

UNIVERSITY OF MUMBAI

No. UG/174 of 2016-17

CIRCULAR:-

A reference is invited to the syllabi relating to the Master of Arts (M.A.) Programme vide this office Circular No.UG/89 of 2013-14, dated 30th December, 2013 and the Principals of the affiliated Colleges in Arts and the Heads of Recognized Institutions concerned are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th May, 2016 has been accepted by the Academic Council at its meeting held 14th July, 2016 vide item No.4.74 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for (Sem. I & II) of M.A. Programme in Entertainment, Media & Advertising, which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032

22 November, 2016

To


(Dr.M.A.Khan)
REGISTRAR

The Principals of the affiliated Colleges in Arts and the Heads of Recognized Institutions concerned.

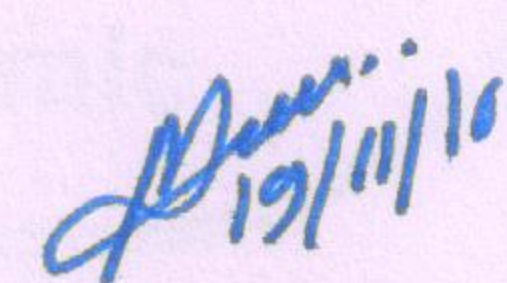
A.C/4.74/14/07/2016

No. UG/174 -A of 2016

MUMBAI-400 032 22 November, 2016

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts,
- 2) The Professor-cum-Director, Institute of Distance and Open Learning.
- 3) The Director, Board of College and University Development,
- 4) The Co-Ordinator, University Computerization Centre,
- 5) The Controller of Examinations.


(Dr.M.A.Khan)
REGISTRAR

....PTO



(As Per CBCS With effect from the academic
year 2016-17 for Semester I to II)

REVISED SYLLABUS INCLUDING SCHEME OF COURSES, SCHEME OF EXAMINATION, AND MEDIUM OF INSTRUCTION FOR THE MASTER OF ARTS (मानवशास्त्र, समाजशास्त्र, अर्थशास्त्र).

FEE STRUCTURE

The fees for the course will be Rs 96, 000/- for the entire course inclusive of tuition fees.

Note: The breakup per semester will be as follows Rs 24,000/- per semester.

Admission fees : 1000/-

Tuition fees -16000/-

Library Fees – 1000/-

Computer Lab fees – 6000/-

Additional Refundable Security deposit of Rs 10,000/- will be charged to the students and will be refunded to them post the completion of the course provided there is no loss to either equipment & library material.

000000 00 000000000000: 0000000.

[illegible]

000000 000000000: 60

TEACHERS' 0000000000000000 :

The minimum qualification for prospective teachers is Master in Media/ Political Science / Advertising/ Communication/ Journalism/ Film studies/ Television studies/ Mass Communication/ and NET/ SET.

PREAMBLE

1. Basic concepts

Credits: A course that is taught for 4 hours a week for a period of 15 weeks will carry six credits.

Course credits: To qualify in a given course, a student will have to acquire six credits in the course. Out of these, four credits are central teaching component and two credits are for the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher from time to time. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus. The self-study component will be given a weightage of 33% in the evaluation of the student. In case of courses with practical component/ field-work components, four credits are for theory course and two credits shall be practical component/ field-work component.

A student who acquires a minimum of 100 credits over four semesters will be declared eligible for the award of the MA degree.

Courses: There shall be five types of courses: (i) Core Course; (ii) Elective Course; (iii) Interdisciplinary/ Cross-disciplinary Courses; (iv) Audit Courses; (v) Project-based Courses; (vi) Ability Enhancement Courses.

(i) Core Course: Core courses are courses that impart instruction in the basic non-specialized aspects of a discipline that constitute the minimum basic competency in that discipline, regardless of any specialization that the learner might choose in the future. Core-Courses shall be offered by the parent department. Core courses shall be for six credits. Minimum 50% courses of the MA programme over four semesters must be core courses.

(ii) Elective Courses: Elective courses shall be courses offered by the parent department that impart instructions in specialized/ advanced/ supportive aspects of the relevant discipline. Each department shall offer a pool of such courses from which a student can choose. Elective Courses shall be for six credits. The syllabus for each elective course will have a preamble clearly

stating the course and the learner objectives for the elective, along with the pre-requisites if any and a detailed list of references.

