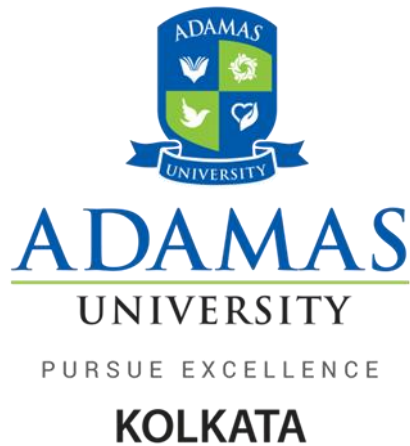


ADAMAS UNIVERSITY

MBA (Communication Management)

(2023-25)



ADAMAS UNIVERSITY

MBA (Communication Management) Course Structure & Syllabus

(2023-25)

Course Structure for MBA (Media Management)

SEMESTER I								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
1	Theory	CUM21001	Managerial Economics	3	1	0	4	4
2	Theory	MKT21201	Marketing Management	3	1	0	4	4
3	Theory	CUM21003	Organizational Behavior	3	1	0	4	4
4	Theory	FAC21402	Financial Management	3	1	0	4	4
5	Theory	HJM21061	Media Laws & Ethics	3	1	0	4	4
6	Theory	ETM21040	Soft Skills	3	1	0	4	4
7	Theory	HJM21057	Media Literacy	3	1	0	4	4
Total				21	6	0	28	28

SEMESTER II								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
1	Theory	CUM21005	Consumer Behavior and Brand Management	3	1	0	4	4
2	Theory	OBH21202	Human Resource Management	3	1	0	4	4
3	Theory	CUM23006	Information Technology for Communication	3	1	0	4	4
4	Theory	HJM21065	Communication Research	3	1	0	4	4
5	Theory	CUM21007	Communication Management & Experiential Marketing	3	1	0	4	4
6	Theory	HJM21064	Media Economics	3	1	0	4	4
7	Int	CUM24008	Internship	One Month				4
Total				15	6	6	30	28

SEMESTER III								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
1	Theory	CUM21009	Advertising Management	3	1	0	4	4
2	Theory	CUM21010	Public Relations & Corporate Communication	3	1	0	4	4
3			Choose any four of the following					
4	Theory	CUM21011	Alternate & Community Media	1	1	4	6	4

5	Theory	CUM21012	Integrated Marketing Communication Digital Marketing Media Marketing Budgeting for Media Principles of Communication Management Film Business Management Television Business Management	3	1	0	4	4	
6	Theory	CUM21013		3	1	0	4	4	
7	Theory	CUM21014		3	1	0	4	4	
8.	Theory	CUM21015		3	1	0	4	4	
9	Theory	CUM21016		3	1	0	4	4	
10	Theory	CUM21017		3	1	0	4	4	
11	Theory	CUM21018		3	1	0	4	4	
				Total	27	10	4	24	24

SEMESTER IV								
Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/Week	Credits
1	Theory	CUM21019	Media Entrepreneurship	3	1	0	4	4
2	Theory	CUM21020	Business Communication	3	1	0	4	4
			Choose any four of the following					
3	Theory	CUM21021 HJM21076 CUM21023 HJM23078 CUM21025 CUM21027	Future of Brand Communication & Management Development Communication Corporate Communication and CSR Data Journalism & Visualization Media Campaign Management Radio Organizational Management	3	1	0	4	4
4				3	1	0	4	4
5				3	1	0	4	4
6				3	1	0	4	4
7				3	1	0	4	4
8				3	1	0	4	4
9				3	1	0	4	4
10				3	1	0	4	4
11	Thesis	CUM25029	Dissertation	0	4	0	4	4
			Total	29	13	0	28	28

TOTAL CREDITS = 108

Total Credits Distribution Semester wise:

Semester	I	II	III	IV	Total Credits
Credits	28	28	24	28	108

ADAMAS UNIVERSITY

	Managerial Economics	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Basic understanding of the general economy, economic forces and the context in which Managerial Economics operate				
Co-requisites	--				

Course Objectives

1. To introduce the economic concepts among the students.
2. To understand the applications of economic theories in business decisions.
3. To determine effective economic marketing objectives.
4. To build an integrated economy strategy in business perspectives.
5. To evaluate the managerial economic policies.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Match** the economical concepts and perspective into real life situation.
- CO2. **Explain** the application of economics in their decision making.
- CO3. **Experiment with** the theories and concepts of economics useful in marketing.
- CO4. **Examine** business strategy using economic advantages.
- CO5. **Evaluate** economic policies to managerial decision making process.

Catalogue Description

Managerial economics is one of the disciplines of main stream of economics that aims to discuss the micro and macroeconomic perspectives of economics in the preview of business. The course goes detailed into the functions and risk associated to the practices of managerial economics. It also covers the conditions and economic structures as well as the properties of different market. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted through lectures as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I:

10 Lecture Hours

General Foundations of Managerial Economics: General Foundations of Managerial Economics - Economic Approach - Circular Flow of Activity - Nature of the Firm - Objectives of Firms - Demand

Analysis and Estimation - Individual, Market and Firm demand - Determinants of demand - Elasticity measures and Business Decision Making - Demand Forecasting.

Unit II: 10 Lecture Hours

General Foundations of Managerial Economics II: Law of Variable Proportions - Theory of the Firm - Production Functions in the Short and Long Run - Cost Functions – Determinants of Costs – Cost Forecasting - Short Run and Long Run Costs –Type of Costs - Analysis of Risk and Uncertainty.

Unit-III: 10 Lecture Hours

Product Markets: Product Markets -Determination Under Different Markets - Market Structure – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly - Oligopoly - Pricing and Employment of Inputs Under Different Market Structures – Price Discrimination - Degrees of Price Discrimination.

Unit-IV: 10 Lecture Hours

Introduction to National Income: Introduction to National Income – National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations - Fiscal and Monetary Policies.

Unit-V: 10 Lecture Hours

Macro Economic Environment: Macro Economic Environment - Economic Transition in India - A quick Review - Liberalization, Privatization and Globalization - Business and Government - Public-Private Participation (PPP) - Industrial Finance - Foreign Direct Investment(FDIs).

Unit-VI: 10 Lecture Hours

Issues in Economic Environment: Consumption Function and Investment Function- Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator.

Inflation and Deflation: Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation.

Reference Books

1. Yogesh Maheswari, *Managerial Economics*, Phi Learning, New Delhi, 2005 Gupta G.S.,
2. *Managerial Economics*, Tata McGraw-Hill, New Delhi Moyer & Harris
3. *Managerial Economics*, Cengage Learning, New Delhi, 2005 Geetika, Ghosh & Choudhury, ,
4. *Managerial Economics*, Tata McGraw-Hill, New Delhi, 2011

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Match the economical concepts and perspective into real life situation.	PO1, PO2, PO8, PSO1
CO2	Explain the application of economics in their decision making.	PO1, PO2, PO5, PO10
CO3	Experiment with the theories and concepts of economics useful in marketing.	PO1, PO2, PO8, PO12, PSO1, PSO2
CO4	Examine business strategy using economic advantages.	PO1, PO3, PO4, PO5, PO10, PO12, PSO2
CO5	Evaluate economic policies to managerial decision making process.	PO2, PO3, PO4, PO7, PO9, PO10, PO12

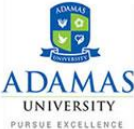
		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The Event Manager and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Managerial Economics	3	3	2	2	1	-	1	2	1	1	-	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA in Communication Management Code – CUM21101 Stream- CM Time: 03 Hrs. Paper title– Managerial Economics Total pages- 1 Max. Marks: 40 Total no. of questions- 09			
Instructions: Attempt any Three Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 8 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Identify the nature of a modern day firm in brief in post pandemic situation. (Ap)	4	CO1
2.	Develop the concept of demand forecasting for an organization operating in Indian market. (Ap)	4	CO1
3.	What is Monopolistic Competition, explain with an example. (R)	4	CO4
4.	Outline the concept of national income in Indian perspective. (U)	4	CO5
SECTION B (Attempt any Two Questions)			
5.	Define the objectives of a firm. Define the Production Functions in the Short and Long Run. (R)	10	CO1
6.	Summarize national income and the economic indicators of it. (U)	10	CO3
7.	Define Consumption Function and Investment Function with examples. (R)	10	CO4
SECTION C (Attempt any One Questions)			
8.	Build business life cycle for an organization dealing with FMCG products. (A)	8	CO1
9.	Interpret the issues and challenges of employment (U)	8	CO5

	Marketing Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Understanding of basic marketing from earlier exposure due to study of structured courses or exposure to media				
Co-requisites					

Course Objectives

1. To understand the subject of marketing management, its scope and impact.
2. To develop an understanding of consumer behaviour and basic concepts of marketing planning & strategy.
3. To summarize the process of creating a customer-driven marketing strategy and basics of product management.
4. To correlate factors impacting pricing decisions, pricing strategies, price adjustment strategies and price changes.
5. To understand the nature, importance and value of channels, channel design and channel conflict decisions, concepts of marketing logistics and supply chain management.
6. To evaluate the elements of promotion mix, communication process, budgeting, personal selling and sales force management, publicity etc.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Define** the basic concepts of marketing into real life decision making circumstances.
- CO2. **Outline** usage of acquired knowledge of consumer behaviour into marketing planning and strategy formulation.
- CO3. **Illustrate** the use of customer-driven marketing strategy for product management.
- CO4. **Defend** the usage of the pricing concepts like pricing decisions, Pricing Strategies, Price, Adjustment Strategies, and Price Changes in real life situation.
- CO5. **Make use of** the strategies related to marketing channels using the learned concepts.
- CO6. **Develop** the promotional mix in solving the real-life marketing problems.

Catalogue Description

Marketing management is considered as one of the most important elements of management studies that require to study and apply the knowledge of carefully crafted models and concepts. The goal of the course is distributed across various concepts like marketing planning, marketing environment, channels of marketing, marketing promotions etc. The course is designed to give an overall coverage of different concepts of marketing and their practical usage for the learners to utilize in real life scenario. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: 10 Lecture Hours

Introduction: Definition of Marketing, Marketplace and Customer Needs, Customer- Driven Marketing Strategy, Marketing Myopia, Marketing Plan, Building Customer Relationships Marketing, Challenges for 21st century

Marketing Environment: Micro Environment, Macro Environment, - Global Environment, Responding to the Environment.

Unit II: 10 Lecture Hours

Strategic Planning & Marketing Process: Company wise strategic planning, Marketing strategy and marketing mix, managing the marketing effort

Consumer Markets and Consumer Buyer Behaviour: Model of Consumer Behaviour, Factors Affecting Consumer Behaviour, Types of Buying Behaviour, Buyer Decision Process

Unit-III: 10 Lecture Hours

Customer-Driven Marketing Strategy: Market Segmentation and Targeting, Differentiation and Positioning — Frame of Reference, Points of Parity and Difference, Mass Customization

Products, Services and Brands: Product, Service and Brand decisions, Product Life Cycle Strategies Shortened PLC: New Product Development.

Unit-IV: 10 Lecture Hours

Pricing Decisions: Concept of Price, Factors to Consider When Setting Prices, New Product Pricing Strategies, Product Mix Pricing Strategies, Price Adjustment Strategies, Price Changes, Ease of Price and Product Comparisons because of Technology, Yield Pricing, Dynamic Nature of Pricing.

Unit-V: 10 Lecture Hours

Channel Decisions- Distribution, Retailing & Wholesaling: Marketing Channels - Nature, Importance and Value Delivery, Channel Organization, Channel Design and Channel Conflict Decisions, Marketing Logistics and Supply Chain Management, Wholesaling, Retailing, Disintermediation, Role of Distribution in the Digital Era, E-tailing and its Advantages .Integrated Marketing.

Unit-VI: 10 Lecture Hours

Communications: The Promotion Mix, Communication Process, Steps in Developing Marketing Communication, Promotion Budget.

Advertising, Sales Promotion and Public Relations: Including Combining One-to-One and One-to-Many Mapping Due to Technology, Reducing Role of Traditional Media. Personal Selling and Sales Force Management

Reference Books

1. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2015). *Marketing Management :A South Asian perspective* (15thed.) with Indian Case Study: New Delhi: Pearson.
2. Ramaswamy, V. S., & Namakumari, S. (2013). *Marketing Management: Global perspective Indian context* (6thed, 2018.). Sage.
3. Sherlekar, S.A. *Marketing Management*, Himalaya Publishing House, 2017

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the basic concepts of marketing into real life decision making circumstances.	PO1, PO2, PO8, PSO1
CO2	Outline usage of acquired knowledge of consumer behaviour into marketing planning and strategy formulation.	PO1, PO2, PO5, PO10
CO3	Illustrate the use of customer-driven marketing strategy for product management.	PO1, PO2, PO8, PO12, PSO2
CO4	Defend the usage of the pricing concepts like pricing decisions, Pricing Strategies, Price, Adjustment Strategies, and Price Changes in real life situation.	PO1, PO3, PO4, PO5, PO10, PO12
CO5	Make use of the strategies related to marketing channels using the learned concepts.	PO2, PO3, PO4, PO7, PO9, PO10, PO12
CO6	Develop the promotional mix in solving the real-life marketing problems.	PO1, PO4, PO8, PSO1

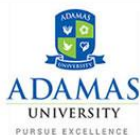
Course Code	Course Title	Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The Event Manager and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Marketing Management	3	3	2	2	1	-	1	2	1	3	-	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA in Communication Management Code- Stream- CM Time: 03 Hrs. Paper title– Marketing Management Total pages- 1 Max. Marks: 40 Total no. of questions- 09			
Instructions: Attempt any Three Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 8 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Define the micro and macro environment of marketing. (R)	4	CO1
2.	Explain the factors of consumer behaviour. (U)	4	CO2
3.	Illustrate the factors of market segmentation. (A)	4	CO3
4.	Defend various pricing mechanisms (U)	4	CO4
SECTION B (Attempt any Two Questions)			
5.	Outline the determinants of marketing plan (A)	10	CO2
6.	Develop “Product Life Cycle” with an example of FMCG industry. (U)	10	CO6
7.	Recall the concept of ‘Wholesaling’ and ‘Retailing’. (U)	10	CO1
SECTION C (Attempt any One Questions)			
8.	Identify global environment. (U)	8	CO5
9.	Determine new product pricing strategies for healthcare industry. (A)	8	CO4

	Organization Behaviour	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Understanding of the basic concept of behavioural patterns in organizations from previous exposure to structured courses or exposure to media and general business environment				
Co-requisites					

Course Objectives

1. To understand the foundations, significance and framework of organization behaviour in the organization setting and its impact on organizational effectiveness.
2. To associate the Individual behaviour dimensions like personality, perception, attitude and employee motivation.
3. To interpret and comment on various aspects of inter-personal behaviour.
4. To understand the dynamics of Group Behaviour and concepts of Power, Politics, Leadership and Conflict etc. that influence group behaviour.
5. To infer the behavioural factors like organizational climate.
6. To examine the organizational culture, organizational change and development.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Define** the basic concept of organizational behavior in different organizational structure.
- CO2. **Explain** concepts like personality, perception, attitude and employee motivation in simple and complex market scenario.
- CO3. **Develop** inter-personal behaviour in analyzing consumer behaviour.
- CO4. **List** the knowledge acquired from group behaviour in solving problems related to power and politics, applying the qualities of leadership.
- CO5. **Evaluate** the behavioural factors of employees in an organizational climate.
- CO6. **Elaborate** the concept of organizational culture and change in organizational development.

Catalogue Description

Organizational behaviour is a management discipline that analyzes the behavioural growth, development and changes over the time. The discipline considers both internal and external environmental factors and elements while analyzing the organizational behaviour. It also takes into account the inter-personal and group dimensions while calculating the changes of organizational behaviour. The course is designed to give an overall coverage of different concepts of marketing and their practical usage for the learners to utilize in real life scenario. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: 10 Lecture Hours

Introduction: Organizational Behaviour - Concept and its Emergence; Nature and Theoretical Frameworks; Disciplines contributing to the field of OB; Historical Background- Hawthorne Studies, Psychological Foundations; Models of Organizational Behaviour, Challenges and Opportunities for Organizational Behaviour; Ethics and Organizational Behaviour.

Unit II: 10 Lecture Hours

Individual Behaviour Dimensions in an Organization: Determinants of Individual Behaviour; Personality – Meaning, Determinants and Theories, Influence on OB; Perception: Process and its influence on OB; Values, Attitudes and Job Satisfaction; Emotional Intelligence and OB; Employee Motivation – Concept, Content Theories vs. Process Theories, Designing Motivational Strategies.

Unit-III: 10 Lecture Hours

Inter-personal Behaviour: Interpersonal Communication and Feedback; Transactional Analysis (TA); Johari Window; Managing misbehaviour at work - Sexual Abuse, Substance Abuse, Cyber Slacking, Aggression and Violence; Communication and Negotiation in Organization; Learning Organization: Characteristics, Implementation Strategies, Learning Cycle and Curve.

Unit-IV: 10 Lecture Hours

Group Dimensions in Behaviour: Theories of Group Formation, Types of Groups, Stages of Group Development, Group Decision Making; Cohesiveness and Productivity; Management of Dysfunctional Groups; Power and Politics in Organization; Leadership: Concept and Styles, Leadership Theories; Conflict & Stress Management: Types of Conflicts, Conflict Management Process, Resolution of Conflict- Strategies.

Unit-V: 10 Lecture Hours

Organizational Dimensions and Processes in Organization: Organizational Climate- Concept, Determinants, and OCTAPACE Model; Organization Culture- Concept, Forming, Sustaining, and Changing a Culture; Organizational Effectiveness- Concept and Measurement; Organizational Change- Resistance and Management; Organization Development – Concept & Issues.

Unit-VI: 10 Lecture Hours

Leadership & Power: Leaders Vs Managers- Leadership Styles- Leadership Theories- Power and Politics Influence in organizations- Organization Culture & Climate- Technology and Organization Design- Organization Change- Managing Organizational conflict.

Reference Books:

5. Robins, S.P., and Sanghi, S.: *Organizational Behavior*, Ed. xi, Pearson-Education, New Delhi.
6. Luthans, F.: *Organizational Behavior*, Ed. vii, PHI, New Delhi.
7. Prasad, L.M.: *Organization Theory and Behavior*, HPH, New Delhi.
8. Aswathappa, K.: *Organizational Behaviour*, HPH, New Delhi.
9. Sakaran, U.: *Organizational Behavior*, TMH, N. Delhi.
10. Newstrom J. W., and Davis, K.: *Organizational Behavior: Human Behavior at Work*, Ed. v., Tata McGraw Hill, New Delhi.

