

**SEMESTER ONE**

## **1.MANAGEMENT FUNCTIONS & BEHAVIOUR**

### **Course Objectives :**

- The objective of the course is to teach managerial skills to aspiring manager or the trained managers.
- The emphasis will be on conceptual development of managerial functions & behavior.
- Managers face difficult and exciting challenges today, solid grounding in management and behavior are, therefore, essential to guide large and small, profit and non-profit organizations successfully through these turbulent times.

### **Learning Outcomes :**

- Understand what is meant by management and managerial effectiveness
- Identify the roles which are fulfilled while working as a manager
- Identify managerial activities that contribute to managerial effectiveness
- Identify a cause of stress in managerial life from a range covering mismatches between capabilities and role, player-manager tension and everyday stressors understand time pressures and the need for time management.

### **Syllabus**

#### **BLOCK I: Nature of Management, Evolution of Management Thought**

Concept, Nature Scope and Functions of Management, Levels of Management, Evolution and Foundations of Management Theories – Classical and Neo-Classical Theories, Systems Approach to organization, Modern Organization Theory.

#### **BLOCK II: Management Functions**

Planning: concepts, objectives, techniques; Organizing – Concepts, delegation, centralization & decentralization; Staffing- concepts & Characteristics; Directing – Concepts & Characteristics; Management by objective; Control & Co-ordination

#### **BLOCK III: Individual**

Learning, Perception, Personality, Conflict Management, Motivation and Job Performance, Co-ordination, Communication, Directing and Management Control, Decision Making.

#### **BLOCK IV: Individual in the Group**

Group Processes, Introduction to team, Leadership, Power and Politics,

#### **BLOCK V: Individual in the Organization**

Organizational Structure, Organizational Design, Organizational Culture, Delegation of Authority, Centralization and Decentralization.

### **Text & References:**

- Human Relations and Organisational Behaviour, Mr. R.S. Dwivedi
- Organisational Behaviour, Mr. Sanjay Srivastav

- Essentials of Management, H. Koontz
- Principles and Practices of Management : Bakshi
- Student Study Material (SSM)
- Barat, N. 1998, Emerging issues in Management, Excel Books, India.
- Greenberg, J. & Baron, R.A. 1993, Behaviors in Organizations, Allyn and Bacon, Boston.

## **2.INTRODUCTION OF MASS COMMUNICATION**

### **Course Objectives:**

This course intends to familiarize you with:

- Learners will be introduced to the basic aspects of human communication and especially mass communication.
- Mass Media industries have developed in unprecedented ways and they have been discussed systematically by thinkers so that we can make sense of how they influence the society and vice versa.
- Contemporary forms, in this course they will be also be introduced to the traditional modes of communication in India. With this basic grounding in place.
- Learners will be able to evaluate mass media within a wider context.

### **Learning Outcome:**

This course helps:

- Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
- Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
- Evaluate mass media within a wider context

## **Syllabus**

### **BLOCK I: Introduction to Communication**

Process and elements of communications, Levels of communication, Barriers to effective communication, Future of communication studies, Forms and Functions of communication

### **BLOCK II: Traditional Media**

Introduction to traditional media, Oral Tradition of story-telling since early civilization

Influence on contemporary forms of mass communication, Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs; Strengths and limitations, Relationship with the society: tool for political, social, economic, and health awareness, Present Scenario

### **BLOCK III: Mass Communication Theories**

Definition and forms of mass communication

Growth of mass media, History of Western mass media, Four eras in mass communication theories, Era of mass society theory, Era of scientific perspective on mass media (1940-1950), Era of limited effects (1950-60s), Era of cultural criticism (1960s-19980s); Ongoing Debates about mass media

### **BLOCK IV: Journalism as a Profession**

Concept of Journalism, Journalism and societal context, Press theories, Cannons of Journalism, Journalists: their role and responsibilities, Ethics in Journalism, Careers in Journalism and mass media

### **BLOCK V: Introduction to New Media**

Impact of new media on journalism and mass communication, Difference of elements between web journalism, traditional journalism and other media (Digital), Characteristics of the online writer/journalist, New roles of journalists in the Internet age, Blogging, Trends in web/online journalism, digital media and mass communication; Mass Communication and Society, Mass Media effects, Theories of Media effects and uses, Effects of media on society and education, Children and media, Representation of women in Media, Violence in Media

### **Text and References:**

- Durga Das Basu, Law of the press, Printing hall of India
- E. S. Venkatramaya, Freedom of press, B. R. Publication Pvt. Ltd.
- Keval J kumar, Mass Communication in India.
- Arvind Singhal and Everett M. Rogers, India's Communication Revolution: From Bullock carts to Cyber marts, Sage, 2001.
- Communication Theories and Models, Dr. Andal N.