(iii) Interdisciplinary/ Cross Disciplinary Courses (I/ C courses): I/ C courses shall be offered by parent department and departments other than parent department. One 'course basket' shall be created for the same. Each MA program has to offer a minimum of two courses and maximum of four courses in the basket. Every I/ C course shall be for six credits. A student may opt for an I/ C course offered by his/ her parent department.

(iv) Audit Courses: Students can audit a course from the parent department as well as from other departments in addition to the core, elective and I/ C courses that are mandatory, with the prior permission of the head/ s of the relevant department/ s. Such a student will have to apply in writing at most a week after the relevant course has commenced. For the audit course, a student shall attend lectures of the audited course. The student cannot appear for the semester-end examination for the audited course. However, the student shall appear for the internal examination/ assessment. The audit course appears on the mark-sheet only when the student passes the internal assessment with minimum 50% marks, failing to which, the student cannot claim the audit for that course. The internal marks shall not be displayed on final mark-sheet. The internal marks shall not be used for the credit computation. A student is permitted to audit maximum four courses in the MA program

(v) Ability Enhancement Course: The ability enhancement courses are skills based course. The ability enhancement courses are to be offered at fourth semester.

(vi) Project based courses: Project based courses shall consist of a dissertation. Each dissertation course will carry 10 credits. Every learner shall choose one project based course.

2. Rules for programmes not having a practical component

2.1 : Four core courses shall be offered in semesters 1 and 2 each.

2.2 : Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

2.3 : The fourth semester shall consist of one ability enhancement course, one interdisciplinary/ cross disciplinary courses (I/ C courses) and one project based course.

2.4 : Each department will offer at least one I/ C course during semester 4. The learner can choose any one course from this basket, including the course offered by his/ her parent department. The preamble to this course will clearly specify the prerequisites for this course.

2.5 : A learner will have to apply to the relevant department in writing no later than two weeks after the commencement of the fourth semester for taking the I/ C course offered by that department.

2.6 : A learner can relinquish an I/ C course chosen by him/ her no later than two weeks after the commencement of the fourth semester by applying to the Head of the Department whose I/ C course the student wishes to opt for. The application will have to be endorsed by the head of the Department whose I/ C course the student has relinquished and the Head of the parent department.

2.7 : The Head of the Department offering a specific I/ C course will convey the marks of the internal examination obtained by students taking the course to the Head of the parent department before the commencement of the end semester examination of the parent department.

3. Dissertation courses

3.1 : Dissertation based courses will be offered in the fourth semester. Every learner will have to choose one dissertation course, which will be for twelve credits. The project based course will be in the form of a dissertation based on a live project or a research assignment related to the specific discipline of the parent department.

3.2 : Every Teacher from every department will announce four to five broad topics at the beginning of the second semester, reflecting degree of relevance and rigor suitable to a post graduate programme, along with an indicative reading list. These will be screened by the Board of Studies in the subject and a final list of approved topics along with a reading list will be displayed in the first week of the third semester.

3.3 : The student will submit a list of his/ her three most preferred topics in the order of preference by the fifth week of the third semester to the Head of the parent department.

3.4 : Each Department will constitute a dissertation committee consisting of the Head of the Department (Chairperson) and two other teachers from the department. The purpose of this committee is to oversee the functioning of the dissertation component in the department.

3.5 :All Master Degree holders with NET/ SET (in Communication/ Journalism/ Film Studies/ Public Relations/ Electronic Media/ Television Studies/ /) , all PhD scholars and recognized post graduate teachers will be guides for the dissertation component.

3.6 : The dissertation committee will allocate students to guides in order of the average of marks obtained in semesters 1 and 2.

3.7 : If it is felt necessary, the dissertation committee can assign a co-
guide to a student, depending upon specific disciplinary needs.

The student will make a preliminary presentation in the seventh week of the fourth semester. The presentation will be attended by the guide and a committee consisting of two other teachers from the department. The committee will make necessary suggestions to improve the dissertation.

3.8 : The student will make a final presentation in the 10th to the 12th week of semester four. The presentation will be evaluated by the same committee that evaluated the preliminary presentation. The criteria for evaluation will be as follows:

- i) 10 marks for the quality of presentation
- ii) 15 marks for answers to questions

3.9 : The marks given by the three members of the evaluation committee will be averaged in each head and the total marks decided by totaling the averages under the three heads.

3.10 : The student will submit a bound hard copy of the dissertation to the Department by the end of the fourth semester, along with a soft copy on a CD/DVD.

3.11 : The final dissertation will have a word limit of 8000-10000 words and will be typed in one and a half spacing on one side of the paper.

