HINDUSTAN UNIVERSITY

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

(Estd. u/s 3 of the UGC Act, 1956)

Padur, Kancheepuram District - 603 103.

DEPARTMENT OF MANAGEMENT STUDIES

REGULATIONS, CURRICULUM AND SYLLABUS 2013

M.B.A.
(MEDIA & ENTERTAINMENT MANAGEMENT)

ACADEMIC REGULATIONS
(M.TECH./ M.B.A. / M.C.A.) (Full - Time / Part - Time)
(Effective 2013-14)

1. Vision, Mission and Objectives

1.1 The Vision of the Institute is "To make every man a success and no man a failure".

In order to progress towards the vision, the Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development, and to offer quality education in all spheres of engineering, technology, applied sciences and management, without compromising on the quality and code of ethics.

1.2 Further, the institute always strives

- To train our students with the latest and the best in the rapidly changing fields of Engineering, Technology, Management, Science & Humanities.

- To develop the students with a global outlook possessing, state of the art skills, capable of taking up challenging responsibilities in the respective fields.

- To mould our students as citizens with moral, ethical and social values so as to fulfill their obligations to the nation and the society.

- To promote research in the field of science, Humanities, Engineering, Technology and allied branches.

1.3 Our aims and objectives are focused on

- Providing world class education in engineering, technology, applied science and management.

- Keeping pace with the ever changing technological scenario to help our students to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and nation.

- To inculcate a flair for research, development and entrepreneurship.

2. Admission

2.1 The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute, following guidelines issued by Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each branch of the (M.TECH / M.B.A. / M.C.A.) programme will be decided by BOM as per the directives from Ministry of Human Resource Development (MHRD), Government of India and taking into account the market demands. Some seats for Non Resident Indians and a few seats for foreign nationals shall be made available.

2.2 The selected candidates will be admitted to the (M.TECH / M.B.A. / M.C.A.) programme after he/she fulfills all the admission requirements set by the Institute and after payment of the prescribed fees.

2.3 Candidates for admission to the first semester of the Master's Degree Programme shall be required to have passed an appropriate Degree Examination recognized by Hindustan University.

2.4 In all matters relating to admission to the (M.TECH / M.B.A. / M.C.A.). Programme, the decision of the Institute and its interpretation given by the Chancellor of the Institute shall be final.

2.5 If at any time after admission, it is found that a candidate has not fulfilled any of the requirements stipulated by the Institute, the Institute may revoke the admission of the candidate with information to the Academic Council.

3. Structure of the programme

3.1 The programme of instruction will have the following structure

i) Core courses of Engineering / Technology / Management.

ii) Elective courses for specialization in areas of student's choice

3.2 The minimum durations of the programmes are as given below:

Program	No. of Semesters
M.Tech.(Full-Time)	4
M.Tech.(Part -Time)	6
M.B.A. (Full - Time)	4
M.B.A. (Part - Time)	6
M.C.A.(Full - Time)	6
M.C.A.(Part -Time)	8

Every (M.TECH / M.B.A. / M.C.A.) programme will have a curriculum and syllabi for the courses approved by the Academic Council.

3.3 Each course is normally assigned certain number of credits. The following norms will generally be followed in assigning credits for courses.

● One credit for each lecture hour per week per semester

● One credit for each tutorial hour per week per semester

● One credit for each laboratory practical (drawing) of three (two) hours per week per semester

● One credit for 4 weeks of industrial training and

● One credit for 2 hours of project per week per semester.

3.4 For the award of degree, a student has to earn certain minimum total number of credits specified in the curriculum of the relevant branch of study. The curriculum of the different programs shall be so designed that the minimum prescribed credits required for the award of the degree shall be within the limits specified below.

Program	Minimum prescribed credit range
M.Tech. (Full time / Part time)	75 - 85
M.B.A. (Full time / Part time)	85 - 95
M.C.A (Full time / Part time)	115 - 125

3.5 The medium of instruction, examination and the language of the project reports will be English.

4. Faculty Advisor

4.1 To help the students in planning their courses of study and for getting general advice on the academic programme, the concerned Department will assign a certain number of students to a Faculty member who will be called their Faculty Advisor.

5. Class Committee

5.1 A Class Committee consisting of the following will be constituted by the Head of the Department for each class:

(i) A Chairman, who is not teaching the class.

(ii) All subject teachers of the class.

(iii) Two students nominated by the department in consultation with the class.

The Class Committee will meet as often as necessary, but not less than three times during a semester.

The functions of the Class Committee will include:

(i) Addressing problems experienced by students in the classroom and the laboratories.

(ii) Analyzing the performance of the students of the class after each test and finding ways and means of addressing problems, if any.

(iii) During the meetings, the student members shall express the opinions and suggestions of the class students to improve the teaching / learning process.

6. Grading

6.1 A grading system as below will be adhered to.

Range of Marks	Letter Grade	Grade points
95-100	S	10
85 - 94	A	09
75- 84	B	08
65-74	C	07
55-64	D	06
50-54	E	05
< 50	U	00
	I (Incomplete)	–

6.2 GPA & CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course "i " and the grade points P_i earned for that course taken over all courses "i" registered by the student to the sum of Ci for all "i ". That is,

$$GPA = \frac{\sum\limits_{i} C_i P_i}{\sum\limits_{i} C_i}$$

CGPA will be calculated in a similar manner, at any semester, considering all the courses enrolled from first semester onwards.

6.3 For the students with letter grade I in certain subjects, the same will not be included in the computation of GPA and CGPA until after those grades are converted to the regular grades.

6.4 Raw marks will be moderated by a moderation board appointed by the Vice-Chancellor of the University. The final marks will be graded using an absolute grading system. The Constitution and composition of the moderation board will be dealt with separately.

7. Registration and Enrollment

7.1 Except for the first semester, registration and enrollment will be done in the beginning of the semester as per the schedule announced by the University.

7.2 A student will be eligible for enrollment only if he/she satisfies regulation 10 (maximum duration of the programme) and will be permitted to enroll if (i) he/she has cleared all dues in the Institute, Hostel & Library up to the end of the previous semester and (ii) he/she is not

debarred from enrollment by a disciplinary action of the University.

7.3 Students are required to submit registration form duly filled in.

8. Registration requirement

8.1 (i) A Full time student shall not register for less than 16 credits or more than 26 credits in any given semester.

8.1 (ii) A part time student shall not register for less than 10 credits or more than 20 credits in any given semester.

8.2 If a student finds his/her load heavy in any semester, or for any other valid reason, he/she may withdraw from the courses within three weeks of the commencement of the semester with the written approval of his/her Faculty Advisor and HOD. However the student should ensure that the total number of credits registered for in any semester should enable him/her to earn the minimum number of credits per semester for the completed semesters.

9. Minimum requirement to continue the programme

9.1 For those students who have not earned the minimum required credit prescribed for that particular semester examination, a warning letter to the concerned student and also to his parents regarding the shortage of his credit will be sent by the HOD after the announcement of the results of the university examinations.

10. Maximum duration of the programme

The minimum and maximum period for the completion of various programs are given below.

Program	Min. No. of Semesters	Max. No. of Semesters
M.Tech (Full - time)	4	8
M.Tech (Part - time)	6	10
M.B.A. (Full Time)	4	8
M.B.A. (Part Time)	6	10
M.C.A. (Full - Time)	6	12
M.C.A (Part -Time)	8	14

11. Temporary discontinuation

11.1 A student may be permitted by the Director(academic) to discontinue temporarily from the programme for a semester or a longer period for reasons of ill health or other valid reasons. Normally a student will be permitted to discontinue from the programme only for a maximum duration of two semesters.

12. Discipline

12.1 Every student is required to observe discipline and decorum both inside and outside the campus and not to indulge in any activity which will tend to bring down the prestige of the University.

12.2 Any act of indiscipline of a student reported to the Director (Academic) will be referred to a Discipline Committee so constituted. The Committee will enquire into the charges and decide on suitable punishment if the charges are substantiated. The committee will also authorize the Director(Academic) to recommend to the Vice-Chancellor the implementation of the decision. The student concerned may appeal to the Vice-Chancellor whose decision will be final. The Director (Academic) will report the action taken at the next meeting of the Council.

12.3 Ragging and harassment of women are strictly prohibited in the University campus and hostels.

13. **Attendance**

13.1 A student whose attendance is less than 75% is not eligible to appear for the end semester examination for that semester. The details of all students who have attendance less than 75% will be announced by the teacher in the class. These details will be sent to the concerned HODs and Dean.

13.2 Those who have less than 75% attendance will be considered for condonation of shortage of attendance. However a condonation of 10% in attendance will be given on medical reasons. Application for condonation recommended by the Faculty Advisor, concerned faculty member and the HOD is to be submitted to the Director (Academic) who, depending on the merits of the case, may permit the student to appear for the end semester examination. A student will be eligible for this concession at most in two semesters during the entire degree programme. Application for medical leave, supported by medical certificate with endorsement by a Registered Medical Officer, should reach the HOD within seven days after returning from leave or, on or before the last instructional day of the semester, whichever is earlier.

13.3 As an incentive to those students who are involved in extra curricular activities such as representing the University in Sports and Games, Cultural Festivals, and Technical Festivals, NCC/ NSS events, a relaxation of up to 10% attendance will be given subject to the condition that these students take prior approval from the officer-in-charge. All such applications should be recommended by the concerned HOD and forwarded to Director (Academic) within seven instructional days after the programme/activity.

14. **Assessment Procedure**

14.1 The Academic Council will decide from time to time the system of tests and examinations in each subject in each semester.

14.2 For each theory course, the assessment will be done on a continuous basis as follows:

Test / Exam	Weightage	Duration of Test Exam
First Periodical Test	10%	2 Periods
Second Periodical Test	10%	2 Periods
Model exam	20%	3 hours
Seminar/Assignments/Quiz	20%	
End - semester examination	50%	3 Hours

* Best out of the two tests will be considered.

14.3 For practical courses, the assessment will be done by the subject teachers as below:

(i) Weekly assignment/Observation note book / lab records - weightage 60%.

(ii) End semester examination of 3 hours duration including viva - weightage 40%

15. **Make up Examination/model examination**

15.1 Students who miss the end-semester examinations / model examination for valid reasons are eligible for make-up examination /model examination. Those who miss the end-semester

examination / model examination should apply to the Head of the Department concerned within five days after he / she missed examination, giving reasons for absence.

