



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## MBA-MEDIA MANAGEMENT- IV Semester (20-22)

### MBAI401C STRATEGIC 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*				
MBAI401C	Strategic 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 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 Outcome

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.

### COURSE CONTENT

#### **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



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## 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)

## 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

## Suggested Readings

1. Kazmi, Ajhar (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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## MBAI402C SUPPLY CHAIN 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				
MBAI402C	Supply Chain 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

This course would help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance. The course would acquaint the students with various concepts, models and decisionmaking tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools In real-life situation.

### 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. Understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance will be developed among students.
2. Familiarize students with various concepts, models and decision making tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools In real-life situation.

## COURSE CONTENT

### Unit I: Introduction to SCM

1. Importance of materials management
2. Codification, Simplification
3. Value analysis, Value engineering, Vendor analysis
4. Concepts and importance of a Supply Chain (SC)
5. Evolution of Supply Chain Management (SCM)



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## 6. Key issues of Supply Chain Management, Competitive and SC strategies

### Unit II: Dynamics of Supply Chain

1. Supply Chain Interventions
2. Push-based, Pull-based and Push-Pull based supply chain
3. Network design and Operations in the Supply Chain
4. Demand Forecasting in a Supply Chain
5. The value of information, Bullwhip effect, its Causes and remedial measures

### UNIT III: Managing Inventory in SC environment

1. Basic and advanced inventory models
2. Multi-echelon inventory models

### Unit IV: Transportation in SC environment

1. Design options for a transportation network
2. Strategic Outsourcing and Strategic Alliances
3. Third party and fourth party logistics

### UNIT V: Retailing and Supply Chain Management

1. Retailer- Supplier partnerships (RSP)
2. Supplier evaluation and selection
3. Information Technology (IT) in Supply Chain Management
4. SC performance model: SCOR model

### Suggested Readings

1. Gopalakrishnan, P.(2008). *Purchasing and Materials Management*. New Delhi; Tata McGraw Hill.
2. Kachru, Upendra(2009). *Exploring the Supply Chain*. New Delhi; Excel Books.
3. Agrawal, D.K.(2010). *Supply Chain Management: Text and Cases*. Delhi; Macmillan Publishers
4. Shah, Janat (2010).*Supply Chain Management*. Chennai; Pearson Education.
5. Badi, N.V. (2010). *Supply Chain Management*. New Delhi; Vrinda Publications.
6. Levi,Simchi (2009). *Designing and Managing the Supply Chain*. New Delhi; Tata McGraw Hill.
7. Raghuram, G. (2006). *Logistic and Supply chain Management*. New Delhi; Macmillan Publishers
8. Shapiro (2007). *Modeling the Supply Chain*. New Delhi: Cengage Learning
9. Long, Douglas (2004). *International Logistics: Global Supply Chain Management*. New York; SpringerVerlag.
10. Philippe-Pierre Dornier, PanosKouvelis, Michel Fender (1998),*Global Operations and Logistics: Text and Cases* , Wiley John & Sons



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## MMM402 BROADCAST JOURNALISM

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*				
MMM402	Broadcast Journalism	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

To familiarize students with the combined skills and theories of Journalism.

### 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 Outcome

To provide the knowledge about the latest digital techniques: computer assisted reporting, online journalism, satellite communication and video journalism.

## COURSE CONTENT

### **Unit I: Introduction of Journalism**

1. Concept: Introduction and Role of Journalism
2. Types of Journalism: Investigative Journalism, Political Journalism, Crime Journalism, Business Journalism, Arts Journalism, Celebrity Journalism, Education Journalism, Sports Journalism
3. Journalist: Introduction, Role of Journalist, Duties and Responsibilities of Journalist
4. Journalistic Terminologies: Some Important Terminologies of Journalism for Different Media
5. Code of Ethics: Journalism Ethics and Standards

### **Unit II: Introduction of News**

1. News: Introduction and Concept
2. Essential Qualities of News: Accuracy, Brevity, Clarity, Objectivity and Factual
3. News and Media: News Writing, Reporting and Broadcasting for Different Media
4. Types of News: Hard news and Soft News



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5. Elements of News: Immediacy, Proximity, Prominence, Oddity, Conflict, Suspense, Emotion, Consequence

### Unit III: News Reporting

1. News Reporting: Introduction, Concept, Fundamentals
2. Types of reporting: Investigative, Accidence, Political, Fashion, Business, Sports, Specialized, Court Reporting
3. News Source: Introduction, Types of Sources, Role and Importance of Sources
4. Qualities of Good Reporter: Different Qualities and Responsibilities of a Good Reporter
5. Risks in Reporting: Threats, Challenges and Perspectives

### Unit IV: News Writing

1. News Writing: Terms and Structure
2. News Writer: Role, Responsibilities and Qualities of News Writer
3. Essentials of News writing: Headline, Subhead, Lead, Body, Details, Paragraph, Writing for Mass Audience
4. Types of News Writing: Straight News and News Feature
5. Fundamentals of News Writing: Inverted Pyramid Style, Techniques for Good Writing

