNIT 2
Sustainability of an industry sector, how it works in the media industry, Industrial Environmental Management and the Cleaner Production Strategy, Cleaner Production Planning and Implementation, Sustainable Consumption in conjunction with Sustainable Production, Life Cycle Thinking and Systems Approach Customize policy, methods for quantifying sustainable consumption and production Life Cycle Assessment, Design for Environment and Carbon Footprinting, Life Cycle Assessment examples, applications and challenges, promoting sustainable consumption/Changing environmental behaviour & Social Life Cycle Assessment

UNIT 3
Reviewing SCP and SDG’s transformative indicators, Gap analysis relating to achieving SDGs (policy, practice, financing, technology gaps), International approaches: Global SCP Policies and Practices (Cases examples from media industries which have adopted SCP goals), Innovative ideas for SCP that can integrate with existing policy features, Environmental Life Cycle Costing, sustainable Consumption for Low Carbon, Circular & Green Economy, Sustainable approaches for strengthening the sector - building codes, safety codes and standards, certifications, energy efficiency, material use efficiency

UNIT 4
Micro perspective – Responsible consumers and producers, Meso perspective – Responsible industries, cities and communities, Macro perspective – Responsible consumption and production in a globalized world, Challenges and opportunities for SCP in certain media industries, How producers, and corporates in the media business approach sustainability, Mechanism for Designing sustainability: Process, product and systems innovation, improved production processes, eco-friendly products, innovative low-impact technologies, supply chain management, Adoption of cleaner production processes (efficiency in production, resources management including energy, water and materials),

UNIT 5
Triple bottom line (planet, people, and profit), communicating Green PR & Corporate social responsibility through social media, Sustainability communication for marketing, green
marketing communication, Greenwashing, social media business models, technological contexts and affordances, social impacts, and cultural habits, building a social media plan.

REFERENCES

*Employability*: Sustainability Performance Manager, Sustainability Communications Manager, Production manager

*Entrepreneurship*: environment and social specialist, sustainable production consultant

*Skill Development*: analytical and critical skills, CSR related writing for multi-platforms, management skills

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

ELECTIVE COURSES - MARKETING MANAGEMENT

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**Course Objective**: This course provides students with the skills and knowledge needed to pursue careers in the fashion industry, in the media and communication area. The program combines coursework in business, marketing and communication strategies, and new media technologies

**Course Outcomes**: By the end of the course the students will be able to:
1. Understand the application of current and emerging processes, tools, materials, digital mediums, and technologies employed within Fashion Business Industries
2. Demonstrate a proactive attitude to developing knowledge and experience of the contemporary context of professional practice and environment of Fashion Business and related Fashion Industries
3. Work constructively with others, through collaboration, collective endeavour, and negotiation to achieve shared objectives.
4. Employ a formative knowledge and basic critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging Fashion Business and wider Fashion industries and markets.
5. Engage creatively in the generation, and realization of concepts and solutions to Fashion Business briefs, relevant to context and audience; utilizing innovation informing competent outcomes.

ARTICULATION MATRIX
UNIT 1
Introduction to Fashion Marketing, What is Marketing? What is Fashion Marketing? Design centered vs Marketing centered, concept of Design and customer value chain. The Fashion Marketing Environment, understanding where Marketing fits in the overall strategy of a Fashion/Apparel, assess information needs, gathering insights and analyze data. Understand what tools of research can be used in a fashion/apparel industry company.

UNIT 2
identifying and target market segments and understand the concept of differentiation and positioning. Understand the various segments in the fashion industry and figure out where your brand stands in terms of Marketing mix, The Principles of Fashion Marketing, Fashion Marketing Communications, Understanding communications in the fashion industry such as collection launches, discount calls etc

UNIT 3

UNIT 4
Global Fashion Branding: Communications, fashion narratives and visual story-telling techniques, evolution and role of the fashion film and its contemporary use within fashion promotion. current forms of fashion related moving imagery used to promote products and brands and engage with consumers and audiences. identify fashion influencers, understanding how trends are created and communicated and their impact in the context of creative innovation.

UNIT 5
Today’s Fashion Ecosystem, Social Media strategy, Fashion Tech innovation, Regeneration and Circularity, Communicating sustainable practice and positive social impact, Brand Identity Brand strategy, Marketing Purpose, PR practices and self-promotion, Influencer strategies and collaborations.

REFERENCES

Employability: fashion marketer, digital fashion influencer
Entrepreneurship: freelance creator of digital media for fashion consumers such as podcasts, videos, or other digital assets that can be sold online on a digital platform
Skill Development: marketing, communication skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

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<th>RETAIL MARKETING</th>
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Course Objective: This course allows the students to gain knowledge and skills to design, develop, implement, and evaluate the retail and marketing channel management strategy for a company. Students will be able to learn about the strategic and operational aspects of go-to-market channels and considerations of the management of marketing channels through which products and services are moved from their point of origin to their point of consumption.

Course Outcomes: By the end of the course the students will be able to:
1. Develop an understanding of how a manufacturer develops his/her “go-to-market” strategy.
2. Analyze and integrate retail and channel management theories to evaluate product, place, price, and promotion decisions of channel members.
3. Study the evolution of the retailing industry, understand the drivers of change, and interpret the possible consequences of recent retail trends for retailers, manufacturers, and consumers.
4. Gain insights into how channel members use information systems, big data, and analytical methods to improve decision making in retailing.
5. Apply marketing theories and concepts to business cases.

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UNIT 1

UNIT 2
retail strategy Strategic positioning and execution, customer segmentation, merchandising strategy, sustainable differentiation, identifying and understanding consumers in an omni channel scenario, Managing the Customer Experience, Format Evolution, customer centricity, creating the living brand, Supply chain and Omni-channel strategy Inventory management and its trade-offs; supply chain as a means to managing inventory; Omni-channel retailing; technology

UNIT 3
Merchandising and Pricing Strategies ,The Retail Marketing Mix Marketing, Sales, and Technology Analysis, private labels, channel co-ordination and competition, retail locations, Managing Merchandise Assortments, Store Layout, Design, and Visual Merchandising, brand store loyalty, influence of packaging, designing POP communication

UNIT 4
Target Markets & Organization Design, Assortment Planning, concept development, Trends in Indian Retail Industry, Players in Organized retail industry and characteristics, Entry Strategies and Growth Strategies of Retailers, Financial Strategy: Strategic Profit Model based on Return on Assets; Activity Based Costing, HR Strategy: Organization Structures; Building a distributed Retail Organization

UNIT 5
Vendor Management: Connecting with Vendors and Negotiating with vendors Establishing Strategic relationships with vendors Ethical and legal issues in Purchasing Merchandise Future Predictions in Retail , The Future of Retail , Products, Services, and Financials , Retail Business Plan & Presentation

REFERENCES

Employability: Brand Manager, Marketing Executive, Merchandiser, Product Developer, Retail Product Manager, Retail Product Manager
Entrepreneurship: freelance creator of digital media for fashion consumers such as podcasts, videos, or other digital assets that can be sold online on a digital platform
Skill Development: marketing, communication skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
Course Objective: Help students design and execute a research proposal using the major methodologies within the communication discipline to answer specific questions.

Course Outcomes: By the end of the course the students will be able to:

1. Understand qualitative and quantitative research methods associated with the study of business and apply at least one of those approaches to the analysis and evaluation of media business communication and strategy.

2. Find, use, and evaluate primary academic writing associated with the media business discipline, keeping in mind ethical issues raised by the conduct of management research.

3. Explain major theoretical frameworks, constructs, and concepts for the study of business, summarize the work of central thinkers associated with particular approaches, and evaluate the strengths and weaknesses of their approaches.

4. Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a business research project.

5. Present the research findings in a clear manner and communicate the academic and managerial implications of the findings.