11. Mullins, L. J.: *Management and Organizational Behavior*, Pearson- Education, N. Delhi.
12. Bhattacharya D.K.: *Organization Behavior*, OUP, New Delhi.
13. Robbins, Stephen P., and Mathew, Mary: *Organization Theory: Structure, Design and Applications*, Ed. iii, Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the basic concept of organizational behavior in different organizational structure.	PO1, PO2, PO8, PSO1
CO2	Explain concepts like personality, perception, attitude and employee motivation in simple and complex market scenario.	PO1, PO2, PO5, PO10
CO3	Develop inter-personal behaviour in analyzing consumer behaviour.	PO1, PO2, PO8, PO12, PSO2
CO4	List the knowledge acquired from group behaviour in solving problems related to power and politics, applying the qualities of leadership.	PO1, PO3, PO4, PO5, PO10, PO12
CO5	Evaluate the behavioural factors of employees in an organizational climate	PO2, PO3, PO4, PO7, PO9, PO10, PO12
CO6	Elaborate the concept of organizational culture and change in organizational development.	PO1, PO4, PO8, PSO1


		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The Event Manager and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Organization Behaviour	3	3	2	2	1	-	1	2	1	3	-	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA in Communication Management			
Code-	Stream- CM	Time: 03 Hrs.	
Paper title– Organization Behaviour		Total pages- 1	
Max. Marks: 40		Total no. of questions- 09	
Instructions:			
Attempt any Three Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 8 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Determine the role of Ethics in organizational behaviour. (Evaluate)	4	CO5
2.	Apply any one theoretical framework in an organizational perspective. (Ap)	4	CO3
3.	Analyze any content or process theory to design motivational strategies (An)	4	CO4
4.	Make use of Johari Window for effective interpersonal communication (Ap)	4	CO3
SECTION B (Attempt any Two Questions)			
5.	Interpret OCTAPACE Model in an organizational setup. (Evaluate)	10	CO5
6.	Outline the importance of negotiation in organization. (U)	10	CO2
7.	Illustrate different types of conflicts in an organization. (U)	10	CO2
SECTION C (Attempt any One Question)			
8.	Illustrate the relationship between resistance and Management. (U)	8	CO2
9.	Identify the styles of leadership (Ap)	8	CO3

	Financial Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Understanding of basic concept of finance, business and management from previous exposure to structured courses or general business environment in personal life or through media				
Co-requisites					

Course Objectives

1. To understand the fundamentals of financial management with time value of money and capital budgeting.
2. To associate different techniques of financial management, like CAPM and WACC, capital structure models including the MM model, leverage analysis, dividend decisions, working capital management and basics of mergers.
3. To categorize and summarize various aspects of Financial Management.
4. To compare the dynamics of financial management and concepts of leverage, analysis, dividend relationships.
5. To interpret the nuances of financial management and solve the advanced corporate finance related problems efficiently including financial case studies.
6. To comment on the financial management structural change and development.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Recall** the concepts of value of money and capital budgeting in financial management for an organization.
- CO2. **Interpret** methods like CAPM, WACC, capital structure models including the MM model, leverage analysis etc. in solving financial problem for an organization.
- CO3. **Apply** the knowledge of financial management in analyzing the financial environment of an organization.
- CO4. **List** the concepts like leverage, analysis, dividend relationships in understanding the dynamics of financial management.
- CO5. **Evaluate** the acquired knowledge to solve the advanced corporate finance related problems with the help of case studies.
- CO6. **Plan** the situation by applying them to structural change and development.

Catalogue Description

Financial management considers the financial transactions and analysis of an organization with respect to the market conditions and factors. The discipline considers and discusses the concepts like cost of capitals, leverage analysis, working capital management, corporate valuation, Mergers, Acquisitions, restructuring etc. The course is designed to give an overall coverage of different concepts of marketing and their practical usage for the learners to utilize in real life scenario. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point

presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: 10 Lecture Hours

Introduction: Financial Management: An Overview. Evolution of finance, The Basic Goal: Creating Shareholder Value, Agency Issues, Business Ethics and Social Responsibility, Time value of money concept.

Strategic Investment Decisions: Capital Budgeting Decisions - Capital Budgeting: Process and Techniques - Payback period, Accounting rate of return, NPV, IRR, MIRR, Profitability index, Discounted payback period, Estimation of cash flows, NPV vs. IRR, Risk analysis in Capital Budgeting - Sensitivity analysis, Certainty Equivalent Approach, Calculation of RADR, Real options.

Unit II: 10 Lecture Hours

Cost of Capital: Meaning and Concept: Cost of Capital: Meaning and Concept, Calculation of WACC, The CAPM Approach, Adjusting cost of capital for risk, International Dimensions in cost of capital

Strategic Financing Decisions: Capital Structure, Theories and Value of the firm -Net income approach, Net operating income approach, Traditional approach, Modigliani Miller model, HAMADA model; Determining the optimal capital structure, Checklist for capital structure decisions, Costs of bankruptcy and Financial distress, Trade off models, Pecking Order Theory.

Unit-III: 10 Lecture Hours

Leverage Analysis: Leverage analysis and EBIT-EPS Analysis: Concept of leverage, Types of leverage: Operating leverage, financial leverage, combined leverage; EBIT-EPS Analysis, Guidelines for capital structure planning, Link between capital structure and capital budgeting

Dividend Decisions: Factors determining dividend policy, Theories of dividend -Gordon model, Walter model, MM Hypothesis, Forms of dividend – Cash dividend, Bonus shares, Stock split, Dividend policies in practice, Patterns observed in payout policies worldwide.

Unit-IV: 10 Lecture Hours

Working Capital Management: Working Capital Management: Working capital policies, Risk – Return trade off, Cash management, Receivables management, Inventory management, Credit management, Working capital financing

Unit-V: 10 Lecture Hours

Corporate Valuation: Corporate Valuation: Adjusted Book Value Approach, Discounted Cash Flow Approach, Forecasting and Valuation of free cash flows, Economic Value Added.

Unit-VI: 10 Lecture Hours

Mergers, Acquisitions and Restructuring: Mergers, Acquisitions and Restructuring, Reasons for mergers and takeovers, Mechanics of mergers and acquisitions, Dynamics of restructuring, Case studies.

Reference Books:

1. Sakaran, U.: *Organizational Behavior*, TMH, N. Delhi.
2. *Financial Management* by I M Pandey (Vikas Publication)
3. Bhalla, V.K. (2009). *Financial Management*. New Delhi: Anmol Publications
4. Brealey, R. R., Myers. S., Allen, F., & Mohanty, P. (2009). *Principles of corporate finance* (8th Ed.). New Delhi: Tata Mc-Graw Hill.
5. Brigham, E F., & Davis, P. (2009). *Intermediate financial management* (10th Ed.). USA: South Western.
6. Brigham, E. F., & Houston, J. F. (2007). *Fundamentals of financial Management* (11th Ed.). USA: Thomson.
7. Chandra, P. (2008). *Financial management* (7th Ed.). New Delhi: Mc-Graw Hill
8. Hickman, K. A., Hunter, H. O., & Byrd, J. W. (2008). *Foundations of corporate finance* (2nd Ed.). USA: South Western.
9. Horne, V. (2008). *Fundamentals of financial Management* (12th Ed.). New Delhi: Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Recall the concepts of value of money and capital budgeting in financial management for an organization.	PO1, PO8, PO10, PO12, PSO1
CO2	Interpret methods like CAPM, WACC, capital structure models including the MM model, leverage analysis etc. in solving financial problem for an organization.	PO2, PO4, PO5, PO12, PSO1, PSO2
CO3	Apply the knowledge of financial management in analyzing the financial environment of an organization.	PO1, PO3, PO5, PO10, PSO2
CO4	List the concepts like leverage, analysis, dividend relationships in understanding the dynamics of financial management.	PO1, PO2, PO9, PO11, PO12, PSO1
CO5	Evaluate the acquired knowledge to solve the advanced corporate finance related problems with the help of case studies.	PO2, PO3, PO5, PO7, PO9, PO11, PO12
CO6	Plan the situation by applying them to structural change and development.	PO1, PO2, PO8


		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The Event Manager and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2
	Financial Management	3	3	2	2	1	-	1	2	1	1	1	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA in Communication Management			
Stream- CM		Time: 03 Hrs.	
Paper title– Financial Management		Total pages- 1	
Max. Marks: 40		Total no. of questions- 09	
Instructions: Attempt any Three Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 8 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Recall the nature of capital budgeting.(R)	4	CO1
2.	What is Modigliani Miller model? (R)	4	CO1
3.	Define the optimal capital structure. (R)	4	CO1
4.	List operating leverage, financial leverage and combined leverage (An)	4	CO4
SECTION B (Attempt any Two Questions)			
5.	Evaluate the theories of dividend for a financial institution. (Evaluate)	10	CO5
6.	Interpret ‘Inventory management’ and ‘Working capital financing’ (U)	10	CO2
7.	Explain ‘Discounted Cash Flow Approach’ (U)	10	CO5
SECTION C (Attempt any One Questions)			
8.	Define Mechanics of mergers and acquisitions. (R)	8	CO1
9.	Elaborate different types of ‘Business Ethics’. (C)	8	CO6

HJM51113	Media Laws & Ethics	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic Knowledge about the Indian Constitution				
Co-Requisites	--				

Course Objectives

1. To administer the legal dynamics of becoming media professionals.
2. To understand the various technicalities to become legal media advisors.
3. To analyse the knowledge concerning the various aspects of media laws and ethics
4. To assess the legal anomalies in large and reputed media projects.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry required to become successful media professionals.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the legal dynamics of being practicing media professionals.
CO2. **Outline** the various technicalities to become legal media advisors.
CO3. **Apply** the knowledge concerning the various aspects of media laws and ethics.
CO4. **Classify** the intricacies of advanced subject for further study.
CO5. **Assess** the legal anomalies in huge media projects.
CO6. **Test** media constitutional expertise.

Course Description

The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication.

Course Content

Unit 1:

10 Lecture Hours

Indian Constitution: Preamble, Features, Fundamental Rights and Duties – Directive Principles of State Policy – Constitutional Amendments – The Basic Structure Doctrine – Centre-State Relations – Division of Powers and Responsibilities – Constitutional Provisions to Declare Emergency – Emergency and Media – The Central Government: Executive & Legislature – Parliamentary Privileges – The Election Commission of India: Position, Powers and Functions – Constitutional Provisions for Press Freedom – Right to Freedom of Speech and Expression as the Basis for Press Freedom – Reasonable Restrictions on the Freedom of Speech and Expression – The State Government & Local Self-Governing Bodies: Executive & Legislature – Imposition of President's Rule – Special Autonomous Status to the State of Jammu and Kashmir – The State Election Commissions: Positions, Powers and Functions – Indian Judiciary and Independence of the Judiciary – Indian Constitution and the Primacy of the Judiciary – Pendency of Cases at the Indian Courts – Judicial Corruption and Its Effects on the Indian Democracy – Judicial Reforms.

Unit 2: 10 Lecture Hours

The Necessity of Media Laws – The History and Evolution of Media Laws in India – Impact of India’s Colonial Past on the Existing Media Laws – The Contempt of Courts Act, 1971: Important Case Studies – 2010 Case of Vijay S. Mallya Vs. Bennett Coleman and Co., 1989 Case of Reliance Petrochemicals Ltd. Vs. Proprietors of Indian Express Newspapers, Bombay Pvt. Ltd. – Civil and Criminal Defamation Laws in India: Meaning of Libel and Slander, Important Case Studies – 2010 Case of Mahendra Singh Dhoni against Zee Media Corporation and News Network, 2015 Case of National Stock Exchange against MONY Life.

Unit 3: 10 Lecture Hours

The Indian Penal Code, 1860 – The Criminal Procedure Code, 1973 – Existing Provisions under the Indian Penal Code to Deal with Sedition: Important Case Studies – 2015 Case of Sedition Charged against Folk Singer Kovan in Tamil Nadu, 2012 Case of Sedition Charged against Aseem Trivedi – Existing Provisions under the Indian Penal Code to Deal with Crime against Women and Children – Relevant Laws Dealing with Obscenity in India: Important Case Studies – 1980 Case of Raj Kapoor and Others Vs. State and Others, 2007 Case of Maqbool Fida Husain Vs. Raj Kumar Pandey – The Official Secrets Act, 1923 – The Right to Information (RTI) Act, 2005 – RTI to the rescue of Transparency and Accountability in Indian Administrative System: Major Case Studies – Adarsh Society Scam, Public Distribution Scam in Assam – The Press and Registration of Books Act, 1867 – The Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.

Unit 4: 10 Lecture Hours

The WTO Agreement on Trade-Related Aspects of Intellectual Property Rights – Intellectual Property Rights Legislations – Indian Copyright Act, 1957: Important Case Studies – 1978 Case of R.G Anand Vs. M/S. Delux Films & Ors, 2003 Case of Barbara Taylor Bradford Vs. Sahara Media Entertainment Ltd. – The Trademark Act, 1999 – The Patents Act, 1970 – Important Case, Studies of Violations and Resultant Law Suits – The Press Council of India – Press Council’s Guide to Journalistic Ethics – Censorship in the Press – A Code of Ethics for Indian Journalists – Press Codes in Various Countries – Media Ethics in Various Countries – A Look at Indian Journalism since Independence with Reference to Media Ethics – Right to Privacy in Indian Context – Ethical Problems Encountered by the Indian Media: Communal Reporting, Right to Reply, Yellow Journalism, Sensationalism, Journalistic Bias, Coloured Reports, The System of Freebies in Journalism, Major Case Studies: The 2010 Radia Tapes Controversy, The 2016 Zee News Doctored Video Controversy.

Unit 5: 10 Lecture Hours

First Press Commission Report and Its Recommendations – Second Press Commission Report and its Recommendations – Reports and Recommendations of Various Media Committees and Commissions in India: Chanda Committee, Verghese Committee, Joshi Committee, Sengupta Committee, Vardhan Committee – Cyber Media: Morality and Ethics – Social Media and Ethics: Trolling as a Distinct Threat to Fairness – Necessity of Code of Ethics in Indian Cyber Media, Major Case Studies: The 2013 Discovery of a ‘Social Media Lab’ by Mumbai Police, Anonymous Defamations on the Cyber Media.

Unit 6: 10 Lecture Hours

Ethical Issues Associated with the Ownership of Press in India and the World – Media Conglomerates in India and the Resultant Monopoly – The Menace of Paid News – Roles Played by Media Councils and Press Ombudsmen in India and the Rest of the World – Major Case Studies: The 2014 Case of Rajdeep Sardesai and Sagarika Ghose Resigning from CNN-IBN, Political Stances of Media Organizations Subject to Ownerships – Media Trial and Ethics – The Eternal Confrontation between the Media Organizations and the Authorities on the Right to Hide the Sources – The Line between Hiding Sources and Contempt of Court and Breach of Privileges – Major Case Study: The 2005 Case of Journalists Not Being Allowed Inside Polling Booths in West Bengal – Self-Regulation by the Media – The Proposed Media Council of India – News Content Verification in the Face of Issues Concerning News Authenticity.

Reference Books

1. *Constitution of India* – By V.N. Shukla, 2017.
2. *Media Law and Ethics* – By M Neelamalar, 2009.
3. *Media Law: Its Ethics and Ethos* – By Devesh Kishor and Ganga Sagar Singh, 2016.
4. *Introduction to Media Laws and Ethics* – By Juhi P Pathak, 2014.
5. *Press Laws and Ethics of Journalism* – By P.K. Ravindranath, 2004.
6. *Digital Media Law* – By Ashley Packard, 2012.
7. *Media Law, Ethics, and Policy in the Digital Age* – By Nhamo A. Mhiripiri and Tendai Chari, 2017.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the legal dynamics of being practicing media professionals.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Outline the various technicalities to become legal media advisors.	PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4
CO3	Apply the knowledge concerning the various aspects of media laws and ethics.	PO3, PO4, PO5, PO11, PSO2
CO4	Classify the intricacies of advanced subject for further study.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2, PSO3, PSO4
CO5	Assess the legal anomalies in huge media projects.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO4
CO6	Test media constitutional expertise.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO3, PSO4

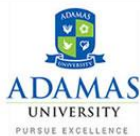
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
HJM51113	Media Laws and Ethics	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA in Communication Management			
Code- HJM51113	Stream- CM	Time:	
03 Hrs.			
Paper title— Media Laws & Ethics	Total pages- 1		
Max. Marks: 40	Total no. of questions- 8		
Instructions: Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Analyze Right to Freedom of Speech and Expression as the basis for Press Freedom with a case study.	An	CO1
2	Compare Libel and Slander with proper a case study.	U	CO2
3	What exactly is Right to Information (RTI) Act, 2005? Cite a case study?	R	CO3
4	Explain Right to Privacy in Indian Context through the case of Aadhar Card?	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Explain the Necessity of Code of Ethics in Indian Cyber Media with a case study?	U	CO5
6	What do you mean by the menace of Paid News? Give proper case studies to explain.	R	CO6
7	Analyse censorship in the Press through proper case studies relevant to the issue.	An	CO4
Section C is Compulsory (8)			
8.	What is the Impact of India's Colonial Past on the Existing Media Laws. List out all the factors.	R	CO2

	Soft Skills	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic Skills in Socializing and Languages				
Co-Requisites	-				

Course Objectives

1. To administer team dynamics.
2. To understand the various leadership principles and handle them efficiently.
3. To analyse the knowledge concerning the concept of time and tasks and manage them effectively.
4. To assess the intricacies of the concepts of negotiation and its application and understand the nuances of presentation.
5. To understand the techniques of Group Discussions and speak in public to become successful Event Managers.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the team dynamics and be a part of a team.
CO2. **Outline** the various leadership principles and also become aware of own emotions and how to manage them more effectively.
CO3. **Apply** the knowledge concerning the concept of time and tasks and manage them effectively.
CO4. **Classify** the intricacies of the concepts of negotiation and its application and understand the nuances of presentation.
CO5. **Assess** the techniques of Group Discussions and speak in public.
CO6. **Test** effective communication.

Course Description

Soft skills are character traits and interpersonal skills that characterize a person's relationships with other people. In the workplace, soft skills are considered to be a complement to hard skills, which refer to a person's knowledge and occupational skills. To enable students to adapt to the nuances of effective communication to become efficient Event Managers in every step of personal and professional lives, this course will be extremely helpful.

Course Content

Unit 1: 6 Lecture Hours

Knowing the Nature of the Team; Understanding Personal as well as Professional Goals of the Members of the Group; Working Effectively in a Team through Building Relations and Interpersonal Communication.

Unit 2: 8 Lecture Hours

Understanding the Problem Solving Process; Developing Effective Problem Statements; Identifying and Managing Risks; Different Kinds of Risks; Critical Thinking; Convergent and Divergent Thinking; Six Thinking Hats – Edward Bono.

Unit 3: 12 Lecture Hours

- Influencing.
- Coaching.

- Delegating.
- Empowerment.
- Team Player.
- Leadership Traits.

Unit 4: 16 Lecture Hours

Understanding Emotions; Recognition of Impulses or Triggers; Functioning of Amygdala; Emotional Hijacking; Knowing Yourself; Self-Realization; Self-Management; Social- Management. Goal Setting; SMART Goals; Understanding the Importance of Time; Time Matrix by Steven Covey; 80-20 Theory; Understanding the Timeline and Allocating Time to Complete Different Tasks; Differentiation of Tasks; Pickle Jar Theory; Techniques to Manage Timelines.

Unit 5: 10 Lecture Hours

Understanding the Concept of Negotiation; Various Methods of Negotiating and Being Successful; Understanding the Power of Language and Non-Verbal Communication; Communication with Difficult People; Ways to Handle Difficult People; Recognizing and Prioritizing Emotions; Different Kinds of Negotiations and Recognizing Your Own Way. Learning the Concept of Presentation; Preparation and Research; Knowing the Audience and Their Requirements, Effective Ways to Deliver the Presentation; Making Your Presentation Talk; Preparing a Multimedia Presentation.

Unit 6: 8 Lecture Hours

Understanding the Nature of Discussion, Difference between Debate and Discussion; Different Roles to be Played; Ways to Form and Present the Arguments; Ways to Defend; Getting Acquainted with the Art of Public Speaking; Understanding the Rhetoric of Making a Public Speech, Exploring Rhetorical Elements through Various Videos.

