



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-ADVERTISING AND PUBLIC RELATIONS
II SEMESTER (2022-2024)

MMM201 AUDIO PRODUCTION MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MMM201	CC	Audio Production Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. To familiarize students with the characteristics of Sound.
2. To familiarize students with the details of audio production.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Understand basics of audio production.
2. Students also will be benefitted by learning sound characteristics.

COURSE CONTENT

UNIT I: Basics of Sounds

1. Frequency, noise, amplitude; quality of sound,
2. Sound intensity, frequency, audio meters,
3. Sound propagation, acoustics, types of sound- mono sound.

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UNIT II: Recording sound in Radio

1. Standardized recording procedures, monitoring sound, sound mixing, sound Aesthetics
2. Sound scripting, sound dubbing, sound effects, reverberation.
3. International sound track, R- DAT Synchronizing audio with video

UNIT III: Audio Production and Research

1. Audio Production techniques, editing techniques, post production, background sound.
2. Production techniques of radio talks, radio interviews, radio discussions, radio conferences, theme based radio programs, radio features and drama.
3. Audience research. TRP's in radio

UNIT IV: Audio Production

1. Basic elements of audio production
2. News program,
3. Feature, Music program & Drama

UNIT V: Audio Scripts

1. Meaning and use of script in the production of audio programs.
2. Steps of writing audio script for news productions,
3. Steps of writing audio script for Feature, Music program & Drama.

Suggested Readings

1. Watkinson, J.(1998). *The Art of Sound Production.Focal Press.* Latest Edition.
2. McLeish, R(1999). *Radio Production. Focal Press.* Latest Edition.
3. Norberg, E.G.(1996). *Radio Programming.Focal Press.* Latest Edition.

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II SEMESTER (2022-2024)

MMM206 WRITING FOR ELECTRONIC MEDIA

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MMM206	CC	Writing for Electronic Media	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. To familiarize students with the qualities of a TV/Video Producer.
2. To enable students to understand the different formats of Video programmes.
3. To enable students to understand basic techniques of Video production.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Understand planning, designing and management of producing video programmes.
2. Students also will be benefitted by learning editing of media.

COURSE CONTENT

UNIT I: Television and its multiple roles

1. Basic elements of television production
2. News program, Documentary program;
3. Discussion program, Drama.

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UNIT II: Concept and importance of script in television production

1. General steps of writing a television script,
2. Specific steps and activities related to write script for production of news program, drama, series etc.
3. Television script formats, checklist for script revision.

UNIT III: Radio and its roles

1. Radio and its roles in Entertainment,
2. Radio and its roles in Education
3. Radio and its roles in Information Dissemination

UNIT IV: Radio Reporting

1. Radio newsroom, Reporting for radio, Special reporting
2. News writing, and newsgathering
3. Use of tape recorder; field spot

UNIT V: Interactivity in Radio

1. Defining Interactivity in Radio
2. Phone in programs,
3. Future radio programs

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Daley, Ken (1980). *Basic Film Techniques*. Focal Press. Latest Edition.
2. Ferguson, R.(1969). *Group Film Making, Studio Vista*. London. Latest Edition.
3. Fielding, R.(1965). *The Techniques of Special Effects (Cinematography)*. Focal Press, London. Latest Edition.
4. Millerson, G.(1982). *The Techniques of Light for Television and Motion Pictures*. Focal Press. Latest Edition.
5. Rynew, A(1971). *Film Making for Children*.Pflaum, New York. Latest Edition.
6. Smallmn, K.(1970). *Creative Film Making*. Collier Macmilan, London. Latest Edition.

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MBAI202 RESEARCH METHODOLOGY

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI202	AECC	Research Methodology	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. It will equip the students with the concept and methods of Business Research.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. The course offers a systematic package into the theoretical as well as practical aspects of conducting research.
2. Demonstrate understanding of research methodology.
3. Apply the statistical concepts in business research.
4. Validate statistical statements relating to business research.

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COURSE CONTENT

UNIT I: Business Research

1. An overview: Research process
2. Types of Research - Exploratory Research, Descriptive Research, Causal Research, Analytical Research
3. Problem formulation, Management problem v/s. Research problem
4. Approaches to Research
5. Importance of literature review
6. Business Research Design: Steps involved in a research design

UNIT II: Sampling and Data Collection

1. Sampling and sampling distribution: Meaning, Steps in Sampling process
2. Types of Sampling - Probability and Non probability Sampling Techniques
3. Data collection: Primary and Secondary data – Sources – Advantages/Disadvantages
4. Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.

UNIT III: Measurement and Scaling Techniques

1. Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement
2. Attitude measurement – Likert’s Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale

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UNIT IV: Statistical Tools for Data Analysis

1. Measures of central tendency - Mean, Median, Mode ,Quartiles, Deciles and Percentiles
2. Measures of Dispersion: Standard Deviation – Variance – Coefficient of Variance, Skewness
3. Correlation - Karl Pearson’s coefficient of Correlation, Rank Correlation
4. Regression: Method of Least Squares
5. Formulation of hypothesis
6. Testing of hypothesis
7. Type I and Type II Errors.
8. Parametric tests: Z-Test, t-test, F-test, Analysis of Variance – One-Way and Two-way
9. Non parametric tests - Chi-Square test