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UNIT 1

UNIT 2
Elements of Research: Concepts and constructs. Variables. Levels of measurement. Stages of Research: Identifying the research problem. Literature survey and review. Secondary Data Research in a Digital Age, Types of information and sources. Framing the research questions, setting objectives, constructing hypothesis.
The Human Side of Business Research: Organizational and Ethical Issues. Defining the Research Problem, selecting the problem—techniques involved in defining the problem—formulating of the problem—formulation of research questions and hypothesis to solve a business problem

UNIT 4
Research Methods: Qualitative and quantitative orientations toward research – Strategies of research design, sampling design-, measurement process, reliability and validity, Scales and indexes.

UNIT 5
Designing questionnaires, Types of surveys: Advantages and disadvantages, Collect, Prepare, and Examine data, Hypothesis Testing. Writing the Research Report- General orientation, Organization and References

REFERENCES

Employability: Researcher, Media business analyst
Entrepreneurship: Consultant for NGO’s to write research proposals
Skill Development: number crunching, critical thinking, evaluative skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM312 MARKETING AND MANAGING TELEVISION 4 0 0 4

Course Objective:
This course will take students through factors that have affected the TV market. Digital Technology has changed virtually every aspect of the television ecosystem: content creation, distribution, monetization, advertiser strategies, marketing, audience measurement, and viewer consumption. Students will decipher how the contained, linear world of broadcasting has evolved into a non-linear world of fragmented audiences with seemingly infinite choices.

Course Outcomes: By the end of the course the students will be able to:

1. Understand the prevailing forces and trends that have transformed and continue to evolve the television industry.
2. Understand the interplay of content creation, distribution, monetization and viewer consumption.
3. Analyse the activities of key players in the entertainment industry through case studies, newspaper articles, lectures and discussion.

4. Evaluate the ruling business models of the commercial television industry, (broadcast, cable or digital)

5. Critically, clearly and creatively present issues and challenges facing the television industry today and where it may lead.

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**UNIT 1**

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**UNIT 5**
REFERENCES

Employability: Media marketing manager, Television marketing executive, Entrepreneurship: marketing assistant in startups
Skill Development: management skills, teamwork, networking, Leadership.

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

Course Objective: This course aims to provide students with the knowledge and skills needed to generate a business idea, explore and analyse the feasibility of that idea, craft a viable business model based on that ideas, and ultimately to develop a presentable business plan for a product or service to capitalize on that idea. Students will learn from assigned reading, class discussions, presentations and guest lectures delivered by accomplished entrepreneurs and subject-matter experts. Activities will include: Generating a Business Idea - Crafting a Business Model - Developing a Business Plan - Presenting the Business Plan and Reflecting on the Learning Experience

Course Outcomes: By the end of the course the students will be able to:
1. Understand the steps involved in the process of transforming a business idea into a business venture, and challenges associated with the process.
2. Generate a new product or service idea and analyse its feasibility.
3. Craft a viable business model for a new product or service.
4. Develop a comprehensive business plan for a new venture or a significantly-changed existing venture.
5. Effectively present a business plan to potential investors and other stakeholders

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REFERENCES


Employability: Business document/presentation specialist.,
Entrepreneurship: business document presenter in startups
Skill Development: communication skills, analytical skills, presentation skills, networking, Leadership.

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

24BMM314 MEDIA DIPLOMACY AND GLOBAL BUSINESS AFFAIRS 2002

Course Objective: The course will enable students to develop a global mindset and master the tools and operational tasks critical to global engagement, effective cross-cultural communication, and corporate diplomacy in the media industry. Students will be able to apply various corporate diplomacy tools of the craft on behalf of any media industry upon completion of the course.

Course Outcomes: By the end of the course the students will be able to:

1. Gain a practical and theoretically well-grounded understanding of the operation of media as diplomatic transnational institutions.
2. Locate international media business diplomacy as critical to the functioning of the global economy.
3. Appreciate the importance of cross-cultural communications, nationally and internationally for effective management and development.
4. Develop the dispositions and skills necessary to be successful in international business diplomacy.
5. Apply professionalism and professional conduct, ethics and personal conduct as a media businessperson.

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UNIT 1
Classic diplomacy and its origins, Power Shifts within the international media community, rise of Multinational media conglomerates, new forms of Diplomacy; theories and concepts; locating diplomacy with reference to international strategy and business environment. Laying A Foundation – Beginning with the Individual &The Corporate Diplomacy Mindset – Key Definitions, Landscape, Discussion of Building Influence, Trust & Persuasion, Key Trends.

UNIT 2
What is culture and what is a global mindset, how does one develop and build a more global perspective; building influence and working successfully cross-culturally; relational competencies, Cross-Cultural Communications and Global Citizenship Understanding the public vs. private sector mindsets and terminology, cross-cultural communications and application of the Thunderbird Global Mindset work; Rigorous self-assessment exploration and exercises; personal branding & selling

UNIT 3
Advocacy, lobbying and media: The media, campaigns and lobbying; mass media and social movements; mobilisation by non-corporate actors; scripting official communications. Influencing, shaping and mobilising public opinion; legitimisation: concept, realisation and importance. Influencing the Influencers – Developing & Leveraging Individual Corporate Diplomacy Skill sets –Knowing & Influencing the Key Corporate Diplomacy Influencers – Senior Global Execs, Governments, NGOs, Media; developing strategies in crisis situations.

UNIT 4
Influencing & Leveraging External Networks –Strategic Tools of the Corporate Diplomat – Partnerships, Strategic Communications, Global Research and PR. Coalition Leadership – Brand foundations, building and maintaining trust, developing effective coalitions, partnerships and alliances, negotiation

UNIT 5
Diplomacy, personal conduct and communication. Agency and personal capital (social, cultural and symbolic). Professionalism and professional conduct. Ethics and personal conduct. Playing in an international team: ethos, behaviour and practices. The importance of respect and the understanding of hierarchy. Effective and efficient communication,

REFERENCES

ONLINE:
2. https://www.researchgate.net/publication/279216497_Green_Shoots_Environmental_Sustainability_and_Contemporary_Film_Production

Entrepreneurship: negotiation consultant, policy consultant
Skill Development: Critical thinking, Decision-making, Problem-solving, networking, Leadership, Resilience in the face of adversities, obstacles, challenges, and failures.

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BM390 BUSINESS PROJECT

Course Objective:
The Business Project allows students to demonstrate their mastery of business management and leadership in a 'capstone' project for an organisation or business sector. It is an individual and independent project in which students can bring together all their learning on the programme to help solve a chosen business problem or challenge. The Business Project is undertaken with a business organization chosen by the student and is supervised by a faculty mentor. Students prepare a business project describing their work. The Business Project is a test of their ability to create and investigate a business issue and builds on the ‘Presentation of a Business Plan’ module in the same semester. Business Projects can be, for example:

- Empirical work involving quantitative analysis of pre-existing data offered by a business entity
- A case study of a particular firm or industry.
- Study of a particular problem in an organisation or industry.
- A survey of business practice in a particular context.

Course Outcome: By the end of the course the students will be able to:

1. Realize ideas and practice skills and techniques learned in earlier years of the programme according to the current market scenario and industry demand.
2. Use and evaluate best practices and tools to design and develop dynamic business related content.
3. Coordinate the development, budgeting, planning and professional presentation of a business project
4. Analyze and assess issues related to business projects.
5. Develop and refine collaboration skills to communicate effectively, and demonstrate these skills in the execution of business projects

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The business project is an application oriented course aimed at Portfolio Enhancement and Industry Connect. Students earn credits for the work that they undertake for an external organization. The students have the choice of working in any one of the specializations like: sustainability management, entrepreneurial management and marketing management.

The choice of project area and organizations may include: NGOs, Corporates, SMEs, MNCs, other Private organizations, Governmental organizations, Startup firms (Offline/Online) and others.

**Employability:** Content Creators, Media planners, Media Production House

**Entrepreneurship:** Content Creators, Media planners, Media Production House

**Skill Development:** Coordinate the development, budgeting, planning and professional presentation

**Evaluation Pattern – 40:** 60
Review I – 15
Review II – 15
Guide Marks – 10
External Viva Voce – 60
Open Elective 3 (Anyone)

Course Objective: To upgrade the skills of students and equip them to deal with the challenges faced in communicating about development and economic issues while illuminating the linkages between them.