Reference Books

1. Peggy Klaus. *The Hard Truth about Soft Skills*.
2. Nitin Bhatnagar. *Effective Communication and Soft Skills*. Pearson Education India.
3. Eric Garner. *Team Building*.
4. Wendy Palmer and Janet Crawford. *Leadership Embodiment*.
5. John C Maxwell. *21 Irrefutable laws of Leadership*.
6. Stephen Covey. *7 Habits of Highly Effective People*.
7. Daniel Levi. *Group Dynamics for Teams*.
8. Atul Gawande. *The Checklist – How to Get Things Done Right*.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the team dynamics and be a part of a team.	PO1, PO3, PO4, PO8, PO10, PSO1, PSO4
CO2	Outline the various leadership principles and also become aware of own emotions and how to manage them more	PO1, PO3, PO4, PO5, PSO2

	effectively.	
CO3	Apply the knowledge concerning the concept of time and tasks and manage them effectively.	PO3, PO4, PO5, PO11, PSO2, PSO3, PSO4
CO4	Classify the intricacies of the concepts of negotiation and its application and understand the nuances of presentation.	PO1, PO2, PO3, PO4, PO5, PO11
CO5	Assess the techniques of Group Discussions and speak in public.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO3, PSO4
CO6	Test effective communication.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO1, PSO2, PSO3

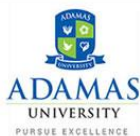
		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
HEM51109	Soft Skills	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA in Communication Management			
Paper title—Soft Skills		Stream- CM	Time: 03 Hrs.
Max. Marks: 40		Total pages- 1	
		Total no. of questions- 8	
Instructions: Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define critical thinking.	R	CO2
2	Compare the understanding of personal and professional goals of the members of a group.	U	CO1
3	What are the differences between debates and discussions?	R	CO6
4	Explain Time Matrix by Steven Covey?	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Explain Leadership Skills.	U	CO3
6	What do mean by SMART Goals. Explain.	R	CO4
7	Analyse Non-Verbal Communication and Communication with Difficult People.	An	CO5
Section C is Compulsory (8)			
8	What are the dynamics of the Art of Public Speaking. List out all the factors.	R	CO6

	Media Literacy	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge about Media and Society				
Co-requisites	--				

Course Objectives

1. To administer the linkage between the process and elements of interpersonal and mass communication.
2. To analyse the various aspects of basic media laws.
3. To develop the knowledge of the visual message and the truth behind the image and ensure visual literacy.
4. To analyse the trends in advertising media in terms of its representation of gender and ethnicity.
5. To understand the evolution of print media and broadcast media.
6. To assess the contemporary new media and multimedia.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Show** the process and elements of interpersonal and mass communication.
CO2. **Interpret** the various aspects of basic media laws.
CO3. **Identify** the visual message and the truth behind the image and ensure visual literacy.
CO4. **Analyze** the advertising media in terms of its representation of gender and ethnicity.
CO5. **Evaluate** print media and broadcast media.
CO6. **Interpret** new media and multimedia.

Course Description

What is media literacy and why is it important? It is essential to make students develop certain essential skill sets in the competitive world. It encompasses the following aspects:

- Learning to think critically.
- Becoming a smart consumer of products and information.
- Recognizing a point of view.
- Creating media responsibly.
- Identifying the role of media in our culture.
- Understanding the author's goal.

Course Content

Unit 1: **10 Lecture Hours**

Define the Different Elements of Communication – The Communication Loop: Sender/ Encoder, Message, Medium, Receiver/ Decoder, Feedback, Context, Noise – Identify Different Forms of Communication – Verbal, Non-Verbal and Visual Communication, Paralanguage.

Unit 2: **10 Lecture Hours**

Constitutional Provisions for Press Freedom – Right to Freedom of Speech and Expression as the Basis for Press Freedom – Reasonable Restrictions on the Freedom of Speech and Expression – Right to Information – Defamation, Libel and Slander, Contempt of Court, Sedition – The Copyright Act 1957 – Trial by Media – Cyber Laws – Cyber Bullying- Cyber Security- Ethical Issues in Social Media- Media Ownership- Media Policies

Unit 3: 10 Lecture Hours

Advertising: Meaning, Definition, Types, Functions, Advertising Appeals, The Association Principle, Media Research and Advertising: How Media Researchers Determine What We See and Hear, Merchants of Cool (Video), Advertising Culture, Media Research on Advertising, Focus Groups on Advertising, Jamming Negative Land.

Unit 4: 10 Lecture Hours

Understanding Print Media – News and Journalism – Contemporary Issues in Journalism – Paid and Fake News – The Decreasing Relevance of Print Media – The Irreplaceable Nature of Print Media – The Usage of Print Media for Other Purposes Except News.

Unit 5: 10 Lecture Hours

Understanding Broadcast Media – Radio and Its Characteristics – Television and Its Characteristics – The Usage of Broadcast Media for Various Purposes – Broadcast Media and News – Understanding Cinema and Its Various Formats – Appreciating Cinema and Understanding the Various Elements of Cinema.

Unit 6: 10 Lecture Hours

Understanding New Media and Multimedia – Convergence as the Most Important Contemporary Concept in Media – The Platform Neutral Nature of Modern Media and Communication Content – New Media and News.

Reference Books

1. W. James Potter: *Media Literacy*.
2. Art Silverblatt, Donald Miller, Julie Smith and Nikole Brown: *Media Literacy: Keys to Interpreting Media Messages*.
3. Deidre Pike: *Media Literacy*.
4. Art Silverblatt: *Media Literacy: An Instructor's Manual*.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Show the process and elements of interpersonal and mass communication.	PO1, PO11
CO2	Interpret the various aspects of basic media laws.	PO1, PO2, PO3, PSO1, PO6, PO8, PO12, PSO4
CO3	Identify the visual message and the truth behind the image and ensure visual literacy.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2, PSO4
CO4	Analyze the advertising media in terms of its representation of gender and ethnicity.	PO1, PO5, PO12, PSO1, PSO2
CO5	Evaluate print media and broadcast media.	PO1, PO6, PO8, PO9, PO10, PO12, PSO1, PSO2, PSO4

CO6	Interpret new media and multimedia.	PO5, PO10, PO12, PSO1, PSO2, PSO4
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		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
HJM51105	Media Literacy	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA in Communication Management			
Stream- CM	Time: 03 Hrs.	Total pages- 1	
Paper title— Media Literacy		Total no. of questions- 8	
Max. Marks: 40			
Instructions: Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Name and define the different elements of communication.	R	CO1
2	Analyse cyber bullying in the Indian context.	An	CO2
3	Evaluate the importance of Media Research on Advertising	E	CO3
4	Tell about the recent surge of Fake News in India.	R	CO4
Section B (Attempt any Two) (2 x 10 = 12)			
5	Analyze the Right to Freedom of Speech and Expression as the basis for press freedom with a proper case study.	An	CO2
6	Analyse convergence as the most important contemporary concept in media.	An	CO6
7	Explain the various elements of cinema.	U	CO5
Section C is Compulsory (8)			
8	Explain about the radio and its characteristics.	U	CO5

SEMESTER II

	Consumer Behavior and Brand Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure					
Co-Requisites	–				

Course Objectives

1. To understand the nuances of consumer behaviour and branding to develop skills to manage within the dynamic media and communication industry.
2. To evaluate ever-changing consumer preferences and how brand can stay relevant by suiting to high volatility
3. To apply meticulous strategic branding thinking and methods to develop brand equity with optimum time, cost and effort.
4. To analyse techniques of measuring brands in order to craft and manage brands.
5. To create sustainable brand positioning and plan to effectively cut through the clutter.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Understand** the role of brands in customer decision making and in creating shareholder value.
- CO2. **Apply** core principles underlying a consumer centric approach to brand strategy, and create familiarity with research tools.
- CO3. **Examine** the ability of the learner to think creatively and critically about the strategies and tactics involved in building, leveraging, defending and sustaining inspired brands.
- CO4. **Evaluate** the marketing plan and market research for brand.

Catalogue Description

Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. Consumer behavior focuses on how people make decisions about their purchases taking into consideration the psychological, personal, and social factors.

What is branding? David Ogilvy often considered as “the father of advertising” observed “Brand is something what remains us when our factory is burned”. This subject revolves around the meaning and relationship between these.

Brands help build customer loyalty, signals future demand and enhanced cash flows. Brands influence consumer behavior by aligning with consumers' self-image. Brands through integrated marketing communication tools, like advertisements, public relations, banner, hoardings, digital advertisements etc, creates a perception that consumers wish to live with.

Brands are and increasingly will be a major driving force as we progress. From physical branding to virtual branding – the scope is indeed enormous. Branding involves the entire gamut of emotive content of communication, media environment, media planning, consumer behavior, brand experience, brand elements, brand management, brand equity etc.

Consumer Behaviour and Brand Management students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course:

- Copywriter
- Brand Strategist
- Brand Managers
- Marketing executive
- Event Planner
- Events coordinator
- Marketing communication specialists
- Freelance writer
- Strategic planner
- Researcher
- Designer
- Art director
- Account manager
- Counsellor
- Public Relations executive

Course Content

Unit I: 10 Lecture Hours

Understanding Brands and Branding: 1. Basic understanding of branding: what a brand is—what functions brands serve, and when a brand strategy is relevant for customers and the firm. The cases in this introductory module expose students to the underlying conceptual framework for the course in which brand meanings—resonant, unique and well—managed over time—create brand strength, which in turn provides value to the firm in the form of competitive advantage, increased market share, and reduced risks. 2. Establishing the key foundations of a strong brand: value proposition, brand personality, brand positioning, and brand relationships—and the distinction between brand image and identity.

Unit I: (10 Lecture Hours)

Introduction to Consumer Behaviour: Definition – Nature – Scope – Consumer Behaviour's Applications in Marketing.

Factors affecting Consumer Behaviour: Factors influencing Consumer Behaviour– External Influences – Culture, Sub-Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

Unit II: 10 Lecture Hours

Measuring Brands and Consumer: 1. Brand's meaning and its sources of strength, a critical step is measurement– Traditional and non-traditional tools for measuring brand strength—both qualitative and quantitative methods (e.g., interviews, focus groups, ethnography, surveys and brand valuation methods). 2. Enable consumers the meaning and strength of a particular brand.

Unit II: (10 Lecture Hours)

Consumer research process: Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation
Semiotic Analysis: The aspect of signs, social aspects of semiotics, Signs, Forms of signs, semiotic analysis through case studies.

Unit III: 10 Lecture Hours

Introduction to Brand Management & Branding Strategies: 1. Definitions – brands and brand management – brand positioning 2. Types of brand strategies – naming brands – brand extensions– brands across geographies.

Unit III: (10 Lecture Hours)

Consumer Decision Making Process: Types of consumer decisions, Consumer Decision Making Process – Problem Recognition – Information Search – Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.
Consumer Motivation & Personality: Consumer Motivation – Needs, Goals, Motive arousal, Maslow’s Hierarchy of Needs – Freud’s Theory of Motivation
Consumer Personality: Self-concept theory – Psychoanalytic Theory – Neo-Freudian Theory – Trait Theory.

Unit IV: 10 Lecture Hours

Brand Equity. 1. Definitions – applications – customer-based equity – Integrated Marketing Communications (IMC) 2. Brand Equity – Measuring Brand Equity – Sources of Brand Equity – Different Valuation Techniques.

Unit IV: (10 Lecture Hours)

Theories of media uses and effects: Uses and gratifications theory – social learning theory – play theory – dependency theory, agenda-setting theory – Spiral of silence theory, and cultivation analysis –
Stimulus response theory, perspectives of individual differences Gate keeping – Rogers’ theory of diffusion of innovation.
Flow theories of communication; one-step, two-step, and multi-step flow.

Unit V: 10 Lecture Hours

Crafting Brands. 1. The formulation of the brand asset– Designing the brand is specifying the unique and relevant meaning the brand is to capture 2. Range of brand elements: brand name, logo, slogan, jingle, package design, retail space, online space and overarching experience.

Unit V: (10 Lecture Hours)

Brand Management: Brand – Brand management – Branding research and brand measurement – Brand in IMC – Building strong brands – measuring brand performance
Brand Equity. 1. Definitions – applications – customer-based equity – Measuring Brand Equity – Sources of Brand Equity –Different Valuation Techniques – Brand equity pyramid – challenges in brand management

Unit VI: 10 Lecture Hours

Managing Brands: 1. The challenges that confront brands as they seek growth and relevance over time– The stewardship a skills and perspectives that enable sustained brand health 2. The growth of brand equity through extensions, strategic alliances between brands, re–positioning, and global expansion 3. The design of brand portfolios to maximize equity for the firm, and investigate repositioning and revitalization strategies– task of brand maintenance.

Unit VI: (10 Lecture Hours)

Crafting Brands: The formulation of the brand asset– Designing the brand specifically in a unique and relevant way

Brand elements: brand name, logo, slogan, jingle

Package design: Retail space, Online space – Overarching experience.

Text Books:

1. Consumer Behaviour – Satish K Batra, S H H Kazmi
2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai

Reference Books

1. *Fundamentals of Management* by Stephen P. Robbins and David A. Decenzo
2. *Managing Brand Equity*, David Aaker
3. Kellogg’s Marketing Faculty Branding Guide
4. *Brand Gap*, Martin Neumeier
5. *Best Practice Cases in Branding*, 3rd Edition, Kevin Keller

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the role of brands in customer decision making and in creating shareholder value.	PO1, PO3, PO6, PO7, PO 8, PO10, PSO2,PSO3,PSO4
CO2	Apply core principles underlying a consumer centric approach to brand strategy, and create familiarity with research tools.	PO1, PO2, PO3, PO4, PO6, PO7, PO8, PO 10, PO 12,PSO1, PSO2,PSO3
CO3	Examine the ability of the learner to think creatively and critically about the strategies and tactics involved in building, leveraging, defending and sustaining inspired brands.	PO1, PO2, PO4, PO5, PO 11, PSO2,PSO3,PSO4

CO4	Evaluate the marketing plan and market research for brand.	PO1, PO3, PO4, PO5, PO 6 PSO2,PSO3,PSO4
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		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Event Manager and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Consumer Behavior and Brand Management	3	2	3	1	3	2	3	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Stream- CM	
Time: 03 Hrs.		Total pages- 1	
Paper title— Consumer Behaviour and Brand Management		Total no. of questions- 09	
Max. Marks: 40			
Instructions:			
Attempt any Three Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 8 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Apply your understanding in defining shareholder value in context of branding. (Ap)	4	CO2
2.	Explain brand equity (U)	4	CO1
3.	Examine the qualitative and quantitative methods to measure brand strength? (An)	4	CO3
4.	Explain unique characteristics of a brand? (U)	4	CO1
SECTION B (Attempt any Two Questions)			
5.	What are the different steps to create consumer centric approach to the strategy for brand X? (Ap)	10	CO2
6.	Examine contribution of brand elements in creation of a memorable brand (Ap)	10	CO3
7.	Evaluate formulation of a brand asset in designing a memorable brand (Evaluate)	10	CO4
SECTION C is Compulsory (Attempt any one Questions)			
8.	Explain challenges that confront new brands in acquiring market share (U)	8	CO1
9.	Analyze the factors that influence revitalization of a brand (An)	8	CO3

	Human Resource Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Organization Behaviour				
Co-Requisites					

Course Objectives

1. To understand the tenants of human resources management to develop skills to manage within the communication industry.
2. To apply strategic thinking and methods of HRM to develop a responsive organization
3. To evaluate HR planning, compensation, reward and performance management for organizations in face of high volatility
4. To create sustainable HR planning and practices to earn a differential advantage for the organization in the industry fraternity.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Explain** the importance of human resources and its effective management in organizations in current business scenario.
- CO2. **Analyse** various organizational performance management programs and best practices.
- CO3. **Evaluate** job-related performance standards and performance indicators.
- CO4. **Create** an organization's performance management process that is compliant with law and supports organizational mission and strategy.

Catalogue Description

Human resource management is crucial to the success of any organisation. Starting from effective management of people to meeting organisation's strategic objective, efficient and effective HRM practices can offer firms build lasting brands.

HRM can be defined as the effective management of people in an organisation. HR management helps bridge the gap between employees' performance and the organisation's strategic objectives. Moreover, an efficient HR management team can give firms an edge over their competition.

Recruiting the right talent is crucial for efficient and long term functioning of a firm. "Right person for the job" is indeed crucial for any organization. Moreover, proper nurturing of existing talents in crucial for development of any organization.

HRM students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course include HR executive, HR manager, learning and development managers etc.

Course Content

Unit I: 10 Lecture Hours

Fundamentals of Human Resources Management (HRM): 1. Concepts and perspectives 2. Corporate objectives and challenges of HR in a dynamic environment 3. Scope and coverage 4. Structure and functions of HR department 5. Difference between personnel management and HRM 6. Role of HR manager.

Unit II: 10 Lecture Hours

Human Resource Planning: 1. Demand and supply - downsizing and retention. 2. Supply and demand forecasting methods 3. Manpower inventory 4. Career planning 5. Succession planning 6. Personnel policy 7. Human Resource Information System (HRIS) 8. Job analysis 9. Case study.

Unit III: 10 Lecture Hours

Recruitment and Selection: Process – Sources - Methods of selection - Interviewing Method - Skills and Errors.

Unit IV: 15 Lecture Hours

Performance Management: 1. Definition 2. Performance Appraisal - Types – Processes - Potential Assessment and Competency Development 3. Case study
Strategic HRM: Meaning - Strategic HRM vs. Traditional HRM - SHRM Process - Nature of e-HRM - e-Recruitment & Selection - e-Performance Management - e-Learning.

Unit V: 10 Lecture Hours

Orientation & Training: 1. Orienting the employees - the training process - needs analysis - training techniques, 2. Developing managers: management development -on-the-job and off-the-job - development techniques using HR to build a responsive organization. 3. Management developments - managing careers: career planning and development - managing promotions and transfers.

Unit VI: 10 Lecture Hours

Compensation and reward management: 1. Wages – concepts - components - system of wage payment - fringe benefits - retirement benefit. Case study.
Industrial relations in India – parties - management and trade unions - industrial disputes: trends - collective bargaining - settlement machineries - role of government - Labour policy in India unit of compensation - grievance redressal - dispute resolution and conflict management - international dimensions of HRM - employee empowerment - case study.

Reference Books

1. *Research Methodology: Methods and Techniques* – By C. R. Kothari, 2013.
2. *Mass Media Research: An Introduction* – By Roger D. Wimmer and Joseph R. Dominick, 2015.
3. *Research Methods for Business and Social Science Learners* – By John Adams, Hafiz T. A. Khan and Robert Raeside, 2014.
4. *Statistical Method: Volume I* – By N.G. Das, 2008.
5. *Mass Communication Research Methods* – By Anders Hansen, Simon Cottle, Ralph Negrine and Chris Newbold, 1998.
6. *The Basics of Communication Research* – By Leslie A. Baxter and Earl Babbie, 2003.
7. *Media Effects Research: A Basic Approach* – By Glenn Grayson Sparks, 2005.

8. *Communication Research: Issues and Methods* – By James A. Anderson, 1986.
9. *Using Qualitative Research in Advertising: Strategies, Techniques, and Applications* – By Margaret Ann Morrison, Eric E. Haley, Kim Bartel Sheehan and Ronald E. Taylor, 2002.
10. *Qualitative Research Methods in Public Relations and Marketing Communications* – By Christine Daymon and Immy Holloway, 2001.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain the importance of human resources and its effective management in organizations in current business scenario.	PO1, PO3, PO6, PO7, PO 8,PSO3,PSO4
CO2	Analyse various organizational performance management programs and best practices.	PO1, PO2, PO3, PO5, PO6, PO7, PO 10 PSO2,PSO3,PSO4
CO3	Evaluate job-related performance standards and performance indicators.	PO1, PO 4, PO 5, PO 6, PO 7, PO 8 PSO1,PSO3,PSO4
CO4	Create an organization’s performance management process that is compliant with law and supports organizational mission and strategy.	PO1, PO2, PO4, PO 10 PSO2,PSO3,PSO4


		Knowledge of	Problem Analysis	Design/	Conduct	Modern Tool	The Event	Social	Ethics	Individual and	Communication	Project	Life-Long	Employability	Technical	Social	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
	Human Resource Management	3	2	3	1	3	2	3	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: II	
Code-	Stream- CM		
Time: 03 Hrs.			
Paper title— Human Resource Management		Total pages- 1	
Max. Marks: 40		Total no. of questions- 9	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Analyse reasons for your organization to adopt strategic HRM (SHRM) practices (An)	4	CO2
2.	Discuss role of HRM in management. (C)	4	CO4
3.	List roles of e-Performance Management in a modern day organization (An)	4	CO2
4.	Evaluate HR techniques to build a responsive organization (Evaluate)	4	CO3
SECTION B (Attempt any Two Questions)			
5.	Create an efficient compensation and reward management system for your organization to counter poor employee satisfaction survey score. (C)	10	CO4
6.	Examine role of the dispute resolution and conflict management mechanisms (An)	10	CO2
7.	Compare trends of industrial disputes in last two decades (An)	10	CO2
SECTION C is Compulsory			
8.	Create development techniques for managers using HR principles (C)	8	CO4
9.	Demonstrate characteristics of Strategic Human Resources Management (SHRM) (U)	8	CO1

	Information Technology for Communication	L	T	P	C
Version 1.0		2	1	2	4
Pre-requisites/Exposure	Basic knowledge of usage of information technology in management from first hand exposure or through media				
Co-requisites	-				

Course Objectives

1. To understand the concept of MIS (Management Information System).
2. To develop an idea about the information and its design.
3. To evaluate the need of information management.
4. To formulate an understanding of data processing.
5. To compare between various system designs and their applications.
6. To learn usage of different software packages

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Define** the usage of MIS (Management Information System) in real life scenario.
CO2. **Illustrate** the importance of information design to formulate and analyse data.
CO3. **Apply** strategies of management in managing information.
CO4. **Design** strategies based on the knowledge of data processing.
CO5. **Develop** system design in information management.