3.12 : The final dissertation will be evaluated out of 50 marks by the guide, 50 marks by any other teacher in the Department and 100 marks by an external examiner by way of viva voce.

3.13 :The dissertation will be given a grade point as per the following scheme:

Note : Hble Vice Chancellor is appointing a committee to finalized the gradation chart.

3.14 : A student who gets a letter grade 'F' in the course will be deemed to have failed in the course.

3.15 : A student who feels aggrieved by the grading received will have the option of applying to the project committee for re-evaluation of the dissertation within a period of one week after the declaration of the result. If the dissertation committee feels that the claim is justified, it shall appoint a fresh examiner who will submit his/her evaluation in a week's time. If the marks by the re-evaluating examiner exceed the marks of the original examiner by a margin of 10% or more, the latter set of marks will be considered final.

3.16 : The student who has got a letter grade 'F' in the dissertation will have the option of resubmitting a revised version within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.17 : If a student is unable to submit his/her dissertation in the stipulated time or fails to make the presentations at the appointed time, he/she will be deemed to have failed the course and will have the option of submitting within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.18 : The schedule for preliminary presentation, final presentation and dissertation submission will be displayed in the first week of the fourth semester.

3.19: Ethical Standards regarding Dealing with Human Participants:

Students should refrain from acts which he or she knows, or under the circumstances has reason to know, spoil the academic integrity of the academic program. Violations of academic integrity include, and not limited to: plagiarism, violation of the rights and welfare of human participants in research and practice; cheating, knowingly furnishing false information; misconduct as a member of department or college, and harm to self and others.

4. Evaluation of non-project courses

4.1 : The examinations shall be of two kinds:

(i) Internal Assessment

(ii) Semester End Examination.

4.2 : The learner who obtains less than 40 % of the aggregate marks of the relevant examination in that course either in the internal assessment or in the end -semester examination will be awarded the letter grade 'F' in that course.

4.3 : Internal Assessment: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be marked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

4.4 : The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses.

4.5 : Semester-End Examination: The semester end examination shall be for 60 marks.

4.6 : If a student is absent from the internal or end semester examination in any course including the dissertation course, he/ she will get a grade point of 0 and a letter grade of 'F'.

4.7 : If a student fails in the internal examination of a core or elective course, he/ she will have to appear for the internal examination of the course when the course is offered again.

4.8 : If a student fails in the end-semester examination of a core or elective course, he/ she may reappear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.

4.9 : If a student obtains the letter grade 'F' in any course in a given semester, the letter grade 'F' will continue to be shown in the grade card for

that semester even when the student passes the course subsequently in another semester.

4.10 : If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

4.11 : The letter grade and the grade point for the course will be computed as per 3.13

4.12 : In any semester, the student's GPA will be calculated as follows:

$$\text{grade point average (GPA)} = \frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i} \text{ where } c_i = \text{credits for that course offered in}$$

that semester and g_i = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA_m) at the end of semester m is calculated as follows:

$$(\text{CGPA}_m) = \frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}, \text{ where, } c_{ij} \text{ is the credits for the } i^{\text{th}} \text{ course offered in}$$

semester j and g_{ij} is the grade point obtained in the i^{th} course in semester j.

There shall be no rounding of GPA and CGPA.

4.13 : The semester wise GPA and CGPA shall be printed on the grade card of the student along with table in 3.13

4.14 : The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses in which the student has obtained the relevant credits.

4.15 : The rules for gracing: the existing ordinance for gracing shall continue to be used.

4.16 : The rules for ATKT will be as per University norms.

5. Rules for MA programmes with practical component/field work components are as follows:

5.1 : Four core courses shall be offered in semesters 1 and 2 each.

5.2 : Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

5.3 : The fourth semester shall consist of one ability enhancement course (6 credits), one interdisciplinary/ cross disciplinary course (6 credits) and one project based course (10 credits).

5.4 : The semester having Practical Component / Field Work Component shall be given four teaching hours per week per theory (core/ elective) course. Each core/ elective course shall have 4 credits in such semester.

5.5 : There shall be 2 credits Practical Components/ Field Work Component per theory course (core/ elective) in a semester one to three. The credits for practical and theory courses are obtained separately.

5.6 : There shall be 8 credits Practical Component/ Field Work Component in semester one and two. There shall be 10 credits Practical Component/ Field Work Component in semester three. There shall be no practical / field work component in semester four. The practical / field work component shall be elective in semester three.