Course Outcome: *By the end of the course the students will be able to:*

1. Understand the dynamics and dimension of migration
2. Become aware of the barriers, vulnerabilities and anxieties for the migrants.
3. Understand how migration affects agriculture
4. Understand migration in terms of civic engagement.
5. Understand effects and social impacts of urbanization on the family.

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UNIT 1
Large-scale migration from rural to urban areas: causes and consequences. Statistics, unemployment, education, health, insurgency (lack of security), lack of infrastructure

UNIT 2
‘Pull’ and ‘Push’ factors: Urban centres provide better scope for earning livelihood through employment in industries, transport, construction, trade, services etc. They act as magnets by offering modern facilities and ‘pull’ people from the rural areas, while unemployment, hunger and starvation and lack of means of livelihood “push” people out of villages into towns and cities.

UNIT 3
Migration from rural areas and their impact on agricultural production due to shortage of labour in those areas.

UNIT 4
Mass migration into metropolitan cities – Delhi, Kolkatta, Mumbai and Chennai – and their impact on civic amenities in the cities – increasing slums, decline in standard of living and environmental degradation.

UNIT 5
Nuclear family- A side effect of urbanization - Changes in family system brought about by urbanization

REFERENCES
1. Effects of internal Migration and Net Emigration on a City – Smriti Chand
2. 4 Major causes of Migration in India – Smriti Chand
3. Human Migration (Cause, Kinds and Theories)- Negi Mohita

**Employability: Development journalist**

**Entrepreneurship:**

**Skill Development: Understanding the different dynamics in the society**

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

| 24OEL303 | CITIZEN JOURNALISM | 3 0 0 | 3 |

**Course Objective:** Explore opportunities and avenues to tell stories as ordinary citizens on issues concerning the society through print, television and new media to participate in a media disposed.

**Course Outcomes:** By the end of the course the students will be able to:
1. Define Citizen Journalism and explain the genre.
2. Explain the boundaries of the genre
3. Develop an understanding of the platforms available for citizen activism and intervention
4. Critically reflect on the aspects of safe media practices involved in citizen reporting
5. Identify appropriate strategies and tools to reach a defined target audience

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**UNIT I**
Changing notions of Journalism. Becoming an effective Citizen Journalist

**UNIT II**
Platforms for Citizen Intervention and Activism

**UNIT III**
Highlighting Development problems of the community with a solutions-driven journalistic approach

**UNIT IV**
Importance of verifying Information

UNIT V
Critical Reflection - Ethics and restraint

REFERENCES

Employability:
Entrepreneurship: Citizen Journalist
Skill Development: significance of citizen journalism and identify topics of coverage

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM399 SUMMER INTERNSHIP 4

Course Objective: The summer internship (for a period of 30-40 days) is meant for students utilizing the exit option at the end of the 3rd year (6th semester). This will give students practical work experience and employability opportunities in their area of study within research/corporate organizations. It aims to develop a sense of social imagery (issues) and philanthropic versatility among the graduating students that will facilitate towards the development of an attitude towards citizenship responsibility. It will promote HEI’s collaboration, develop industry-academia partnership to provide collaborative internships, apprenticeships, and research opportunities to the students in the predefined areas of importance which will lead institutions, universities, organizations, academicians, and students to collaborate on how to learn with one another. The internships provided will be the following categories: (i) Internship for enhancing the employability (ii). Internship for developing the research aptitude. Research internship aims at providing hands-on training to work on research tools, techniques, methodologies, equipment, policy framework and various other aspects in pursuing quality research, by working with mentors in HEIs, research institutions, universities, nationally and internationally reputed organizations, farmers, and entrepreneurs, using local experts through recognition of prior learning models and individual persons distinguished in specific fields.

Course Outcome: By the end of the course the students will be able to:

1. Gain practical exposure and experience in connection with industry requirements.
2. Develop communication skills
3. Develop contacts as a source of information and for future placements.
4. Develop professional skills/research aptitude to meet industry standards
5. Develop critical way of thinking according to demands of the client or company.

Internships are intended to give students practical work experience in journalism, new media, broadcast production, and advertising. It is mandatory for the students to complete the internship in a research or corporate organization for a period of at least 5 months, commencing from the end of the 7th semester. A report should be submitted by the end of the 8th semester, failing which the students will be marked with an F grade. The internship report should consist of internship certificate, company profile, nature of work done, job progress, work diary on a daily basis, documents/scanned copies of work done for the organization, for example, published news reports, photographs, design, online content, and creative work.

List of sectors for internships: (indicative only)- Fast Moving Consumer Goods & Retail, Information Technology/Information Technology enabled Services & Electronics, Handcraft, Art, Design & Music, Tourism & Hospitality, Digitization & Emerging Technologies, Communication, Media (film, television, social media), Sustainable development/marketing, Environment, Commerce, Medium and Small-Scale Industries.

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*Employability:* placement based on performance in media/business/research organizations and legacy networks

*Entrepreneurship:* gain hands on experience in research organizations; small/medium or start-up corporate houses

*Skills:* Communication, Interpersonal, Collaboration, Time Management, Adaptability, critical Thinking

**ELECTIVE COURSES - ENTREPRENEURIAL MANAGEMENT**

| 24BMM315 | ENTREPRENEURIAL | FINANCE | 4 0 0 4 |

*Course Objective:* This course focuses on planning the funding needs of new entrepreneurial media ventures. Students will learn the approach to raising funds from the professional investors, and to understand the unique requirements of the venture capital funds, so as to enhance the probability of securing funding for business ventures. This will also benefit students who intend to pursue a career in the venture capital industry or in corporate venture investments.
**Course Outcomes:** **By the end of the course the students will be able to:**

1. Describe the typical life cycle that a successful entrepreneurial venture goes through.
2. Identify the various avenues of fund raising for a new venture.
3. Employ different risk-mitigating investment terms to formulate an Investment Terms Sheet for the purpose of discussion and negotiation (between the entrepreneur and the professional venture capital fund).
4. Analyse the role of financial contracts in addressing information and incentive problems in uncertain environments.
5. Demonstrate the importance of group work as co-founders of young ventures, and as members of the investment team.

**Articulation Matrix**

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**UNIT 1**
Introduction to Finance for Entrepreneurs, basic principles of Entrepreneurial Finance, evaluating early-stage ideas and applying valuation framework, developing The Business Idea, the entrepreneurial firm, difference from non-entrepreneurial peers, entrepreneurial entry decision.

**UNIT 2**
Financing options and valuation of startups, Broad financing constraints faced by entrepreneurs, role of personal wealth in supporting entrepreneurial entry, role of banks — availability, distance and competition — in entrepreneurial firm financing, Organizing and Financing a New Venture Preparing and Using Financial Statements, Investment Terms Sheet, introducing the role of venture capital in entrepreneurship.

**UNIT 3**
Venture capital and angel financing, role of financial intermediaries in solving financing frictions faced by entrepreneurial firms, factors driving the contracting between entrepreneur and investor, patterns of contracting and security design in venture capital-backed startups, capital structure of the entrepreneurial firm. Risk assessment.

**UNIT 4**

**UNIT 5**
Private firm going public, what happens to firms after they go public? Deregulation of the Private Equity Markets and the Decline in IPOs, does going public affect innovation?

REFERENCES

Employability: business finance manager, accounts assistant, accounts manager, media financial analyst
Entrepreneurship: business finance consultant, media analyst
Skill Development: analytical and critical skills, research training, strategic management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM316 MULTIPLATFORM SELLING STRATEGIES 4 0 0 4

Course Objective: This course focusses on the considerations that must be made in evolving positioning and building a media business’ presence to meet many different business functions, audiences and platforms. Students will take part in the exploration, consideration and determination of the available media and marketing outlets – and the audiences they serve — to deliver upside relevance to the business.

Course Outcomes: By the end of the course the students will be able to:

1. Understand and deliver well-formed brand stories that can be adjusted depending on any audience.
2. Transform the brand story and strategy to deliver overall product/company awareness objectives.
3. Appropriately participate in discussions and decisions on branding and reaching the consumer.
4. Evaluate and utilize tools and platforms to deliver the strongest brand experience to the right audience.
5. Analyse campaign performance and make recommendations for future campaign benchmarks.