Catalogue Description

Information is considered as one of the valuable assets for an organization, which induces the need of an effective MIS (Management Information System) for an organization. A MIS needs many supportive elements and structural determinations to effectively control, design and analyse data generated by an organization. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: **05 Lecture Hours**

Introduction to MIS: Concept, Role and Importance of MIS, MIS and Decision Making Concepts, Herbert Simon Model of Decision Making.

Unit II: **05 Lecture Hours**

Concept of Information: Classification of Information, Value of Information, MIS and Information Concepts, Concept of Systems Analysis and Design (SAD), Need for Systems Analysis, the Process of SAD, MIS and System Analysis.

Unit-III: 15 Lecture Hours

Information and Managerial Effectiveness: Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.

Unit-IV: 10 Lecture Hours

Fundamentals of Data Processing: Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

Unit-V: 05 Lecture Hours

System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Unit-VI: 20 Lecture Hours

Learning Software's: Adobe Photoshop: Learning the Usage of Tools in Photoshop, Image Editing, Morphing, Masking, Designing Creatives for Print, Designing Creatives for the Web.

QuarkXPress and Adobe InDesign: Learning the Usage of the Tools in QuarkXPress and Adobe InDesign, Text Composing, Image Composing, Composing Layout for the Newspaper, Composing Layout for the Magazine, Exporting Techniques, Print and Publishing Techniques.

Reference Books

M Alan Pipes (2004), *Introduction to Design*.

Steven Holzner (200), *HTML Black Book*.

Todd Kelsey (2017), *Introduction to Search Engine Optimization: A Guide for Absolute Beginners*.

Brian Wood (2017): *Adobe Illustrator CC Classroom in a Book*.

Release Conrad Chavez (2017): *Adobe Photoshop CC*.

Kelly Kordes Anton and Tina DeJarld (2019), *Adobe InDesign CC Classroom in a Book*.

Chris Griffiths and Melina Costi (2019): *The Creative Thinking Handbook: Your Step-By-Step Guide to Problem Solving in Business*.

Ellen Lupton (2004): *Thinking with Type*.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the usage of MIS (Management Information System) in real life scenario.	PO1, PO3, PO8, PO10, PO12, PSO1
CO2	Illustrate the importance of information design to formulate and analyse data.	PO2, PO3, PO4, PO9
CO3	Apply strategies of management in managing information.	PO2, PO4, PO5, PO8, PO11, PSO1
CO4	Design strategies based on the knowledge of data processing.	PO1, PO2, PO7, PO9, PO12
CO5	Develop system design in information management.	PO1, PO3, PO9, PO10, PO11, PSO2


		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The Event Manager and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Information Technology for Communication	3	3	2	2	1	-	1	2	1	2	1	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: II	
Code- Stream- CM		Time: 03 Hrs.	
Paper title— Information Technology for Communication Management			
Max. Marks: 40		Total pages- 1 Total no. of questions- 9	
Instructions: Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 10 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Define nature of information (R)	4	CO1
2.	What is Systems Analysis and Design (SAD)? (R)	4	CO1
3.	What is Image Morphing? (R)	4	CO1
4.	What is the need for Systems Analysis? (R)	4	CO1
SECTION B (Attempt any Two Questions)			
5.	Determine the contribution of Adobe Photoshop in designing. (Evaluate)	10	CO5
6.	What are the levels of management? (R)	10	CO1
7.	Identify types of information to bring-in Managerial Effectiveness (Ap)	10	CO3
SECTION C is Compulsory (Attempt any One Question)			
8.	Compare the different possible types of cost for an organization with examples (An)	8	CO4
9.	Examine the contribution of Classification of Information (An)	8	CO4

	Communication Research	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic Idea of Research				
Co-Requisites	--				

Course Objectives

1. To administer communication research from an expert's perspective.
2. To understand the world of communication research in further details.
3. To analyse the communication research in the foreseeable future.
4. To assess the communication research to greater heights.
5. To understand communication research in professional level in the country and abroad.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** communication research from an expert's perspective.
- CO2. **Apply** communication research for various media organizations.
- CO3. **Outline** the world of communication research in further details.
- CO4. **Select** a career in communication research in the foreseeable future.
- CO5. **Organize** fact finders for media organizations.
- CO6. **Assess** communication research to take media organizations to greater heights in the country and abroad.

Course Description

Communications research, or media studies, is about effect. However, the field is subdivided – audience measurement, content analysis, production process, reception studies – the underlying aim, not always acknowledged, is to account for the power of the media. From Plato's admonition that the written word might corrupt unintended audiences to Postman's admonition that television would corrupt rational discourse, there has been continuous speculation – both scholarly and popular – about the effects of media. The questions, however, are much better than the answers. How effective was the use of radio for propaganda in World War I? What role did radio play in Hitler's rise to power? Did Roosevelt's 'fireside chats' persuade Americans to join the allies in World War II? Did the televised pictures from Vietnam and Bosnia hasten American withdrawal in the one case and engagement in the other? Is television responsible for the personalization of politics? Do television debates affect the outcome of presidential elections? Are the media simply salesmen of the status quo? Does cinematic glorification of violence induce real-world violence? Why is it taking so long for the media to get people to quit smoking? How does representation of minorities on television affect intergroup relations? Will global media homogenize or exacerbate cultural differences? These are some of the research questions that our students can take up through this course as their communication research topics in their quest for knowledge.

Course Content

Unit 1:

10 Lecture Hours

An Introduction to the Concept of Research – Development of Communication Research – Scientific Method of Communication Research – Techniques for Writing Down the Research Phases – Research Procedure – Selecting a Research Problem – Reviewing the Existing Pieces of Literature – Research Questions or Hypotheses.

Unit 1: 10 Lecture Hours

An Introduction to the Concept of Research – Development of Communication Research- Phases of Communication Research; Types of Research – Descriptive, Experimental, Fundamental and Applied Research. Selecting a Research Problem – Reviewing the Existing Pieces of Literature – Formation of Research Questions or Hypotheses.

Unit 2: 10 Lecture Hours

Determination of Appropriate Methodology and Research Design – Data Collection – Data Analysis – Presentation of Results – Fundamental Research and Applied Research – Experimental Design and Semi-Experimental Design.

Research Methodology– An Overview; Research Paradigm; Research Onion- Research Philosophy- Research Approach-Research Design-Methods of Data Collection- Data Analysis- Timelines of a Research.

Unit 3: 10 Lecture Hours

Exploratory Research, Descriptive Research, Benchmark Studies, Panel Studies – Research Ethics – General Ethical Theories of Research – Ethics of Online Research – Potential Harm Caused Due to Unethical Research Practices.

Unit 3: 10 Lecture Hours

Research Ethics – General Ethical Theories of Research – Ethics of Online Research – Potential Harm Caused Due to Unethical Research Practices; Honesty- Integrity and Confidentiality in Research ethics

Unit 4: 10 Lecture Hours

Sampling – Universe and Sample – Types of Probability and Non-Probability Sampling – Sample Size – Sampling Error – Quantitative Research and Quantitative Research Methods – Characteristics, Methodology, Strengths and Limitations of the Quantitative Method.

Unit 4: 10 Lecture Hours

Sampling – Universe and Sample – Types of Probability and Non-Probability Sampling –Sample Size – Sampling Error – Quantitative Research and Quantitative Research Methods –Characteristics, Methodology, Strengths and Limitations of the Quantitative Method; Concepts of Control Group and Experimental Groups.

Unit 5: 10 Lecture Hours

Methods of Data Collection through Qualitative Research – Field Observation Techniques, Focus Groups Methodology, Intensive Interviews, Ethnography, Case Studies – Methods of Data Collection through Survey Research – Constructing Questions, Questionnaire Design, Mail Survey, Telephone Survey, Personal Interviews – Using MS Excel for Statistical and Data Analysis.

Unit 5: 10 Lecture Hours

Methods of Data Collection through Qualitative Research – Field Observation Techniques, Focus Groups Methodology, In-Depth Interviews, Ethnography, Case Studies – Methods of Data Collection through Survey Research – Constructing Questions, Questionnaire Design, Online Survey, Telephone Survey, Personal Interviews – Using MS Excel and SPSS for Statistical and Data Analysis.

Unit 6: 10 Lecture Hours

Content Analysis – Uses of Content Analysis, Comparing Media Content of the Real World, Establishing a Starting Point for the Study – Limitations of Content Analysis – Steps in Content Analysis – Writing a Research Report – Using SPSS for Statistical and Data Analysis.

Unit 6: 10 Lecture Hours

Content Analysis– An Overview; Steps in Content Analysis – Qualitative and Quantitative Content Analysis, Constructed Weeks, Coding contents for Quantitative analysis, Writing a Research Report –

Reference Books

1. *Research Methodology: Methods and Techniques* – By C. R. Kothari, 2013.
2. *Mass Media Research: An Introduction* – By Roger D. Wimmer and Joseph R. Dominick, 2015.
3. *Research Methods for Business and Social Science Learners* – By John Adams, Hafiz T. A. Khan and Robert Raeside, 2014.
4. *Statistical Method: Volume I* – By N.G. Das, 2008.
5. *Mass Communication Research Methods* – By Anders Hansen, Simon Cottle, Ralph Negrine and Chris Newbold, 1998.
6. *The Basics of Communication Research* – By Leslie A. Baxter and Earl Babbie, 2003.
7. *Media Effects Research: A Basic Approach* – By Glenn Grayson Sparks, 2005.
8. *Communication Research: Issues and Methods* – By James A. Anderson, 1986.
9. *Using Qualitative Research in Advertising: Strategies, Techniques, and Applications* – By Margaret Ann Morrison, Eric E. Haley, Kim Bartel Sheehan and Ronald E. Taylor, 2002.
10. *Qualitative Research Methods in Public Relations and Marketing Communications* – By Christine Daymon and Immy Holloway, 2001.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label communication research from an expert's perspective.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Apply communication research for various media organizations.	PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4
CO3	Outline the world of communication research in further details.	PO3, PO4, PO5, PO11, PSO3, PSO4
CO4	Select a career in communication research in the foreseeable future.	PO1, PO2, PO3, PO4, PO5, PO11, PSO2
CO5	Organize fact finders for media organizations.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO3
CO6	Assess communication research to take media organizations to greater heights in the country and abroad.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12, PSO2, PSO4


Course Code	Course Title	Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4		
HJM51118	Communication Research	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA Stream- CM Time: 03 Hrs. Paper title— Communication Research Total pages- 1		Semester: II	

Max. Marks: 40

Total no. of questions- 8

Instructions:

Attempt All Questions from **Section A** (Each Carrying 4 Marks); any **Two Questions** from **Section B** (Each Carrying 10 Marks). **Compulsory Question from Section C** (Each Carrying 10 Marks).

1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.

2. Assumptions made if any, should be stated clearly at the beginning of your answer.

3. All parts of a Question should be answered consecutively.

Section A (Attempt any Three) (3 x 4 = 12)

1	Define the techniques for writing down the research Phases.	R	CO1
2	Explain the importance of Data Analysis.	U	CO2
3	What are the ethics of Online Research?	R	CO3
4	Distinguish between the Quantitative Research and Quantitative Research Methods.	An	CO4
Section A (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the methods of data collection through survey research.	E	CO5
6	Analyse the limitations of Content Analysis.	An	CO6
7	Compare media content of the real world.	U	CO5
Section C is Compulsory (8)			
8	Build a research proposal based on a media issue.	Ap	CO6

	Communication Management and Experiential Marketing	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

1. To improve learners' ability to write clearly, concisely, and persuasively for communication industry
2. To create persuasive communication for communication industry
3. To understand the role of experiential campaigns in today's marketing landscape.
4. To identify the key pillars of a successful experiential activation.
5. To track and analyze the most valuable performance metrics.

Course Outcomes

- CO1. **Find** impactful experiential activation experiences.
- CO2. **Apply** the knowledge in creating experiential campaigns in communication landscape
- CO3. **Analyze** communication event performances
- CO4. **Evaluate** effective and impactful content for communication events
- CO5. **Create** plans for successful events on communication

Catalogue Description

The role of experiential marketing in communication management is indeed very crucial. Experiential marketing is one of the booming industries and the requirement of trained professionals is also rising every day. Like other management disciplines, experiential marketing requires the careful integration of different tools and elements to make the key messaging and communication successful and impactful. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: **10 Lecture Hours**

Basics of Communication Management: Planning, Concept, Nature and Practices in Communication Management, Organizing and planning communication events, Customer relationship management, Starting and managing communication events business, Communication Event coordination.

Unit II: **10 Lecture Hours**

Business Communication Planning: Planning, writing, and revising, Designing documents, slides and screens, Attitude, Positive emphasis, Informative and positive messages, Negative messages,

Persuasive messages, Planning, conducting, and recording meetings, Proposals and Progress Reports, Finding, Analysing, and Documenting Information, Short Reports, Long reports, Usage of Visuals.

Unit-III: 10 Lecture Hours

Consumer Behaviour for Communication Management: Experiential brands and interpretation processes, Communication Event Advertising vs. Promotion, Event awareness, Consistency as input to attitude and satisfaction, Customer loyalty, Measuring and changing attitudes, Managing price perceptions.

Unit-IV: 10 Lecture Hours

Experiential Marketing: Branding and identity, Consumer retail experience frameworks, Consumer research methods, Impact of hedonic/shopping experience, Experiential marketing-4Es in communication, Experiential marketing: pop-up store and its efficacy in terms of development of key messaging.

Unit-V: 10 Lecture Hours

Brand Experience: Brand experience frameworks, Brand personality, Emotional response to brands.

Unit-VI: 20 Lecture Hours

Features of branding, brand storytelling

Reference Books

14. Chris Anderson, *"How to Give a Killer Presentation: Lessons from TED,"* Harvard Business Review (article reprint)
15. William Ellet, *The Case Study Handbook*, Harvard Business School Press, Chapters 10, 11, and 12 (reprints of the three chapters only)
16. *Chip and Dan Heath, Made to Stick: Why Some Ideas Take Hold and Others Come Unstuck* (paperback)
17. Liedtka, J., Ogilvie, T., *Designing for Growth: A Design Thinking Toolkit for Managers*, 2011 Liedtka, J. et al., *The Designing for Growth Fieldbook*, 2015
18. June Casagrande, *Grammar Snobs Are Great Big Meanies*, Penguin Books (paperback)
19. Osterwalder, A., Peigneur, Y., *Value Proposition Design*, 2015
20. Schmitt, B., *Customer Experience Management*, 2003
21. Schmitt, B., *Experiential Marketing*, 1999

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Find impactful experiential activation experiences.	PO1, PO8, PO11, PO12, PSO1
CO2	Apply the knowledge in creating experiential campaigns in communication landscape	PO3, PO4, PO7, PO9, PO10, PO11
CO3	Analyze communication event performances	PO1, PO2, PO8, PO11, PO12, PSO1
CO4	Evaluate effective and impactful content for communication events	PO2, PO3, PO4, PO5, PO7, PO9
CO5	Create plans for successful events on communication	PO1, PO5, PSO2

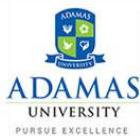
		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The communicator and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Communication Management and Experiential Marketing	3	3	2	2	1	-	1	2	1	1	1	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: II	
Code-		Stream- CM	
Time: 03 Hrs.			
Paper title— Communication Management and Experiential Marketing			
Max. Marks: 20		Total no. of questions- 05	
Instructions:			
Attempt any Two Questions from Section A (Each Carrying 5 Marks); any One Question from Section B (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Two)			
1.	Evaluate the stages of event planning. (Evaluate)	5	CO4
2.	Plan half yearly business communication calendar for FMCG company (Ap)	5	CO2
3.	Analyze the difference between advertising and promotion? (An)	5	CO3
SECTION B (Attempt any One Question)			
4.	Elaborate the stages of event planning in details. (C)	10	CO5
5.	Apply your understanding and elaborate the steps involved in planning for a communication event. (Ap)	10	CO2

	Media Economics	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge about media and revenue				
Co-requisites	--				

Course Objectives

1. To administer the relationship between media ownership and revenue generations.
2. To understand the trends of FDI in Media Industry.
3. To analyse the advent of online media in India with an undefined revenue source.
4. To assess the importance of target audience in revenue earnings.
5. To understand the new revenue models for news organizations.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Understand** the relationship between media ownership and revenue generations.
CO2. **Infer** the trends of media-specific revenue generation.
CO3. **Classify** the role and contribution of FDI.
CO4. **Outline** the advent of online media in India with an undefined revenue source.
CO5. **Assess** the importance of target audience in revenue earnings.
CO6. **Dissect** new revenue models for news organizations.

Course Description

One of the most important aspects of media is the fact that the media is “an industry”. Most media producers and outlets are commercial in nature, with the main objective of making money. Media Economics deals with the nature and scope of ownership pattern, revenue structure and mode of investment done in media industry. There are several methods or “revenue models” that media companies use to make money. **Advertising, Subscription, Pay-per-item, Merchandising** – media companies are experienced operators of the two-sided market model. Students will learn these new techniques to face the real media world in future through this course.

Course Content

Unit 1: Media Economics and Ownership Patterns

10 Lecture Hours

Concept of market Media and finance Fundamentals of economic theory - The market and its mechanisms in mainstream economic thinking Fundamental differences between mainstream and alternative economic approaches - The transformation of global media industries Business Ethics and Management by Indian Values Rethinking media economics - Major patterns of ownership with special reference to India- Chain ownership, Cross Media , Vertical integration, Monopoly in Media- Conglomerate Concentration of Media ownership Editor status & Declination of Editor’s status - Basic Economic Theory- Demand and Supply, Concept of Demand, Factors determining demand, Demand Curve- factors for the changes, Concept of supply. Business Models: Five Overarching Business Models to Generate Revenue from Content: 1) Transactions, 2) Subscriptions, 3) Licensing, 4) Content Marketing and 5) Advertising.

Unit 2: Social Media Management and Business Model

10 Lecture Hours

Consumer Behaviour Organisation Behaviour Human Resource Management Marketing Management Strategic Management Supply Chain Management Business Ethics Growth of Online Media and Portal: Issues and structure Online platform- Recent trend; management policies; extent of technical glitches; nature of audiences. Social Media Management Chain. Convergent media and Model of Convergent Media market and economy - social media in Companies; Integrated approaches of Social media Strategy Economics of New Media: Content, Production & Consumption New Marketing Communication in social media business - Social networks as marketing tools for media companies. Direct and Indirect Revenue Generation: Government Ads, Sponsorship Ads, Corporate Ads, Advertorials Influences

Unit 3: Media Research

Scope of audience analysis- Quantitative Techniques -Survey technique- TRP Calculation - BARC Method

ABC- TRP Vs Market and Media Vs Market – Debate and Discussion- Audience Analysis- People Meter- Case Studies

Unit 4: FDI and Indian Media

Concept of FDI- FII v/s FDI- Legal, Political and economic issues of FDI in Indian Media Industry- FDI in Radio, Print, TV, and Film Industry - Nature of FDI -Merger & Acquisition; Building New Facilities; Intra Company Loans -Reinvesting profits earned from overseas operations- Involvement through FDI Production- Marketing & Service, R & D- Access of Raw materials and other resources; Managerial Control- Content design and Interference of Editors' Freedom

Unit 5: Overview of the Indian media

10 Lecture Hours

Indian Media Industry: Print, TV, Digital – Revenue and expenditure of media houses- Cost control policy Newsprint allocation policy- Comparative Growth/ Fall across Various Media Streams in Revenue Generation over the Years – Market Competition/ Content Marketing.