## **3.REPORTING, MEDIA WRITING & EDITING**

### **Course Objectives:**

This course intends to familiarize you with:

- The course will introduce learners to the organization of the newsroom and news flow.
- During the course, they will learn the basics of news reporting, writing and editing.
- They will also learn the process of News gathering and Sources. Besides this, they will be introduced to web journalism.

### **Learning Outcome:**

This course helps:

- Learners will be able to understand and apply the historical, theoretical, legal and societal contexts for producing and consuming news media for consumers, and for local to global publics
- Learners will apply tools and technologies appropriate for the news media professions in which they work to communicate for with diverse audiences.
- Learners will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.

### **Syllabus**

#### **BLOCK I: Introduction to News**

Introduction to News, General Rules for News Writing, Press Freedom and Press Laws, Ethics in Reporting, Case study

#### **BLOCK II: News Gathering and Sources**

News Gathering and Sources, Elements of Good News Writing, Conducting Interviews, News Room Terminologies, Case Studies

#### **BLOCK III: News Stories**

The Lead, The Story Structure, Types of News Stories, The Qualities of Good News Story, Case Study

#### **BLOCK IV: Broadcasting**

Criteria for Selecting Broadcast Stories, Broadcast Style, Features of a Broadcast News Story, Writing a Broadcast Copy, Case Studies

#### **BLOCK V: Specialized Reporting**

Introduction to Specialized Reporting, Reporting from the Beats, Online and Live Reporting, Follow-up Stories, Case Study

### **Text and References:**

- Virbala Aggarwal, A Handbook of Mass Communication
- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M. V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd.
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973
- N. N. Sarkar, Art and production, Sagar Publication, New Delhi
- Gulab Kothari, Media management in India, Rawat Publication
- Charles J. Felton, Layout, printing, design and typography, St. Paul West Publishing Company 1990
- Melvin Menchor, Basic news variety, universal book
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973

## **4.PUBLIC RELATIONS & CORPORATE COMMUNICATION**

### **Course Objectives:**

This course intends to familiarize you with:

- Explain the history, theory, and models of corporate public relations
- Explain the role of the public relations professional in the corporate environment
- Describe the strategies, tactics, and techniques of public relations programs
- Develop an understanding of the various writing tasks for specific audiences and purposes
- Develop a basic communications plan

### **Learning Outcome:**

This course helps:

- Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organizational objectives.
- Coordinate, contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements.
- Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline.

- Produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives.

## **Syllabus**

### **BLOCK I: Introduction to Public Relations**

Introduction, Understanding Public Relations, History and Origins of Public Relations, Basic Concepts in PR, Internal and External PR, Public Relations in India; Utilizing Public Relations Tactics, Introduction, PR Tools and Techniques, Changing Trends in PR, Role of Advertising and PR

### **BLOCK II: Public Relations and Media Affairs**

Introduction, Planning PR Campaign, Media Relations and Media Planning, Lobbying Organizing Press Conference, Measurement of PR (Pre, During and Post), Crisis Management; PR Writing, Introduction, Press Release, Press Kit, Company Profile

### **BLOCK III: PR Writing –II**

Introduction, Newsletters and E-newsletters, House Journal, Leaflets and Pamphlets Annual Report; Introduction to Corporate Communication, Concept of Corporate Communication, Corporate Communication – Emergence and Growth, Difference between Public Relations and Corporate Communication, Importance of Corporate Communication, Functions of Corporate Communication

### **BLOCK IV: Elements of Corporate Communication**

Introduction, Elements of Corporate Communication, Corporate Philosophy, Corporate Culture, Corporate Identity, Citizenship and Philanthropy, Corporate Planning and Strategy, Direct Marketing, Network Marketing, Image Management