UNIT V: Report writing

1. Reporting Research
2. Types of reports
3. Characteristics of a research report

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Suggested Readings

1. Malhotra Naresh K. (2008). *Marketing Research. Pearson publishers*, Latest Edition.
2. Zikmund, Babin, Carr, Griffin (2003). *Business Research Methods*. Cengage Learning, India, Latest Edition.
3. Cooper Donald R and Schindler Pamela S. (2006). *Business Research Methods*. McGraw-Hill Education, Latest Edition.
4. Anderson, Sweeney, William, Cam (2014). *Statistics for Business and Economics*. Cengage Learning, Latest Edition.
5. Krishnaswami O. R., Ranganatham M. (2011). *Methodology of Research in Social Sciences*. Himalaya Publishing House, Latest Edition.
6. Levin and Rubin (2008). *Statistics for Management*. Dorling Kindersley Pvt Ltd, Latest Edition.
7. Sekaran Uma (2003). *Research Methods for Business*. Wiley India, Latest Edition.
8. Gupta S. P. (2014). *Statistical Methods*. Sultan Chand and Sons, Latest Edition.
9. Aczel and Sounderpandian (2008). *Complete Business Statistics*. Tata-McGraw Hill, Latest Edition.
10. Kothari C. R. (2004). *Research Methodology*. VishwaPrakashan, Latest Edition.

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MBAI401C STRATEGIC MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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MBAI401C	CC	Strategic Management	60	20	20	-	-	3	-	-	3

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Course Objectives

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT I: Introduction

1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision-Making Processes – Rational–Analytical
5. Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management
6. Strategists at Corporate Level and at SBU Level
7. Interpersonal, Informational and Decision Roles of a Manager

UNIT II: Mission, Business Definition and Objectives

1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, General, Industry and International Environmental Factors
4. Analysis of Environment, Diagnosis of Environment – factors influencing it
5. Environmental Threat and Opportunity Profile (ETOP)
6. Internal Strengths and Weaknesses
7. Factors affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)

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UNIT III: Strategy Alternatives, Grand Strategies and their sub strategies

1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives
5. Active and Passive Alternatives
6. International Strategy Variations

UNIT IV: Strategic Choice and Analysis

1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

UNIT V: Strategy Implementation, Concept, Barriers, Implementation Process

1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

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Suggested Readings

1. Kazmi, Ajar (2009). *Strategic Management and Business Policy*. New Delhi: Tata McGraw Hill.
2. Lomash, Sukul & Mishra P.K. (2003). *Business Policy & Strategic Management*. New Delhi: Vikas Publication.
3. Trehan, Alpana (2010). *Strategic Management*. Dreamtech: Wiley.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Delhi: Vikas Publication.
5. Parthasarthy, Raghavan (2008). *Fundamentals of Strategic Management*. India: Wiley.
6. Pankaj, Ghemawat (2006). *Strategy and the Business Landscape*. Pearson.
7. Haberberg, Adrian & Rieple Alison (2010). *Strategic Management*. New York: Oxford Press.
8. Tushman (2010.) *Managing Strategic Innovation & Change*. New York : Oxford Press

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MBAAPR202 FUNDAMENTALS OF PUBLIC RELATIONS

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			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAAPR202	CC	Fundamentals of Public Relations	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

Public Relations course aims at building understanding about its role in building relationship with the publics. It explains that how marketers are using the concepts of Public Relations to fight in the competitive environment.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks.

Course Outcomes

1. Understand the basics of public relations.
2. Describe the interrelationship among the various functions of Management.
3. Develop a general management perspective.
4. Use analytical skills for decision making.

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-ADVERTISING AND PUBLIC RELATIONS
II SEMESTER (2022-2024)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
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COURSE CONTENT

UNIT I: Introduction to public Relation

1. The Nature of PR- Understanding PR, Identify and explain the differences between PR Marketing, Advertising and Propaganda,
2. Role and Duties of PR Manager.
3. The Organization of Public Relations- PR Departments and Consultants, Advantages and
4. Disadvantages, fees and charges.

UNIT II: PR Research

1. PR Research- RACE, Role of research in PR, Various kinds of Information Sources, Various area of researches,
2. Public Opinion.
3. Public Relations Campaign- Preparations,
4. Implementations and Evaluation.

UNIT III: The Publics of Public Relations

1. Defining Publics in PR, Internal and External Publics,
2. Types and characteristics of Publics
3. Community Relations- Definition of Community, Identifying Community,
4. Advantages/Disadvantages of good/bad community relations program,
5. Identifying local media for community relations, community relations tools.

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UNIT IV: Media Relations

1. Working with the Media- Media Relations
2. Ways to maintain good media relations
3. Organizing press conference
4. Writing press release.

UNIT V: Tools of Public Relation

1. Tools- Advertising, Films, Periodicals, Social Events, Media, Oral and Written
2. Communication in PR, Press Conference, w
3. Technologies in Public Relations- Understanding the impact of net, Blogging and Social Networking on PR.
4. Crisis Communication and Management- Role of PR in Crisis Management, Media Handling in Critical Times.
5. Apex Bodies in PR (PRSI-Public Relations society of India etc.), Laws and ethics in PR.

Suggested Readings

1. Jethwaney, Varma.(1994) *Public Relations Concepts, Strategies and Tools* .Sterling Publisher: New Delhi : Latest Edition
2. Jefkins, France (2010).*Advertising.:* Pearson Publication: New Delhi latest edition
3. Cutlip, Center and Broom (1985). *Effective Public Relations*. Prentice Hall: New Delhi
4. Abelson, Daniel (1996). *Communication in the Modern Corporate Environment*.Prentice Hall.
5. Paul, Argenti A. (2003). *The power of corporate communication*. New York: McGraw Hill
6. Bland, Micheal, [Theaker](#), Alison and [Wragg](#), David (2005).*Effective Media Relation: How to get results*.Chennai: [Atlantic Publishers](#)

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