15.2 Permission to appear for make-up examination / model exam will be given under exceptional circumstances such as admission to a hospital due to illness. Students should produce a medical certificate issued by a Registered Medical Practitioner certifying that he/she was admitted to hospital during the period of examination / model exam and the same should be duly endorsed by parent / guardian and also by a medical officer of the University within 5 days.

16.   Project evaluation

16.1 For Project work, the assessment will be done on a continuous basis as follows:

Review / Examination	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End semester Examination	50%

For end semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end - semester examination will be conducted by a Committee constituted by the Controller of Examinations. This will include an external expert.

17.   Declaration of results

17.1 A candidate who secures not less than 50% of total marks prescribed for a course with a minimum of 50% of the marks prescribed for the end semester examination shall be declared to have passed the course and earned the specified credits for the course.

17.2 After the valuation of the answer scripts, the tabulated results are to be scrutinized by the Result Passing Boards of PG programmes constituted by the Vice-Chancellor. The recommendations of the Result Passing Boards will be placed before the Standing Sub Committee of the Academic Council constituted by the Chancellor for scrutiny. The minutes of the Standing Sub Committee along with the results are to be placed before the Vice-Chancellor for approval. After getting the approval of the Vice-Chancellor, the results will be published by the Controller of Examination/ Registrar.

17.3 If a candidate fails to secure a pass in a course due to not satisfying the minimum requirement in the end semester examination, he/she shall register and re-appear for the end semester examination during the following semester. However, the sessional marks secured by the candidate will be retained for all such attempts.

17.4 If a candidate fails to secure a pass in a course due to insufficient sessional marks though meeting the minimum requirements of the end semester examination, wishes to improve on his/her sessional marks, he/she will have to register for the particular course and

attend the course with permission of the HOD concerned and the Registrar. The sessional and external marks obtained by the candidate in this case will replace the earlier result.

17.5 A candidate can apply for the revaluation of his/her end semester examination answer paper in a theory course within 2 weeks from the declaration of the results, on payment of a prescribed fee through proper application to the Registrar/Controller of Examinations through the Head of the Department. The Registrar/ Controller of Examination will arrange for the revaluation and the results will be intimated to the candidate concerned through the Head of the Department. Revaluation is not permitted for practical courses and for project work.

18. Grade Card

18.1 After results are declared, grade sheet will be issued to each student, which will contain the following details:

(i) Program and branch for which the student has enrolled.

(ii) Semester of registration.

(iii) List of courses registered during the semester and the grade scored.

(iv) Semester Grade Point Average (GPA)

(v) Cumulative Grade Point Average (CGPA).

19. Class / Division

19.1 Classification is based on CGPA and is as follows:

$CGPA \geq 8.0$: **First Class with distinction**
$6.5 \leq CGPA < 8.0$: **First Class**
$5.0 \leq CGPA < 6.5$: **Second Class.**

19.2 (i) Further, the award of 'First class with distinction' is subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses in his/her first appearance within the minimum duration of the programme.

(ii) The award of 'First Class' is further subject to the candidate becoming eligible to the award of the degree having passed the examination in all the courses within the below mentioned duration of the programme.

Program	No. of Semesters
M.Tech.(Full-Time)	5
M.Tech.(Part -Time)	7
M.B.A. (Full - Time)	5
M.B.A. (Part - Time)	7
M.C.A.(Full - Time)	7
M.C.A.(Part -Time)	9

(iii) The period of authorized discontinuation of the programme (vide clause 11.1) will not be counted for the purpose of the above classification.

20. Transfer of credits

20.1 Within the broad framework of these regulations, the Academic Council, based on the recommendation of the transfer of credits committee so constituted by the Chancellor may permit students to earn part of the credit requirement in other approved institutions of repute and status in the country or abroad.

21. Eligibility for the award of (M.TECH / M.B.A. / M.C.A.) Degree

21.1 A student will be declared to be eligible for the award of the (M.TECH / M.B.A. / M.C.A.). Degree if he/she has

i) registered and successfully credited all the core courses,

ii) successfully acquired the credits in the different categories as specified in the curriculum corresponding to the discipline (branch) of his/her study within the stipulated time,

iii) has no dues to all sections of the Institute including Hostels, and

iv) has no disciplinary action pending against him/her.

The award of the degree must be recommended by the Academic Council and approved by the Board of Management of the University.

22. Power to modify

22.1 Notwithstanding all that has been stated above, the Academic Council has the right to modify any of the above regulations from time to time subject to approval by the Board of Management.

PROGRAMME OBJECTIVES

The Objective of MBA Media & Entertainment Management program is to provide the graduating Students with an integrated knowledge and ability to perform as Media & Entertainment Management professionals of global standard by developing the Skills of leadership and teamwork, understanding of the latest developments in their functional areas, ability to use analytical tools for decision making, ability to use technology as a management tool, Organizational skills for effective implementation of strategies and the ability for Ethical decision making.

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE
SCHOOL OF MANAGEMENT
CURRICULUM - FULL-TIME MODE

MBA (Media and Entertainment)

SEMESTER - I

S. No	Course Code	Course Title	L	T	P	C	TCH
1	PBA101	Data Analysis for Business Decisions	3	1	0	4	4
2	PBA102	Economic Foundations of Business Environment	3	0	0	3	3
3	PBA103	Total Quality Management	3	0	0	3	3
4	PBA104	Organizational Behaviour	3	0	0	3	3
5	PBA105	Communication Skills and Business Correspondence	3	0	0	3	3
6	PBA106	Accounting for Management	3	1	0	4	4
7	PBA107	Legal Aspects of Business	3	0	0	3	3
8	PME101	Principles of Management and Advertisin	3	0	0	3	3
		TOTAL				26	26

SEMESTER - II

S. No	Course Code	Course Title	L	T	P	C	TCH
THEORY							
1	PME201	History of Media	3	0	0	3	3
2	PBA202	Financial Management	3	1	0	4	4
3	PBA203	Marketing Management	3	0	0	3	3
4	PBA204	Human Resource Management	3	0	0	3	3
5	PBA205	Applied Operations Research for Management	3	1	0	4	4
6	PBA206	Strategic Management	3	0	0	3	3
7	PBA207	Research Methods in Business	3	0	0	3	3
PRACTICAL							
8	PBA208	Business Application Software	0	0	3	1	3
9	PBA209	Personality Development / Seminar / GD / Case Study	0	0	3	1	3
		TOTAL				25	29

THEORY - ELECTIVES (OFFERED TO OTHER PG STUDENTS OF UNIVERSITY)

S. No	Course Code	Course Title	L	T	P	C	TCH
1	PBA203	Marketing Management	3	0	0	3	3
2	PBA207	Research Methods In Business	3	0	0	3	3

SUMMER SEMESTER (6 WEEKS)

PME307 SUMMER PROJECT

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd semester.

SEMESTER - III

S. No	Course Code	Course Title	L	T	P	C	TCH
THEORY							
1	PME301	Managing Media***	3	0	2	4	5
2	PME302	Media Business Practices***	3	0	2	4	5
3	PME303	Sound Production and Music Industry Management	3	0	2	4	5
4	PME304	Film and TV Production Programming Management	3	0	2	4	5
5	PME305	Film Animation and Gaming Programming Management	3	0	2	4	5
6	PME306	Social Media and Rich Media	3	0	2	4	5
		TOTAL				**24**	**30**
PRACTICAL							
9	PME307	Media Project - Summer Internship	-	-	2*	1	2
10	PBA304	Seminar II (Emerging Trends in Management - Case Study Analysis and Seminar)	0	0	2	1	2
		TOTAL				**2**	**4**

* Practical hours for these courses can be extended as per needs without affecting credits for the courses (L- Lectures, T- Tutorials, P - Practical, C - Credits, TCH - Total class hours)

SEMESTER - IV

S. No	Course Code	Course Title	L	T	P	C	TCH
1	PME401	Media Project Work	-	-	24	8	24
		TOTAL					

Semester	No of Credits
Semester	**No of Credits**
Isemester	26
II Semester	25
III Semester	26
IV Semester	12
TOTAL	**89**

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

SCHOOL OF MANAGEMENT

CURRICULUM - FULL-TIME MODE

MBA (MEDIA AND ENTERTAINMENT)

SEMESTER - I
PBA101 DATA ANALYSIS FOR BUSINESS DECISIONS

L	T	P	C
3	1	0	4

GOAL

The main goal is to facilitate the students to have thorough knowledge in various Statistical techniques and to apply the concepts in managerial decision making.

OBJECTIVES

1. The objective is to understand some basic terminology in probability, solve problems involving calculation of simple, joint and conditional probabilities

2. The basic objective is to understand the sampling distributions of sample mean and proportion and also various sampling techniques which are based on statistical principles.

3. The objective is to understand the concepts of hypothesis and the procedure involved in testing them. The objective is also to study the various tests of significance like, F test, t test, Chi-square test

4. The basic objective is to highlight the importance of non-parametric tests when the validity of assumptions in tests of significance is doubtful.

5. The objective is to understand the relevance and applications of relationship between two variables and to forecast one variable with the help of the other variable. The objective is also to recognize and define different components of Time Series and to understand the importance as well as the different methods of forecasting.

OUTCOMES

1. Students can facilitate Theorems and Laws of probabilities in business and managerial situations.

2. Students will be able to determine appropriate sample size to estimate population mean or proportion for a given level of accuracy and with prescribed level of confidence.

3. Students can analyse the two aspects of statistical inference, viz. "Estimation" and "Testing of Hypothesis". Students will have a thorough knowledge on various test and will have a clarity on which test to be applied in different situations

4. Students can easily differentiate between parametric and non-parametric tests and will be able to design, conduct and evaluate some selected non-parametric tests.

5. Students will be able to measure the correlation between two variables and use the regression

coefficients sensibly to make forecasts. Also they can acquaint with various quantitative forecasting methods that are used in a business environment.

OBJECTIVES:

To provide an insight into statistical reasoning with an emphasis on concepts and applications relevant to business decision making.

UNIT I DISCRETE PROBABILITY 12

Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Mathematical Expectation

UNIT II SAMPLING DISTRIBUTION 12

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques.

UNIT III TESTING OF HYPOTHESIS 12

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations, Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit.

UNIT IV NON-PARAMETRIC METHODS 12

Sign test for paired data. Rank sum test: Mann - Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 12

Correlation analysis - Simple Applications, Estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations.