6. Evaluation of non-project courses and practical component / field work component for courses having practical / field work component.

6.1: The examinations shall be of two kinds:

(i) **Internal Assessment** = 40 marks comprising of a class test and practical / field/ extension component.

(ii) **Semester End Examination** = 60 marks.

6.2 : The learner who obtains less than 40 % of the aggregate marks of the relevant examination (16/ 40 for Internal and 24/ 60 for Semester End) in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade F in that course.

6.3 : **Internal Assessment for theory courses:** The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination

shall be marked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

6.4 : Internal Assessment for practical component/ field work component. The evaluated practical/field work submission material and marks shall be shown to the students on the date announced in advance.

6.5 : The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses excluding practical component/ field work component.

6.6 : Semester-End Examination: The semester end examination shall be for 60 marks for theory courses (core / elective) and for practical component/field work component. The semester-end examination for practical component/ field work component shall be conducted separately.

6.7 : If a student is absent from the internal or end semester examination in any course including the project course and practical/field-work component, he/she will get a grade point of '0' and a letter grade of 'F'.

6.8 : If a student fails in the internal examination of a core or elective course, or practical/field work component, he/she will have to appear for the internal examination of the course if and when the course is offered again.

6.9 : If a student fails in the end-semester examination of a core or elective course or practical/field work component, he/she may reappear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/she will have to seek fresh admission to the MA programme.

6.10 : If a student obtains the letter grade F in any course in a given semester including practical/field work component, the letter grade F will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

6.11 : If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

6.12 : The letter grade and the grade point for the course will be computed as in 3.13.

6.13 : In any semester, the student's GPA will be calculated as follows:

grade point average (GPA) = $\frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i}$ where c_i = credits for that course offered in

that semester and g_i = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA_m) at the end of semester m is calculated as follows:

(CGPA_m) = $\frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}$, where, c_{ij} is the credits for the i^{th} course offered in

semester j and g_{ij} is the grade point obtained in the i^{th} course in semester j.

There shall be no rounding of GPA and CGPA.

6.14 : The semester wise GPA and CGPA shall be printed on the grade card of the student along with table 3.13.

6.15 : The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses including practical / filed work component in which the student has obtained the relevant credits.

6.16 : In case, if it is required to scale the internal assessment marks and end-semester examination marks to 400 marks per semester and 1600 marks for entire MA course, then internal assessment marks, end-semester examination marks and total marks shall be multiplied by factor 0.8.

6.17: The rules for grading: the existing ordinance for grading shall continue to be used.

7. SCHEME OF COURSES

Semester I

CourseCode	Name of Course A Core Courses	Term work	
		Internal Assessment Marks External Assessment Marks	Credits
PAEMA 101	Entertainment Media & Advertising : An Overview	60	6
PAEMA 102	Communication Skills & personality development	60	6

PAEMA 103	Principles of Management	60	6
PAEMA 104	Film, TV, Animation Management	60	6
Total		120	12

Semester II

Course Code	Name of Course A Core Courses	Term work	
		Assessment Assessment	Credits
PAEMA 205	Marketing Management	60	6
PAEMA 206	Integrated Marketing Communications	60	6
PAEMA 207	Basics of Finance & Accounting	60	6
PAEMA 208	Entrepreneurship & Innovation	60	6
Total		240	24

COURSE CODE: PAEMA 101

Entertainment Media & Advertising : An Overview

Objectives:

- To understand the dynamics of the Media, Entertainment and advertising.
- To explain the dynamics of content delivery.
- To understand the basic concepts of monetization from various sources.
- An overview of gaming and animation industry.

Unit -I : Size of M&E Industry-Indian & Global: Key Figs and Trends of the industry, Key players/companies operating in each segment, Spread across value chain of major entertainment conglomerates.

Unit-II: Indian and Global Film Industry: Market Size, growth rate, international trends, etc, Product Life Cycle of film and entertainment: Music release, theatrical release, home video rights, DTH, New Media (VOD, IPTV), mobile rights, satellite, cable and terrestrial telecast, merchandising and licensing rights, overseas release, sequels, etc.

Unit -III : Dynamics of each content delivery platform for film and entertainment: Film distribution, Home Video, Music Sales

(physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights. Revenue sharing model and agreements, revenue earning potential, flow of revenue across value chain and share of revenue contribution of each platform to total revenue collection of film.