### **BLOCK V: Corporate Communication and Media**

Introduction, Seven C's of Corporate Communication, Role of Media in Corporate Communication, Communication for Social Development, Introduction, NGOs and Socio-Economic Development, Role of PRSI

## **Text and References:**

- Anne Gregory, Planning and Managing a Public Relations campaign: A Step by Step guide, The Institute of Public Relations, London, Kogan Page, 1999
- Corporate communication: Principle, Techniques and strategies, Kogan Page, 1997
- Baldev Sahai, Public Relations a Scientific approach, Scope Publication, New Delhi
- D. S. Mehta, Handbook of Public Relation in India, Allied publishers, New Delhi

- Frank Jefkins, Public Relation, Pitman Publishing, London
- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
- David Ogilvy, Ogilvy on Advertising, Vintage Books
- Dr. Jaishri N. Jethwaney, Advertising, Phoenix Publishing House
- Managing Presentations ; Wakhlu, Savita Bhan
- Stage Management, Lighting And Sound; Palmer's
- Stage Lighting Step-By-Step; Walters, Graham
- Scene Design And Stage Lighting; Parker, W.Oren And Wolf, R. Craig
- Event Marketing And Management; Gaur, Sanjaya S. & Saggere, S.V.
- Event Marketing; Hoyle Jr. Leonaed H.

## **5.QUANTITATIVE TECHNIQUES IN MANAGEMENT**

### **Course Objectives:**

This course aims to:

- Building a better understanding of the statistical tools for displaying and analyzing business data.
- Develop understanding of various mathematical and statistical models and optimization techniques used for decisions making in management.
- Let the learners be able to use MS Excel to solve mathematical problems

### **Learning Outcomes:**

On completion of the course, learners are expected to:

- Understand the elementary concepts and techniques of how Statistical and Mathematical analysis can materially help in business decision-making.
- Get along with the concept of models of business processes, and the scope and limitations of commonly-adopted models;
- Understand the concepts of populations and samples and the use of descriptive statistical tools for population and sample description.
- To use descriptive statistics to categorize and describe the shapes of data distributions; [measures of Centrality and Variation in Data]
- Understand and be able to communicate best-practice in objective Data Visualization and Presentation

## **Syllabus**

### **BLOCK I: Introduction**

Introduction to descriptive statistics, Diagrammatical and Graphical representation of data, Bar diagram, Frequency Polygons, Ogives

## **BLOCK II: Summary Statistics**

Measures of Central Tendency - Arithmetic Mean, Weighed Mean, Median and Mode.  
Measures of Dispersion – Range, Average Deviation, Standard Deviation, Variance and Coefficient of Variation

## **BLOCK III: Forecasting Techniques**

Sample Correlation and Regression Analysis, Time Series Analysis – Trend Analysis, Cyclical Analysis, Seasonal Analysis, Irregular Variation

## **BLOCK IV: Probability and Testing of Hypothesis**

Introduction of Probability Theories, Concepts, Addition and Multiplication Theorems, Probability Distributions, Sampling and Sampling Distribution, Null Hypothesis and Alternative Hypothesis, t – test, F – test, Non – Parametric Tests (chi – square test)

**BLOCK V : Decision Theory:** Decision under Certainty, Risk and Uncertainty), Marginal Analysis, Decision Tree Analysis

**Linear Programming:** Introduction to Linear Programming, Formulation of LPP, Solution of LPP – graphical and Simplex method, Transportation Problems – Initial Basic Feasible solution, Test for Optimality and Transshipment, Assignment Problem and its solution

### **Text and References:**

- Levin R.I. & Rubin S.R. 2005, Statistics for Management, 7th Ed. Prentice Hall Of India
- Taha H. A. 2007, Operations Research: An Introduction, 8th Ed. Prentice Hall of India
- Quantitative Techniques in Business by Dr. Aditham B. Rao

**SEMESTER TWO**

## **1.ELECTRONIC MEDIA**

### **Course Objectives:**

This course intends to familiarize you with:

- The real functions of the industry and the current status of it as a whole.
- The historical background of radio and TV industry.
- How radio and TV functions as a medium of mass communication

### **Learning Outcome:**

This course helps:

- Discuss the role of Radio and T.V and Broadcasting.
- Understand the socio-economic environments of broadcast journalism and the principles underlying practical work in broadcasting.
- Explain media issues including values engaged in broadcast journalism (editorial values, production values, technical factors); skills engaged in broadcast reporting, production and presentation.