Unit 6: Covid 19 and Media Industry

Negative Impact on Ad and Sales - Suspension of movie and television production; Delays in release dates; Social distancing creates serious impact on all shooting schedule Challenging of Circulation and Supplementary Publication During Lock down Period Problem of circulation- logistic and others Boost of Digital Media - video and music streaming and downloads, as well as online publications; e paper, e edition and web portal

Reference Books

1. *76 Ways to Make Money in Digital Media*, David Plotz.
2. *Understanding the Business of Media Entertainment* (English, Paperback, Bernstein Gregory).
3. *Dynamics of Mass Communication: Media in Transition* Paperback – Import, 16 Apr Joseph Dominick (Author).
4. Denis Mc Quail (1993) *Media Performance*. London: Sage.
5. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, *Handbook of Media Management and Economics*, L. Erlbaum Associates, 2006
6. Lucy Küng, *Strategic Management in the Media: Theory to Practice*, Jönköping International Business School, 2008
7. *Social Media Management: Technologies and Strategies for Creating Business Value*, By Amy Van Looy, Springer, 2016
8. *Understanding Media Economics*, By Gillian Doyle, SAGE, 2002

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the critical relationship between entertainment operations and revenue generation and evaluate processes of entertainment media revenues.	PO3, PO4, PO5, PO8, PO11, PSO2, PSO3, PSO4
CO2	Analyse the importance of target audience in revenue earnings	PO1, PO 2, PO3, PO6, PO7, PO 10, PSO1
CO3	Evaluate the trends of entertainment-specific revenue generation	PO1, PO3, PO4, PO 5, PO8, PO10, PSO2, PSO3, PSO4
CO4	Create appropriate offline and online strategies to garner entertainment revenue	PO1, PO2, PO3, PO4, PO5, PO 10, PO11, PO 12, PSO2, PSO3, PSO4



		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
HEM51106	Entertainment Media Revenues	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: II	
Code- HEM51106		Stream- CM	
Time: 03 Hrs.		Total pages- 1	
Paper title— Entertainment Media Revenues		Total no. of questions- 08	
Max. Marks: 40			
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Analyse the basis that you will apply to segment your target audience to garner revenue for your media entertainment firm operating in the area of <name of the domain> (An)	4	CO2
2.	Explain Brand licensing (U)	4	CO1
3.	Compare direct and indirect revenue generation (U)	4	CO1
4.	Demonstrate the difference between branded products and branded content	4	CO1
SECTION B (Attempt any Two Questions)			
5.	How your innovative online strategies can generate revenue for your media entertainment firm? (An)	10	CO2
6.	Explain the concept of “Reputation” with a case study. (Evaluate)	10	CO3
7.	Discuss the concept of Pay per View Subscription model (C)	10	CO4
SECTION C is Compulsory			
8.	Illustrate the importance of segmenting target audience	8	CO1

SEMESTER III

	Advertising Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure					
Co-Requisites					

Course Objectives

1. The course aims at skill as well as perspective building for junior and middle level executives in the domain of Advertising Management.
2. It seeks to deliver skills for managing advertising businesses, by combining theoretical learning in the field of communication with the right blend of management education.

Course Outcomes

On completion of this course, the students will be able to

CO1: **Define** the relationship between advertising and strategic brand management.

CO2: **Explain** how advertising works and various advertising strategies.

CO3: **Apply** brand building concept and various attributes associated with it

CO4: **Analyze** different advertising campaigns.

CO5: **Compare** various brand building strategies.

CO6: **Develop** various strategies of Advertising Management.

Catalogue Description

Advertising Management is one of the courses in postgraduate program of MBA in which it trains the students and are trained to understand the advertisement industry and how to apply techniques in the market to benefit the company or the industry. Since the market is becoming very competitive, the demand for advertising manager has increased. Every company is employees to boost up their skills with advertising management. Besides this, there are some sectors which run only on the basis of advertising always aims for some good marketing strategies to rank ahead of other companies. Candidates who are creative and are good in creating advertisements may apply for this program.

The Advertising Management course will provide knowledge about the theoretical concepts of the advertising.

Some of the popular jobs that students can look into after pursuing this course:

- Brand & Marketing
- Public Works
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry
- Business Consultancies
- Personal Business

Course Content

Unit I (10 Lecture Hours)

Advertising Fundamentals: Advertising Ideas- Tools and Frameworks Print Campaign Strategies- Tools in Print Campaigns- Ideas and Fundamentals- Tagline and Its Importance TV and Interactive Strategies- Television Media and its Properties- Ambient Advertising - The Interactive Domain.

Unit II (10 Lecture Hours)

Radio & TV Advertising- Jingle & Spot Making process- Radio & TV Announcements- RJ& VJ announcements Campaign Execution- Integration, Execution of Campaign and Inventories- Making Good Pitches.

Unit III(10 Lecture Hours)

Introduction to Brand Management&Branding Strategies: Definitions – Brands and Brand Management – Brand Positioning- Types of Brand Strategies – Naming Brands – Brand Extensions- Brands across Geographies.

Unit IV (10 Lecture Hours)

Brand Equity: Definitions – applications – customer-based equity, Integrated Marketing Communications and Brand Equity, Measuring Brand Equity, Brand Equity Measures – Sources of Brand Equity –Different Valuation Techniques.

Unit V(10 Lecture Hours)

Management and Advertising&Campaign Execution: Unique characteristics of Advertising Agencies- Law and Ethics- Intellectual Property- Integration- Execution of Campaign and Inventories-Making Good Pitches.

Unit VI (10 Lecture Hours)

Media and Interactive Strategies: Print- Television- Radio- New Media and its Properties- Ambient Advertising- The Interactive Domain.

Text Books:

1. Strategic Brand Management by Kevin L. Keller

Reference Books:

1. *Managing Brand Equity*, David Aaker
2. *Kellogg's Marketing Faculty Branding Guide*
3. *Brand Gap*, Martin Neumeier
4. *Best Practice Cases in Branding*, 3rd Edition, Kevin Keller

Special Note - Case Study : Brand Orange in India

Special Note - Case Study: Brand Harry Potter

Special Note - Case Study: L'Oreal In India

Special Note - Case Study : Raymond

Special Note - Case Study: Mentos in India

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

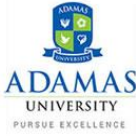
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the relationship between advertising and strategic brand management.	PO1, PO3, PO4, PO8, PO 9, PO10, PSO3, PSO4
CO2	Explain how advertising works and various advertising strategies.	PO1, PO2, PO3, PO4, PO5, PO6, PSO1, PSO2, PSO3, PSO4
CO3	Apply brand building concept and various attributes associated with it.	PO3, PO4, PO5, PO8, PO11, PSO1, PSO2, PSO4
CO4	Analyze different advertising campaigns.	PO1, PO2, PO3, PO4, PO5, PO11, PSO2, PSO3, PSO4
CO5	Compare various brand building strategies.	PO1, PO3, PO4, PO8, PO 9, PO10, PSO1, PSO2, PSO3, PSO4
CO6	Develop various strategies of Advertising Management.	PO1, PO2, PO3, PO4, PO5, PO6, PSO2, PSO1, PSO2, PSO3, PSO4

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Advertising Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

- 1=weakly mapped
 2= moderately mapped
 3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Code- Stream- CM Time: 03 Hrs.			
Paper title— Advertising Management		Total pages- 1	
Max. Marks: 40		Total no. of questions- 8	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Define the strategies to persuade the product sales by effective implementation of advertising. (R)	4	CO1
2.	Explain Native Ad& Corporate Ad of a medium sized IT company post COVID 19. (U)	4	CO2
3.	Develop the ideas for aAD campaign program? (Ap)	4	CO3
4.	Analyze the phenomenon of personal branding? (An)	4	CO4
SECTION B (Attempt any Two Questions)			
5.	Compare the process of making media a partner for your organization in detail. How does this approach help? (Evaluate)	10	CO5
6.	What are the different steps to create a lasting organizational and brand image? (R)	10	CO1
7.	Construct the process of conceiving and implementing corporate advertising programmes for a non-governmental organization? (NGO)(Cr)	10	CO6
SECTION C is Compulsory			
8.	Demonstrate the basic ethical principles while designing a PSA campaign? List out all the factors. (U)	8	CO2

	Public Relations & Corporate Communication	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic Understanding of Group/Public Communication				
Co-Requisites	-				

Course Objectives

1. To develop thorough understanding of designing, planning and execution of public relations and corporate communication strategies with measurable communication objectives.
2. To implement internal and external communication programmes by selecting a mix of strategies, tactics, tools and resources to achieve desired organizational goals.
3. To protect organizational reputation during a crisis by effective implementation of crisis communication.
4. To leverage corporate identity programs and initiatives for effective brand management.
5. To practice and leverage informed and data-based decision-making in personal and professional arenas.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Define** the intricacies of Public Relations (PR) and Corporate Communication (CC) in the real world to achieve organisational goals.
- CO2. **Demonstrate** strategies to execute Public Relations (PR) and Corporate Communication (CC) campaigns and initiatives.
- CO3. **Utilize** the knowledge of Corporate Communication (CC) in corporate brand management and creating lasting organizational and brand image.
- CO4. **Analyze** and implement corporate communication programmes and effectively partnering media organizations.

Catalogue Description

Public Relations (PR) is crucial irrespective of the size of an organization, small, medium or large. Public Relations and more specifically Reputation Management ensure that the stakeholders view the organization more positively.

One of the ways to engage stakeholders is to converse in a way that they understand, appreciate and treasure. Corporate Communication by continuously scanning the internal and external environments of an organization helps the organization and the brand find a niche amidst ever-changing social, political and economic dynamics.

Corporate Communication guides an organization to create a unique positioning in the psychographics of the target audience by implementing various strategies and tactics. Hence, understanding the media environment, ethical standards, tools and technology are indeed extremely crucial for its practitioners.

PR and Corporate Communication students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course:

- Copywriter
- Business Communicator
- Investor Relations Executive
- Fundraiser
- Public Relations Executive
- Public Information Officer
- Marketing Coordinator
- Direct marketing executive
- Account executive
- Employee relations executive
- Events coordinator
- Researcher
- Counsellor
- Media relations executive
- Marketing communication specialists
- Freelance writer
- Strategic planner
- Public affairs

Course Content

Unit I: **10 Lecture Hours**

Strategy in Public Relations: 1. Defining strategy and its role 2. Campaign planning - problem definition, defining TA, identifying channels, implementation, feedback 3. Areas of strategic consideration - internal TA, brand management, lobbying, public affairs/issue management 4. Case studies in corporate communication campaigns.

Internal Communication and Media Writing: 1. Role and scope of internal communication with employees 2. Various tools of internal communication - house journal, video magazine idea boxes, open houses, brainstorming sessions, clubs, extra-curricular activities 3. Hands-on skills on editing and production.

Unit II: **10 Lecture Hours**

Crisis Communication: 1. Defining conflict 2. Defining disasters, various kinds of disasters 3. Role and scope of corporate communication in damage salvage 4. Use of media in times of crisis 5. Case studies in conflict resolution and crisis handling.

Corporate Social Responsibility: 1. Defining CSR 2. Role, scope and need for CSR 3. CSR and image management 4. Case studies in CSR.

Unit III: **10 Lecture Hours**

Understanding Organizational Communication: 1. Defining structure of an organization 2. Various kinds of organizations 3. Management hierarchy 4. Various kinds of communication in an organization 5. Role and scope of corporate communication 6. Interface of corporate communication department with various management disciplines.

Unit IV: 10 Lecture Hours

Understanding Corporate Communication: 1. Definitions, concept and genesis of CC 2. Difference and similarities between PR and CC 3. CC and public affairs, CC and corporate affairs 4. Publics in CC - Financial publics, media, opinion makers, government, elected representatives 5. Present state of CC 6. Organizing corporate communication activities 7. Areas of strategic thinking in corporate communication 8. Ethics and laws in corporate communication.

Unit V:10 Lecture Hours

Corporate Communication Tools: 1. Lobbying 2. Sponsorship 3. Financial communication 4. Corporate reputation 5. Corporate identity 6. Media mileage.

Unit VI: 10 Lecture Hours

Corporate Identity and Corporate Brand Management: 1. Defining corporate identity 2. Integrating corporate identity into communication process 3. Making of house styles- the wherewithal 4. Case studies in corporate identity 5. Definition and role of corporate image 6. Corporate brand management Case Studies: The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Hands- on work (To be distributed among units, as applicable)

1. Lessons on PR and Corporate Communication campaigns.
2. Lessons on Internal Communication tools.
3. Lessons on interface of PR/CC with other management disciplines.
2. Lessons on strategic thinking in PR/CC.
3. Lessons on Corporate Identity.
4. Lessons on PR/CC case studies.

Reference Books

1. Richard R Dolphin: *The Fundamentals of Corporate Communication*, Butterworth Heinmann
2. Donald R G: *Corporate Reputation*. London: Kogan page
3. Tom Means: *Business communication*. Thomson
4. Pitman Jackson: *Corporate Communication for Managers*. Pitman Publishing
5. Paul Argentli Paul: *The Power of Corporate Communication*. NY: McGraw Hill
6. Clow E Kenneth. *Integrated Advertising, Promotion and Marketing Communication*. New Jersey, Prentice Hall
7. Jaishri N Jethwaney: *Public Relations*. ND: Sterling
8. Kutlip Centre & Broom. *Effective Public Relations*. Prentice Hall, New Delhi
9. SukulLomash&P.K.Mishra: *Business Policy and Strategic Management*. Vidya Vikash Publishing house, New Delhi
10. H.R. Machiraju: *Indian Financial System*. Vidya Vikash Publishing house, Delhi
11. NeeruVashishth& Namita Rajput: *Business Organisation and Management*. Kitab Mahal, Allahabad, 2005
12. Charu Arora. *Indian Economy and Reforms*. Authors Press, New Delhi, 2008

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
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Weightage (%)	20	10	30	40
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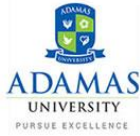
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the intricacies of Public Relations (PR) and Corporate Communication (CC) in the real world to achieve organisational goals.	PO1, PO3, PO4, PO8, PO 9, PO10, PSO3, PSO4
CO2	Demonstrate strategies to execute Public Relations (PR) and Corporate Communication (CC) campaigns and initiatives.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PSO2, PSO3, PSO4
CO3	Utilize the knowledge of Corporate Communication (CC) in corporate brand management and creating lasting organizational and brand image.	PO3, PO4, PO5, PO8, PO11, PSO1, PSO2, PSO3, PSO4
CO4	Analyze and implement corporate communication programmes and effectively partnering media organizations.	PO1, PO2, PO3, PO4, PO5, PO11, PO 12, PSO1, PSO2, PSO3, PSO4

Course Code	Course Title	Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
	Public Relations & Corporate Communication	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

- 1=weakly mapped
- 2= moderately mapped
- 3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Code- Stream- CM Time: 03 Hrs.			
Paper title— Public Relations & Corporate Communication		Total pages- 1	
Max. Marks: 40		Total no. of questions- 8	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. <u>All parts of a Question should be answered consecutively.</u>			
Section A (Attempt any Three)			
1.	Recall your understanding to craft strategies to persuade organizations for large scale adoption of electric cycles on rent for official travel. (R)	4	CO1
2.	Compare PR & Corporate Communication of a medium sized IT company post COVID 19. (U)	4	CO2
3.	What are the pillars of success for a PR program? (Ap)	4	CO3
4.	Build your personal brand. (Ap)	4	CO3
SECTION B (Attempt any Two Questions)			
5.	List the process of making media a partner for your organization in detail. How does this approach help? (An)	10	CO4
6.	What are the different steps to create a lasting organizational and brand image? (R)	10	CO1
7.	Explain the process of conceiving and implementing corporate communication programmes for a non-governmental organization? (NGO)(U)	10	CO2
SECTION C is Compulsory			
8.	How do you follow the basic ethical principles while designing a PR/CC campaign? List out all the factors. (R)	8	CO1

HJM52205	Alternate & Community Media	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	A Basic Idea about Multimedia				
Co-requisites	--				

Course Objectives

1. To administer what community and alternate media is.
2. To understand citizen journalism as a distinct trend in the world of journalism.
3. To analyse RTIs and how it helps journalistic practices.
4. To assess the PILs and its uses.
5. To understand the various cybercrimes and relevance of gatekeeping as a journalistic concept.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** what community and alternate media is.
- CO2. **Outline** citizen journalism as a distinct trend in the world of journalism.
- CO3. **Apply** RTIs and how it helps journalistic practices.
- CO4. **Classify** PILs and its uses.
- CO5. **Assess** about the various cybercrimes.
- CO6. **Interpret** the falling relevance of gatekeeping as a journalistic concept.

Course Description

The shifting media environment, and the ways in which people use alternative forms of media and communication have changed the communication landscape. Issues of concern include the nature and distribution of media power; access to and participation in media; media practices of communities and social movements; and the possibilities of emerging technologies and new media. Alternative media are media sources that differ from established or dominant types of media (such as mainstream media or mass media) in terms of their content, production, or distribution. Sometimes the term independent media is used as a synonym, referencing independence from large media corporations, but this term is also used to indicate media enjoying freedom of the press and independence from government control. Alternative media does not refer to a specific format and may be inclusive of print, audio, film/video, online/digital and street art, among others. Students will get to practice the modern tools of the alternative media through this course.

Course Content

Unit 1: **5 Lecture Hours**

What Is Alternate Media? – The Definition of Community Media – Community Media and Democracy – Grassroots Activism and Community Media.

Unit 2: **5 Lecture Hours**

The Concept of Citizen Journalism – The Concept of Hyperlocal Journalism – How These Two Concepts Are Changing the Idea of Journalism Completely.

Unit 3: **5 Lecture Hours**

The Right to Information Act, 2005 (RTI) – RTI as a Tool for Maintaining Public Accountability and Transparency – RTI as a Journalistic Tool – How RTI Could be Used for Finding out Important Pieces of Information.

Unit 4: 5 Lecture Hours

Public Interest Litigations (PILs) – PILs in the Indian Context – PILs as an Effective and Powerful Tool for Ensuring Accountability and Transparency – PILs as a Tool for Journalists

Unit 5: 5 Lecture Hours

Cyber Crimes – The Different Types of Cyber Crimes – The Dimensions and Magnitudes of Cyber Crimes – Available Cyber Laws across the World and Their Inefficiency in Handling the Crimes – Difficulty in Enforcing the Laws Pertaining to Cyber Crimes in India and Other Parts of the World.

Unit 6: 5 Lecture Hours

The Process of Gatekeeping Becoming a Redundant Entity with Community Media Becoming the New Buzzword – Indian and Global Context.

Practical: 60 Lecture Hours

1. Lessons on Preparing Community Media Content.
2. Preparing a Multimedia Citizen Journalism Package.
3. Lessons on the Right Ways to File an RTI Application.
4. Lessons on Filing PILs.