ARTICULATION MATRIX
UNIT 1
Brand experience/presence- establishing the business as a successful brand, Importance of audience development and the ways to determine who best will respond to the brand/products, where to find them. Audiences active on numerous platforms, variable audience personalities. Catering to audiences wants. Visually complementing a verbal story as key in selling the brand. Discussions of relevant Indian business brand strategies. Framework for determining the Brand Experience via multi-channel marketing.

UNIT 2
Strategy/Voice/Story, how the development of a Brand is not a one-way proposition. Ways that the audience can help to develop strategy, voice and positioning. Examples of early, mid and late life-cycle brands that have successfully developed or shifted strategy to better serve their potential audience. Case studies and Group Exercises

UNIT 3
Platforms/content, different opportunities and obstacles for marketing platform (owned, earned and paid) for an effective campaign, reading into the data to further understand the audience. Marketing evolution from push to pull, leading audiences to share their passions about the brand, the types of content and communication to reach the audience. Refining and bolstering both brand presence and audience interest.

UNIT 4
KPIs, establishing realistic media plans and expectations. Strategy, marketing mix, and expectations needed for a campaign. Tools and tactics to convey brand story through sales outlets to drive optimal response and refinement. Funding, angel investors and venture capitalists- importance for selling the brand story. Case studies and discussions.

UNIT 5
The role of TV and live events in multiplatform content marketing. How these platforms evolving with, or competing with major new digital distribution platforms, changes with new technologies such as VR. Adding building community through experience to the marketing mix.

REFERENCES

Employability: marketing strategy manager, business development manager, sales strategy manager
Entrepreneurship: digital strategy consultant, digital content writer
Skill Development: analytical and critical skills, writing for multi-platforms, management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

ELECTIVE COURSES - SUSTAINABILITY MANAGEMENT

24BMM317 GOVERNANCE FOR SUSTAINABILITY 4004

Course Objective: This course aims to promote critical understanding of sustainable development issues, enhance governance capacity, and strengthen media business owners’ awareness of their active role in contributing to the achievement of the Sustainable Development Goals.

Course Outcomes: By the end of the course the students will be able to:

1. Learn the common forms of sustainability governance that are being implemented at the moment.
2. Demonstrate an understanding of the justification for the involvement of public and private media in governing sustainability in international value chains.
3. Examine the advantages and drawbacks of public vs. private and global vs. local approaches at governing sustainability.
4. Critically evaluate the appropriateness and success of different governance mechanisms, employing concepts such as legitimacy, effectiveness, deliberative capacity, and representativeness.
5. Apply lessons learnt from the course to connect real world issues to governance, media business ethics and sustainability theory.

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UNIT 1
The wheel of change towards sustainability, Concept and Importance of Sustainable Development in an Organization, Why is Change Management so important to any Organization, Sigmoid curve in change management process for sustainability, McKinsey 7-S (strategy, structure, systems, shared values, style, staff, and skills) framework in business strategy for change process, A change management theoretical framework for sustainability (Ha’s change framework), Leaders as Change Agents for Sustainability, Selection Criteria of Effective Leaders in Change Management, Development of Leaders for Change and Sustainability, Resistance to change and People engagement in change, Sources of Resistance to Change.

UNIT 2

UNIT 3
Production pathways (the role of traditional and digital media technologies in media production; resourcing materials), carbon pricing (ways to improve or circumvent existing legislation by drawing on ‘green taxation’), digital data (awareness and regulation of the methods of digital data flow and storage), production protocols (procurement of subsistence, equipment, waste management, travel; approaches to the sharing economy). The concept and implementation of Corporate Social Responsibility, Case study of business values and implementation, Economical–power of money and corporate sustainability.

UNIT 4
Lights, camera, ‘climate’ action, Case study of India’s first carbon-neutral film, Aisa Yeh Jahaan, Green shooting, Code of best practices for sustainable filmmaking: calculation, consumption, travel, compensation, checklists and toolkits, using carbon trackers, VR, AR, LED walls, Virtual production, migration to cloud (remote production, cloud storage), consortium of media and entertainment (M&E) companies - the Sustainable Production Alliance (SPA).

UNIT 5
The Environmental Impact of Film Production, Sustainable Trends in the Film Industry, why CERE’s idea of a ‘Carbon Neutral Film Certification did not take off among Indian film production houses? The way forward- using ecofonts, adhering to ratings and certifications, going digital over physical, using green alternatives at physical locations, being mindful of transportation and accommodation, sourcing reusable materials, Purchase carbon offsets, The Future of Sustainable Film Production, Sustainable Production Workflow

Employability: Sustainability Performance Manager, Sustainability Communications Manager, Production manager
Entrepreneurship: environment and social specialist, sustainable production consultant
Skill Development: analytical and critical skills, CSR related writing for multi-platforms management skills
Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BM318  EQUALITY, DIVERSITY, AND INCLUSION AT WORK  4 0 0 4

Course Objective: Students learn to assess the impact of membership in dominate and non-dominant cultures on an employee’s work experiences. They understand the nuances of the effect of stereotyping, prejudice, bias and discrimination in the workplace. They also learn how institutional and individual actions that can be applied to promote diversity, equity and inclusion in the workplace.

Course Outcomes: By the end of the course the students will be able to:

1. Apply critical thinking skills to complex workforce issues associated with human diversity and exclusion/inclusion.
2. Communicate new perspectives on social justice, valuing human diversity and developing inclusive workplaces.
3. Utilize knowledge and skills gained to assist in creating a more inclusive workplace environment.
4. Evaluate the context of workplace issues, public policies, and management decisions.
5. Create simulations of workplace management decisions to promote diversity, equity, and inclusion.

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UNIT 1

UNIT 2
Personal and Social Identities Salience and Intersectionality Privilege and Oppression Covering and Passing Meritocracy, Melting Pot (Assimilation), Self-Identities and Difference, Reflections on Identity and Difference Issues.
UNIT 3
Reactions to Human Difference: Stereotyping, Prejudice and Bias - Implicit, Explicit Bias and Prejudice; In-Groups and Out Groups, Stereotypes, and Culture, Discrimination: Systemic and Interpersonal Discrimination Overt Discrimination; Subtle Discrimination – Microaggressions, Microaggressions Cross Cultural Competency: Inclusion Not Tolerance; Applying Empathy

UNIT 4
Strategies for Becoming More Inclusive, Intercultural Competence, Skills for a Just and Inclusive Workplace – Communicating About Diversity and Inclusion Strategies for Becoming More Inclusive and Taking Action, Expanding Understanding of Others; Search for Shared Meaning; Interpret and Bridge Differences What Not To Say... And Why; Responding to Bias and Jokes, Bias, Belonging and Non-Dominate Culture Appearance - Organizational Image Policies: Appearance Based Discrimination (and Intersectionality) Where Laws Do and Don’t Protect,

UNIT 5
Appearance Bias, Sexual Orientation and Gender Identity, Religious Diversity, caste and Gender, Employment Protections- Conditions for Indian Women Employees; Impact of Stereotypes and Norms: Women and Men Wage Gap & Pay Transparency; Paid Family Leave; Diversity of Sexual Orientation & Gender Identity Sexual Orientation; Gender Identity; Legal Remedies in the Indian Policies and Practices for Creating a Fair and Inclusive Workplace Environment, Religious Diversity in the Workplace; Legal Remedies in India, Working with Religiously Diverse Coworkers , : Diversity of Physical/Mental Abilities Physical and Mental Disabilities Legal Remedies

REFERENCES

Employability: Inclusion and diversity analyst, Inclusion and diversity manager, Entrepreneurship: Inclusion and diversity consultant Skill Development: analytical and critical skills, management skills

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50
**Course Objective:** This course seeks to place these central dynamics of everyday life within a broader historical perspective to better appreciate their role in reproducing – and challenging – the dominant social order.

**Course Outcomes:** By the end of the course the students will be able to:

1. Demonstrate ways to coordinate celebrity public relations using various tools and activities.
2. Work with influencers and celebrities to promote campaigns/brands.
3. Create content for press releases, byline articles, influencer and celebrity pitch documents and keynote presentations.
4. Demonstrate ways to manage media inquiries and interview requests.
5. Prepare and carryout celebrity marketing campaigns.