## **Syllabus**

### **BLOCK I: History of Radio**

Background of Radio, Growth and reach in India, A medium of mass communication, All India Radio, Private players in India, Prasar Bharti Corporation

### **BLOCK II: History of TV**

Background, Growth and Reach of TV India, Changes in TV Broadcast trends (black and white, color, DD, Cable), Current scenario of TV Industry, Functions of TV (Infotainment, social impact, glamour etc)

### **BLOCK III: Functioning of Radio Organization**

Characteristics of radio, Terminology of Radio Organization, Hierarchy and role of each personnel, Departments of a Radio Organization, Process of Broadcast, Types of Broadcast

#### **BLOCK IV: Functioning of TV Organization**

Terminology of a TV Organization, Hierarchy and role of each personnel, Departments, Process of broadcast

#### **BLOCK V: Radio and TV Industry**

All India Radio: An Introduction, AIR Channels, External Services of radio, Expansion Measures in radio industry, Radio as a career, Eminent newsreaders and broadcasters, Talking about Various channels; Introduction to Broadcasting Television, Influence of TV and Radio, Television Industry: Overview, Direct-to-Home Services, Entertainment Industry in India, Difference between radio and TV, Discuss major TV Professionals (news and programming), Talking about various channels (news and programming)

#### **Text and References:**

- Basic Radio Journalism by Paul Chantler
- Electronic Communications System : Fundamentals Through Advanced 5th Edition
- Medium By Philip W. Sewell
- The Television Will Be Revolutionized By Amanda D. Lotz
- Beyond Powerful Radio: A Communicator's Guide to the Internet Age by Valerie Geller
- A Study of Modern Television: Thinking inside the Box.

## **2.PRESS ETHICS & LAWS**

#### **Course Objectives:**

This course intends to familiarize you with:

- This course will introduce learners to the study of legal and ethical issues in the media.
- Learners will develop an understanding and appreciation of these issues and the ability to analyze the important legal and ethical issues involved with the mass media industry.
- Ability to explain the relationship between journalism law and ethics.

#### **Learning Outcome:**

This course helps:

- Ability to state basic rules and principles of journalism law .

- Ability to state basic rules and principles of journalism ethics, as articulated by professional associations within journalism.
- Ability to explain the relationship between journalism law and ethics.
- Ability to discuss relevant history of censorship and repression; and to relate that history to current controversies related to press freedoms and other freedoms and rights.

## **Syllabus**

### **BLOCK I: Introduction**

Concept of Ethics, Types of ethics, Morality and Etiquette, Ethical Issues in Media, Truth, Fairness & Objectivity, Sources of Information

### **BLOCK II: Legal Considerations**

Legal Considerations for Writers, Ethical Concerns, Truth and Accuracy, Confidential Sources, Freedom of Press, Press Laws, Contempt of court

### **BLOCK III: Laws**

Concept of Press freedom, Press laws, Law of Obscenity, Law of Morality, Censorship

### **BLOCK IV: Media Ethics**

Presentation of Content, Editorial content & integrity, Press Council Guidelines, Media Content Analysis, Social Media Content Analysis

### **BLOCK V: Media Ethics (Advertising)**

Editorial & advertorial, Advertising Code of Ethics, Consumer Redressal Forums, Effective Public Relations, Advertising and Publicity, ASCI - Meeting Advertisers' Needs- ASCI

### **Text and References:**

- Vir Bala Aggarwal, V.S. Gupta. *Handbook of Journalism & Mass Communication*
- Kumar Keval J, *Mass Communication in India*, Jaico Publications: Delhi
- Divan, Madhavi Goradia.2006.*Facets of media Law*.Eastern Book Company
- Cristians, G. Clifford.2008.*Media Ethics*. USA.Pearson Education
- Shrivastava K.M.2005.*Media ethics Veda to Gandhi and Beyond*. Delhi. Ministry of Information and Broadcasting
- Hakemulder, R. Jan.1998.*Media Ethics and Laws*. Anmol Publication
- Ravindran, R.K .1999. *Media and Society*. Delhi.Commonwealth

### **3.ADVANCED REPORTING & PRODUCTION TECHNIQUES**

#### **Course Objectives:**

This course intends to familiarize you with:

- In this course you will develop the knowledge and skills to plan, research and produce effective feature and feature-style writing.
- You will explore the narrative and literary techniques adapted by journalists when producing feature articles.
- Develop skills in writing feature-style articles including reviews, opinion and analysis.