TOTAL: 60

TEXT BOOKS:

1. Levin R.I. and Rubin D.S.,"Statistics for management",7th edition,Prentice Hall of India Pvt. Ltd.,New Delhi, 2001.

2. Aczel A.D. and Sounderpandian J., "Complete Business Statistics", 5th edition,Tata McGraw -Hill Publishing Company Ltd., New Delhi,2004.

3. Anderson D.R., Sweeney D.J. and Williams T.A.,"Statistics for business and economics", 8th edition, Thomson (South - Western) Asia Pte. Ltd., Singapore, 2002.

REFERENCES:

1. Levine D.M., Krehbiel T.C. and Berenson M.L., "Business Statistics: A First Course", Pearson Education Asia, 2nd edition, New Delhi, 2002.

2. Hooda R.P., Statistics for Business and Economics", 2nd edition, Macmillan India Ltd., 2001.

3. Morse L.B., "Statistics for Business and Economics", HarperCollins college Publishers, New York, 1993.

4. Bowerman B.L., Connel R.T.O' and Hand M.L., "Business Statistics in Pratice", 2nd edition, McGraw- Hill / Irwin, 2001.

5. Gupta S.C. and Kapoor V.K., "Fundamentals of Mathematical Statistics", Sultan Chand & Sons, New Delhi, 2002.

PBA102 ECONOMIC FOUNDATIONS OF BUSINESS ENVIRONMENT

L	T	P	C
3	0	0	3

GOAL

Equip students with in-depth knowledge about economic ideas and their applications in business decisions.

OBJECTIVES

1. The aim of the module is to provide an understanding of Economic theory in order to enable students to critically analyze the empirical situation of the economy.

2. The focus is on laying down the macroeconomic foundation so that students will find it tractable to locate, understand and apply the Economic principles.

3. Various economic issues pertaining to domestic and international will be discussed at large.

4. The students will be able to take strategic business decisions, and appreciate the growing importance of the global connectivity.

5. This is a course to be held over 45 sessions. These sessions will broadly cover

   • Macro Economics

   • Global Business Environment

OUTCOMES

1. Demonstrate a critical understanding and evaluation of macroeconomic variables and theories with empirical evidence;

2. Evaluate alternative various economic policies taken at domestic and international level.

3. Make sound business decisions with reference to and its impact on economy as a whole.

4. Govt. policies with reference to the implications of externalities due to global Connectivity.

OBJECTIVES:

The subject focuses on economic ideas and their applications in business decisions and to explain the behaviour of the economy and the Government's involvement in managing the economy.

UNIT I   NATURE AND SCOPE OF MACRO ECONOMIC ISSUES   10

Macro economic variables - national income, investment, savings, employment, inflation, balance of payment, exchange rate, etc. - circular flow of income - national income concepts - measurement of national income - role of economic planning - Indian economic planning.

UNIT II   ANALYSIS OF NATIONAL INCOME   15

Determination of national income - Keynesian perspective - multiplier - accelerator - business cycle - the role of fiscal policy - Indian fiscal policy and experiences.

UNIT III ANALYSIS OF MONEY MARKET   10

Demand and supply of money -   money market equilibrium - the role of money - monetary policy - Indian perspectives.

UNIT IV INTEGRATION OF COMMODITY AND MONEY MARKET   10

Analysis of inflation and unemployment - the role of economic policies - Indian experiences.

UNIT V   ANALYSIS OF EXTERNAL SECTOR   15

International trade - trade multiplier - linkage model - the role of trade policy - analysis of performance of Indian economy in external sector.

TOTAL : 60

TEXT BOOKS:

1.   Ahuja H.L., Economic Environment of Business, Macroeconomic analysis, S.Chand & Company Ltd., New Delhi, 2005.

2.   Gupta, G.S. Macroeconomics, Theory and Applications, Tata McGraw-Hill publishing company Ltd., New Delhi, 2001.

REFERENCES:

1.   Samuelson, Paul A., and Nordhaus, W.D., Economics, Tata McGraw-Hill publishing company Ltd., New Delhi 2004.

2.   Ruddar Datt and K.P.M.Sundharam, Indian Economy, S.Chand & Company Ltd., New Delhi, 2003.

3.   Government of India (Ministry of Finance), Economic Survey (Latest issue), New Delhi.

<div align="center">

PBA 103 TOTAL QUALITY MANAGEMENT

</div>

```
                                                 L   T   P   C
                                                 3   1   0   4
```

GOAL

1. To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times

2. To familiarize the students to the philosophy and role of TQM in revitalizing the organization

3. To enable them to acquire requisite diagnostic skills and understand the use of the tools of the TQM

OBJECTIVES

1. To introduce Quality Concepts, TQM Framework and Customer Satisfaction.

2. To introduce the principles and philosophies of Quality Management

3. To emphasize the significance of Statistical Process Control and introduce the various methods of measuring process capability

4. To provide overview on the various tools and techniques of Quality Management

5. To introduce Quality Management Systems, steps involved in TQM Implementation and understand the role of Information Technology in Quality.

UNIT I   INTRODUCTION TO QUALITY MANAGEMENT   9

Definitions - TQM framework, benefits, awareness and obstacles. Quality - vision, mission and policy statements. Customer focus - customer perception of quality, translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II   PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT   9

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi, Shingeo and Walter Shewhart. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY   9

Meaning and significance of statistical process control (SPC) - construction of control charts for variables and attributes. Process capability - meaning, significance and measurement - Six sigma concepts of process capability. Reliability concepts - definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) - relevance to TQM, Terotechnology. Business process re-engineering (BPR) - principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT   9

Quality functions development (QFD) - Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) - requirements of reliability, failure rate, FMEA stages, design, process and documentation. Taguchi techniques - introduction, loss function, parameter and tolerance design, signal to noise ratio. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V   QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION **9**

Introduction to IS/ISO 9004:2000 - quality management systems - guidelines for performance improvements. Quality Audits. TQM culture, Leadership - quality council, employee involvement, motivation, empowerment, recognition and reward. Information technology - computers and quality functions, internet and electronic communications. Information quality issues.

TOTAL : 45

TEXT BOOKS:

1.   Dale H.Besterfield et al, Total Quality Management, Thrid edition, Perarson Education (First Indian Reprints 2004)

2.   Shridhara Bhat K, Total Quality Management - Text and Cases, First Edition 2002, Himalaya Publishing House.

REFERENCES:

1.   William J.Kolarii, Creating quality, Mcgraw Hill, 1995

2.   Poornima M.Charantimath., Total quality management, Pearson Education, First Indian Reprint 2003.

3.   Rose J.E. Total Quality Management, Kogan Page India Pvt Ltd, 1993.

4.   Indian standard - quality management systems - Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

PBA104 ORGANIZATIONAL BEHAVIOR

	L	T	P	C
	3	0	0	3

GOAL

Objective is to build better relationships by achieving human objectives, organizational objectives, and social objectives by understanding how people, individuals, and groups act in organizations.

OBJECTIVES

1.   To understand what organizations are? Explain what organizational behavior is and how it has evolved, discover what disciplines contributed to knowledge in OB

2.   To understand the concept, process and importance of individual behavior in organizations. Influence of perception, to discover the work related Attitudes: job satisfaction, job commitment, and organizational citizenship to understand significance of motivation, to understand how personality contributes to differences in individual behavior.

3.   To understand the meaning and importance of groups and teams in organizations. To understand the meaning of organizational leadership.

4.   To understand the concept of organizational politics. Discuss how managers deal with power and politics in organizations.

5. Dynamics of organizational behaviours. To understand the different choices of structure of an organization. To understand the significance of organizational culture. Understand the concept of organizational climate. To explore the factors influencing organizational effectiveness.

OUTCOMES

1. Would have understood the organizations, what organizational behavior is and what are the disciplines contributed to organizational behavior

2. Would have understood the individuals in organizations in terms of their perception, attitude, motivation and personality. Also would have explored their contribution in achieving individual and organizational effectiveness.

3. Students would understand the groups in organizations, in terms of thresholds of interpersonal relationships, groups and teams in organizations.

4. Student would have explored effectiveness of organizational leadership roles. Power and politics in organizations and how managers deal with politics.

5. Student would have understood how organizations shape behavior through organizational structure, organizational culture,organizational climate. Achieve organizational effectiveness through managing and leading human behavior at work.

UNIT I FOCUS AND PURPOSE   9

Definition, need and importance of organizational behaviour - nature and scope - frame work - organizational behaviour models.

UNIT II INDIVIDUAL BEHAVIOUR   9

Personality - types - factors influencing personality - theories, learning - types of learners - the learning process - learning theories - organizational behaviour modification Attitudes - characteristics - components - formation - measurement. Perceptions - importance - factors influencing perception - interpersonal perception. Motivation - importance - types -Theories- effects on work behaviour.

UNIT III GROUP BEHAVIOUR   9

Organization structure - formation - groups in organizations - influence - group dynamics - emergence of informal leaders and working norms - group decision making techniques - interpersonal relations - communication - Control - Process - types- Barriers- effective communication.

UNIT IV LEADERSHIP AND POWER   9

Meaning - importance - leadership styles - theories - leaders Vs managers sources of power - power centers - power and politics.

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOURS   9

Organizational climate - factors affecting organizational climate - importance. Job satisfaction - determinants - measurements - influence on behaviour. Organizational change - importance - stability Vs change - proactive Vs reaction change - the change process - resistance to change - managing change. Organizational development - characteristics - objectives - team building. Organizational

effectiveness - perspective - effectiveness Vs efficiency - approaches - the time dimension - achieving organizational effectiveness.

TOTAL : 45

TEXT BOOKS:

1.   Stephen P.Robbins, Organisational Behaviour, Prentice Hall of India, 9th edition, 2001.

2.   Hellriegel, Slocum and Woodman, Organisational Behaviour, South-Western, Thomson Learning, 9th edition, 2001.

REFERENCES:

1.   Schermerhorn, hunt and Osborn, Organisational behaviour, John Wiley, 7th edition, 2001.

2.   Jit S.Chand, Organisational Behaviour, Vikas publishing House Pvt. Ltd. 2nd edition, 2001.

3.   Fred Luthans, Organisational Behaviour, McGraw Hill Book Co., 1998.

4.   New Strom & Davis, Organisational behaviour, McGraw Hill, 2001.

5.   Jaffa Harris and Sandra Hartman, Organisational Behaviour, Jaico, 2002.

PBA105 COMMUNICATION SKILLS & BUSINESS CORRESPONDENCE

```
L  T  P  C
3  0  0  3
```

GOAL

To enable the students to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles.