Reference Books

1. Ellie Rennie: *Community Media: A Global Introduction (Critical Media Studies: Institutions, Politics, and Culture)*.
2. Melissa Wall: *Citizen Journalism: Valuable, Useless or Dangerous?*
3. Aruna Roy, MKSS Collective and Gopalkrishna Gandhi: *The RTI Story: Power to the People*.
4. B.L. Wadhwa: *Public Interest Litigation - With Model PIL Forms*.
5. 1. Stuart Allan and Einar Thorsen: *Citizen Journalism: Global Perspectives*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label what community and alternate media is.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Outline citizen journalism as a distinct trend in the world of journalism.	PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4
CO3	Apply RTIs and how it helps journalistic practices.	PO3, PO4, PO5, PO11, PSO2, PSO4
CO4	Classify PILs and its uses.	PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4
CO5	Assess about the various cybercrimes.	PO1, PO2, PO3,

		PO4, PO5, PO8, PO10, PO11, PSO2, PSO3
CO6	Interpret the falling relevance of gatekeeping as a journalistic concept.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12


		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
HJM5 2207	Alternate & Community Media	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Code- HJM52207Stream- CM		Time: 03 Hrs.	
Paper title—Alternate & Community Media		Total pages- 1	
Max. Marks: 40		Total no. of questions- 8	
Instructions: Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define Alternate Media with examples. (R)	4	CO1
2	Explain the concept of Hyperlocal Journalism. (U)	4	CO2
3	What are the ways to use RTI as a Journalistic Tool? (R)	4	CO3
4	Explain PILs in the Indian Context. (U)	4	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the different types of Cyber Crimes with a few case studies. (E)	10	CO5
6	Analyse about community media becoming the new buzzword. (An)	10	CO6
7	Outline the difficulty in enforcing the laws pertaining to Cyber Crimes in India and other parts of the World. (U)	10	CO5
Section C is Compulsory (8)			
8	Build a multimedia news story on the Plight of Migration workers during the pandemic. (Ap)	8	CO6

	Integrated Marketing Communication	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic understanding about Advertising, Public Relations and Sales Promotion				
Co-Requisites	-				

Course Objectives

1. To understand platform-agnostic integrated marketing communication skills and techniques in various positions and businesses within the communication industry.
2. To implement data based decision making in IMC endeavours.
3. To create strategic IMC solutions efficient in terms of time and cost
4. To evaluate the legal framework and ethical guidelines in order to suggest appropriate IMC solutions to given problems

Course Outcomes

On completion of this course, the students will be able to

CO1.Define the tenants of IMC and promotion mix used by various brands and organizations

CO2.Interpret the principles of IMC in creating unified messaging

CO3.Develop an existing transnational campaign and evaluate alternatives utilizing various IMC frameworks and models.

CO4.Discover Integrated Marketing Communications solutions and campaigns for brands

Catalogue Description

What is “integrated” in Integrated marketing communication (IMC)? Messages, language and images. It is integrated as these get circulated and amplified through varied media, e.g., Advertising, Sales Promotion, Direct Marketing, Personal Selling or Public Relations.

So next time when we see one message getting resonance in newspaper inserts, newspaper advertisement, hoardings at strategic locations, banners, pamphlets, brochures, radio jingle or television commercials (TVCs), press releases, movie tickets, discount coupons, loyalty clubs, membership clubs, PR Activities, sales promotion, direct marketing, influencer marketing, social media (Facebook, Instagram, Twitter) or branding in the virtual space - we might have come across an example of Integrated Marketing Communication.

The important question is why dissemination of same message across various media is important? It creates brand awareness and aids reinforce the belief in the brand. It helps to create and retain long term relationship with customers. For brands it might lead to superior campaign performance, enhanced efficiency and a lot more brand awareness.

Integrated Marketing Communication students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course:

- Copywriter
- Marketing executive
- Event Planner
- Events coordinator
- Integrated marketing

- Marketing communication specialists
- Freelance writer
- Strategic planner
- Public affairs
- Researcher
- Designer
- Art director
- Account Manager
- Counsellor
- Media Relations executive
- Public Relations executive

Course Content

Unit I: **10 Lecture Hours**

Introduction to Integrated Marketing Communication (IMC): 1. Meaning, evolution of IMC, reasons for growth and features. 2. Promotional tools for IMC, IMC planning process, role of IMC in marketing. 3. Communication process, traditional and alternative response hierarchy models. 4. Establishing objectives and budgeting: determining promotional objectives, sales vs. Communication objectives, DAGMAR, setting objectives for the IMC program and problems in setting objectives.

Unit II: **10 Lecture Hours**

Elements of IMC: 1. Sales promotion – different types of sales promotion, advantages and disadvantages. 2. Public Relations (PR) and publicity – types of PR, processes, advantages and disadvantages, types of publicity. 3. Direct marketing – features, advantages and disadvantages. 4. Personal selling – features, advantages and disadvantages. 5. Advertising – features, advantages and disadvantages. 6. New trends in IMC, international media.

Unit III: **10 Lecture Hours**

Advertising-I: 1. Types of advertisements. 2. Communication models with reference to advertising. 3. AIDA, Hierarchy of Affects, Innovation and Adoption. 4. Fundamentals of advertising campaigns – brand positioning through advertising – planning process – the creative brief – creating an appeal.

Unit IV: **10 Lecture Hours**

Advertising-II: Elements of print advertisement – legal and ethical aspects of advertising – kids advertising. 2. Advertising agencies – function – types – in-house agencies – direct response agencies – sales promotion agencies – PR firms – interactive agencies – advertising agency structure – client-agency relationship – agency selection – agency compensation.

Unit V: **10 Lecture Hours**

PR in IMC: 1. Community and media relations: PR and social responsibility, 2. Importance of external stakeholders, 3. Stages in community relations 4. Messages and channels appropriate to key external audiences 5. Value of community goodwill 6. Measuring costs and benefits associated with corporate community relations programs.

Unit VI: 10 Lecture Hours

OOH/Events/Promotions as Communication Tools: Fundamentals of Event Management: 1. Event creation and understanding event briefs 2. Event content management- supplier management: roles, definitions and event suppliers, negotiations and conflict management 3. Creative visualization and packing: from idea to execution: event inventories, practical exercise and case study 4. Event inventories: event content heads and inventory mapping, process-to-process measurement and tracking 5. Planning and budgeting: event planning and plan worksheets, budgeting and pricing events and corporate event pricing, 6. Post event evaluations, event metrics, product-based event evaluations, new methodologies in event measurement, response monitoring.

Hands-on work (To be distributed among sessions, as applicable)

1. Creation of IMC programme
2. Direct marketing campaign
3. Advertising campaign
4. Radio spot and TV ad creation
5. PR campaign
6. Event creation

Reference Books**Text Books:**

1. *Advertising and Promotion (An Integrated Marketing Communication Approach)* by Chris Hackley (third edition). (Publisher: Sage Publications)

Reference Books:

1. *Marketing Communications: Brands, Experience and Participation* by Chris Fill (Publisher: Pearson)
2. *Marketing Communications: Offline and Online Integration, Engagement and Analytics* by PR Smith and Ze Zook (6th edition, 2015) (Publisher: Kogan Page)
3. *Film Marketing into the Twenty-First Century* by Joel Augros and Cecilia Tirtaine (2015) (Publisher: British Film Institute)

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination**Examination Scheme:**

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the tenants of IMC and promotion mix used by various brands and organizations	PO1, PO3, PO 5, PO 7, PO 10, PO 12, PSO3, PSO4

CO2	Interpret the principles of IMC in creating unified messaging	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO 10, PSO2, PSO3
CO3	Develop an existing transnational campaign and evaluate alternatives utilizing various IMC frameworks and models.	PO 1, PO 2, PO 3, PO 4, PO 5, Po 11, PSO1, PSO2, PSO3, PSO4
CO4	Discover Integrated Marketing Communications solutions and campaigns for brands	PO1, PO2, PO3, PO4, PO5, PO 8, PO 9, PO 10, PSO1, PSO2, PSO3, PSO4


		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Integrated Marketing Communication	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Steam- CM Time: 03 Hrs.			
Paper title— Integrated Marketing Communication		Total pages- 1	
Max. Marks: 40		Total no. of questions- 8	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Recall your understanding to craft strategies to persuade organizations to adopt IMC campaigns (R)	4	CO1
2.	How does an event company evaluates the promotion? (R)	4	CO1
3.	Identify the various steps for campaign management. (Ap)	4	CO3
4.	Utilize the skill of PR in handling crisis communication. (Ap)	4	CO3
SECTION B (Attempt any Two Questions)			
5.	Explain the process of conceiving and implementing IMC campaigns for an online retailer. (U)	10	CO2
6.	What is the process of successful e-event? (R)	10	CO1
7.	Interpret the DAGMAR approach in present scenario (with case study) (U)	10	CO2
SECTION C is Compulsory			
8.	Examine the core strategies for IMC. (An)	8	CO4

	Digital Marketing	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic Understanding of Marketing and Digital Media				
Co-Requisites	-				

Course Objectives

1. To administer platform-agnostic digital marketing skills for various types of businesses and positions within communication industry.
2. To imbibe and demonstrate informed data-based decision-making in personal and professional digital marketing endeavours.
3. To analyze and evaluate meticulous strategic methods to optimize time and cost in digital marketing campaigns.
4. To understand business opportunities and create appropriate digital marketing plans within legal and ethical considerations.

Course Outcomes

On completion of this course, the students will be able to

CO1.Recall the importance of digital marketing for success in overall marketing effort

CO2.Explain various digital marketing techniques and platforms for successful execution of a marketing campaign

CO3.Identify ways of integration among various digital marketing channels and evaluate advantages and limitations of each of those

CO4.Examine comprehensive digital marketing plan for a brand, starting from the SWOT analysis, defining a target group, identifying digital channels, creating content and distribution platforms

Catalogue Description

Digital marketing is increasingly becoming a more powerful than traditional marketing. With our existence becoming virtual and engagement is with a push of a button, digital marketing is a new way to create engagement. It is indeed a more efficient way to measure advertisement effectiveness and forming meaningful relation with existing, potential and returning customers based on their search history and online profile.

The goal of digital marketing is to create a highly immersive environment where the customer meets the brand in real time and brand owners can interact and collaborate with customers 24X7. The intensity and resultant impact of this experience are far greater than general marketing tools. With faster connectivity the interaction is more intense and meaningful. This course will cover key digital marketing channels for acquiring and retaining customers.

Digital Marketing students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course:

- Digital marketing executive
- Marketing executive

- Digital Event Planner
- Digital Events coordinator
- Marketing communication specialists
- Freelance digital writer
- Strategic planner
- Researcher
- Designer
- Art director
- Account manager
- Counsellor
- Public Relations executive

Course Content

Unit I: 10 Lecture Hours

Introduction to Digital Marketing: 1. Introduction of the digital marketing 2. Digital vs. Real marketing 3. Digital marketing channels 4. Creating initial digital marketing plan 5. Content management 6. SWOT analysis 7. Target group analysis

Unit II: 10 Lecture Hours + 5 Practical Hours

Web Design and Search Engine Optimization (SEO): 1. Web design 2. Optimization of web sites 3. MS Expression web • Exercise: creating web sites, MS expression (working in groups) 4. SEO optimization • Writing SEO content • Exercise: writing the SEO content (working in groups).

Unit II: 10 Lecture Hours + 5 Practical Hours

Web Design and Search Engine Optimization (SEO): 1. Web design 2. Optimization of websites 3. MS Expression web • Exercise: creating websites, MS expression (working in groups) 4. SEO optimization • Writing SEO content • On-site vs Off-site SEO

Unit III: 10 Lecture Hours + 5 Practical Hours

Introduction to CRM: 1. CRM platform 2. CRM models, Exercise: CRM strategy (working in groups) 3. Google Ad Words- creating accounts 4. Google Ad Words- types, Exercise: Google Ad Words (working in groups)

Unit III: 10 Lecture Hours + 5 Practical Hours

Introduction to SEM: 1. SEM platform 2. Types of Ads 3. Google Ad Words- creating accounts 4. Google Ad Words- types, Exercise: Google Ad Words

Unit IV: 10 Lecture Hours + 5 Practical Hours

Introduction to Web Analytics: 1. Introduction to web analytics 2. Web analytics - levels 3. Introduction of social media marketing, Exercise: social media marketing plan (working in groups) 4. Creating a Facebook page 5. Visual identity of a Facebook page 6. Types of publications, Exercise: Making a Facebook page (working in groups) 7. Facebook advertisement, creating Facebook advertisements and advertisement visibility.

Unit IV: 10 Lecture Hours + 5 Practical Hours

Introduction to Blogs & social media: 1. Blogs and its types 2. Platforms for Blogging 3. SEO optimization in Blogging 4. Multimedia Blogging 5. Social Media Marketing Platforms 6. Understanding Social Media Features and Algorithms 7. Best Practices in Social Media Content: Types of Content, the best time to post, using keywords and hashtags, 8. Studying Popular Social Media websites

Unit V: 10 Lecture Hours

Business opportunities: 1. Business opportunities and Instagram options 2. Optimization of Instagram profiles, integrating Instagram with a web site and other social networks 4. Keeping up with posts 5. Business tools on LinkedIn, creating campaigns on LinkedIn and analyzing visitation on LinkedIn 7. Creating business accounts on YouTube, YouTube Advertising and YouTube Analytics.

Unit V: 10 Lecture Hours

Content Marketing and AI tools for Content Creation: 1. Platforms for Content Marketing 2. Scheduling tools 4. Content Creation Tools using AI 5. Content Marketing Strategy 6. Community Building 7. Emerging Technologies in Content creation, publishing and distribution- AR, VR and Mobile

Unit VI: 10 Lecture Hours

Email and Digital Marketing: 1. E-mail marketing 2. E-mail marketing plan 3. E-mail marketing campaign analysis 4. Keeping up with conversions 5. Digital marketing budgeting - resource planning - cost estimating - cost budgeting - cost control.

Hands-on work (To be distributed among units, as applicable)

1. Define a Target Group
2. Creating Web Sites
3. Writing SEO content
4. SEO
5. Google Ad Words
6. CRM Platform
7. Social Media Marketing Plan
8. Making a Facebook page
9. Budgeting
10. Final presentation

Reference Books

1. Ryan, D. (2014). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page Limited.

2. *The Beginner's Guide to Digital Marketing* (2015). Digital Marketer. Pulizzi, J. (2014) *Epic Content Marketing*, McGraw Hill Education.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Recall the importance of digital marketing for success in overall marketing effort	PO1, PO3, PO 7, PO 8, PO 10, PO 12, PSO3
CO2	Explain various digital marketing techniques and platforms for successful execution of a marketing campaign	PO1, PO 3, PO 5, PO 8, PO 10, PO 11, PSO2, PSO3, PSO4
CO3	Identify ways of integration among various digital marketing channels and evaluate advantages and limitations of each of those	PO1, PO 3, PO 5, PO 8, PSO1, PSO2, PSO3, PSO4
CO4	Examine comprehensive digital marketing plan for a brand, starting from the SWOT analysis, defining a target group, identifying digital channels, creating content and distribution platforms	PO1, PO 2, PO3, PO 5, PO 10, PO 11, PSO1, PSO2, PSO3, PSO4

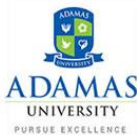
		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Digital Marketing	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Stream- CM Time: 03 Hrs.		Total pages- 1	
Paper title— Digital Marketing		Total no. of questions- 8	
Max. Marks: 40			
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Apply your understanding to craft strategies to integrate two different social media platforms for a marketing campaign? (Ap)	4	CO3
2.	What is email marketing? (R)	4	CO1
3.	Compare between direct marketing and e marketing. (U)	4	CO2
4.	Classify the different types of budget. (An)	4	CO4
SECTION B (Attempt any Two Questions)			
5.	What are the different digital marketing techniques and platforms for successful execution of a marketing campaign for brand <Name>?(R)	10	CO1
6.	Plan different strategies for YouTube analytics. (Ap)	10	CO3
7.	Examine thee-mail marketing campaign for an event (An)	10	CO4
SECTION C is Compulsory			
8.	What is web analytics? (R)	8	CO1

	Media Marketing	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure					
Co-requisites	-				

Course Objectives

1. To learn the art of marketing
2. To understand the market related components for media marketing
3. To get an understanding consumer's perspective in media marketing
4. Develop strategies aligned to media marketing.
5. Evaluate the need of integrated marketing communications for a media event.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Define** a systematic approach to the research, design, planning, implementation, and evaluation of a media marketing strategy.
- CO2. **Interpret** the total market environment of a media event.
- CO3. **Experiment with** consumer demand and decision-making trends in the media market.
- CO4. **Discover** the effective media marketing objectives
- CO5. **Evaluate** an integrated communications strategy to sell a media event.

Catalogue Description

A media event can only be successful when it is marketed efficiently setting all the objective and parameters in proper manner. In order to market a media event, the marketers need to set the necessities of the consumers and align it with the said event to make it consumer friendly and easily acceptable.

The discipline covers the most important elements of media marketing to make it much more market friendly and acceptable. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: **10 Lecture Hours**

Contemporary Issues in Event Marketing: Event marketing development, Event marketing trends, Shifting demographics and consumer behaviour in respect to event marketing, Marketing in the experience economy.

Unit II: **10 Lecture Hours**

Developing a Marketing plan: 1. Ideation and development of marketing plan for media.2. Analysis of marketing components for media marketing.

Unit-III: 10 Lecture Hours

Roles and Responsibilities of the Media Management Team: 1. Media levels 2. Physical evidence 3. Product Planning 4. Product development 5. Packaging 6. Positioning

Unit-IV: 10 Lecture Hours

Marketing Communications: Advertising, Public Relations and Word of Mouth: 1. Integrated marketing communications for media 2. Media advertisements 3. Media public relations 4. Word of mouth promotion for media

Unit-V: 10 Lecture Hours

Digital Communications: Social Media and the Internet: 1. Digital communication for media 2. E-marketing for media 3. Social media as a marketing for media

Unit VI 10 Lecture Hours

Hands-on assignment

- Propose a product development and packaging strategy
- Write a press release
- Prepare a social media promotion plan

Reference Books

- Media Marketing : *How To Successfully Promote Events, Festivals, Conventions And Expositions* by C. A. Preston, Wiley, 2012, ISBN: 0470891076, 9780470891070
- Simon Hudson. *Marketing for Tourism and Hospitality: A Canadian Perspective*. 2nd Edition. Nelson Canada, 2009. Textbook ISBN: 978-0-17-644047-3
- *Event Planning: Management & Marketing For Successful Events* by Alex Genadinik, CreateSpace Independent Publishing Platform, 2015, ISBN: 1519178204, 9781519178206
- Thompson Rivers University, Open Learning Division. *Event Marketing*. Toronto, ON: Nelson Education Ltd, 2012. Custom Textbook ISBN: 978-0-17-664926-5 / 0-17-6649263
- *Sustainable Event Management: A Practical Guide* by Jones Meegan, Routledge, 2017, ISBN: 1315439700, 9781315439709

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos	
Course Outcomes (COs)	Mapped Program Outcomes

CO1	Define a systematic approach to the research, design, planning, implementation, and evaluation of a media marketing strategy.	PO1, PO3, PO4, PO12, PSO1
CO2	Interpret the total market environment of a media event.	PO3, PO4, PO8, PO12
CO3	Experiment with consumer demand and decision-making trends in the media market.	PO1, PO2, PO8, PSO1
CO4	Discover the effective media marketing objectives	PO1, PO7, PO10, PSO2
CO5	Evaluate an integrated communications strategy to sell a media event.	PO1, PO2, PO3, PO5, PO9

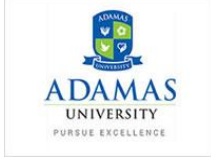
		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The communicator and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Media Marketing	3	2	2	2	1	-	1	2	1	1	-	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Paper title– Media Marketing		Stream- CM Time: 03 Hrs.	
Max. Marks: 40		Total pages- 1	
		Total no. of questions- 09	
Instructions:			
Attempt any Three Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Any One Question from Section C (Each Carrying 8 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	List the need of consumer behaviour analysis in marketing of a media event (R)	4	CO1
2.	Summarize the ideation stage of media marketing planning. (U)	4	CO2
3.	Analyze the media marketing campaign planning procedures. (An)	4	CO4
4.	Identify the process of consumer behaviour for media marketing. (Ap)	4	CO3
SECTION B (Attempt any Two Questions)			
5.	Explain the roles and responsibilities of the Media Management Team. (U)	10	CO2
6.	Develop the usage of word of mouth promotion for media event. (Ap)	10	CO3
7.	Discover the prospects for social media marketing for a media event. (An)	10	CO4
SECTION C is Compulsory			
8.	Name the successful strategies for e-media marketing. (R)	8	CO1

		L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure					
Co-Requisites	-				

Course Objectives

1. To relate a media budget to an effective marketing campaign.
2. To illustrate alignment of media placements with business objectives
3. To make use of marketing investments to create best value for a brand
4. To examine budgeting plans

Course Outcomes

On completion of this course, the students will be able to

CO1: **Define** media budgeting.

