



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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**Code No.: BA(JMC) 302**

**L T C**

**Paper: MEDIA MANAGEMENT AND ENTREPRENEURSHIP**

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**INSTRUCTIONS TO PAPER SETTERS:**

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit. 2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be 12 marks including subparts, if any.

**OBJECTIVE:** *On completion of this course, the student should be able to:*

- describe the principles and functions of management
- describe leadership styles and behavioral patterns
- describe the structure and functions of media organizations
- explain the importance of revenue generation for media organization in print, radio, TV & online.

**PRE-REQUISITES**

- **Basics of Knowledge of Media Management.**

**Course Outcome (CO):**

After the completion of the theory course, the students will be able to learn:

<b>COs for Theory (BAJMC -302): MEDIA MANAGEMENT AND ENTREPRENEURSHIP</b>	
CO1	Explain media ownership patterns and media management. (BTL2)
CO2	Demonstrate management skills and leadership qualities. (BTL3)
CO3	Manage media organizations and start-ups. (BTL4)
CO4	Apply marketing skills to promote media products. (BTL3)

**Unit I:**  
**[Media Organization - Structure and Functions]**

1. Media Organisation: Meaning, Structure and Importance
2. Ownership Patterns of Media Organisations
3. Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication
4. FDI in Indian Media and Entertainment Industry.

**Unit II:**  
**[Management - Functions and Principles]**

1. Management: Definition, Need and Principles
2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination
3. Management: Responsibility, Authority and Accountability
4. Leadership: Importance, Needs and Types.

**Unit III:**  
**[Managing Media Organisations and Start Ups]**

1. Establishing a Media Organization or Start Up: Steps Involved
2. Human Resource Management: Roles and Responsibilities
3. Methods of Revenue Generation by Media Organizations and Start Ups
4. Managing Cost and Revenue Relationship

**Unit IV:**  
**[Media Marketing and Entrepreneurship]**

1. Marketing Media Products
2. Media Business: Innovation and Entrepreneurship
3. Media Entrepreneurship and its Challenges
4. Emerging Trends in Entertainment and Media Industry

**Suggested Readings & E-resources:**

1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handbook of Media Management and Economics. Mahwah, NJ: L. Erlbaum Associates.
2. Alexander, A. (2004). Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum.
3. Doyle, G. (2011). Understanding Media Economics. London: Sage Publication
4. Herrick, D. F. (2003). Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
5. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
6. Mass Media in India 1994-95. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India
7. [www.media-studies.ca/articles/resonance and the global village](http://www.media-studies.ca/articles/resonance%20and%20the%20global%20village)
8. [www.studentpulse.com/articles/61/understanding-the-implications-of-a-global-village](http://www.studentpulse.com/articles/61/understanding-the-implications-of-a-global-village)
9. [www.un-documents.net/macbride-report](http://www.un-documents.net/macbride-report) 10. [www.media-alliance.org/article/many voices, one world](http://www.media-alliance.org/article/many%20voices,%20one%20world)