OBJECTIVES

1.   To help the learner understand and assimilate through practice, the process and importance of communication in general

2.   To help learners understand the principles of effective communication. To make learners aware of barriers to communication and to suggest strategies to overcome them.

3.   To help learners know what is Presentation, Negotiation, Meetings and Conferences. Learn the soft skills for LSRW.

4.   To help learners acquire a performing knowledge of forms and methods of writing in order to handle business correspondence.

OUTCOMES

1.   The learner understands through this unit the meaning and definition of communication. Knows the process, objectives, relevance functions and scope of communication.

2.   The learner understands through this unit the seven C's of effective communication. Knows the use of four S's in communication. Variety programme in English. Eg. RADIO SHOW

3.   After reading this unit the learner will be able to appreciate soft skills and also understand their importance to perform language functions effectively.

4. After reading these units, the learner will have been initiated into using the skills to write business letters, e-mails and reports effectively. They will be able to compose, paragraphs & essays critically.

UNIT I COMMUNICATION IN BUSINESS   9

Defining Communication, Nature of Communication, Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication

UNIT II PRINCIPLES OF EFFECTIVE COMMUNICATION   9

Principles of Effective Communication, Barriers to Communication, Measures to Overcome Barriers to Communication, Gateways of Communication in an Organization, Media and Modes of Communication

UNIT III COMMUNICATION SKILLS   9

Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences, Interview Skills, Group Discussion

UNIT IV BUSINESS CORRESPONDENCE   9

Job Applications and Resume Writing, Business Letters, Enquiries, Orders and Replies, Circulars, Notices and Memos

UNIT V REPORT WRITING   9

Business Reports, Academic Report Writing, Business Etiquette, Enriching Vocabulary, Paragraph Development

TOTAL : 45

TEXT BOOKS:

1. Sehgal, M K and Vandana Khetarpal. Business Communication. New Delhi: Excel Books, 2006

2. Meenakshi Raman and Sangeeta Sharma. Technical Communication: Principles and Practice. New Delhi: Oxford University Press, 2004

REFERENCES:

1. Mc Graith. Basic Managerial Skills for All. New Delhi: Prentice Hall of India,2002

2. Sharan J.Genrson and Steven M.Gerson. Technical Writing Process and Product.Pearson Education 2000.

PBA106 ACCOUNTING FOR MANAGEMENT

```
L  T  P  C
3  1  0  4
```

GOAL

To introduce prospective managers of new ventures to prepare and analyze financial statements. The course emphasizes on techniques of cash flows, and impact of accounting principles.

OBJECTIVES

1. To introduce the accounting principles and concepts and about inflation and human resource accounting

2. To know the final accounts concepts to prepare the statements and interpret the same and to know about depreciation accounting and its type

3. To know the need and importance of ratio & cash flow analysis

4. To familiarize the students with cost concepts, process and standard costing techniques and its importance for Business decisions

5. To understand the cost volume profit analysis for making business decisions.

OUTCOMES

1. The students should be able to apply the principles and concepts to record financial transactions and to determine the current purchasing power and the current cost based on the conversion factor and converted value

2. To be able to prepare Profit & Loss account and Balance sheet and Depreciation statement under different methods

3. The students should be able to apply the ratios and interpret the financial status of a firm(s) and prepare cash flow statement and make interpretation on the same

4. The students should be able to prepare cost sheet, process cost account and to do variance analysis

5. To be able to apply the cost volume profit analysis technique for business decisions.

UNIT I   FINANCIAL ACCOUNTING   9

Introduction to financial, cost and management accounting, generally accepted accounting principles, conventions and concepts.--   Introduction to inflation accounting introduction to human resources accounting.

UNIT II   ACCOUNTING MECHANICS   15

The profit and loss account and related concepts - The balance sheet and related concepts- Preparation of Final accounts- Depreciation accounting- Straight line method - Written down value method - Annuity method

UNIT III ANALYSIS OF FINANCIAL STATEMENTS   12

Financial Ratio Analysis - Cash flow and Funds flow statement analysis

UNIT IV COST ACCOUNTING   **12**

Cost Accounting Systems: Classification of Cost - Cost sheet - Process costing - Standard costing.

UNIT V   MANAGEMENT ACCOUNTING   **12**

Marginal Costing : Cost Volume Profit Analysis - Relevant Cost for decision making, Special order decision, Production constraint decisions, Make or buy decisions, Joint product decision.

TOTAL : 60

TEXT BOOKS:

1.   M.Y.Khan & P.K.Jain - Management Accounting, Tata McGraw Hill publishing company Ltd., 2004.

2.   M.A.Sahaf - Management Accounting (Principles & Pratice): Vikas Publishing House Pvt. Ltd., New Delhi, 2004.

REFERENCES:

1.   R.S.N.Pillai & Bagavathi - Managemnt Accounting S.Chand & Co. Ltd., New Delhi, (2002)

2.   R.Narayanaswamy - Financial Accounting - A managerial perspective Prentice Hall India Pvt., Ltd., New Delhi.

3.   Bhattacharya S.K.John Dearden Accounting for Managemnt text and cases - Vikas publishing house, New Delhi, 2000.

4.   Charles T.Hornegren - Introduction to management accounting Prentice Hall, New Delhi, 2001.

PBA107 LEGAL ASPECTS OF BUSINESS

```
                                                    L  T  P  C
                                                    3  0  0  3
```

GOAL

To introduce the incumbents to different aspects and interpretations of general business laws in India, its' emergence, enactments, preceedents and pronouncements over period of time immemorial, focussed on the applicability and reforms, read with analytical case laws in each and every legislation. To enable students to understand the legal framework of Business providing with practical legal knowledge of general business law issues to help them to become more informed, sensitive and effective business leaders.

OBJECTIVES

1.   To enable the students to understand the essentials, formations and enforceability of the Contracts in business parlance and available legislations-Indian Contracts Act, 1872.

2.   To fully apprise the students to know what are the rights, responsibilities and liabilities under transfer of rights in sale and purchase of goods transactions under price considerations-Sales of Goods Act, 1930.

3.   To educate the students to be fully aware of the entire banking transactions and responsibilities of bankers and their customers-The Negotiable Instruments Act, 1881.

4. To thoroughly update the students to understand the rights, duties and functions of agencies and principalships in dealing with goods and properties- Contracts of Agency.

5. To fully gear up the incumbents for thorough guidance in the unique system of Corporate Law Business management world- The Indian Companies Act, 1956.

OUTCOMES

1. The intending students will understand what are the basics of contracts, ingredients, applicability, performanes, punishments and remedies for non-performances.

2. The incumbents will be apprised as to entire obligations and priveleges in any purchase and sale of goods transaction, both in India and across borders.

3. The incumbents will completely understand what he can and has to do at any bank as well as at banking for transactions to carry on his activities uninterruptedly.

4. The incumbents would have clearly understood the individual as well as collective rights, privileges and functions under various acts of parliament vis-à-vis agents, agencies and principalships.

5. The student would be able to cake walk through the various enactments of company laws and its' ever changing regulations as put in vogue in the corporate world.

OBJECTIVES

The objective of the course is to enable students to understand the legal framework ofBusiness. Provides the students with practical legal knowledge of general business law issues and topics to help them to become more informed, sensitive and effective business leaders.

UNIT I   MERCANTILE AND COMMERCIAL LAW   20

The Indian Contract Act 1872:

Essential of a valid contract, Void Agreements, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts.

The Sale of Goods Act 1930:

Sales contract, transfer of title and risk of loss, warranties in sales contract, performance of sales contracts, conditional sales and rights of an unpaid seller.

Negotiable instruments Act 1881:

Nature and requisites of negotiable instruments, transfer of negotiable instruments and liability of parties, enforcement of secondary liability, holder in due course, special rules for cheques and drafts, discharge of negotiable instruments.

Agency

Nature of agency - How created, Agent's authority and liability of principal and third party: Rights and duties of principal, agents and Third party, liability of principal or agents torts, termination of agency.

UNIT II COMPANY LAW   10

Major principles - Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT III INDUSTRIAL LAW   **10**

An Overview of Factories Act, Payment of Wages Act, Payment of Bonus Act, Minimum Wages Act, Industrial Disputes Act.

UNIT IV INCOME TAX ACT AND SALES TAX ACT: **10**

Corporate Tax Planning, Overview of Sales Tax Act, including Value Added Tax.

UNIT V   CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS: **10**

                                                                 TOTAL : 60

TEXT BOOKS:

1.   N.D.Kapoor, Elements of mercantile law - Sultan chand and company, New Delhi - Latest edition.

2.   Sen & Mitra - Commercial and Industrial law - The world press, Pvt. Ltd., Calcutta - 1996.

REFERENCES:

1.   P.P.S.Gogna, Mercantile Law, S.Chand & Co. Ltd., New Delhi, 1999.

2.   Dr.Vinod K.Singhania Direct Taxes Planning and Management (Latest edition)

3.   Respective Bare Acts.

PME101 PRINCIPLES OF MANAGEMENT AND ADVERTISING

```
L  T  P  C
3  1  0  3
```

GOAL

To understand the basic managerial functions-Planning, Organizing, Staffing and Leading. To introduce advertising as an integral part of media world.

OBJECTIVES

1.   To understand management from different schools of thought.

2.   To elaborate the importance of planning as part of Decision making

3.   To elaborate the purpose of organizingand recommends methods for decision making.

4.   To illustrate on Leadership styles and direction function.

5.   To introduce advertisement concepts, formulation in India and legal control.

OUTCOMES

1.   The student acquires a clarity in identifying management as a profession.

2.   The student realizes the importance of planning and applies the same.

3.   The incumbent understands the purpose of organizing and adopts decision processes as the situation requires.

4.   The incumbent realizes different approaches of a leader and relevance of direction.

5.   The incumbent shall use the concepts learned and be well aware of legal control on advertisements.

UNIT I   **9**

Management - Functions - Henry Fayol's principles - Scientific Management - Contribution of Elton Mayo - FW.Taylor's theory - Hawthorne Experiment - Principles of Scientific Management - Is Management an art or science - Management as a profession.