CO2: **Develop** conceptual skills for media budgeting

CO3: **Analyse** cash flow.

CO4: **Evaluate** the components of media budgeting.

Catalogue Description

A media event can only be successful when it is budgeted optimally and adequately so that it achieves the defined objective and parameters in proper manner. In order to budget for a media event, the marketers need to align it with the event.

The discipline covers budgeting – one of the most important elements of media marketing. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Some of the popular jobs that students can look into after pursuing this course:

- Investor
- Advertising
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry
- Business Consultancies
- Personal Business
- Digital Marketing

Course Content

Unit I (10Lecture Hours)

Policy Study: Business Policy as a study; Its Nature & Importance, Development & Classification of Business Policy; Mechanism or Policy making.

Unit II (10 Lecture Hours)

Media Planning: Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; computers in Media planning.

Unit III(10 Lecture Hours)

Media Budget:Media Budget, Break-even point, Cash flow analysis, Profit & loss statement, Balance sheet, Panic payments , Financial control system.

Unit IV (10 hour Lecture Hours)

Budgeting & Management:Budget and Top Management, its Responsibilities & tasks. Objectives of Business Characteristics, Classification, types of Objectives and their overall Hierarchy, Setting of Objectives, Key areas involved.

Unit V(10 hour Lecture Hours)

Corporate Planning & Synergy:Corporate Planning; Concept of long term planning, Strategic Planning (Planning Strategically), Nature, Process & Importance.

Synergy: Concept, Types, evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its Relevance.

Unit VI (10 hour Lecture Hours)

Corporate Strategy: Concept, Components, Importance. Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.

Reference Books:

1. *Fundamentals of Financial Management* by J. Van Horne, John M Wachowicz, Pearson Education Limited, 2010, ISBN: 0273738011, 9780273738015
2. *Event Marketing : How To Successfully Promote Events, Festivals, Conventions And Expositions* by C. A. Preston, Wiley, 2012, ISBN: 0470891076, 9780470891070
3. *Event Planning: Management & Marketing For Successful Events* by Alex Genadinik, CreateSpace Independent Publishing Platform, 2015, ISBN: 1519178204, 9781519178206
4. *Financial Management: Core Concepts*, by Raymond Brooks, Prentice Hall, 2009, ISBN: 0321155173, 9780321155177
5. *Sustainable Event Management: A Practical Guide* by Jones Meegan, Routledge, 2017, ISBN: 1315439700, 9781315439709

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define media budgeting.	PO1, PO3, PO4, PO8, PO 9, PSO4
CO2	Develop conceptual skills for media budgeting	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PSO1, PSO2, PSO3, PSO4
CO3	Analyse cash flow.	PO3, PO4, PO5, PO8, PSO4, PSO2, PSO3
CO4	Evaluate the components of media budgeting.	PO1, PO2, PO3, PO4, PO5, PO11, PSO 2, PSO1, PSO2, PSO3, PSO4


		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Budgeting for Media	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Stream- CM Time: 03 Hrs.		Total pages- 1	
Paper title—Budgeting for Media		Total no. of questions- 8	
Max. Marks: 40			
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
Section A (Attempt any Three)			
1.	Apply your understanding to craft strategies to develop the ad budget for a new start up. (Ap)	4	CO2
2.	Define media planning&media budgeting with suitable examples. (R)	4	CO1
3.	What are the pillars of success for successful media budget? (R)	4	CO1
4.	How can you create your budget for own digital marketing start up? (An)	4	CO3
SECTION B (Attempt any Two Questions)			
5.	Explain the process of making media planning and buying for your organization in detail. How does this approach help? (Evaluate)	10	CO4
6.	What are the different steps to create a lasting organizational and budget approach? (R)	10	CO1
7.	Explain the process of conceiving and implementing the synergy of corporate planning? (Evaluate)	10	CO4
SECTION C is Compulsory			
8.	How do you follow the basic ethical principles while designing a digital marketing budget? List out all the factors. (Ap)	8	CO2

	Principles of Communication Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure					
Co-Requisites					

Course Objectives

1. To understand communication management principles.
2. To evaluate the components of communication management.
3. To understand the difference between corporate and non-corporate events.
4. To understand the importance of event public relation

Course Outcomes

CO 1:Understand communication management, theories, scope and impact.

CO 2:Analyze tenants of modern day staffing

CO 3:Evaluate the theories of motivation and its applications and the basic principles of management control and coordination

CO 4:Create practices and modern approaches to management in developing learning organizations

Catalogue Description

The principles of communication management entails how management approaches communication. The discipline also includes the role of human and technology in communication management. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit I: 10 Lecture Hours

Evolution & Growth of Management Thought: Concepts, Theory and Practice: The Evolution of Management Thought – Scientific Management School, Behavioural School, Quantitative School, Integration School, Contemporary School, McKinsey's 7-S approach.

Unit II: 10 Lecture Hours

Planning, Organizing & Direction: Planning: Nature, Purpose, Types & Process of Planning; Concept of MBO, MBE & MBWA. Decision Making- Approaches, Decision Making under certainty, uncertainty & risk; Group Decision Making.

Organizing- Line/ Staff Authority, Decentralization & Delegation, Effective Organizing.

Direction- Supervision, Span of Supervision, Graicuna's Theory of Span of Management.

Unit III: 10 Lecture Hours

Motivation, Control & Coordination: Motivation- elements, importance, methods, theories. Controlling- Control Process, Importance, Critical Control Standards & Techniques, Maintenance Vs Crisis Management, Overall Control Process. Coordination- Definition, Characteristics, Objectives, Techniques.

Unit IV: 10 Lecture Hours

Staffing: Job analysis, recruitment, selection, post selection steps, job changes: transfers/promotions, performance appraisal, training, management development, job rotation, rewards and recognition.

Unit V: 10 Lecture Hours

Modern approaches to Management: Concept of Knowledge management, change management, technology management, supply chain management, process and project quality standards – six sigma, CMM, CMMI, PCMM, Impact of IT quality management systems, learning organizations.

Unit VI: 10 Lecture Hours

Contemporary Issues: Social Responsibility & Ethics, Globalization & Management Inventing & Reinventing Organizations Culture & Multiculturalism.

Reference Books:

1. Koontz, *Essentials of Management*, Tata McGraw Hill
2. L. M. Prasad: *Principles of Management*, Sultan Chand & Sons, 2016
3. Robbins, De Cenzo, Bhattacharya and Agarwal, (2009): *Fundamentals of Management- Essential Concepts & Applications*, 6e, India, Pearson
4. Hellriegel, Jackson and Sloceum, (2008): *Management- A Competency Based Approach* 10e, India, South- Western Cengage Learning.
5. Anil Bhat, Arya Kumar, *Management Principles: Process and Practices*, Oxford.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand communication management, theories, scope and impact.	PO1, PO3, PO5, PO6, PO 7, PO8, PO 10, PSO2, PSO3, PSO4
CO2	Analyze tenants of modern day staffing	PO 1, PO 3, PO 5, PO 6, PO 7, PO 8, PSO1, PSO2, PSO3, PSO4
CO3	Evaluate the theories of motivation and its applications and the basic principles of management control and coordination	PO1, PO2, PO 4, PO 5, PO 9, PO 10, PSO2, PSO3, PSO4
CO4	Create practices and modern approaches to management in developing learning organizations	PO1, PO 2, PO 3, PO 6, PO 7, PO 8, PSO1, PSO2, PSO3,

		PSO4
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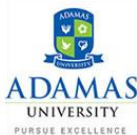
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Principles of Communication Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Stream- CM	Time: 03 Hrs.		
Paper title— Principles of Communication Management		Total pages- 1	
Max. Marks: 40		Total no. of questions- 8	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Summarise critical control standards (U)	4	CO1
2.	Explain globalization (U)	4	CO1
3.	Examine performance appraisal system in an organization (An)	4	CO1
4.	Analyze McKinsey's 7-S approach. (An)	4	CO2
SECTION B (Attempt any Two Questions)			
5.	Analyze the theories of motivation and choose an applicable theory to engage your staff (An)	10	CO2
6.	Evaluate the role of uncertainty & risk in decision making (Evaluate)	10	CO3
7.	Distinguish between various quality standards with examples (An)	10	CO2
SECTION C is Compulsory			
8.	Imagine Multiculturalism within an organization (C)	8	CO4

	Film Business Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic understanding of film and business through experience or media				
Co-Requisites	-				

Course Objectives

1. To demonstrate the contribution of film to the economy and how this business model is changing in the digital era.
2. To apply the processes in selecting and selling a film idea within the changing concept of ownership in a digital world.
3. To assess and understand the function and components of film making.
4. To identify the impact of future trends and change on the film industry and its stakeholders.

Course Outcomes

On completion of this course, the students will be able to

CO1: **Define** the overall business environment of films.

CO2: **Explain** film distribution.

CO3: **Make use of** film marketing.

CO4: **Analyze** the future of film business.

CO5: **Evaluate** the various revenue streams in the business of filmmaking.

CO6: **Develop** the roles played by the studios in the business of films.

Catalogue Description

Making a film is a creative exploit, but just like any other business, the aim is also to make money. This online course will show you how. It has been created with Pinewood Studios – the leading provider of studio services to the global screen-based industries. Using the value chain concept and independent film case studies, it provides a practical, in-depth exploration of key business decisions. It asks: why do films fail? Why are intellectual property and copyright important? Why do films get public funding? And what is the relationship between marketing, box office returns and film success?

Some of the popular jobs that students can look into after pursuing this course:

- Investor
- Film
- Educational Institutes
- Industrial Houses
- Multinational companies & business consultancies
- Personal Business

Course Content

Unit I (10 hour Lecture Hours)

Introduction to the Business of Film: The Distribution Landscape: Major Studios, Mini-Major Studios, Independent Studios – Independent Financiers.

Unit II (10 hour Lecture Hours)

The Marketing of Motion Pictures: Identifying and Targeting the Audience – A Look at the Art of the Trailer – Marketing Materials.

Unit III(10 hour Lecture Hours)

Distribution Strategy: The Wide Release – Dating a Film, Marketing Roll-Out and Media Strategy – Distribution Strategy: The Platform Release – Specialty Films, Platform Releasing, Awards Strategy.

Unit IV (15 hour Lecture Hours)

Revenue Streams: A Close Look at Film Ultimate’s and Ancillary Revenue Streams – The SVODs: The Changing Landscape for Film Financing, Distribution and Marketing.

Unit V(10 hour Lecture Hours)

Cinema and Financing:Slate Financing, Studio Co-Financing – Alternative Approaches to Financing with the Major Studios.

Unit VI (10 hour Lecture Hours)

Films and OTT Platforms: OTT Platforms to the Rescue of the Independent Movies – The Future of Film Business.

List of Books:

1. Robert Marich:*Marketing to Moviegoers: A Handbook of Strategies and Tactics, Third Edition.*
2. Jeff Ulin:*The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World.*
3. Jason E. Squire:*The Movie Business Book.*
4. Adam Jahnke, Lloyd Kaufman and Trent Haaga:*Make Your Own Damn Movie!*

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the overall business environment of films.	PO1, PO3, PO4, PO8, PO 9, PO10
CO2	Explain film distribution.	PO1, PO2, PO3, PO4, PO5, PO6, PO7
CO3	Make use of film marketing.	PO3, PO4, PO5, PO8, PO1, PSO 1, PSO 3, PSO 4
CO4	Analyze the future of film business.	PO1, PO2, PO3, PO4, PO5, PO11, PO 12, PSO 2, PSO 4
CO5	Evaluate the various revenue streams in the business of	PO1, PO3, PO4, PO8, PO 9,

	filmmaking.	PO10, PSO 1, PSO 2, PSO 4
CO6	Develop the roles played by the studios in the business of films.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PSO 2, PSO 3, PSO 4


		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Film Business Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA Semester: III Stream- CM Time: 03 Hrs. Paper title— Film Business Management Total pages- 1 Max. Marks: 40 Total no. of questions- 8			
Instructions: Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	Demonstrate your understanding to craft strategies to persuade the product sales by effective implementation of advertising. (U)	4	CO2
2.	Define Native Ad & Corporate Ad of a medium sized IT company post COVID 19. (R)	4	CO1
3.	What are the pillars of success for a AD campaign program? (R)	4	CO1
4.	Build your personal brand. (Ap)	4	CO3
SECTION B (Attempt any Two Questions)			
5.	Analyze the process of making media a partner for your organization in detail. How does this approach help? (Ap)	10	CO4
6.	Determine the different steps to create a lasting organizational and brand image? (Evaluate)	10	CO5
7.	Elaborate the process of conceiving and implementing corporate advertising programmes for a non-governmental organization? (NGO) (C)	10	CO6
SECTION C is Compulsory			
8.	How do you follow the basic ethical principles while designing a PSA campaign? List out all the factors. (R)	8	CO1

	Television Business Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	HEM51106				
Co-requisites	-				

Course Objectives

5. To gain knowledge about television production and technology.
6. To understand the necessities of television programs.
7. To evaluate different parameters of television production.
8. To apply the requirements of television business.
9. To identify the requirements and importance of television business.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** latest techniques in television production.

CO2. **Illustrate** the procedures of television programs.

CO3. **Apply** the parameters in proper quantities to produce successful television programs.

CO4. **Analyze** television business.

CO5. **Evaluate** the plan and management of television business.

Catalogue Description

Television has been one of the favourite companions right from the inception of this technology and as the time escalated, the program format, style and structure has also evolved with it. The prime aim of any television program is to capture and hold the attention of the views for longer period for which the requirement of careful planning and trained professionals are extremely important. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: **10 Lecture Hours**

Video production: Video production process, Pre-production, production, post production, Production personnel with their duties and responsibilities, Types of video production, Television studio and ENG production, TV interview, Discussion.

Unit II: **10 Lecture Hours**

Lighting and Audio for Television: Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems, Types of microphone, Selection and placement of microphone.

Unit-III: **10 Lecture Hours**

Editing Concepts and Fundamentals: Editing - meaning and significance, Principles of editing – eye line, point of view and continuity type tempo, transition, Match cut, jump cut, juxtaposition, Importance of cut away and cut in shots, Editing problems and ethics.

Unit-IV: 15 Lecture Hours

Editing Techniques: Criteria for editing - picture, narration and music, Editing equipment - recorder, player, vision mixer, audio mixer, monitor, speaker, special effect generator, Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non-linear editing.

Unit-V: 15 Lecture Hours

Television Business Management: Importance and scope of television, Brand building, focusing the target market, implementation of marketing plan, Revenue and Non-revenue generating listeners, Segmentation and targeting of the markets, Pricing and Promotion of television programs, Evaluating and measuring business performance.

Reference Books

1. *Broadcasting in India* By Awasthy G.C, Allied publishers, Mumbai, 1965
2. *Broadcasting in India* By Chatterji, P.C., Sage, New Delhi, 1988
3. *Broadcasting and People* By Masani, Mehra, National Book Trust, New Delhi, 1997
4. *Indian Broadcasting* By Luthra, H.R., Publication Division, New Delhi, 1998. 2015-16
5. *Television and radio announcing* By Stuart W. Hyde, Kanishka Publishers, Delhi
6. *The Script Writers' Handbook* By Nostrum William J. Van.
7. *Video Editing- A post production primer* by Steven E. Browne
8. *Video production* by Gerald Millerson
9. *Video Production* by Wurtzel

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define latest techniques in television production.	PO1, PO3, PO8, PO12, PSO1
CO2	Illustrate the procedures of television programs.	PO3, PO4, PO5, PO9, PO11
CO3	Apply the parameters in proper quantities to produce successful television programs.	PO2, PO4, PO7, PSO2, PSO1
CO4	Analyze television business.	PO1, PO2, PO5, PO6, PO9, PO12
CO5	Evaluate the plan and manage of television business.	PO1, PO8, PO10, PO11, PSO 2

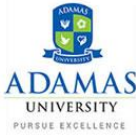
		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The communicator and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Television Business Management	3	3	2	2	1	-	1	2	1	1	1	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: III	
Stream- CM		Time: 03 Hrs.	
Paper title–Television Business Management		Total pages- 1	
Max. Marks: 40		Total no. of questions- 08	
Instructions:			
Attempt any Three Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Carrying 8 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three)			
1.	What is narration in editing? (R)	4	CO1
2.	What is narration in Pre-production? (R)	4	CO1
3.	What is Non-linear editing ? (R)	4	CO1
4.	What is jump cut ? (R)	4	CO1
SECTION B (Attempt any Two Questions)			
5.	Identify the process of digital news gathering techniques. (Ap)	10	CO3
6.	Develop pricing and promotion of television programs for a popular national soap opera (Ap)	10	CO3
7.	Make use of cut away and cut in shots in editing process (Ap)	10	CO3
SECTION C is Compulsory			
8.	Evaluate various lighting techniques and problems (Evaluate)	8	CO5

SEMESTER IV

	Media Entrepreneurship	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic understanding of innovation.				
Co-Requisites	-				

Course Objectives

1. To understand the meaning and characteristics of an entrepreneur.
2. To utilize entrepreneurship as a Style of Management.
3. To understand the role of government and Non-Government agencies in the growth of entrepreneurs.
4. Develop an understanding of event business plan and idea generation techniques.
5. Evaluate the opportunities of launching and operating media enterprises.

Course Outcomes

On completion of this course, the students will be able to

- CO 1: **Define** the understanding about the characteristics of an entrepreneur in action.
CO 2: **Explain** the qualities and style of entrepreneurship in Management
CO 3: **Develop** the usage of leverage of government and Non-Government agencies in favour.
CO 4: **Analyze** effective business plan.
CO 5: **Measure** and operate media enterprise successfully.

Catalogue Description

Entrepreneurial activities should be encouraged and nurtured for all the business sectors for overall economic development. Similar concept is also implementable for communication industry to take part in the economic development with the help of various components and government and non-government agencies. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit I: 10 Lecture Hours

Understanding the meaning of Entrepreneurial ship: 1. Introduction - understanding the meaning of entrepreneurship 2. Characteristics of an entrepreneur 3. Classification of the entrepreneurs – MSME classification in India 4. Entrepreneurial scene in India 5. Factors influencing entrepreneurship.

Unit I: Introduction to Entrepreneurship

Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, agencies in entrepreneurship

management and future of entrepreneurship types of entrepreneurs. Entrepreneurs Vs Professional Managers.

Unit II: 10 Lecture Hours

Entrepreneur's Role: 1. Early career dilemmas of an entrepreneur 2. The entrepreneur's role - task and personality 3. A typology of entrepreneurs - defining survival and success 4. Entrepreneurship as a style of management.

Unit II: The Entrepreneur

Why to become entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories.

Unit III: 10 Lecture Hours

Entrepreneurial Growth: 1. Entrepreneurial growth – role played by government and non-government agencies – EDP's, WBIDC, SIDBI, IDBI and IFCI 2. Rural entrepreneurs – small scale entrepreneurs and export entrepreneurs

Unit III: Communication

Leadership - Concept, Traits, Styles. Communication: Concept, Types, process, barriers, making Communication effective . Importance of communication, barriers and gateways to communication, listening to people, the power of talk, personal selling, risk taking & resilience, negotiation.

Unit IV: 10 Lecture Hours

Business Plan: 1. Business idea generation techniques 2. Identification of business opportunities – 3. Marketing feasibility – financial feasibility – technical – legal – managerial and location feasibility.

Unit IV:

Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision and strategy formulation. Project Management: Search for Business idea, Concepts of Projects and Classification, Project Identification, Project formulation, Project Design and Network Analysis, Project Report, Project Appraisal, Factory design and Plant Layout, Financial Analysis- Risk and Return.