Unit-IV : Case studies and examples: Blockbuster hit and flop films and their performance on each content delivery platform for reasons behind their performance, etc. Potential of regional cinema in India and its dynamics; International studio models and its adaptation in India; Career opportunities in entertainment space, Piracy: Value and volume, copyright, IP protection measures like DRM, govt. laws, regulations and acts to counter piracy, other private bodies involved in vigilance for copyright protection.

Unit -V: Indian and Global gaming industry
 : Market Size, growth rate, international trends, major international gaming studios, etc., Evolution of gaming: 8bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi-player gaming and their potential. Platforms and Product Life Cycle of gaming entertainment: PC, Console games (PlayStation, X-box, Nintendo, others), sequels, etc. Film based Indian and international gaming franchises: Sales performance, successful case studies, etc. Career opportunities in gaming space.

Unit -VI : Indian and Global Animation :
 Industry Market Size, growth rate, international trends, major international animation studios, etc., Indian and International franchises: A comparative study. Dynamics of Indian Animation industry: Revenue generated from exploitation of each content delivery platform. Case studies of International and Indian successful animation films: Spiderman, Batman, Kish, Hanuman and many more. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties. Career opportunities in animation space.

Unit -VII : Industry size and growth rate of satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Under standing concept of reach, viewer share and TRPs, their effect on advertising rates, current ad spot rates of various channels, print rate per second /s ROS rates, etc., Content acquisition and production model of various channels, inclusion of advertising of international reality shows and rates.

Unit-VIII : Under standing dynamics of revenue streams of satellite channel subscription/ advertising revenues: Digitalisation – Advantages & Govt. Mandate/ Regulation. Future trend- Concept of embedded advertising. Resource requirements for various types of channel depending on their content strategy. Career opportunities in satellite broadcasting space.

Unit-IX : Size of advertising Industry and Global advertising: Interdependence between advertising and entertainment industry in the entire ecosystem, Understanding role of advertising agencies. Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms in the total revenue pie.

Recommended Readings:

- The Insider's Guide to Independent Film Distribution by Stacey Parks.
- The Complete Independent Movie Marketing Handbook by Mark Steven Bosko.
- Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich.
- Movie Marketing: Opening the Picture and Giving It Legs by Tui Lukk.
-

Marketing & Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durié, Annika Pham & Neil Watson.

- Indian Media Business- Vani Khandekar.

COURSE CODE: PAEMA 102

Communication Skills & Personality Development

Objectives:

To develop the communication skills.

To bring clarity of thought and communication.

To apply the principles of better communications while presenting for a project, work or in day to day life.

To develop and enhance the image of the learner.

To understand the importance of Verbal and non-verbal communication.

Unit - I :Fundamentals of Communication: Developing reading & writing skills (Marathi, Hindi and English), Editing & Summarizing (Marathi, Hindi and English), Oral Communication (Marathi, Hindi and English), Thinking.

Unit - II : Enhanced Communication Skills Development: Enhancing communication skills – verbal, Enhancing communication skills nonverbal, Body type- posture, body language reading, Analyzing body language signals and meanings.

Unit -III : Psychology of communication: Gestures, expressions facial language, eye contact, shake hands, sitting posture, Maintaining comfort distance from people, mirroring, Dressing sense, corporate dressing, formal, semi-formal, casual, dressing for various occasions & events, Understanding personalities, auditory/ visual / kinesthetic, eye movement, facial expressions, emotions, smile.

Unit - IV : Personality Development: Verbal communication, voice training, speech, clarity, grammar speed, volume, enunciation, pronunciation, ends of sentences, humor pauses, Stress management, breathing pattern, mind psychology, right attitude, understanding your limitations and strengths, Table manners & etiquettes correct use of spoons, fork, knife, etc. Choosing the right accessories i.e, shoes, handbags, jewelry, etc.

Text books:

1. Crucial Conversations: Tools for Talking When Stakes are High, by Kerry Patterson.
2. Presenting to Win: The Art of Telling Your Story, by Jerry Weissmann.

Reference Books:

1. Verbal Judo: The Gentle Art of Persuasion, by George J. Thompson.
2. Write to the Top: Writing for Corporate Success, by Deborah Dunai ne.

COURSE CODE: PAEMA 103

PRINCIPLES OF MANAGEMENT

Tounderstand the concept and importance of management.

Tounderstand the various schools of Management thought.

To learn about management planning and implementation in life.

Tounderstand the social, ethical and psychological aspects of management.

Unit-I : Concept and importance of Management : Definition, Nature and Scope, Roles and Principles, Evolution of Management.