UNIT II   **9**

Planning - Meaning and definition - Classifications of planning - Planning premises - Features of planning - Merits and demerits of planning

UNIT III   **9**

Definition of organization - Types of organization - Line organization and Staff organization a comparison - Matrix organization - Formal Vs Informal organization. Decision Making: Definition - Methods used for decision making - Features and scope.

UNIT IV   **9**

Leadership: Definition of Leader - Democratic leader - Autocratic leader - Laissez faire leader - Characteristics of a good leader - Direction function - Features of direction - Direction vs. Leadership

UNIT V

Advertisement - Meaning - Advertisement copy - Advertisement Media - Types of Advertisements - Advertisement agencies - Advertisement in India - Legal control on advertisements.

                                                                                    TOTAL: 45

TEXT BOOKS:

1.   Principles of Management by Prof. Dinkar Pagare

2.   Management by Koontz and O Donnell

PME201 HISTORY OF MEDIA

```
L   T   P   C
3   0   0   3
```

GOAL

To introduce the incumbents to different forms of media platforms through historical introductions on image, print, sound recording, radio, television, film and convergence technologies.

OBJECTIVES

1.   To educate on earlier forms of communication and the emergence of media revolution.

2.   To introduce the emergence of image, sound, radio and television.

3.   To elaborate on the present trend of mass media, New media, PR, Media -ethics, epics & ownership

4.   To brief on Film Media from pre-historical era till the present.

5.   To introduce the convergence technologies such as television, internet, DTH.

OUTCOMES

1.   The incumbent understands the basics behind the present communication and the pivotal revolutionary ideas that made change.

2.   The incumbent understands the factors that lead to transformation and the implications of technological advancements.

3.   The incumbent understands the scenario of overall industry and should be able to predict a workable trend.

4.   The incumbent becomes aware of different trends, techniques, inflection points and should be capable of suggesting a feasible project sufficing the film media.

5.   The incumbent apprehends the applications of convergence technologies.

UNIT I   **6**

Media History, Communication in Prehistory, Communication in the Middle ages, The Print Revolution, Electricity & Communication.

UNIT II   **12**

History of the Image, History of Sound, Radio History, Television History, Media Convergence.

UNIT III   **9**

Mass Media, Newspapers & Magazines/Books, Radio & Music, Television, Movies, New Media, Technologies & Advertising, Public Relations, Media & Society, Media Ownership, Media Epics.

UNIT IV   **9**

Film & Media History , The Pre-history of film, Silent Film, The Advent of Sound, The 1930 s and 1940

s (I): Genre, Film Noir, Neo-Realism, The New Wave, 1950 s, 1960 s, 1970 s, 1980 s, 1990 s, The Present

UNIT V 9

ICT, Internet, Mobile Internet, Convergence Technology (Television, Internet, DTH), Digital Light Projection/Digital Cinema (DI), Reverse Telecine

TOTAL: 45

TEXT BOOKS

1   British Cinema in the Fifties - Christine Geraghty

2   Movies of the Forties - Jurgen Muller

3   Movies of the Fifties -   Jurgen Muller

4   Movies of the Sixties -   Jurgen Muller

5   Movies of the Seventies -Jurgen Muller

6   Movies of the Eighties -   Jurgen Muller

7   Digital Film Making - second Edition- Thomas A. Ohanian / Micheal Phillips

PBA202 FINANCIAL MANAGEMENT

```
L  T  P  C
3  1  0  4
```

GOAL

To equip students with financial math skills and familiarize with functional areas of Financial Management.

OBJECTIVES

1.   To familiarize students with the fundamental principles of fianancial management, time value of money, risk and return, valuation of bond, equities & options

2.   To impart knowledge on calculation of cost of capital and capital budgeting techniques

3.   To impart knowledge on capital structure decisions and Dividend decisions

4.   To impart knowledge on working capital management

5.   To familiarize with long term sources of financing and about factoring, leasing, venture capital financing

OUTCOMES

1.   To be able to describe the building blocks of FM: objectives, functions, apply the discounting and compounding techniques, measure the risk and return and determine value of bond, equity and an option

2.   To be able to determine the cost of capital and apply capital budgeting techniques

3.   To be able to understand the capital structure and dividend decisions and its impact on firm's value

4.   To be able to calculate the operating cycle, working capital requirements, and understand management of cash, inventory and receivables

5.   To be able to understand the comparative advantage of long term sources of finance, and about factoring, leasing and venture capital financing.

OBJECTIVES

This course provides students with basic financial math skills and an excellent introduction to financial management concepts

UNIT I   FOUNDATIONS OF FINANCE   12

Financial management - An overview, time value of money. Introduction to the concept of risk and return of a single asset and of a portfolio. V aluation of bonds and shares option valuation.

UNIT II   INVESTMENT DECISIONS   12

Capital Budgeting: Principles and techniques, Nature of capital budgeting, Identifying relevant cash flows, Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, Comparison of DCF techniques, Project selection under capital rationing, Inflation and capital budgeting. Concept and measurement of cost of capital, Specific costs and overall cost of capital.

UNIT III FINANCING AND DIVIDEND DECISION   12

Financial and operating leverage, capital structure, Cost of capital and revaluation, designing capital structure. Dividend policy, Aspects of dividend policy, practical consideration, forms of dividend policy, practical considerations, forms of dividends, share splits.

UNIT IV WORKING CAPITAL MANAGEMENT   12

Principles of working capital: concepts ,need; Determinants, issues and estimation of working capital, Accounts Receivables Management and factoring, Inventory management, Cash management, Working capital finance, Trade credit, Bank finance and Commercial paper.

UNIT V   LONG TERM SOURCES OF FINANCE   12

Indian capital and stock market, new issues market. Long term finance: Shares debentures and term loans, lease, hire purchase, project financing, venture capital financing.

                                                                    TOTAL : 60

TEXT BOOKS:

1.   I.M.Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 8th edition, 1999

2.   M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill Publishing company Ltd., 4th edition, 2004.

REFERENCES:

1. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2000

2. Hrishikes Bhattacharya - Working capital management, strategies and techniques, Prentice - Hall of India Pvt. Ltd., New Delhi 2001.

3. James C.Vanhorne - Financial Management and policy - Pearson Education Asia (low priced edition), (latest edition)

PBA203 MARKETING MANAGEMENT

```
L   T   P   C
3   0   0   3
```

GOAL

The goal of this subject is to provide learners with an understanding of different marketing techniques adapted by organisations to sell their products and services in the domestic and international market.

OBJECTIVES

1. To understand and appreciate the concept of marketing in theory and practice, and be aware of the marketing environment

2. To understand the various product planning and development techniques, and to successfully target, position, promote, advertise, and how to do personal selling for both product and services.

3. To understand the various types of buyers and the importance of consumer behaviour in marketing

4. To understand the various marketing research techniques to capture the customer insights about the products and services

5. To appreciate and be aware of the various contemporary marketing techniques like online marketing, using web and social marketing. And also ware of the emerging trends and challenges to marketers.

OUTCOMES

The student is able to comprehend

1. The basic concepts of marketing and be able to apply the theory into practice

2. The learner is able to implement the various methods of selling the products and services successfully to the consumers

3. The learner will be in a position to read the consumer psyche and be able to persuade customers to buy the products and services

4. The student will develop and administer various marketing research tools to consumers to gauge customer satisfaction, and loyalty behaviours

5. The student will be able to implement various contemporary methods used in marketing like online marketing and be able to apply them judiciously

OBJECTIVES :

- To understand and appreciate the concept of marketing in theory and practice

- To evaluate the environment of marketing and develop a feasible marketing plan (process)

- To understand and apply the STP of marketing (segmentation, targeting, positioning)

- To have an elementary knowledge of consumer behaviour and marketing research. Planning, designing and implementing marketing strategy.

UNIT I 9

Marketing conceptual framework - marketing environment - customer oriented organization - marketing interface with other functional areas marketing in a globalized environment.

UNIT II 9

Product planning and development - product life cycle - brand management, developing new product market segmentation - targeting and positioning, developing marketing mix, pricing decisions - channel design and management - retailing and wholesaling - promotion methods. Advertisement and personal selling, public relations.

UNIT III 9

Understanding Industrial and individual buyer behavior - influencing factors - responding buyer behaviour - building customer satisfaction - marketing to organization and marketing of services.

UNIT IV 9

Types, process - tools and techniques - application of marketing research - product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects - preparation of marketing research report - sample case studies.

UNIT V 9

Online marketing - web based marketing programmes - emerging trends and challenges to marketers.

TOTAL : 45

TEXT BOOKS:

1.   Phlip Kotler: Marketing management (Millenium edition), Prentice Hall of India P (ltd), New Delhi 2001.

2.   Zikmand d'Amico, Marketing South Western, Thomson Learning, 2000.

REFERENCES:

1.   Micheal R.Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning 2000.

2.   Douglas, J.Darymple marketing management John Wiley & Sons, 2000

3.   NAG, Marketing successfully A professional Perceptive, Macmilan 2001.

4.   Boyd Walker, Marketing Management, McGraw Hill, 2002

5.   Aakar Day, Kumar, Essential of Marketing Research

6.   Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998.

7.   R.L.Varshney, S.L.Gupta, Marketing Management Indian perspective, Sultan Chand 2000.

PBA204 HUMAN RESOURCE MANAGEMENT

```
L  T  P  C
3  0  0  3
```

GOAL

To familiarize the learners with various functions of Human Resource Management and emphasize on the integration of Human Values with the Organization.

OBJECTIVES

1. To familiarize the principal & evolutionary concepts related to Human Resource, and the role played by computer application in Human Resource Management.

2. To understand the concept of best fit employee.

3. To gain an understanding of training & executive development.

4. To acquire knowledge about the sustainable employee interest.

5. To understand the nuances of performance evaluation & control precess.

OUTCOMES

1. On successful completion of this unit the learner will empathize the purposes and qualities of the Human Resource.The learner can depict the extent to which HR meets the objectives of organization & appreciate the significance of human factors in the organization.

2. On successful completion of this unit the learner will assess how HR attempt to allocate resources effectively by chalking out the HRP. The learner can discern sources of recruitment, selection procedure, and induction & socialization benefits

3. On successful completion of this unit the learner will judge how on the job & off the job training programs shape the behavior of an employee. The learner can illustrate the way training program moulds the employees for their self & professional career development by using range of examples.