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**UNIT 1**

The Psychological, Political, Health and Social Capital of Celebrity, Job of a celebrity PR Manager, work profile of aligned celebrity relevance of planning and organizing work, importance of meeting with persons or groups to explore a celebrity’s involvement in a project, importance of keeping oneself updated about current and industry developments, keeping oneself updated.

**UNIT 2**
The Psychological, Political, Health and Social Capital of Celebrity, Job of a celebrity PR Manager, work profile of aligned celebrity relevance of planning and organizing work, importance of meeting with persons or groups to explore a celebrity’s involvement in a project, importance of keeping oneself updated about current and industry developments, keeping oneself updated.

**UNIT 3**
PR tools and activities, coverage for press releases, byline articles and keynote presentations, importance of treating confidential information as per the guidance of celebrity / organization preparing position papers, guest receptive activities, relevance of developing strategic communication and media relations, techniques to create and stimulate interest in a person, product, organization or cause
UNIT 4
Following up on effect of PR communication on a regular basis, skills required for celebrity marketing, importance and ways of networking with companies and clients, creating effective marketing communications plan including strategy, goals, budget, celebrity brand and image maintenance by implementing, analyzing, and optimizing organic and paid search engine marketing activities, role of celebrity endorsements, Celebrity, Privacy and Reputation, safeguarding celebrity’s brand and image, democratic celebrity in the age of social media, reality celebrity, philanthropy and diplomacy

UNIT 5
Communicate and negotiate with agents, publicists and other professionals on the celebrity's behalf, oversee the celebrity's finances and taxes, use the celebrity’s social media profiles to make posts, Developing marketing and promotion strategy for the celebrity, social media promotion of celebrity/brand/organization , handling social media account twitter, facebook etc. of the celebrity, assess and negotiate employment contracts.

REFERENCES

Employability: Celebrity Manager, Celebrity Marketing Executive, influencer manager
Entrepreneurship: freelance creator of digital media for celebrities such as podcasts, videos, or other digital assets that can be sold online on a digital platform, social media influencer
Skill Development: marketing, communication skills, multimedia writing skills, content creation

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50

24BMM320 CORPORATE SOCIAL RESPONSIBILITY 4 0 0 4

Course Objective: Learn to innovate, improve efficiency, and create value for the corporate in society and examine whether organizations should consider the impact of their activities on diverse stakeholders.

Course Outcomes: By the end of the course the students will be able to:
1. Examine the scope and complexity of corporate social responsibility (CSR).
2. Learn the relevance of a multi-stakeholder perspective in viewing CSR issues.
3. Analyze the complex issues confronting organizational leaders as they develop their CSR programs.
4. Evaluate the level of commitment to CSR of various organizations and explain how it can be a source of competitive advantage.
5. Apply elements of theory to create model CSR campaigns addressing relevant social issues.

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**UNIT 1**

**UNIT 2**

**UNIT 3**

**UNIT 4**

**UNIT 5**

**REFERENCES**

Employability: Ad agencies and event management companies
Entrepreneurship: Communication consultant, media strategist
Skill Development: Media analysis, Internal and Community relations of Corporate Social Responsibility through corporate management, Crisis management
Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20
MT – Mid- Term Examination - 30
ES (T) – End Semester Examination Theory – 50

SEMMER VII

24BMM401 FAMILY BUSINESS MANAGEMENT 4 0 0 4

Course Objective: The course will explore and analyse business practices for family-owned media businesses-- the functions, issues, operations, and dynamics of family businesses from a strategic management perspective. Students will learn to analyse strengths and weaknesses of family businesses, managing family business conflict, management of succession, professionalization and strategic planning.

Course Outcomes: After completion of this course students will be able to
1. Describe common characteristics and challenges of family media businesses.
2. Explain the common models and concepts in family media business
3. Analyse common issues in family business by applying appropriate knowledge resources.
4. Design sustainable solutions for common situations in family businesses.
5. Reflect upon common challenges faced by family businesses in practice.

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UNIT 1
Family Business, introduction and characteristics, how and why they are different to other type of businesses. Economic and social importance of family businesses worldwide. Common challenges, including strengths and weaknesses of family businesses.

UNIT 2
Family Business Strategy, importance of developing a strategy to deal with both the family ownership group and the business development, impact of owners on strategy and firm performance, different type of strategic choices for business growth, innovation and internationalization.

UNIT 3
Family Business Governance, importance of designing a well-adapted corporate and family governance structure. Corporate governance mechanisms - board of directors and advisors, top management team. Family governance mechanisms - family meetings, family councils and family constitution. Importance of clarifying differences in roles between owners, managers and family members, developing an owners’ plan and vision.

UNIT 4
Family Business Ownership - a process perspective on ownership transition and succession, most common choices and decisions that family business owners and managers face when approaching time of succession. Succession plan, developing a plan for the process of succession, factors driving internal vs external ownership transition, differences between management and ownership succession.

UNIT 5
Family Business Emotions- importance of dealing with the emotional side of family business, dealing with possible conflicts between key actors, designing a succession and transition process perceived as fair and effective. Ownership transition and succession in family businesses.

REFERENCES

**Employability:** family-owned business  
**Entrepreneurship:** family business  
**Skills:** Communication, Interpersonal skills, Collaboration, Time Management, Adaptability,  
**critical Thinking**

Evaluation Pattern - 50: 50

CA (T) – Continuous Assessment Theory - 20  
MT – Mid- Term Examination - 30  
ES (T) – End Semester Examination Theory – 50
Course Objective: The course will allow students to understand the dynamics behind the use of ERP in media organizations. Students will learn the basics of increasing organizational efficiency of media and entertainment industries by managing and improving how company resources are utilized.

Course Outcomes: - After completion of this course students will be able to

1. understand importance of ERP in the media and entertainment business
2. apply classification and reengineer business process to media businesses
3. Analyse the ERP functional modules with their subsystems.
4. evaluate challenges, risk and implementation of ERP system.
5. create hypothetical ERP projects within the media business and plan for project success

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UNIT 1
Indian Media and Entertainment Industry- Motion pictures, Television programs and commercials, Streaming content, Music and audio recordings, Broadcast, Radio, Book publishing, Video games, Other ancillary services and products, Drivers of the Indian Media and Entertainment Industry-Artificial Intelligence (AI) and Virtual Reality and its Thriving Popularity, Personalized User Experience,

UNIT 2
What is ERP? Introduction to ERP, Theory: ERP concept, Overview, Traditional Enterprise Approach of ERP, Business Needs of ERP, Benefits of ERP, conceptual model of ERP, Evolution of ERP, Advantages & Disadvantages of ERP, ERP in the media industry- Ad Management — In the media industry, managing advertisements is a crucial aspect. Odoo ERP system, media companies can manage their ad inventory, schedules, and placements more efficiently. Advertisers can also access their own data, including performance metrics and reporting, through a self-service portal.

UNIT 3
Content Management — Odoo ERP system to manage the creation, distribution, and archiving of digital content- managing contracts, rights and permissions, and delivering content to multiple platforms. Project Management — ERP systems for managing projects from start to finish- project planning, resource allocation, and project tracking, timely completion within budget.
Improved Process Efficiency - ERP systems integrate various business processes, such as sales, marketing, procurement, and production, into a single platform. This enables media companies to streamline their operations, reduce manual data entry, and minimize errors. With all data in one place, media companies can access information quickly and make decisions faster, leading to improved productivity and efficiency.

UNIT 4
Financial Management - real-time visibility into financial performance, tracking expenses, monitoring cash flow, and reconciling accounts, accurate financial reporting and better decision-making, automating financial processes and tasks such as invoicing, accounts payable, and accounts receivable. Improved Collaboration and Communication - central platform for employees access to information, projects collaboration, and interpersonal communication, teamwork and increased efficiency, Sharing information with stakeholders, such as clients, partners, and suppliers, improving communication and collaboration.