Unit-II :

Different School of Management thought : Different School of Management thought, Management functions and skills, Case studies on contemporary Management Theory.

Unit-III : Management

Planning: Concept, Nature and importance, Planning types and Steps, Corporate and Functional Planning, Strategic and Operational Planning, Problems and Prospects of Planning, Planning premises and forecasting, decision making.

Unit-IV : Fundamentals of Organization: Forms of Organization Structure, Design of Organization Structure, Example of an Organizational Structure of MNC, Authority and Responsibility, Responsibility and accountability in an organization, Conflict and coordination.

Unit-V : Fundamentals of Staffing: Recruitment, Training and Performance Appraisal -Case Study on Performance Management.

Unit -VI : Psychological Aspects of Management :

Motivation Theories, Leadership, Communication, Fundamentals of Directing, Controlling, Operational Control Techniques.

Unit-VII : Social & Ethical Aspects of Management : Social Responsibility of Managers, Business Ethics, Ethics, Morality and values, Culture and Ethics-Relationship between Ethics and Corporate Excellence.

Unit-VIII : Social and Economic Responsibilities of Business: Role Legislation and other bodies in enforcing ethical behavior in business.

TEXT BOOKS:

- o Management -Text and Cases by V S Prao and V Hari Krishna.
- o Fundamentals of Management by Stephen P. Robbins and David A. Decenzo.
- o Fundamentals of Management by Griffin.

ADDITIONAL REFERENCES:

- o Principles of Management -II Edition By P.C Tripathi & P.N Reddy.

SPECIAL NOTES:

- o The Indian CEO: An Endangered Species.
- o Managerial skills.
- o Contemporary Management Theory: Case Studies.
- o The marquee Garment Retailer.
- o Recruitment policy of a MNC.

COURSE CODE : PAEM104

FILM AND TELEVISION AND ANIMATION MANAGEMENT

To make understand the dynamics of film industry.

To learn about the production process of films.

To understand marketing promotions for films.

To understand the distribution management for films.

To learn talent management.

To understand the business of animation and gaming industries.

To know about the interconnectivity in animation and gaming.

To understand the process of VFX and usage.

To learn about the possible avenues of revenues in the industry.

Unit - I : Film Industry Overview Indian Film Industry : Size and Growth, Film Content Creation, Storyboarding.

Unit - II : Film Promotion and Marketing: Film Marketing Management: Functions and Policies, Film Promotion Methodologies.

Unit - III : Merchandising and the Film Industry: Merchandising Planning and Production, Case Studies.

Unit - IV : Distribution Management: Film Rights, Film Auctions and Underwriting, Managing Theatres, District-Wise Distribution : Policies and Practices.

Unit - V : Talent Spotting, Management and Casting: Artist and

Repertoire Management, Casting and Talent Promotion : Role of Agencies.

Unit- VI : Introduction to Animation, VFX and Gaming Processes.

Unit- VII : Costing for Animation, VFX and Gaming Industries : Case Studies; Pixar, Pictomedia, Avatar, God of War, World of Warcraft.

Unit- VIII : Challenges of New Media: Metrics and Calibration, Infringements and Cross-Media Analysis, Reach v/s cost of delivery.

Unit- IX : New Media Business Promotions: Overview, Interconnectivity between mediums, Cross Media penetration, Merchandising and brand connections.

Text Books :

- TEACH YOURSELF : FILM STUDIES -BUCKLAND W
- INSIDERS GUIDE TO FILM FINANCE- ALBERSTAT P.
- PRODUCERS BUSINESS HANDBOOK 2 ED -LEE J. D.
- TO INFINITY AND BEYONDS: THE STORY OF PIXAR ANIMATION STUDIOS - KAREN PAIK
- VISUAL EFFECTS PRODUCER UNDERSTANDING THE ART AND BUSINESS OF VFX - CHARLES FINANCE
- ANIMATION BUSINESS HANDBOOK, KAREN RAUGUST.
- ANIMATION FROM SCRIPT TO SCREEN - SHAMUS CULHANE

COURSE CODE : PAEMA 205

MARKETING MANAGEMENT

Objectives: To introduce the concept of marketing management.

To educate about the importance of marketing in today's world.

To help understand the various tools needed for marketing management.

To learn about the marketing plan and market research.

To help get insight into consumer consumption behavior.

To understand MC and its importance.

Unit -I : Introduction to Marketing: Definitions and Functions of Marketing, Fundamental Marketing Concepts and Tools.