4. On successful completion of this unit the learner will analyze compensation plan & negotiation process. The learner can acquaint the role of motivation in maintaining the protégé relationships.

5. On successful completion of this unit the learner will empathize performance evaluation criteria and its implications like promotions, transfers and so on. The learner can appreciate redressal system for resolving the grievances in the control process.

OBJECTIVES

To familiarize the students with various functions of Human Resources Management and emphasize on the integration Human Values with the organisation

UNIT I   PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT   5

Evolution of human resource management - the importance of the human factor - objectives of human resource management - role of human resource manager - human resource policies - computer applications in human resource management.

UNIT II   THE CONCEPT OF BEST FIT EMPLOYEE   8

Importance of human resource planning - forecasting human resource requirement - internal and external sources. Selection process screening - tests - validation - interview - medical examination - recruitment introduction - importance - practices - socialization benefits.

UNIT III   TRAINING AND EXECUTIVE DEVELOPMENT   10

Types of training methods, purpose, benefits and resistance. Executive development programmes - common practices - benefits - self development - knowledge management.

UNIT IV   SUSTAINING EMPLOYEE INTEREST   12

Compensation plan - reward - motivation - theories of motivation - career management - development mentor - protégé relationships.

UNIT V   PERFORMANCE EVALUATION AND CONTROL PROCESS   10

Method of performance evaluation - feedback - industry practices. Promotion, demotion, transfer and separation - implication of job change. The control process - importance - methods - requirement of effective control systems grievances - causes - implications - redressal methods.

TOTAL : 45

TEXT BOOKS:

1.   Decenzo and Robbins, Human Resource Management, Wilsey, 6th edition, 2001.

2.   Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India, 2001.

REFERENCES:

1.   Human Resource Management, Eugence Mckenna and Nic Beach, Pearson Education Limited, 2002.

2.   Dessler Human Resource Management, Pearson Education Limited, 2002.

3.   Mamoria C.B. and Mamoria S.Personnel Management, Himalaya Publishing Company, 1997.

4.   Wayne Cascio, Managing Human Resource, McGraw Hill, 1998.

5.   Ivancevich, Human Resource Management, McGraw Hill 2002.

PBA205 APPLIED OPERATIONS RESEARCH FOR MANAGEMENT

```
L  T  P  C
3  1  0  4
```

GOAL

To create awareness and comprehensive knowledge in optimization techniques.

OBJECTIVES

1. Learn the applications of operations research in the functional areas of the management and the formulation of linear programming problems.

2. Learn the transportation models for minimizing and maximizing the cost and the profits. Learns the assignment models with balanced, unbalanced cases and the travelling salesman problem for optimizing the cost.

3. Learn the integer programming problems and their applications to managements. Understand the game theory techniques and their applications.

4. Learn the deterministic and probabilistic inventory models and their applications. Learns the different simulation and decision theory techniques.

5. Learn the queuing theory models for single and multi channel models with finite and infinite customers. Understands individual and group replacement models.

OUTCOMES

1. Formulates and solves the linear programming problems using graphical method, simplex methods. Understands the principle of duality, solves the problems using dual simplex method. Understand the concept of penalties and applies it to solve LPP problems using Big M and Two Phase methods.

2. Applies and solves the transportation problems for optimizing the cost and the profit. Solves the application oriented problems using assignment models and the travelling salesman problems for optimization of the cost.

3. Solves the integer programming problems using branch and bound technique and cutting plane methods and understands their importance. Solves game theory problems using various techniques.

4. Solves deterministic and probabilistic inventory problems. Understands the decision tree techniques and the decision making under uncertainty. Applies simulation techniques for decision making.

5. Classifies and solves the different queuing models. Solves individual replacement models with and without time value of money. Solves group replacement problems. Compares with individual and group replacement for optimization.

OBJECTIVES

• To identify and define problems pertaining to business situations

• To quantify the problem parameters and translate them into suitable mathematical models.

- To interpret, analyze and study the implications of changes in problem parameters on the solution (What-If analysis).

UNIT I   INTRODUCTION TO LINEAR PROGRAMMING (LP)   12

Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods. Dual simplex method

UNIT II   LINEAR PROGRAMMING EXTENSIONS   12

Transportation Models (Minimising and Maximising Cases) - Balanced and unbalanced cases - Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Cases of degeneracy. Assignment Models (Minimising and Maximising Cases) - Balanced and Unbalanced Cases. Solution by Hungarian. Travelling Salesman problem.

UNIT III GAME THEORY AND REPLACEMENT MODEL   12

Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.Replacement Models-Individuals replacement Models (With and without time value of money) - Group Replacement Models.

UNIT IV INVENTORY MODELS , SIMULATION AND DECISION THEORY   12

Inventory Models - Deterministic and Probablistic Models - Decision making under risk - Decision trees - Decision making under uncertainty.

UNIT V   QUEUING THEORY AND REPLACEMENT MODELS.   12

Queuing Theory - single and Multi-channel models - infinite number of customers and infinite calling source.

                                                                TOTAL : 60

TEXT BOOKS:

1.   Paneer Selvam R., Operations Research, Prentice Hall of India, Fourth Print, August 2003.

2.   Tulsian P.C, Vishal Pandey, Quantitative Techniques (Theory and Problems), Pearson Education (Asia), First Indian Reprint, 2002.

REFERENCES:

1.   Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.

2.   Gupta P.K, Man Mohan, Problem in Operations Research (Methods and Solutions), Sultan Chand and Sons, Ninth Edition, 2003.

3.   Vohra N.D. Quantitative Techniques in Management, Tata McGraw Hill, Second Edition, 2001.

4.   Kalavathy S, Operations Research, Second Edition, third Reprint 2004, Vikas Publishing House.

PBA206 STRATEGIC MANAGEMENT

L T P C
3 0 0 3

GOAL

Understand the importance and process of Strategic Management. Be able to analyse a company's strategy in terms of its external and internal environment, offer Functional and Business level strategies, and be able to evaluate the effectiveness of strategies by doing strategy audit.

OBJECTIVES

1.   Understand the conceptual framework of Strategic Management and the process of strategy formulation.

2.   Should learn the concept of external and internal analysis and identify the company's competitive position. Must also become aware of corporate governance and CSR issues.

3.   Must get an understanding of Functional strategies and Business level strategies.

4.   Learn different organizational structures and methods to evaluate the effectiveness of strategies.

5.   Should learn the impact of Technology and innovation on strategic formulation. Be aware of issues pertaining to Non profit organization.

OUTCOMES

1.   Student should be able to define Strategic management and be able to discuss the process of strategic management in companies.

2.   Student should be able apply the Porter's five forces model and critically examine an industry and company to ascertain its competitive position vis-à-vis others in the industry.

3.   Student should be able to discuss various functional strategies and Business level strategies to make the company gain competitive advantage

4.   Student must be able to describe different organization structures. Must be able to evaluate effectiveness of strategy by using Balance score card.

5.   Student should be able discuss issues pertaining to Technology, Innovation, and Non-profit organizations.

OBJECTIVES

•   To understand the strategic management process in an organization

•   To formulate strategy for an organization

•   To be able to carry out strategy audit in an organization

UNIT I   STRATEGY AND PROCESS   8

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process - A formal Strategic Planning Process - Corporate Governance and Social responsibility.

UNIT II   COMPETITIVE ADVANTAGE   8

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during

Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage.

UNIT III STRATEGIES   8

Building competitive advantage through functional level strategies- Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances-Building and Restructuring the corporation-Choice of Strategies-Balance Score Card.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION   8

Designing organisational structure- Designing Strategic Control Systems- Matching structure and control to strategy-Implementing strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control.

UNIT V OTHER STRATEGIC ISSUES   8

Managing Technology and Innovation- Entrepreneurial Ventures and Small Business Strategic issues for non- profit organisations.

CASES IN STRATEGIC MAMAGEMENT   5

TOTAL : 45

TEXT BOOKS

1.   Charles W.L. Hill & Gareth R. Jones - 'Strategic Management Theory, An Integrated approach' -Houghton Miflin Company, Princeton New Jersey, All India Publisher and Distributors, Chennai, 1998.

2.   Thomas L. Wheelen, J. David Hunger - 'Strategic Management' Addison Wesley Longman Singapore Pvt., Ltd., 6th Edition, 2000.

REFERENCES

1.   Arnoldo C.Hax, Nicholas S. Majluf - 'The Strategy Concept and Process' - A Pragmatic Approach - Pearson Education Publishing Company, Second Edition, 2005.

2.   Azhar Kazmi - 'Business Policy & Strategic Management' Tata McGraw Hill Publishing Company Ltd., New Delhi - Second Edition, 1998.

3.   Harvard Business Review - 'Business Policy' - part I & II Harvard Business School.

4.   Saloner, Shepard, Podolny - 'Strategic Management' - John Wiley 2001.

5.   Lawerence G. Hrebiniak, 'Making strategy work', Pearson publishing company, 2005.

6.   Gupta, Gollakota & Srinivasan - 'Business Policy and Strategic Management - Concepts and Application' Prentice Hall of India, 2005.

PBA207 RESEARCH METHODS IN BUSINESS

L T P C
3 0 0 3

GOAL

The students will be able to acquire research skills and apply those scientific research techniques which will lead to a good Management decisions.

OBJECTIVES

1. To classify business research as exploratory research, descriptive research or causal research and to identify and briefly discuss the various decision alternatives available to the researcher during each stage of the research process. The objective is also to formulate a solid research hypothesis.

2. The objective is to study the internal and external validity with experimental research design and to understand the measurement scale in research studies.

3. The objective is to learn various methods of data Collection and to prepare a proper Questionnaire design. Also to understand how to choose an appropriate sample design and the nature and logic of hypothesis testing.

4. The objective is to study the various Multivariate Statistical Techniques, like Factor Analysis, Cluster Analysis, Discriminant analysis, Multiple regression and correlation, canonical correlation and application of SPSS Package.

5. The objective is to know the contents, types, lengths and technical specifications of research reports and to understand the importance of the research follow-up.

OUTCOMES

1. The students will be able to understand the importance of business research as management decision-making tool and plan a proper Research design of all the stages in the Research Process. Also will be able to understand the terms, concept, proposition, variable and Hypothesis.

2. Students will be able to discuss how to control extraneous variables in experimental research.

3. Situations and can take critical decisions involved in selecting an appropriate measurement scale by rating, ranking and sorting and other preference scales in the research.

