



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA -ADVERTISING AND PUBLIC RELATIONS-II SEMESTER(20-22)

MMM201 AUDIO PRODUCTION MANAGEMENT

SUBJECT CODE	SUBJECT 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	Audio Production Management	60	20	20	-	-	4	-	4	

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

***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.

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



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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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MMM202 MEDIA LAW (CYBER LAWS AND IPR)

SUBJECT CODE	SUBJECT 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**				
MMM202	Media Law (Cyber law and IPR)	60	20	20	-	-	4	-	4	

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

***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. The objective of the course is to acquire the students various laws related to media Industry
2. To help them develop abilities and skills required for the applications of legal system in Media Industry

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. Demonstrate understanding of various legalities in Media Management
2. Apply the concept of business law in Media
3. Develop an understanding of the periphery of legal system in media

COURSE CONTENT

Unit I: Concept of Law and Indian Contract Act, 1872

1. Indian Contract Act, 1872– Contract defined, Elements of valid contract
2. Classification of contracts
3. Capacity to contracts
4. Performance of Contracts ,Agreements, Termination of contracts
5. Breach of contract and its remedies

Unit II: Companies Act, 1956

1. Nature and kinds of companies
2. Formation, Memorandum, Articles, Prospectus
3. Capital ,shares, debentures, borrowing powers, minimum subscription



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4. Appointment of Directors
5. Winding up of companies

Unit III: Consumer Protection Act, 1986

1. Salient features and objectives of the Consumer Protection Act, 1986
2. Different Consumer redressal Forums
3. Composition and jurisdiction of district, state and National forum
4. Mode of complaints, Procedures for disposal of complaints, Penalty

Unit IV Information Technology Act 2000,

1. Object and Scope of the IT Act
2. Digital Signature, Electronic Records Certifying Authorities
3. Penalty and Adjudication
4. Cyber Laws
5. Patents and Trademarks and Copyright

Unit V: The Legal Regime Concerning the Media in India.

1. Specific Legal Issues Relevant to the Media: Defamation
2. Right to Information (especially under the Right to Information Act) 2005
3. Video piracy
4. Working Journalists Act, 1955, Press Commissions-Press Council Act 1978, Prasar Bharati Act 1990
5. Information Technology Act 2000, Prasar Bharati Board Self-Regulation of Media Organisations
6. Ethics- Broadcasting code - Code of conduct for various other media.

Suggested Readings

1. SahaRay H.K.(2016). *Law of Contracts*. Eastern Law Book House. Latest Edition.
2. Gogna P. P. S.(2003). *A Textbook of Business and Corporate Law*. Sultan Chand and Company. Latest Edition.
3. Bulchandani K. R. (1984). *Business Law*. Himalaya Publishing. Latest Edition.
4. Singh Avtar (2006). *Principles of Mercantile Law*. Eastern Book Company. Latest Edition.
5. Bose Chandra (2008). *Business Laws*. Prentice Hall India. Latest Edition.
6. Kumar (2009). *Legal Aspect of Business*. Cengage Learning. Latest Edition.



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MMM203.MEDIA RESEARCH PLANNING

SUBJECT CODE	SUBJECT 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**				
MMM203	Media Research Planning	60	20	20	-	-	4	-	4	

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

***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 enable the students to understand Media research methodology and commonly used statistics.
2. To equip the students for conducting research in the area of Media & Communication.

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. To able to understand and implement Media Mix effectively
2. To familiarize students with different aspects of Media research in video production.

COURSE CONTENT

Unit I: Nature of scientific inquiry and scientific method.

1. Need of research in Media Production.
2. Elements of research: theory and facts, hypotheses, concepts and constructs, variables,
3. Nature and levels of measurement.

Unit II: Research Design

1. Types of Research - Exploratory Research, Descriptive Research, Causal Research, Analytical Research
2. Approaches to Research
3. Importance of literature review
4. Steps involved in a research design



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Unit III: 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 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.

Unit V: Report writing

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

Suggested Readings

1. MalhotraNaresh 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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MBAI201 FINANCIAL MANAGEMENT

SUBJECT CODE	SUBJECT 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*				
MBAI201	Financial Management	60	20	20	-	-	4		-	4

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

***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 Objective

The objective of this course is to understand the concept of Business Finance. It also aims at learning of financial tools and developing the skills of financial analysis and financial decisions. The emphasis will be on the concepts and application rather than derivations

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. Familiarized with the various sources of finance which a business house can mobilize.
2. Develop the ability to measure the risk and return of the various portfolios.
3. Implement investment decisions, the process and methods of evaluation of various investment proposals.
4. Develop the skills to analyze the impact of various financing alternatives on the wealth maximization/ valuation of the firm.

COURSE CONTENT

Unit I: Introduction

1. Introduction to financial management
2. Objectives of financial management – profit maximization and wealth maximization
3. Interface of Financial Management with other functional areas



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Unit II: Capital Structure Decision

1. Short term and long term sources of funds and their characteristics Cost of Capital
2. Computation of cost of Equity, Debt and Preference Capital.
3. Weighted Average Cost of Capital
4. Capital Structure and its Theories.
5. Developing the Concept of Leverage in Finance
6. Computation and Inferences of Degree of Operating Leverage
7. Financial Leverage and Combined Leverage

Unit III: Investment Decisions

1. Time Value of Money
2. Investment evaluation techniques – Net present value
3. Internal rate of return
4. Payback period
5. Discounted payback period
6. Accounting rate of return

Unit IV: Working Capital Management

1. Factors influencing working capital requirements
2. Current asset policy and current asset finance policy
3. Determination of operating cycle and cash cycle
4. Estimation of working capital requirements of a firm

Unit V: Dividend Decisions

1. Dividend policy – Factors affecting the dividend policy
2. Dividend policies- Stable dividend, Stable payout

Suggested Readings

1. Khan M. Y. and Jain P. K. (2007). *Financial Management*. Tata McGraw Hill, Latest Edition.
2. Pandey I. M. (2009). *Financial Management*. Vikas Publications, Latest Edition.
3. Chandra Prasanna (2011). *Financial Management*. Tata McGraw Hill, Latest Edition.
4. Kapil (2012). *Financial Management*. Pearson Education, Latest Edition.
5. Shrivastav and Mishra (2008). *Financial Management*. Oxford University press, Latest Edition.
6. Brigham and Houston (2009). *Fundamentals of Financial Management*. Cengage Learning, Latest Edition.
7. Vanhorns and Bhandari (2008). *Fundamentals of Financial Management*. Prentice Hall, Latest Edition.
8. Kothari and Dutta (2005). *Contemporary Financial Management*. Macmillan India Ltd, Latest Edition.
9. Stephen A. Ross, Wester Field, Jordan (2008). *Fundamentals of Corporate Finance*. McGraw Hill, Latest Edition.



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MMM206 WRITING FOR ELECTRONIC MEDIA

SUBJECT CODE	SUBJECT 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	Writing for Electronic Media	60	20	20	-	-	4		-	4

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

***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.

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.



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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

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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MBAAPR202 FUNDAMENTALS OF PUBLIC RELATIONS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEMI University Exam	Two Term Exam	Assessment*	END SEMI University Exam	Assessment*				
MBAAPR 202	Fundamentals of Public Relations	60	20	20	-	-	4	-	-	4

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

***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.

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,
 1. Role and Duties of PR Manager.
2. The Organization of Public Relations- PR Departments and Consultants, Advantages and
3. Disadvantages, fees and charges.



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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,
3. Advantages/Disadvantages of good/bad community relations program,
5. Identifying local media for community relations, community relations tools.

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](#)