Unit -II : Consumer Frameworks: Consumer Orientation, Buyer Behavior Frameworks, Analyzing Consumer Markets.

Unit-III :Marketing Metrics:

Planning Inventory, Research and Forecasting, Using Marketing Metrics to

Analyze New Markets, New Product Development and Setting Product Strategies–

Case Study: Launching Apple's iPhone.

Unit-IV :Marketing Functions: Product and Physical Distribution: Diffusion

and Product Research,

Channels of Distribution, Vendor Management, Wholesale, Retailing and Logistics.

Unit-V: Marketing Functions:

Pricing: Pricing-Penetration Vs. Skimming, Numerical Analyses of Pricing Using MS Excel.

Unit-VI : Brand Equity and Brand Management :

Introduction to Brand Management -Brand Identity, Brand Management : Creating Brand

Positioning, Case Study: WorldSpace-Positioning Radio

Channel, Brand Management : Dealing with Positioning– Case Study: NDTV and

MSN Co-Marketing.

Unit-VII : Understanding Strategy: Marketing Strategy: Analyzing Business

Markets, Marketing Strategy: Understanding Segmentation and Positioning.

Unit-VIII : Introduction to

Advertising: Introduction to Integrated Marketing Communications, Advertising, Sales Promotions, Publicity.

Unit-IX :Direct Marketing Strategy: Direct Marketing Strategy, Interactive

Marketing.

Unit-X :Global Marketing

Strategy: Deciding Whether to Market Globally, Deciding Which Market to Enter, Global Marketing Programme.

Unit-XI : Introduction to the concept of IMC:

Introduction & Familiarization, Definition of Promotion & Promotion Mix, Tools of

Promotion Mix, IMC Planning Process, Creative Strategy, Media Strategy.

TEXT BOOK:

o 'Marketing Management', Philip Kotler and Kevin Lane Keller, 12th Edition, Prentice Hall of India Pvt Ltd.

o Marketing Management -Paraswamy & Narasimhan.

ADDITIONAL REFERENCES:

o Strategic Marketing Management, David Aaker.

o Strategic Brand Management, Kevin Keller, Prentice Hall India Edition.

- o Journal of Marketing, Aug 2001– Aug 2007.
- o Journal of Consumer Research, Aug 2001 –Aug 2007.

LIST OF TUTORIALS

- o Developing New Product Ideas.
- o Repositioning Plan.

COURSE CODE: PAEMA 206

INTEGRATED MARKETING COMMUNICATIONS

Objectives:

To understand the intricacies involved in IMC.

To understand the IMC tools.

To learn the process for developing effective IMC mix.

To understand the correlation between the advertising tools and design in IMC.

Unit-I : The Communication Process –Theory and Concepts:

Introduction to Communication, Elements in the communication process, Basic models of communication, Mass communication: Introduction & models.

Unit - II : Marketing Communications in Context :

Overview, Marketing Communications' place in strategic marketing,

Integrated Marketing Communications-Definition, Plan, Components of IMC, Corporate image and Brand Management, Consumer Buyer Behaviour, B-2-B Buyer Behaviour, Promotions Opportunity Analysis.

Unit-III: Advertising

: IMC Advertising Tools, Advertising, Definition and types, Role of advertising in the IMC process, Planning and research - Campaign management, Communication market analysis, Communications and advertising objectives, Budget, Media selection, Creative brief.

Unit-IV: Advertising Design: Advertising theories, Advertising

appeals, Message strategy, Executional frameworks, advertisement-Advertising effectiveness.

Unit -V :Advertising Media Selection: Media Strategy, Media planning, Media mix-Media selection.

Unit -VI : OOH EVENTS/ PROMOTIONS AS COMMUNICATION TOOLS : OOH Introduction to OOH, Types of OOH Media, How/ when/ why it should be used, How can it be used effectively, Events, Introduction, Types of events, Key element of an event, How do you execute an event effectively, Promotions, Types of promotions, How to come up with a promotion idea, How do you execute a promotion idea effectively.

TEXT BOOKS:

o

Integrated Advertising, Promotion and Marketing Communications, Kenneth E. Clow and Donald Baack, Second Edition, Prentice Hall of India.

o Marketing Communications Management, Concepts & Theories, Cases and practices, Paul Copley, Elsevier.

SPECIAL NOTES:

- o Communications – Introduction and Models.
- o Mass Communications – Introduction and Models.

LIST OF TUTORIALS:

- o Creative campaign planning.
- o Presentation on individual media like print, TV, radio, internet, films, rural media, outdoor, etc.