UNIT 5
Resource Planning and Allocation - real-time visibility into resources, such as staff, equipment, and materials, planning and allocating resources effectively, efficient use of resources, reduced costs, and improved productivity, tracking the status of projects, identifying potential issues and making adjustments. Improved Customer Relationship Management, Supply Chain Management, Human Resource Management and Sales and Marketing Automation. Implementation challenges, ERP Implementation Stages, implementation strategies, implementation methodologies, Project team, vendors and consultants, Post implementation activities. Change and Risk Management in ERP Implementation.

REFERENCES

Employability: ERP executive, ERP administrator, Entrepreneurship: ERP implementation consultant, ERP functional consultant
Skills: technical skills, Collaboration, Time Management, Adaptability, critical Thinking

Evaluation Pattern - 50: 50
CA (T) – Continuous Assessment Theory - 20
MT – Mid-Term Examination - 30
ES (T) – End Semester Examination Theory – 50
Course Objective: To impart knowledge for enabling students to develop better understanding on qualitative data analytical skills and meaningful interpretation of data from text in the form of videos, user generated contents from social media or online sites, set so as to solve the research problem.

Course Outcomes: By the end of the course the students will be able to:

1. Describe the nature of variables and manage data. Collect, organize and publish data into qualitative, quantitative or mixed methods.
2. Analyze, visualize and triangulate their research and develop better understanding on the methodology.
3. Interpret the data and build the relationship among the variables in a better way.
4. Present a summarized organized report using a QDA software.

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UNIT 1
Introduction: Getting Familiar with qualitative data analysis (QDA) software Interface.
Learning to Import and Organize Data in QDA.

UNIT 2
Doing Transcription in QDA software. performing on screen text coding. Code and annotate text segments and images using features that provide greater flexibility and ease of use.

UNIT 3
Basics of Coding in QDA-Use flexible coding retrieval tools for extracting coded segments associated with specific codes or code patterns and identifying coding co-occurrences, coding sequences, and assessing relationships between coding and numerical or categorical properties.

UNIT 4
Team Working: Organize your data in groups, link relevant quotes to each other, and share and compare work with your team members, inter-rater agreement.

UNIT 5
Visualization of Data in QDA: Explore data, and identify patterns and trends using integrated statistical and visualization tools such as word cloud, clustering. Analysis results and present in tables, graphs, notes.
REFERENCES

Employability: Data analytics, sentiment analyst
Entrepreneurship: Freelance Data analytics, sentiment analyst
Skill Development: Analyze, visualize and triangulate their research and develop better understanding on the methodology

Evaluation Pattern - 80: 20
CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

Course Objective: To impart knowledge for enabling students to develop quantitative data analytical skills and meaningful interpretation of data set so as to solve the research problem.

Course Outcomes: By the end of the course the students will be able to:
1. Understand the importance of being data literate in a data driven world
2. Demonstrate an understanding of steps of data entry and analysis using quantitative analysis software
3. Describe the nature of variables and manage data coding
4. Analyze and interpret the findings from data in a manner that is easy to comprehend
5. Present data using graphs and summary statistics to showcase what one can learn about the real world through the data analysis

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UNIT 1
Loading and Saving Data Files: Introduction and Overview., Entering Data, Defining Variables

UNIT 2
Running initial data analysis: Examining Output Files, Modifying /Transformation of Data.

UNIT 3

UNIT 4
Prediction and Association: Parametric and non-parametric tests- Pearson Correlation Coefficient, Cronbach’s alpha, Chi square, t Test, ANOVA , Mann-Whitney U Test, Kruskal-Wallis H Test

UNIT 5
Exploratory factor analysis, Simple and multiple Linear Regression, Path analysis, Structural Equation Modeling

REFERENCES

Employability: Data Analyst
Entrepreneurship: Data Analyst
Skill Development: a working knowledge of coding plans and data sets

Evaluation Pattern - 80: 20

CA (L) – Continuous Assessment Lab - 80
ES (L) – End Semester Examination Lab - 20

24MCN401 DATA JOURNALISM 106 4

Course Objective: The course will introduce students to the practice of data journalism in a busy newsroom, showcasing the importance of telling a story and how tools can help do it.

Course Outcomes: By the end of the course the students will be able to:
1. Understand the importance of data journalism and finding stories in data
2. Demonstrate an understanding of the techniques of finding and scraping data sources
3. Learn about new data scraping tools available
4. Analyze and interpret the findings from visualization of data
5. Present data using graphs and summary statistics to showcase what one can learn about the real world through the data analysis

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</table>
UNIT 1
History of data journalism. Principles of journalism and how they apply to data journalists. How to tell stories with data – news values and data sets. Translating data sets and analysis into stories and web applications - news as experience.

UNIT 2
Spreadsheet Basics- inputting numbers and text, simple calculations, simple formulate, ordering and filtering, simple graphics, download data from databases, data format conversions, importing CVs, google docs.

UNIT 3

UNIT 4
Interactive data visualization tools Creating interactive graphics for online news stories. Engaging the audience through interactive data features. Leveraging social media for data-driven stories Fact-checking and verifying data on social media Ethical use of social media in data journalism. Visualizing patterns and relationships in the data. Tools- Open Refine and Parsehub

UNIT 5

REFERENCES

ONLINE:
2. UNESCO. http://unesdoc.unesco.org/images/0019/001930/193078e.pdf
3. Web resources/tutorials for Outwit, GoogleRefine, Tableau, Excel and others given in UNESCO model curricula 2015.

**Employability:** Data Analyst  
**Entrepreneurship:** Data Analyst  
**Skill Development:** a working knowledge of coding plans and data sets

**Employability:** Data Analyst  
**Entrepreneurship:** Data Analyst  
**Skill Development:** a working knowledge of coding plans and data sets

**Evaluation Pattern - 80: 20**

CA (L) – Continuous Assessment Lab - 80  
ES (L) – End Semester Examination Lab - 20

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**Pre-requisite:** Willingness to learn, team spirit, basic English language and communication skills and knowledge of basic arithmetic.

**Course Objectives:**
- Help students to understand the importance of ethics and organization culture
- Prepare the students for effective professional networking and interviews participation
- Help students to sharpen their problem solving and reasoning skills
- Empower students to communicate effectively by using enhanced diction, grammar and verbal reasoning skills

**Course Outcomes:**

**CO1: Soft Skills** - To be able to learn the importance of workplace ethics and DEI.  
**CO2: Soft Skills** - To be able to improve networking and perform effectively in interviews.  
**CO3: Aptitude** - To identify, investigate and arrive at appropriate strategies to solve questions on arithmetic and algebra by managing time effectively.  
**CO4: Aptitude** - To investigate, understand and use appropriate techniques to solve questions on logical reasoning and data analysis by managing time effectively.  
**CO5: Verbal** - To be able to use diction that is more refined and appropriate and to be competent in knowledge of grammar to correct/improve sentences  
**CO6: Verbal** - To be able to examine, interpret and investigate passages and to be able to generate ideas, structure them logically and express them in a style that is comprehensible to the audience/recipient.

**CO-PO Mapping**

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Syllabus

Soft Skills


Workplace Ethics and professional conduct - Introduction to Workplace Ethics, Ethical Decision-Making, Codes of Conduct and Organizational Culture, Emerging Ethical Issues

Diversity, Equity, Inclusiveness (DEI) - Introduction to Diversity, Equity, and Inclusiveness; Impact of Unconscious Bias, Cultural Competence and Communication, Inclusive Leadership and Organizational Practices.

Mock Interviews (Advanced Training) - Mock Interviews (Practice), answering probable interview questions, asynchronous interviews.

Verbal

Vocabulary - Idioms and Phrases - advanced, Collocations, Jargon and Technical Vocabulary, Neologisms, Polysemous Words


Reading Comprehension - Advanced - To comprehend and analyze diverse written works, to empower learners to approach intricate texts with confidence

Public Speaking Skills - Advanced - JAM, Debate.

Writing Skills - Business Writing: Proposals, Reports; Academic Writing; Content Writing

Aptitude

Data Sufficiency: Introduction to and basics of Data Sufficiency.

