

**TWO YEAR M.B.A. (Media Management) PROGRAM  
COURSE STRUCTURE**

**FIRST SEMESTER**

**MARKS**

	<b>Subject/Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
101	Management Concepts and Process	75	25	100
102	Organizational Behavior	75	25	100
103	Communication Skills	75	25	100
104	Information Technology for Managers	75	25	100
105	Introduction to Media Management	75	25	100
106	Managerial Economics	75	25	100
107	Accounting for Managers	75	25	100

**SECOND SEMESTER**

**MARKS**

	<b>Subject/Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
	<b>Core subjects</b>			
201	Television Program Production	75	25	100
202	Print Media Reporting and Editing	75	25	100
203	Radio Program Production	75	25	100
204	Marketing Management	75	25	100
	<b>Electives subject ( Any Three)</b>			
205	Consumer Behavior	75	25	100
206	Human Resource Management	75	25	100
207	Business Laws	75	25	100
208	Rural Marketing	75	25	100
209	Brand Management	75	25	100

**THIRD SEMESTER**

**MARKS**

	<b>Subject/Paper</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>
	<b>Core Subjects</b>			
301	Media Research	75	25	100
302	Sales & Advertising Management	75	25	100
303	Event Management	75	25	100
304	Business ethics and management by Indian values	75	25	100
	<b>Electives Subject (Any three)</b>			
305	Emerging Issues in HRM	75	25	100
306	Training & Performance Management	75	25	100
307	Retail Management	75	25	100
308	Media Laws & Ethics	75	25	100
309	Global Business Environment	75	25	100

**FOURTH SEMESTER**

**MARKS**

	<b>Subject/Paper</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>
401	Strategic Management	75	25	100
402	Entrepreneurship	75	25	100
403	Project work			300
				500

**\*Each subject will carry 4 credit Point**