4. Students will be able to explain the differences between Primary data and Secondary data and they will be able to plan and design a questionnaire layout.

5. Also they can analyse the factors that influence the selection of an appropriate test of statistical significance.

6. Students will be able to know how Principal component analysis extracts uncorrelated factors from an initial set of variables and how (exploratory) factor analysis reduces the number of variables to discover underlying constructs. Also they will be able to interpret the statistical results of multiple regression and Cluster Analysis.

7. Students will be able to understand and explain how the research report is the crucial means for communicating the whole research project and how it is useful to study further research with recommendations/suggestions.

OBJECTIVES

To impart the students with necessary quantitative skills to conduct high quality independent research related to business administration

UNIT I INTRODUCTION TO RESEARCH 8

The hallmarks of scientific research - the building blocks of science in research - the research process for applied and basic research - the need for theoretical framework - hypothesis development - hypothesis testing with quantitative data. The research design. The purpose of the study: Exploratory, Descriptive, Hypothesis testing (Analytical and Predictive) - cross sectional and longitudinal studies.

UNIT II EXPERIMENTAL DESIGN 7

The laboratory and the field experiment - internal and external validity - factors affecting internal validity. Measurement of variables - scales and measurement of variables - development scales - rating scale and concept in scales being developed. Stability measures.

UNIT III DATA COLLECTION METHOD 10

Interviewing, questionnaires etc. Secondary sources of data collection. Guidelines for questionnaire design - electronic questionnaire design and surveys. Special data source: Focus groups, Static and dynamic data-collection methods and when to use each. Sampling techniques and confidence in determining sample size. Hypothesis testing determination of optimal sample size.

UNIT IV A REFRESHER ON SOME MULTIVARIATE STATISTICAL TECHNIQUES 15

Factor analysis - cluster analysis - discriminant analysis -multiple regression & Correlation - canonical correlation - application of SPSS package.

UNIT V THE RESEARCH REPORT 5

The purpose of the written report - concept of audience - Basics of written reports. The integral parts of a report - the title of a report. The table of content, the synopsis, the introductory section, method of sections of a report, result section - discussion section - recommendation and implementation section.

TOTAL : 45

TEXT BOOKS:

1. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.

2. C.R.Kothari Research Methodology, Wishva Prakashan, New Delhi, 2001.

REFERENCES:

1. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.

2. Donald H.Mc.Burney, Research Methods, Thomson Asia Pvt. ltd. Singapore 2002.

3. G.W.Ticehurst and A.J.Veal, Business Research Methods, Longman, 1999.

4. Ranjit Kumar, Research Methodology, Sage Publication, London, New Delhi, 1999.

5. Raymond-Alain Thie'tart, ET, al., doing management research, sage publication, London, 1999.

PBA208 BUSINESS APPLICATION SOFTWARE

```
L  T  P  C
0  0  3  1
```

GOAL

Goals should provide a framework for determining the more specific educational objectives of a program, and should be consistent with the mission of the program and the institution.

OBJECTIVES

1. To learn MS office, Database programming techniques.

2. To learn and develop objectives are concerned with more complex learning outcomes.

3. To learn and be able to perform at the conclusion of a unit of instruction such as a word, excel, powepoint, access and database.

4. To learn and design of concrete components of structure and foundation and the integration of them into overall design structures.

5. To determine the acceptable level of performance.

6. The student is able to function in teams.

OUTCOMES

The student should be able to:

1. Work profeciently in word, excel, power point using various tools.

2. The use emerging technology and research when necessary.

3. Design and present a concrete structure for the database.

OBJECTIVES

Familiarizing the students with basic computer concepts and emerging computer technology, so as to enable them to use computer resources efficiently for making effective decision.

UNIT I   BUSINESS APPLICATION SOFTWARE   20

MS office - MS Excel, MS Power Point, MS Word, MS Access, MS Front Page, MS Project, Accounting packages, Statistical Packages, Operations Research Package, Packages in functional areas of management.

UNIT II   DATABASE MANAGEMENT PACKAGES   20

Sql server or oracle or ingress; front-end tool - Visual basic or Developer 2000.

UNIT-III INHOUSE DEVELOPMENT OF A PACKAGE.   **20**

TOTAL : 60

PBA209 SEMINAR - I
(Emerging Trends in Management - Case study Analysis and Seminar)

Topics for the Seminar will be provided by the concerned Faculty member

SUMMER SEMESTER   (6 WEEKS)

PME307 MEDIA PROJECT - SUMMER INTERNSHIP

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd semester.

PME301 MANAGING MEDIA

```
L  T  P  C
3  0  2  4
```

GOAL

To enable the learner to understand the relationship of communication technology with media industry and also to expose the learner to handle all the media related affairs from finance to budgets apart from managing events.

OBJECTIVES

1. To understand the various types of media arts like oral, print, performance, photographic, broadcast, cinematic and digital cultural forms

2. To understand the strategic role of financial management in entertainment business

3. To understand the consumer patterns and industry trends in various types of media

4. To understand the nuances of planning and organizing various events and successfully managing the events

5. To understand the current events and project future trends in media industry through casestudies.

OUTCOMES

1. The learner will be in a position to differentiate between the various types of media and gain insights about the convergence of various media in reporting the events

2. Be able to demonstrate how to prepare a media budget and be able to analyze the financial statements related to media industries

3. Learns the various types of media existing in market and be able to trace and track the consumer utilization patterns with regard to types of media

4. Be able confident to plan and execute events related to media

5. Be able to analyze current events and future trends of various media related practices through case studies.

OBJECTIVE

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

UNIT I   MEDIA ARTS   **10**

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

UNIT II ENTERTAINMENT BUSINESS FINANCE AND BUDGETING   11

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

UNIT III CONSUMER PATTERNS AND INDUSTRY TRENDS   12

Print media, film, sound and social websites, advertising in different media fields and revenue patterns as in sound, film, animation, games, LIVE events and internet , Integrating mobile technology as part of marketing strategy, incorporating new technology as part of business plan and distribution

UNIT IV EVENTS AND LIVE MEDIA MANAGEMENT   12

Researching of Product and Company brand, Identifying target audience, Developing Management plan and hiring people, procuring venues and entertainment licenses to stage events, getting sponsorships.

UNIT V ENTERTAINMENT BUSINESS CASE STUDIES   15

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

TOTAL: 60

PME302 MEDIA BUSINESS PRACTICES

```
L  T  P  C
3  0  2  4
```

GOAL

To provide knowledge on entertainment media publishing and distribution laws and copyrights in film production, broadcasting, animation and gaming, music and radio and cyberspace.

OBJECTIVES

1. To enable the learner to understand the basics of various entertainment laws in India in relation with contracts, copyrights and IP rights in India

2. To enable the learner to have an in depth understanding of the copyrights related to music and concerts, and music royalty

3. To enable the learner to be aware of the laws and copyrights related to film, and Television, and also on laws pertaining to distribution of content for film and TV.

4. To enable the student to appreciate and understand the laws pertaining to animation and video and gaming business

5. To enable the learner to understand the finer aspects of laws related to cyberspace and on how to abide these laws without sacrificing freedom of expression

6. To enable the learner to understand the finer aspects of publishing rights of media companies and the role of various publishing companies in distributing the media content.

OUTCOMES

1. Appreciates the various laws related to entertainment and media industry and will have a strong grounding in application of these laws

2. Learns the finer aspects of copyrights and royalty issues existing in India, in relation to music and radio business

3. Learns the laws surrounding the Film and TV business and on the importance of abiding these laws

4. Able to discuss and appreciate the laws related to animation and gaming business

5. Appreciates the laws pertaining to cyberspace and be able to discuss the pros and cons of these laws on right to freedom of expression

6. Able to discuss the rights of the media publishing companies and how they distribute the contents to public.

OBJECTIVE

This intends to provide knowledge on Entertainment media publishing & distribution laws and copyrights in film production, broadcasting, animation and gaming, music and radio and cyberspace.

UNIT I   ADVANCED ENTERTAINMENT LAW IN INDIA   12

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

UNIT II   MUSIC AND RADIO BUSINESS   8

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

UNIT III FILM AND TV BUSINESS   12

Laws and Copyrights involves with the Film and TV Business in India, Distribution of Content for Film and TV Business Theatres and Distributors, and Legal Aspects surrounding Film and TV Business

UNIT IV ANIMATION AND VIDEO GAMES BUSINESS   12

Laws and Copyrights involves with the Animation and gaming business in India, Growth of the Animation and Gaming Industry, Distribution Rights of video games and content

UNIT V   CYBERSPACE AND INTERNET BUSINESS   8

Law in Cyberspace, Internet related legal issues, internet publishing and distribution

UNIT VI ENTERTAINMENT MEDIA PUBLISHING AND DISTRIBUTION   8

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

TOTAL: 60

PME303 SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT

L T P C
3 0 2 5

GOAL

To provide knowledge and skills to set up an audio studio, and to enable the learner the necessary confidence to independently handle an audio production for different media. Also, to handle live sound for shows and for events.

OBJECTIVES

1. To enable the learner a basic understanding of music history, musical notes and scales, chords and triads, recording, mixing and other details relevant to music

2. To enable the student to understand how a recording studio operates and the various types of studios and setting up of the same

3. To enable the student to understand the audio pre and post production, and recording the different forms of music

4. To enable the student to understand the theoretical and practical aspects regarding radio broadcasting

5. To introduce the learner to the live sound theory

6. To introduce the learner to the world of music industry management and enable them to learn the coping strategies to succeed in the present competitive, dynamic music entertainment business environment.

OUTCOMES

1. Be able to discuss the rich music history of the past, and also be able to differentiate between the different musical notes

2. Demostrates an in depth knowledge about a recording studio, its types and be able to do a costing for setting up of an studio

3. Be able to learn how the songs, jingles, and background music are recorded, and be able to plan and prepare a recording schedule as well as to prepare a budget proposal

4. Be able to appreciate and discuss aspects regarding radio broadcast technology and understand the studio and infrastructure designing in a radio station

5. Be able to plan, schedule, budget and undertake logistical set ups for recording live sound

6. Be able to evolve strategies to survive and cope with the expectations of the music industry which competitive and dynamic.