#### **Learning Outcome:**

This course helps:

- Practice core newsgathering, writing, production, presentation and technical skills to a professional standard across all media platforms
- Employ appropriate technical skills and theoretical knowledge to solve problems associated with creative work
- Effectively and professionally communicate your ideas to specialist and non-specialist audiences

#### **Syllabus**

##### **BLOCK I: Investigative Reporting**

Investigative Reporting: An Overview, Investigative Interviewing: An Introduction, Guiding Principles of Investigative Interviewing, The Investigation Reporting Process, Case Study

##### **BLOCK II: Investigative Report Planning**

Origination of Investigative Story Ideas, Investigative Report Planning, Investigative Report: Writing the Story, Producing the Investigative Story Report, Case Study

##### **BLOCK III: Investigative Interviewing Techniques**

Investigative Interviewing Techniques, Investigative Reporting Tools, Forensic Reporting, Investigative Interviewing Procedure, Case Study

##### **BLOCK IV: Ethics in Investigative Reporting**

PEACE Model of Interviewing, Location of Investigative Interviewing, Ethics in Investigative Reporting, Investigative Reporters and The Law, Case Study

### **BLOCK V: Investigation of an Outbreak**

Investigation of an Outbreak, Right to Information as a Tool to Investigative Reporting, Investigative Reporting – Industry and Finance, The Future of Investigative Journalism, Case Study

#### **Text and References:**

- Television and Radio Announcing, Stuart W. Hyde
- Documentary Credits, D.C. Gardner
- Radio Production, Robert McLeish
- Before the Headlines, Chandrakant P. Singh
- The Technology of Video & Audio Streaming, David Austerberry
- Nonlinear Editing, Patrick Morris
- Video Production
- Studying Radio, Stephen Barnard

## **4.RESEARCH METHODOLOGY**

#### **Course Objectives:**

- Discuss the nature and scope of marketing research.
- Define marketing research
- Explain the framework for conducting marketing research process.
- Define and understand the Research Design and process.
- Classify and discuss the various scaling techniques.
- Designing of questionnaire and methods of data collection.
- Discuss the sampling design process and techniques.
- Discuss the various techniques of data processing and analysis.

#### **Learning Outcomes :**

- Conduct the marketing research process.
- Understand the process of research design.
- Implement the correct scaling techniques.
- Understand the purpose of constructing questionnaire and methods of data collection.

- Understand the objective of choosing the right sample.
- Understand the importance of data preparation.
- Understand the procedure for selecting a data analysis strategy.

## **Syllabus**

### **BLOCK I : Introduction of Research :**

Research methods versus methodology; Criteria for good research problem encountered by researchers in India.

### **BLOCK II : Planning and formulation Research Designs :**

Planning a research prospect, problem identification & formulation, Research Design: Exploratory, Descriptive & Experimental Research.

### **BLOCK III: Questionnaire and Form design :**

Questionnaire method, Steps in constructing a Questionnaire, types of questions, Attitude measurement & scaling techniques, Ordinal, nominal, ratio, interval, scales: Likert Scale, Sampling decisions; sample selection methods- probability & non-probability sample size.

### **BLOCK IV Data Collection methods :**

Primary & Secondary data, Observation method, Interview method Data Collection & field force, Field work procedure, common sources of error in the field work, tabulation of collected data.

### **BLOCK V : Test of significance & report writing**

z, t, f, x<sup>2</sup>, correlation & regression techniques, Pre-writing considerations & presentation of research report.

### **Text & References:**

- Marketing Research- An applied orientation-By Naresh K. Malhotra
- Kothari, C.R., Research Methodology, Wiley Eastern Ltd, New Delhi
- Amarchand, D. Research Methods in Commerce, Emerald Publishers, Chennai.
- Marketing Research (Text & Cases) nu Rajendra Nargundkar, Tata McGrwa Hill