### Unit V: News Editing

1. News Editing: Meaning and Purpose
2. Process of News Editing: News Selection, Treatment and Placement, Fact Checking, Planning and Visualization of News, Rewriting News Stories, Headlines and Intro, Following Stylebook, Importance of Grammar and Language
3. Principles of News Editing: Understanding News Value, Editorial Policy, Editorial Values, Editorial Challenges
4. Levels of Editing: Structural Editing, Copy Editing, Rewriting, Proofing
5. Editing and Proofreading: Editing and Proofreading Symbols, Identifying the Elements, Fact Checking, Style Sheets and Standardization

### Suggested Readings

1. Herbert, John (1999). *Journalism in the Digital Age. Theory and practice for broadcast, print and online media*. Boston; Focal Press.
2. Boy, Andrew (2000). *Broadcast Journalism, Radio and TV news*. Boston; Focal Press.
3. Manning, Paul (2001). *News and News sources*. New Delhi; Sage Publication.



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## MMM403 PUBLIC RELATIONS AND CORPORATE COMMUNICATION

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*				
MMM403	PUBLIC RELATIONS & CORPORATE COMMUNICATION	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

To provide a basic understanding corporate communication and importance of public Relations (PR) in the corporate world.

### 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 Outcome

The students should be able to understand basics of Corporate Communication and Public Relations, Tools and Strategies in the corporate world.

## COURSE CONTENT

### Unit I: PR-Concept

1. Fundamentals of PR: Introduction, Concept and Theory of PR
2. Basic Elements of PR: Research/ Situation analysis, Objectives, Implementation, Evaluation, Investment
3. Tools of PR: Various PR tools, Tools for External and Internal Communication, Social Media and PR, Use of Technology in PR
4. Types and Functions of PR: Media Relations, Community Relations, Social media Communication, Public Affairs, Crisis Management, Strategic Communication
5. Planning: Strategy and Tactics

### Unit II: Principles and Tools of PR

1. Different Tools for PR: Advertorials, Newsletter, Sponsorships, Brochures and Catalogues, Business Events



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2. Code of Ethics in PR: Advocacy, Honesty, Expertise, Independence, Loyalty, Fairness
3. PR and Media: Role and Importance of Media in PR, Owned Media, Earned Media and Paid Media
4. Motives and Goals: Awareness, Attitude Adjustment, Receive Feedback, Providing Information
5. PR, Agenda, Propaganda, Spin: Introduction, Differences, Uses

## Unit III: PR in Different Sectors

1. PR in Different Sectors: PR in Government and Public Sector, PR in Private sector, PR Co-operative sector
2. PR and Employee Relations: Internal Communication, Importance, Types of internal Communication, Benefits and Mission statements, Trends
3. PR and media Relations
4. PR and community Relations
5. Public in Public Relations

## Unit IV: Corporate Communication

1. Concept: Introduction and Importance of Corporate Communication
2. Types of Corporate Communication: Internal and External Communication
3. Functions of Corporate Communication: Media Relations and Communications, Customer and Public Relations, Internal Employee Communications, Advising in Crisis Communications
4. Methods: Types of Methods and Tactics, Planning and Strategy
5. PR and CC: Similarities and Differences in PR and CC, Different Uses and Motives

## Unit V: Corporate Communication Applications

1. Components of Corporate Communication: Corporate Branding and Identity, Corporate Responsibility, Corporate Reputation, Crisis Communication, Internal and external Communication
2. Responsibilities of Corporate Communication: Brand Management, Monitoring and Regulation of Market, Dealing with Media, Crisis Management, Coordination with Employees, Customers and Clients
3. Law and Ethics of Corporate Communication: Mass Media Laws, Invasion of Privacy, Copyright Act, Digital Privacy, RTI
4. Tools of CC/PR: Company Logo, Company Design, Company Stationary, Internet Branding, Advertisements and Campaigns, CSR
5. Public Affairs and Crisis Management: Introduction, Role of Public Affairs, Key Components of Crisis Management, Four Stages or Phases of Crisis Management

## Suggested Readings

1. Abelson, Daniel (1996). *Communication in the Modern Corporate Environment*. Prentice Hall.
2. Paul, Argenti A. (2003). *The power of corporate communication*. New York; McGraw Hill
3. Bland, Micheal, [Theaker](#), Alison and [Wragg](#), David (2005). *Effective Media Relations: How to get results*. Chennai; [Atlantic Publishers](#)
4. Rayudu, C.S, Balan (2014). *Public Relationss and Corporate Communication*, Bhopal, Makhanlal Chaturvedi



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## MMM404 DIRECTION AND PRODUCTION

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Examinations	Two Term Exams	Teachers Assessment*	END SEM University Examinations	Teachers Assessment*				
MMM404	Direction and Production	60	20	20	-	-	3		2	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 programs.
3. To enable students to understand basic techniques of Video production.
4. To enable students to understand planning, designing and management of producing video programs.