Campus recruitment papers: Introduction to interview puzzles and placement written test questions of all major recruiters.

Competitive examination papers: Introduction to major competitive examination paper patterns and questions. Learn calculation techniques and time management strategies.

References

Soft Skills

- Stephen Covey, “The habits of highly effective people”, Free press Revised edition, 2004
Kenneth H. Blanchard and Spencer Johnson, “The One Minute Manager”, William Morrow, 1984
Professional Networking for Dummies, by Donna Fisher, For Dummies; 1st edition (15 August 2001)

Verbal

“GMAT Official Guide” by the Graduate Management Admission Council, 2019
Arun Sharma, “How to Prepare for Verbal Ability And Reading Comprehension For CAT”
Joern Meissner, “Turbocharge Your GMAT Sentence Correction Study Guide”, 2012
Kaplan, “Kaplan GMAT 2012 & 13”
Mike Barrett “SAT Prep Black Book The Most Effective SAT Strategies Ever Published”
Mike Bryon, “Verbal Reasoning Test Workbook Unbeatable Practice for Verbal Ability, English Usage and Interpretation and Judgement Tests”
www.bristol.ac.uk/arts/skills/grammar/grammar_tutorial/page_55.htm
www.campusgate.co.in

Aptitude

www.mbatious.com
www.campusgate.co.in
www.careerbless.com
**Evaluation Pattern**

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*CA - Can be presentations, speaking activities and tests.*

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**24BMM490**  
**RESEARCH PROJECT REVIEW 4**

**Course Objective:** Accessing learning outcomes of research, application of theory to practice and defend the outcome of their research projects.

**Course Outcomes:** *By the end of the course the students will be able to:*
1. Interrogate and critically discuss the literature and major works related to national/ international professional practice in their chosen area of research.
2. Conduct research based on project plans that address stated research questions, methods and audiences.
3. Solve research problems and critically analyze findings in relation to scholarly and industry needs - both local and international.
4. Present findings that situate their work in the field to inform future professional practice and research.
5. Critically reflect on their personal and professional learning and develop strategies to implement this learning in professional practice.

The 4-credit Research Project Review is an extension of 24BMM312 (Applied Business Research). Data Collection is undertaken by students as teams to work on their preferred area of research related to any field of their chosen programme within the traditions of arts and humanities and social sciences. The faculty guides help students through the process of preparing the Research Project presentations for review by faculty and manuscript for review by faculty guide.

**Articulation Matrix**

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142
**Employability:** Data journalist, Media trend analyst, Researchers in NGO’s, Government and UN Agencies, data visualizer

**Entrepreneurship:** Data journalist, Media trend analyst

**Skill Development:** Understand the basic framework of research, Can do basic data analysis using statistical tools. Can apply the same in their job sectors like in the field of data journalism, etc.

Evaluation Pattern – 40: 60
Review I (Internal) – 40
Review II (External) - 60

**SEMESTER VIII**

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<th>Course Code</th>
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<tr>
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<td>RESEARCH PROJECT VIVA VOCE</td>
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**Course Objective:** Accessing learning outcomes of research, application of theory to practice and defend the outcome of their research projects.

**Course Outcomes:** By the end of the course the students will be able to:
1. Interrogate and critically discuss the literature and major works related to national/international professional practice in their chosen area of research.
2. Conduct research based on project plans that address stated research questions, methods and audiences.
3. Solve research problems and critically analyze findings in relation to scholarly and industry needs - both local and international.
4. Present findings that situate their work in the field to inform future professional practice and research.
5. Critically reflect on their personal and professional learning and develop strategies to implement this learning in professional practice.

The 6-credit Research Project Viva Voce is undertaken by students as teams to work on their preferred area of research related to any field of their chosen programme within the traditions of arts and humanities and social sciences. Students defend their projects through an external viva voce and submission of project work.

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**Employability:** Data journalist, Media trend analyst, Researchers in NGO’s, Government and UN Agencies, data visualizer

**Entrepreneurship:** Data journalist, Media trend analyst

**Skill Development:** Understand the basic framework of research, Can do basic data analysis using statistical tools. Can apply the same in their job sectors like in the field of data journalism, etc.

Evaluation Pattern – 40: 60
Review (Internal) – 30
Guide Marks - 10
External Viva Voce – 60

**Course Objective:** Internships are intended to give students practical work experience and employability opportunities in their area of study within research/corporate organizations. It aims to develop a sense of social imagery (issues) and philanthropic versatility among the graduating students that will facilitate towards the development of an attitude towards citizenship responsibility. It will promote HEI’s collaboration, develop industry-academia partnership to provide collaborative internships, apprenticeships, and research opportunities to the students in the predefined areas of importance which will lead institutions, universities, organizations, academicians, and students to collaborate on how to learn with one another. The internships provided will be the following categories: (i) Internship for enhancing the employability (ii). Internship for developing the research aptitude. Research internship aims at providing hands-on training to work on research tools, techniques, methodologies, equipment, policy framework and various other aspects in pursuing quality research, by working with mentors in HEIs, research institutions, universities, nationally and internationally reputed organizations, farmers, and entrepreneurs, using local experts through recognition of prior learning models and individual persons distinguished in specific fields.
Course Outcome: By the end of the course the students will be able to:

1. Gain practical exposure and experience in connection with industry requirements.
2. Develop communication skills
3. Develop contacts as a source of information and for future placements.
4. Develop professional skills/research aptitude to meet industry standards
5. Develop critical way of thinking according to demands of the client or company.

Internships are intended to give students practical work experience in Media Business Management. It is mandatory for the students to complete the internship in a research or corporate organization for a period of at least 5 months, commencing from the end of the 7th semester. A report should be submitted by the end of the 8th semester, failing which the students will be marked with an F grade. The internship report should consist of internship certificate, company profile, nature of work done, job progress, work diary on a daily basis, documents/scanned copies of work done for the organization. For example, published news reports, photographs, design, online content, and creative work.

List of sectors for internships: (indicative only) - Fast Moving Consumer Goods & Retail, Information Technology/Information Technology enabled Services & Electronics, Handcraft, Art, Design & Music, Tourism & Hospitality, Digitization & Emerging Technologies, Communication, Media (film, television, social media), Sustainable development/marketing, Environment, Commerce, Medium and Small-Scale Industries,

**ARTICULATION MATRIX**

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Employability: placement based on performance in media/business/research organizations and legacy networks
Entrepreneurship: gain hands on experience in research organizations; small/medium or start-up corporate houses
Skill Development: Decision-making, confidence development, Working/coordinating in a team, Creative and critical thinking and problem-solving, Ethical values, Professional development

Courses offered under the framework of Amrita Values Programmes I and II
22AVP201 Message from Amma’s Life for the Modern World

Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

22ADM211 Leadership from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

22ADM201 Strategic Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

22AVP204 Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, SatyakamaJabala, Aruni, Shvetaketu.

22AVP205 Message of the Bhagavad Gita


22AVP206 Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji’s life.

22AVP207 Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, AdiShankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri RamanaMaharshi, Mata Amritanandamayi Devi.

22AVP208 Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

22AVP209 Yoga and Meditation
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

22AVP210 Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

22AVP213 Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Unity in Diversity’ and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

22AVP214 Principles of Worship in India

Indian mode of worship is unique among the world civilizations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realization of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

22AVP215 Temple Mural Arts in Kerala

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, diries, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

22AVP218 Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,
Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

**22AVP219 Insights into Traditional Indian Painting**

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Six limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriyal, Rajput, Tanjore etc.

**22AVP220 Insights into Indian Classical Dance**

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohiniyatton, Kuchipudi, Odissy, Katak etc. The course takes the students through both contextual theory as well as practice time.

**22AVP221 Indian Martial Arts and Self Defense**

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala’s traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.

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<td>22AVP103</td>
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**Course Objectives**

The course will enable the students to

- Mastery Over Mind (MaOM) is an Amrita initiative to implement schemes and organize university-wide programs to enhance health and wellbeing of all faculty, staff, and students (UN SDG -3)
- It gives an introduction to immediate and long-term benefits of MA OM meditation and equips every attendee to manage stressful emotions and anxiety, in turn facilitating inner peace and harmony.
- This course will enhance the understanding of experiential learning based on the University’s mission: “Education for Life along with Education for Living” and is aimed to allow learners to realize and rediscover the infinite potential of one’s true Being and the fulfilment of life’s goals.