COURSE CODE PAEMA 207

BASICS OF FINANCE AND ACCOUNTING

Objectives:

To understand about corporate finance and its nuances of finances.

To understand the basics of economic theory.

To learn various accounting terms and usage.

To learn accounting and balance sheet preparing.

Unit-I : Principles of Corporate Finance: Introduction to

Financial Terms and Concepts, Present Value of Future Returns, Internal Rate of Return and Discounted Cash Flow Methods, Financial Projections, Introduction of Futures and Capital Markets, Financial Instruments.

Unit-II : Basic Micro-Economic Theory: Demand-Supply, Introduction

to Micro-Economic Theory, Rent, Interest and Wages, Dynamics of Competition: Understanding Equilibrium, Oligopolistic Markets.

Unit-III : Pricing Media Properties for Different Media: Television Pricing, Print Media Pricing, Animation Pricing.

Unit-IV : Introduction to Accounting and Cost Accounting Fundamentals: Trial Balances, Ledger and Journal Entries, Accounting Rules, Cost Accounting Definitions and Terms, Cost Accounting Tutorial using Tally.

Unit-V: Balance Sheet

and Profitability Analysis: Understanding Schedule III, Profit and Loss Statement Analysis, Financial Ratios.

TEXT BOOKS:

- o Double Entry Book Keeping, Part I, TSG eval .
- o Principles of Microeconomics: International Edition with MyEconLab Course Compass with E-Book Student .
- Access Code Card, Karl Case, Ray Fair , Pearson Prentice Hall , Anthony O'Brien.
- o Corporate Finance, Ross, Westfield and Jaffe, 7th Edition, Tata McGraw Hill .

ADDITIONAL REFERENCES:

- o 'Corporate Finance: Core Principles and Applications', Westfield, Ross, Jaffe and Jordan.

LIST OF TUTORIALS:

- o Financial Analysis.
- o Stock Watch.

FILM PRODUCTION AND CONTENT LINE

To educate about the basics involved in media project management.

To educate about the basic project production workflow and management.

To educate about the role of a project manager.

To help understand the details involved in a new business project or proposal.

Unit-I : Building the Script: Ideation, Research & development, Concept & Treatment notes, Story, Screenplay and Dialogues of a national and international market, Importance of script in the business arena today.

Unit-II : Pre Production: Based on script, planning the cast and crew, Location, Recce and the design of the film Scheduling & Budgeting, Script Breakdowns, Planning the film production.

Unit-III : Production: Organizing production: The various departments of Camera, Sound and Art, Talent — Direction & Management, Budgeting, Cash Flow management, MS& Budget Control, Overall production management.

Unit-IV: Shooting and Crisis Management: Day to day shooting planning, Budget planning, crosschecks, Executive producer hiring, Crisis management, Alternative planning in case of cancellations, Proper recording.

Unit- V: Post Production: Edits - Picture & Sound, Processing, Mixing & Special Effects, Negative Cutting, Optical, and the Final Negative.

TEXT BOOKS

- The Producer's Business Handbook by our Dean John Lee Jr.
- Producing and Directing the Short Film & Video by David Klirving & Peter W Rea.
- Film production management By Bastian & Eve.
- Writing the Killer Treatment: Selling Your Story without a Script by Michael Halperin.
- Writing Treatments That Sell: How to Create and Market Your Story Ideas to the Motion Picture and TV.
- HOLLYWOOD ECONOMY - EPSTEIN EDWARD.

- FILMMAKERS& FINANCIALBUSINESSPLANS FORINDEPENDENTS6/ED-LEVI SONLOUI SE
- FILMPRODUCTIONMANAGEMENT-CLEVERB.

ADDITIONALREADING

- Producing andDirectingthe Short Film&Video byDavid Klirving & Peter WRea(Chapter 2).

•

Writingfor Emotional Impact:AdvancedDramaticTechniquesoAttract,Engage,andFascinate theReaderfrom BeginningtoEnd by Karl Iglesias.

- Industry, 2nd Ed. byKennethAtchity &Chi-Li Wong.

•

TheScreenwriter'sBible:ACompleteGuideoWriting,Formatting,andSellingYour Script 4th Edition byDavidTrotter.

- Screen craft Series (Vols. Direction;ProductionDesign).

SPECIAL NOTES

- Keyelementsa businessManager should know on production.
- Howtohandlesuddenituations atashooting andwork around budgets.