### 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 Outcome

1. Understanding of Direction Team, Production Team and other Departments.
2. Providing deep understanding of Film Making and Video Production.

## COURSE CONTENT

### **Unit I Stages of Production**

1. Three stages of production: Pre Production, Production & Post Production
2. Studio and Outdoor Production: Techniques, Challenges, Differences, Advantages and Disadvantages
3. Production for different Media: Techniques, Challenges, Differences, Advantages and Disadvantages
4. Production Planning; Proposals, Budgeting, Scheduling, Finding locations, Equipment, Role of production crew, Working with actors.
5. Production Staff: Responsibilities and Duties of Production Staff



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## Unit II Departments in Filmmaking

1. Production: Introduction, Working, Team Members and their Roles and Responsibilities
2. Direction: Introduction, Working, Team Members and their Roles and Responsibilities
3. Art Direction: Introduction, Working, Team Members and their Roles and Responsibilities
4. Costume: Introduction, Working, Team Members and their Roles and Responsibilities
5. Makeup and Hair: Introduction, Working, Team Members and their Roles and Responsibilities

## Unit III: Mise en Scene

1. Concept: Introduction and brief history
2. Mise en Scene: Explanation and Examples
3. Importance: Need and Functions of Mise en scene
4. Analysis: Key Components, How to analyze Mise en Scene
5. Elements: Setting, Decor, Lighting, Depth of Space, Costumes and Makeup

## Unit IV: Film Crew

1. Film Crew: Introduction of Crew from Different Departments
2. Importance: Need of Film Crew members
3. Flow: Hierarchy of Crew in Different Departments
4. Film Crew: Roles and responsibilities of crew member
5. Cast and Crew: Hiring Procedures, Agents, Contracts, Agreements and Working Permits

## Unit V Film Financing, Distribution and Marketing

1. Financing: Investment, Risk Analysis & Management, Alternative Funding Models
2. Management: Principles and functions, Human resource management; Team building, scheduling, budgeting.
3. Production management: Project development (measures, costs, shooting schedule and project logistics, workflow, calculation, digital post-production, logistical and cultural issues)
4. Marketing: Talent Presentations, Conceptual Approaches, Teaser Campaigns, Trailers Television Commercials, Print Ads, Traditional Media, Advertising, Media Buying
5. Distribution: Marketing Tools & Packages, Marketing Strategies, Festivals and Markets

### Suggested Readings

1. Daley, Ken (1980). *Basic Film Techniques*. London; Focal Press.
2. Fielding, R. (1965). *The Techniques of Special Effects (Cinematography)*. London; Focal Press.
3. Jason E. Squire, *The Movie Business Book*, Fireside Press, 2016.
4. Smallmn, K. (1970). *Creative Film Making*. London; Collier Macmillan.
5. Gibbs, J. (2002), *Mise en Scene*. London; Wallflower Press.



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## MMM405 EVENT 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*				
MMM405	Event 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. Sharpen their vision, increase business acumen and enhance event management skills.
2. Acquire thorough knowledge and understanding of multiple facts of team management

### 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 Outcome

Students will be able to view 360 degree perspective on event management

## COURSE CONTENT

### **Unit I Introduction to Event**

1. Designing corporate events that meet customer's needs
2. The fundamentals of corporate hospitality
3. Managing customer expectations
4. Types of corporate events

### **Unit II Corporate Event packages**

1. In-house vs. event management companies
2. Corporate event packages
3. Staff events
4. Customer events
5. Team building
6. Nature of Teams
7. Types of Teams



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## Unit III: Charity Events

1. Charity Events and Award Ceremonies
2. Setting fund raising targets and objectives
3. Working with volunteers and committees
4. Generating goodwill and media exposure
5. Commissioning celebrities
6. MCs and entertainment

## Unit IV: Outdoor Events

1. Outdoor Events
2. Concerts
3. Logistics
4. Risk Management
5. Types of outdoor events
6. Risk management
7. Planning and logistics, Marketing and sponsorship.

## Unit V: Celebrity events

1. Celebrity events
2. Concerts – Launches – Fashion shows
3. National festivals and high-profile charity events
4. Liaising with agents
5. Contract negotiations
6. Client briefings
7. Celebrity wish lists and expectations

## Suggested Readings

1. Allison, Saget (2006). *The Event Marketing Handbook*. Chicago; Dearborn Trade Pub.
2. Hoyle, Leonard H. (2002). *Event Marketing*. The Wiley Event Management Series
3. Stone, Bob and Jacobs, Ron (2001). *Successful Direct Marketing Methods*. McGraw-Hill Companies
4. Hillstrom, Kevin (2010). *Hillstrom's Database Marketing*. Campbell & Lewis Publishers
5. Brondmo, Hans (2002). *The Engaged Customer-The New Rules of Internet Direct Marketing*. Piatkus