**Course Outcomes**

**CO1:** To be able to describe what meditation is and to understand its health benefits

**CO2:** To understand the causes of stress and how meditation improves well-being

**CO3:** To understand the science of meditation

**CO4:** To learn and practice MAOM meditation in daily life

**CO5:** To understand the application of meditation to improve communication and relationships

**CO6:** To be able to understand the power of meditation in compassion-driven action
CO-PO Mapping

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Syllabus:

**Unit 1: Describe Meditation and Understand its Benefits (CO1)**
A: Importance of meditation. How does meditation help to overcome obstacles in life (Pre-recorded video with Swami Shubhamritananda Puri)
Reading 1: Why Meditate? (Swami Shubamritananda ji)

**Unit 2: Causes of Stress and How Meditation Improves Well-being (CO2)**
A: Learn how to prepare for meditation. Understand the aids that can help in effectively practicing meditation. (Pre-recorded video with Dr. Ram Manohar)

**Unit 3: The Science of Meditation (CO3)**
A: A preliminary understanding of the Science of meditation. What can modern science tell us about this tradition-based method? (Pre-recorded video with Dr. Shyam Diwakar)
B: How meditation helps humanity according to what we know from scientific research (Pre-recorded video with Dr. Shyam Diwakar)
Reading 1: Does Meditation Aid Brain and Mental Health (Dr Shyam Diwakar)

**Unit 4: Practicing MA OM Meditation in Daily Life (CO4)**
Guided Meditation Sessions following scripts provided (Level One to Level Five)
Reading 1: MA OM and White Flower Meditation: A Brief Note (Swami Atmananda Puri)

**Unit 5: Improving Communication and Relationships (CO5)**
How meditation and mindfulness influence interpersonal communication. The role of meditation in improving relationship quality in the family, at the university and in the workplace. (Pre-recorded video with Dr Shobhana Madhavan)


Unit 6 Meditation and Compassion-driven Action (CO6)
Understand how meditation can help to motivate compassion-driven action. (Pre-recorded video with Dr Shobhana Madhavan)


Text Books/Reference Books:
1. Meditation and Spiritual Life-Swami Yatiswarananda, Ramakrishna Math
3. Dhyana Yoga-Holy Gita Swami Chinmayanda
4. Voice of God, Chandrasekharendra Saraswati, 68th Acharya of Sri Kanchi Kamakoti Peetam,
5. Hindu Dharma-Chandrasekharendra Saraswati, 68th Acharya of Sri Kanchi Kamakoti Peetam,
6. Mind: It’s Mysteries and control-Swami Sivananda Saraswati
8. Books on Amma’s teachings like Awaken children, From Amma’s Heart etc.

Evaluation Pattern

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•CA – Can be Quizzes, Assignment, Projects, and Reports
Course Objectives
To introduce students to the depths and richness of the Indian heritage and knowledge traditions, and to enable them to obtain a synoptic view of the grandiose achievements of India in diverse fields. To equip students with a knowledge of their country and its eternal values.

Course Outcomes

CO1 Be able to enhance the understanding of true essence of India’s cultural and spiritual heritage through learning analytically what it amounts to living a happy life, and about the richness of India’s education system, while pondering on the serious damage caused by colonialism in India alongside learning about the means of decolonization and knowing about the early timeline of Indian subcontinent.

CO2 Learn about the sublime value of selflessness and final freedom alongside understanding the concept of circle of life and Indian approach toward it while delving into the means of celebrating life.

CO3 Familiarize on the topic of what true love is, by way of understanding the immense compassion of mahātmas, and Mātā Amrṭānandamayi’s Amma’s gospel on compassion, the role of metaphors and tropes whereafter focussing personality development through Yoga both theoretically and practically

CO4 Appreciate the discussion on what it takes to be a strategic thinker, how India was glorified by various scholars and travellers and how strong a human being’s association with nature should be alongside getting introduced to the glimpses of Indian traditions like Advaita Vedanta: the theory of oneness.

CO-PO Mapping

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Syllabus

Unit 1
Chapters 1-4
Educational Heritage of Ancient India
Life and Happiness
Impact of Colonialism and Decolonization
A timeline of Early Indian Subcontinent
Unit 2
Chapters 5-8
Pinnacle of Selflessness and ultimate freedom
Indian approach towards life
Circle of Life
Ocean of love; Indian Mahatmas.

Unit 3
Chapters 9 - 12
Man's association with Nature
Celebrating life 24/7.
Metaphors and Tropes
Become A Strategic Thinker (Games / Indic activity)

Unit 4
Chapters 13-16
India: In the Views of Other Scholars and Travellers
Personality Development Through Yoga.
Hallmark of Indian Traditions: Advaita Vedanta, Theory of oneness
Conversations on Compassion with Amma

Text Book(s)
Foundations of Indian Heritage- In house publication

References(s)
- The beautiful tree by Dharampal – Other India Press, Mapusa, 2000
- Peasants and Monks in British India by William Pinch – University of California Press.1996
- India, that is Bharat: Coloniality, Civilisation, Constitution by J Sai Deepak -Bloomsbury India, 2021
- Awaken Children Dialogues with Mata Amritanandamayi, MAM Publications
- Man, and Nature by Mata Amritanandamayi Devi , MAM Publications
- What Becomes of the Soul After Death, Sri Swami Shivananda, Divine Life Society,1999

Evaluation Pattern

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<tr>
<th>Assessment</th>
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*CA – Can be Quizzes, Assignment, Projects, and Reports
Course Objective

The course aims at introducing Bhārath in nutshell to the student, which includes the sources of Indian thoughts, eminent personalities who shaped various disciplines, India’s significant contribution to the mankind, the current stature of Indian in the geopolitics and Indian approach to science and ecology.

Course Outcome

CO1: Will be able to recognise the call of Upanishads and outstanding personalities for confronting the wicked in the real world while admiring the valour, pursuit and divinity in both classical and historical female characters of India.

CO2: Will get introduced to Acharya Chanakya, his works, and his views on polity and nation to find synchrony between public and personal life, alongside understanding India’s cultural nuances and uniqueness concerning the comprehension of God across major global communities.

CO3: Will be able to appreciate Bhagavad Gita as the source of the Indian worldview through the various Yogic lessons enshrined in it, making it one of India’s numerous soft powers, and also understand the faith-oriented mechanism of preserving nature.

CO4: Will be informed about the enormous contribution of Indian civilisation over two and a half millennia to humanity and develop awareness about India’s approach toward science, devoid of dogmas and rooted in humanism.

CO-PO Mapping

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Syllabus

Unit 1
Chapter 1 – Face the Brutes
Chapter 2 – Role of Women in India
Chapter 3 – Acharya Chanakya
Chapter 4 – God and Iswara

Unit 2
Chapter 5 – Bhagavad Gita: From Soldier to Samsarin to Sadhaka
Chapter 6 – Lessons of Yoga from Bhagavad Gita  
Chapter 7 – Indian Soft powers 
Chapter 8 – Preserving Nature through Faith  

**Unit 3**  
Chapter 9 - Ancient Indian Cultures (Class Activity)  
Chapter 10 - Practical Vedanta  
Chapter 11 - To the World from India (For Continuous Assessment)  
Chapter 12 - Indian Approach to Science.  

**Text Books:**  

*Glimpses of Glorious India* - In-house publication  

**Reference Course material:**  
1. Fear Not: Be Strong (Swami Tathagatananda)  
2. Essays on Gita (Sri Aurobindo)- Aurobindo Ashram  
3. Indian Contribution to Science (Vijana Bharati Publication)  
4. The Culture And Civilisation Of Ancient India In Historical Outline (D. D. Kosambi)  
5. The Kautilya Arthashastra by Chankaya – Translation with critical and explanatory note by R P Kangle  
   – Motilal Banarasidass Publishers- 1972  
   Science Academy 1971.  

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