OBJECTIVE

It provides a broad base of audio industry skills providing business and commercial knowledge of audio theory and studio studies, Setting up of an audio studio, Audio production the radio broadcasting business, Live sound for shows and events and music industry management

UNIT I   MUSIC THEORY AND STUDIO STUDIES   **8**

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

UNIT II   SETTING UP AN AUDIO STUDIO   **10**

What is a recording Studio, Multitrack And Stereo Recording, Studio Types, Home studio, Professional Studios, Commercial Considerations, Costings, Recording Formats

UNIT III AUDIO RECORDING PRODUCTION   **12**

Audio Pre and Post production Concepts and methods, Recording songs, jingles and background music, Recording Session Planning, Scheduling and Budgeting

UNIT IV RADIO BROADCASTING   **12**

Audio Content for Radio (Spots and Jingles), Radio Broadcast technology (AM and FM), Understanding technicalities in layman terms, Human resource aspects of a radio station, Understanding Basic Financial aspects, Basics of Studio & Infrastructure designing One-time set up cost of a radio station, Recurring costs of running a radio station

UNIT V   INTRODUCTION TO LIVE SOUND THEORY   **8**

Logistics, set up tear down, reccee, gear listing Planning, Scheduling and Budgeting

UNIT VI MUSIC INDUSTRY MANAGEMENT: **10**

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

TOTAL: 60

PME304 FILM AND TV PRODUCTION PROGRAMMING MANAGEMENT

	L	T	P	C
	3	0	2	5

GOAL

To enable the learner to understand the wide range of professional skills from pre to post production, including brief history of media, communication and film, familiarization of film and video classification, formats, process of feature, advertising, corporate and documentary film and television production.

OBJECTIVES

1.   To enable the learner to understand the basics of video technology and terminologies, film genres, television genres, and film aesthetics

2.   To enable the learner to understand the various types of film and video classification, its formats, and the type of equipment's used in production and thejob profiles of persons engaged in production

3.   To engage the learner to actively take part in various activities like screen writing , scripting, storyboarding, scheduling, and post production studio management

4.   To expose the learner to the method of creating advertising films documentary films for corporates

5.   To enable the learner to appreciate the television production process, and introduce them to the basics of TV systems and video recording formats.

6.   To expose the learner to the basics of managing artists and the products that make up the artiste identity as a commercial proposition.

OUTCOMES

1.   Appreciates the importance and gain insights about the video technology and terminologies, film genres, television genres, and film aesthetics

2.   Able to differentiate between the types of genres and the role of different persons engaged in production of films

3.   Learns the nuances of screen and script writing, hiring equipment and preparing daily call sheets, casting and the importance of production safety, and can effectively manage post production studio

4.   Analyses the techniques involved making of advertising films and documentary film its funding, preproduction, production and post-production work

5.   Appreciates the methods involved in basics of TV programming types and new production and broadcast, and also be able to understand the single and multi-camera setups.

6.   Learns how to manage artists of film and television and also comprehend the products that make up the artiste identity as a commercial proposition.

OBJECTIVE

The course provides with a wide range of professional skills from pre to post production, including brief history of media, communication and film, familiarization of film and video classification, formats, process of Feature, Advertising, corporate and documentary films and Television production.

UNIT I   VARIOUS GENRES OF FILM AND TELEVISION PROGRAMMES, PREPRODUCTION TECHNOLOGY   4

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

UNIT II   FILM AND VIDEO CLASSIFICATION, FORMATS, EQUIPMENT AND JOB PROFILES   4

Narrative and Non-narrative Films, Feature Films, Ad Films, Documentaries and Television, Genres under each type, Medium & Film Formats, Aspect Ratios, Film Syntax: Shot, Scene & Sequence, Mis-en-scene, Continuity Editing, Cameras (For films & videography), Grips, Lights & package, Sound (On Location & Studio), Post Processing, Hierarchy & Roles across departments in Production & Post, Role of Producer & Production Executives in different stages of production

UNIT III   BUSINESS OF FEATURE FILMS   30

Screen Writing for, scripting, Preparation of Shooting Script, Script breakdown, Visualizing the Content and Craft, Treatment Notes, Character Sketches, Storyboarding, Animatics, Pre-viz, Scheduling, Crewing, Casting, Auditions and Agreements, Location Scouting, Recce and Permissions & Approvals,

Hiring Equipment & Rentals, Daily Call Sheets, Assembling & Accommodating the Cast & Crew, Production Safety, Handling Stocks / HDD / Tapes, Obtaining Licenses and Royalties, Post Production Studio Management

UNIT IV BUSINESS OF ADVERTISING CORPORATE AND DOCUMENTARY FILMS   10

Concepts & Structure, advertising films as a Communication & Marketing tool, Mediums, Approaches & Types, role of Ad Agencies & Production Houses, Stages of Ad filmmaking, Global Advertising Scenario, Indian ad film industry, documentary film types, funding, preproduction, production and post production.

UNIT V   BUSINESS OF TELEVISION PRODUCTION AND BROADCASTING   10

Television Production Process, Phases and Hierarchy, Basics of TV Systems and Video recording formats, Programming Types and Treatment, News Production and Broadcast, Studio Production: Single and Multi Camera setups, Post Production, Broadcast Slots and TRPS

UNIT VI ARTISTE AND ACTING TALENT MANAGEMENT   2

Managing Artistes and the products that make up the artiste identity as a commercial proposition.

TOTAL: 60

PME305 FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT

```
L   T   P   C
3   0   2   5
```

GOAL

To enable the students to understand the global production processes in animation nd gaming industry.

OBJECTIVES

1.   To enable the learner to understand the process of animation with respect to 2D, 2D flash and the preproduction and post production work.

2.   To enable the learner the use of special EFX in production, as well as the softwares used and other practices related to production

3.   To enable the learner to understand the how to scripts for a developing a game and other production practices related to gaming.

OUTCOMES

1.   Learns the preproduction and postproduction work related to animation with 2D and 3D.

2.   Able to analyse the importance of using special EFX in production and gain insights into the use of softwares in production

3.   Learns the basics of scripting for developing a game, pre and post production work, and will have an in depth understanding of the game engines and application of access devices.

OBJECTIVE

This program offers students an understanding of global production processes in animation and gaming industry. Various genre's as in T V to large screen applications are dealt with from a production technology point of view and in managing creative content making process for animation and gaming vertical.

UNIT I   ANIMATION PRODUCTION PIPELINE & PRACTICES   20

2D traditional pipeline - pre production & post production , 2D flash - pre production & post production ,3D high end - pre production , post production , various processes in 2D & 3D , best practices in production work globally , Q C practices.

UNIT II   SPECIAL EFX PRODUCTION PIPELINE & PRACTICES: 20

Special EFX production pipeline & practices . Softwares used in different stages , pre production management , working with artists , role of modellers , HR allocation for pre production , production , texturing department , exposure to gnonom library , data centre for rendering and post production , Q C practices.

UNIT III GAMING PRODUCTION PIPELINE , PRODUCTION PRACTICES & GENERATION OF GAMES   20

Ideating for a game , scripting for a game , consumer psychology an age group target, level of game & genre , pre production , H R allocation , production , programming supervision , interaction between game animators and programmers , best practices for interfacing program (v/s) animation , Q C practices , in depth overview of game engines and application access devices.

TOTAL: 60

PME306 SOCIAL AND RICH MEDIA

	L	T	P	C
	3	0	2	4

GOAL

To expose the learner to theoretical as well as on the practical side of working with social media application on the internet and making use of such tools for marketing, branding and distribution of content for creating a wholesome customer experience.

OBJECTIVES

1.   To introduce the learner to various social media like wikis, PBwiki and MediaWiki

2.   To introduce students to the blogging concepts, ethics, terms, tools and techniques involved in blogging

3.   To enable the students to understand the RSS feeds and feedreaders, their distribution, productivity and effective ways to monitor them

4.   To expose the learner to video and audio distribution

5.   To expose the students to case study on success and failure model analysis, and also on projects which deals in conceptualizing a website design.

OUTCOMES

1.   Be able to demonstrate how a wiki works and how to edit wiki.

2.   Be able to appreciate the importance writing for the web, and understand the netizens' dynamics in accessing the contents posted online.

3. Learns the ways to monitor and manage online information posted. Be able to publish and distribute media online through syndicated media and delivering contents online through RSS feeds.

4. Be able to distribute video and audio content, and understand the finer aspects like citizen journalism and dealing with virtual worlds.

5. Be able to analyze business case studies dealing with various socialmedia applications models for marketing, and be able to analyze success and failure models.

OBJECTIVE

The program offers students theoretical and practical knowledge of working with social media applications on the internet and making use of such tools for marketing , branding , distribution of content and integration of tools for a wholesome customer experience.

UNIT I   SOCIAL MEDIA , ONLINE & 2.0   **9**

Course introduction: what has changed online, how and why we got here: Overview of social media and Web 2.0 , Differences between traditional media and social media , Introduction to wikis, including PBwiki and MediaWiki . Students discuss in groups and report back to instructor who will illustrate how to edit a wiki and take notes. In future classes, assigned students will take notes on the wiki.

UNIT II   BLOGGING CONCEPTS, ETHICS, TERMS, TOOLS AND TECHNIQUES   **9**

Blogging culture: authenticity, transparency, authority, influence, ethics, and credibility ,Writing for the web: how do people read and browse online, Newspapers text vs. online text: similarities and contrasts , Corporate blogging , Hosting your own blog vs. using hosted blog platforms , Creation of a web site using Wordpress content management system , Basics of HTML and CSS to get you out of a jam , Trackbacks, links, tags, sidebars, blogrolls, widgets, and feeds , Principal search engines for blogs.

UNIT III RSS FEEDS AND FEEDREADERS:DISTRIBUTION,PRODUCTIVITY AND
MONITORING   **9**

Managing online information, publishing and distributing media online, syndicating media and content through RSS, monitoring reputation, brands and keywords. Setting up feeds and alerts for information. Blog and social network widgets .

UNIT IV VIDEO & AUDIO DISTRIBUTION, PRODUCTIVITY & MONITORING, SOCIAL MEDIA
FRAMEWORKS, SHARING ECONOMICS   **9**

Video and audio distribution and sharing, Your identity online and offline, Virtual worlds,Getting things done online, collective action, and sharing. Citizen journalism, Social media and real life.

UNIT V   BUSINESS CASE STUDY OF RETAIL AND CORPORATE MODELS   **9**

A practical cum data backed project which includes conceptualizing a website design , product on social media and various applications / models for marketing using the tools - success & failure model analysis.

TOTAL : 45