Unit V: 10 Lecture Hours

Project Appraisal: 1. Methods - Techniques 2. Preparation of Business Plan - Content of a Business Plan 3. Project Report.

Unit V: E-Cell

Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell.

Entrepreneurial Development: Entrepreneurial Environment – Meaning, Private Enterprise and Development, significance of Entrepreneurial Development Programmes, Meaning Evolution and Objectives of EDP, Institutional efforts to develop Entrepreneurship, Operational Problem of EDPs.

Unit VI: 10 Lecture Hours

Start of an Enterprise: 1. Franchising and acquisition 2. Product strategies - pricing strategies - distribution strategies - promotional strategies. 3. How to be a successful entrepreneur? Learning to be successful - successful entrepreneurs.

Unit VI:

Small Industry Setup: Considerations in Selection of Particular Form of Organisations- Sole proprietorship, Partnership, Joint Stock Company, Cooperative Organisations- Their Merits, Limitations, Suitability, Brief Procedure of Incorporation. : Location for a Small Industry, Steps of Starting a small Industry, Incentives and Subsidies, Exploring Export Possibilities, Problems of Entrepreneurship.

List of Books:

- Vasant Desai - *Dynamics of Entrepreneurial Development and Management*, HPH
- Khanna - *Entrepreneurial Development*. S. CHAND

CASES: i) Ankiti Bose-achievement of a young successful entrepreneur ii) The one minute pitch iii) Flipkart

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the understanding about the characteristics of an entrepreneur in action.	PO1, PO3, PO4, PO8, PO 9, PO10, PSO 1, PSO 2, PSO 3, PSO 4
CO2	Explain the qualities and style of entrepreneurship in Management	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PSO 3, PSO 4
CO3	Develop the usage of leverage of government and Non-Government agencies in favour.	PO3, PO4, PO5, PO8, PSO 2, PSO 3, PSO 4
CO4	Analyze effective business plan.	PO1, PO2, PO3, PO4, PO5, PO11, PO 12, PSO 4
CO 5	Measure and operate media enterprise successfully.	PO1, PO 2, PO3, PO4, PO 5, PO 6, PO 7, PO8, PO 10, PO11, PSO 1, PSO 2, PSO 3


Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
	Media Entrepreneurship	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			

**ADAMAS UNIVERSITY
SCHOOL OF MEDIA, COMMUNICATION AND FASHION
END-SEMESTER EXAMINATION**

Name of the Program: MBA

Semester: IV

Stream- CM

Time: 03 Hrs.

Paper title– Media Entrepreneurship

Total pages- 1

Max. Marks: 40

Total no. of questions- 08

Instructions:

Attempt any **Three Questions** from **Section A** (Each Carrying 4 Marks); any **Two Questions** from **Section B** (Each Carrying 10 Marks). Compulsory **Question from Section C** (Carrying 8 Marks).

1. **At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.**

2. **Assumptions made if any, should be stated clearly at the beginning of your answer.**

3. All parts of a Question should be answered consecutively.

Section A (Attempt any Three)

1.	Apply your understanding of a modern day digital industry entrepreneur (Ap)	4	CO3
2.	What are different types of media entrepreneurs? (R)	4	CO1
3.	Identify different steps of leadership grooming. (Ap)	4	CO3
4.	Discover the steps of innovation. (An)	4	CO4

SECTION B (Attempt any Two Questions)

5.	Formulate an effective business plan. How does this approach help? (Ap)	10	CO2
6.	Compare invention and innovation. (Evaluate)	10	CO5
7.	Why leadership is needed for successful venture? (R)	10	CO1

SECTION C is Compulsory

8.	Rate different style of leadership. (Evaluate)	8	CO5
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	Business Communication	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	HEM51109				
Co-Requisites	-				

Course Objectives

1. To understand tenants of business communication and administer communication skills a business communication scenario.
2. To apply informed decision-making in personal and professional communication setting.
3. To propose meticulous strategic methods to optimize time, cost and effort in communication pursuits.
4. To interpret nuances of effective business communication, its various modes and methods, ethical considerations, requirements and strategic aspects

Course Outcomes

On completion of this course, the students will be able to

CO1. Define the power of 3 vs of communication: the verbal, the visual and the vocal.

CO2. Summarize the knowledge concerning various situations in business communications both at the personal and professional level by critical, analytical and lateral thinking.

CO3. Construct subjects of curriculum through critical reasoning.

CO4. Examine a better communicative business environment and participate into it by effective speak, listening, reading and writing better.

Catalogue Description

Eliminate communication silos and email overload. Improve interdepartmental communication, and usher an era of high employee productivity, cohesive interdepartmental communications and efficient communication with remote workers through effective Business Communication.

Efficiently done, it reduces employee turnover, helps to enhance cooperation among employees, builds in customer satisfaction and creates a good image of the company culture in the minds of the stakeholders.

Remote working, which is increasingly embraced by many top global MNCs needs high level of efficiency in Business Communication. Proper study of Business Communication, including verbal and non-verbal communication is crucial to survive in today's business environment. Effective written communication represents one in various business setting.

Business Communication students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course:

- Copywriter
- Marketing executive
- Communication executive/manager
- Event Planner
- Events coordinator
- Communication specialists
- Corporate Communicators
- Freelance writer
- Public affairs

- Researcher
- Designer
- Art director
- Account manager
- Consultant
- Public Relations executive

Course Content

Unit I: 10 Lecture Hours

Framework for Business Communication: 1. Establishing a framework for business communication 2. Conceptual issues in communication 3. Principles of communication, 4. Process of communication 5. Myths and realities of communication 6. Communication networks in an organization 7. Verbal and non-verbal communication.

Unit II: 10 Lecture Hours

Barriers and Aids to Communication: 1. The 7 c's and the 4 s's of communication 2. Talk tactics: private and public speaking 3. Critical reasoning: theory and caselets. 4. The framing of arguments to persuade, convince and negotiate. 5. Principles of deductive and inductive principles in understanding assumptions. 6. Drawing conclusions. 7. Case study analysis in terms of business and current affairs.

Unit III: 10 Lecture Hours

Listening Process: 1. Difference between listening and hearing 2. Deterrents to the listening process 3. The positive connotations of good listening - case study analysis

Unit IV: 10 Lecture Hours

Non-verbal Communication: 1. Non-verbal signifiers and communication - body language and global business etiquette 2. cross cultural communication - case study

Unit V: 10 Lecture Hours

Written Communication: 1. The 7 Cs of Written Communication 2. The First Draft and the Craft of Editing a write up – Memos – Letters – Emails - Net Etiquette and other Business Correspondence. 3. Presentations: Preparing it and making an effective delivery - Practical Exercises.

Unit VI: 10 Lecture Hours

Negotiating Skills for Business: 1. Telephone culture and video conferencing 2. Group discussion: basics and practice 3. Personal interview: curriculum vitae (CV) Format. 4. Frequently asked questions and mock interviews.

Reference Books

1. *Communication Skills:* Leena Sen
2. *Business Communication:* Asha Kaul
3. *Business Communication:* Harvard Business Essentials
4. *Business Communication:* Lehman, Dufrene and Sinha

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the power of 3 vs of communication: the verbal, the visual and the vocal.	PO1, PO2, PO4, PO 6, PO8, PO9, PO10, PO 12, PSO 1, PSO 2, PSO 3
CO2	Summarize the knowledge concerning various situations in business communications both at the personal and professional level by critical, analytical and lateral thinking.	PO1, PO2, PO3, PO4, PO7, PO 8, PO 10, PSO 1, PSO 2, PSO 3, PSO 4
CO3	Construct subjects of curriculum through critical reasoning.	PO1, PO2, PO4, PO7, PO8, PO9, PO10, PSO 2, PSO 3, PSO 4
CO4	Examine a better communicative business environment and participate into it by effective speak, listening, reading and writing better.	PO1, PO2, PO3, PO5, PO 6, PO 7, PO 8, PO9, PO10, PSO 1, PSO 2, PSO 3, PSO 4

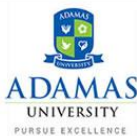
Course Code	Course Title	Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Business Communication	3	2	3	1	2	3	3	3	1	3	1	1	3	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: IV	
Stream- CM	Time: 03 Hrs.	Total pages- 1	
Paper title—Business Communication		Total no. of questions- 8	
Max. Marks: 40			
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A is Compulsory (4X3=12)			
1.	Apply your understanding to craft strategies for effective business communication in a negotiation scenario (Ap)	4	CO3
2.	What is the role of non-verbal cues in Business communication? (R)	4	CO1
3.	Explain the principle of organizational communication. (U)	4	CO2
4.	Examine the facets of social media in business communication. (An)	4	CO4
SECTION B (Attempt any Two Questions) (10X2=20)			
5.	Analyze the process of effective listening. How does this approach help in enhancing effectiveness in Business Communication? (An)	10	CO4
6.	Define the meaning of grapevine communication. (R)	10	CO1
7.	Compare the relationship of gestures and postures in business communication perspective. (U)	10	CO2
SECTION C (Compulsory)			
8.	Apply your understanding in order to handle crisis situation with good communication skill. (Ap)	08	CO3

	Future of Brand Communication & Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic understanding of branding				
Co-Requisites	-				

Course Objectives

1. To demonstrate how to segment and target an audience
2. To experiment with creating brand vision and mission statements
3. To develop brand strategy into an actionable brand plan
4. To recall how to position a brand
5. To demonstrate a brand essence framework

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Relate** the relationship between advertising and strategic brand management.
CO2. **Contrast** how advertising works and various brand communication strategies.
CO3. **Plan** brand building concept and various attributes associated with it.
CO4. **Discover** the plan and execute advertising campaigns.
CO5. **Explain** various brand building strategies.
CO6. **Predict** the different campaign execution techniques.

Catalogue Description

Designing a strong brand identity requires honing and experimenting with your brand vision and mission. Discover the value of brand strategy in almost every organisation has a brand or reputation that should be maintained.

On this course, you'll learn how to identify a brand's identity and formulate a defined brand strategy that aligns with consumer needs, emotions, and the competitive business environment. You'll learn how to produce a brand essence framework which accurately represents your brand and its values.

Once you've honed your brand identity and strategy, you'll learn how to model this strategy into a brand plan which resonates with your audience, as well as your organisation's wider marketing goals.

Some of the popular jobs that students can look into after pursuing this course:

- Brand & Marketing
- Public Works
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Business Consultancies
- Personal Business

Course Content

Unit I (10 hour Lecture Hours)

Introduction to Brand Management: Definitions – Brands and Brand Management – Brand Positioning.

Unit I: Brand Communication Strategy

Brands, Brand Communication Strategy, Financial value of brands, Social value of brands, Best practices of brands, Future of Brands

Unit II (10 hour Lecture Hours)

Brand Equity: Definitions – applications – customer-based equity, Integrated Marketing Communications and Brand Equity, Measuring Brand Equity, Brand Equity Measures – Sources of Brand Equity – Different Valuation Techniques.

Unit III (10 hour Lecture Hours)

Branding Strategies: Types of Brand Strategies – Naming Brands – Brand Extensions- Brands across Geographies.

Customer-Based Brand Equity and Brand Positioning, Brand Resonance and the Brand Value Chain, Choosing Brand Elements to Build Brand Equity

Unit IV (10 hour Lecture Hours)

Management and Advertising: Unique characteristics of Advertising Agencies- Law and Ethics- Intellectual Property.

Unit-IV: Tools for marketing and branding strategy

Tool for marketing and branding: marketing mix, BCG charts, SWOT analysis, benchmarking, market research and the creation of a branding strategy, Storytelling and Branding

Unit V (10 hour Lecture Hours)

Campaign Execution: Unique characteristics of Advertising Agencies- Law and Ethics- Intellectual Property- Integration- Execution of Campaign and Inventories-Making Good Pitches.

Unit VI (10 hour Lecture Hours)

Media and Interactive Strategies: Print- Television- Radio- New Media and its Properties- Ambient Advertising- The Interactive Domain.

Unit VI:

Measuring Outcomes of Brand Equity: Capturing Market Performance, Designing and Implementing Branding Architecture Strategies, Introducing and Naming New Products and Brand Extensions

Reference Books:

1. Strategic Brand Management by Kevin L. Keller
2. *Managing Brand Equity*, David Aaker
3. *Kellogg's Marketing Faculty Branding Guide*
4. *Brand Gap*, Martin Neumeier
5. *Best Practice Cases in Branding*, 3rd Edition, Kevin Keller

Special Note - Case Study : *Brand Orange in India*

Special Note - Case Study: *Brand Harry Potter*

Special Note - Case Study: *L'Oreal In India*

Special Note - Case Study : *Raymond*

Special Note - Case Study: *Mentos in India*

Special Note - Case Study: *Coca Cola built a brand worth \$36.2bn alone*

**Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:**

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Relate the relationship between advertising and strategic brand management.	PO1, PO3, PO4, PO8, PO 9, PO10, PSO2, PSO3
CO2	Contrast how advertising works and various brand communication strategies.	PO1, PO2, PO3, PO4, PO5, PO6, PSO1, PSO2, PSO3, PSO4
CO3	Plan brand building concept and various attributes associated with it.	PO3, PO4, PO5, PO8, PO11, PSO1, PSO4
CO4	Discover the plan and execute advertising campaigns.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO2, PSO3, PSO4
CO5	Explain various brand building strategies.	PO1, PO3, PO4, PO8, PO 9, PO10, PSO1
CO6	Predict the different campaign execution techniques	PO1, PO2, PO3, PO4, PO5, PO6, PSO2, PSO4


		Knowledge of Communication Management	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Communicator and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Future of Brand Communication & Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: IV	
Stream- CM	Time: 03 Hrs.		
Paper title— Future of Brand Communication & Management		Total pages- 1	
Max. Marks: 40	Total no. of questions- 8		
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (Attempt any Three) (4X3=12)			
1.	Apply your understanding to craft strategies to persuade the product sales by effective implementation of advertising. (Ap)	4	CO3
2.	Compare Native Ad & Corporate Ad of a medium sized IT company post COVID 19. (U)	4	CO2
3.	What are the pillars of success for brand communication strategies? (R)	4	CO1
4.	How can you create your personal brand? (R)	4	CO1
SECTION B (Attempt any Two Questions) (10X2=20)			
5.	Examine the process of making media a partner for your organization in detail. How does this approach help? (An)	10	CO4
6.	What are the different steps to create a lasting organizational and brand image? (R)	10	CO1
7.	Evaluate the process of conceiving and implementing corporate advertising programmes for a non-governmental organization? (NGO)(Evaluate)	10	CO5
SECTION C is Compulsory (08)			
8.	Propose different basic ethical principles while designing a PSA campaign? List out all the factors. (Cr)	8	CO6

	Corporate Communication and CSR	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Basic Knowledge about Corporate Communication				
Co-requisites	--				

Course Objectives

1. To demonstrate to the students the advanced concepts of corporate communication.
2. To explain the ways in which businesses and society has an integrated relationship
3. To develop awareness on the need for Corporate Social Responsibility.
4. To explore the policies and strategies of Corporate Social Responsibility in the contemporary era .
5. To evaluate the types of crises encountered by contemporary corporate.
6. To ideate strategies for crisis management.

Course Outcomes

On completion of this course, the students will be able to:

- CO1. **Label** the advanced knowledge of corporate communication.
- CO2. **Classify** the integrated relationship between businesses and society.
- CO3. **Identify** the need for Corporate Social Responsibility.
- CO4. **Inspect** policies and strategies of Corporate Social Responsibility.
- CO5. **Outline** types of crises encountered by contemporary corporate
- CO6. **Assess** strategies for crisis management

Course Content

Unit 1: Introduction to Corporate Communication

5 Lecture Hours

Definition- Scope & Evolution of Corporate Communication- Identifying and Understanding Corporate Goals- Corporate Strategy and Corporate Niche.

Unit 2: Concept of Corporate Identity

5 Lecture Hours

Brand and Brand Positioning; Grounded Theory of Corporate Identity and Corporate Strategy, Two Theory of corporate branding, Introduction to Image Management, Corporate Storytelling, Corporate Film Scripting

Unit 3: Overview of Corporate Social Responsibility

10 Lecture Hours

Concept of CSR- Emergence of CSR- Global Perspective of CSR; Overview of CSR in India- Philanthropy v/s CSR- Green Marketing v/s CSR; Case Studies.

Unit 4: Theories and Models of CSR

10 Lecture Hours

Theories of CSR –Triple Bottom-Line Theory, Theory of Utility- Stakeholder Theory of CSR Models of CSR- Value Creation Model, Carroll’s Pyramid CSR Model, Intersecting Circle (IC) CSR model, Concentric Circle CSR model, Contemporary innovative CSR models.

Unit 5: Corporate Crisis Management

10 Lecture Hours

Concept of Crisis in Corporate; Strategies of Crisis Management; Crisis Management Plan; Corporate Crisis and Media CMP Theory; Case Studies-Domino’s Pizza, Nokia BL5C Battery, Pests in Pepsi and Cadbury, Kingfisher Airways, Lead in Nestle–Maggi, GD Birla Case Study.

Reference Books

1. Camilleri, M. A. (Ed.). (2021). *Strategic Corporate Communication in the Digital Age* (pp. 1-18). Bingley, UK: Emerald Publishing Limited.
2. Singh, C. L., & Gupta, M. (2021). *Introduction to Corporate Communication: Case Studies from India*. Routledge India.
3. Goodman, M. B., & Hirsch, P. B. (2010). *Corporate communication: Strategic adaptation for global practice*. Peter Lang.
4. Belasen, A. T. (2007). *The theory and practice of corporate communication: A competing values perspective*. Sage.
5. Kaul, A., & Chaudhri, V. (2017). *Corporate communication through social media: strategies for managing reputation*. SAGE Publishing India.
6. Christensen, L. T., Morsing, M., & Cheney, G. (2008). *Corporate communications: Convention, complexity and critique*. Sage.
7. Cornelissen, J. P. (2020). Corporate communication: A guide to theory and practice. *Corporate Communication*, 1-336.
8. Agarwal, S. K. (2008). *Corporate social responsibility in India*. SAGE Publications India.

	Data Journalism & Visualization	L	T	P	C
Version 1.0		2	0	4	4
Pre-Requisites/ Exposure	Basic Knowledge about Numbers and Data				
Co-Requisites	--				

Course Objectives

1. To administer the various intricacies of data journalism and visualization.
2. To understand the ethics of data journalism.
3. To analyse academic research as a source for data stories.
4. To assess the objectivity of various tools of data journalism.
5. To understand the various dynamics of fundamental data analysis methods.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** data journalism as an emerging area.
- CO2. **Outline** the various tools of data journalism.
- CO3. **Demonstrate** data visualization.
- CO4. **Classify** academic research as a source for data stories.
- CO5. **Assess** fundamental data analysis methods.
- CO6. **Apply** ethical parameters in data journalism.

Course Description

Data journalism is a type of journalism reflecting the increased role that numerical data is used in the production and distribution of information in the digital era. It reflects the increased interaction between content producers (journalists) and several other fields such as design, computer science and statistics. Data journalism is a way of enhancing reporting and news writing with the use and examination of statistics in order to provide a deeper insight into a news story and to highlight relevant data. One trend in the digital era of journalism has been to disseminate information to the public via interactive online content through data visualization tools such as tables, graphs, maps, infographics, microsites, and visual worlds. This niche area of specialisation taught through this course will make students market ready in true sense.

Course Content

Unit 1: Introduction to Data Journalism

How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories

Practice: Scraping and Cleaning

Scraping PDFS, Scraping websites, Cleaning in Excel, : Cleaning in Open-Refine

Unit 2:

5 Lecture Hours

Unit 2: From Data to Stories

Common Data Formats, : Finding Data Online, Alternative Data Sources, Planning a Data Story: Hypothesis and Questions, Enriching Stories With Data, Analyzing Fact Sheets

Practice: Analysis

Basic calculations, Summary Statistics, Percentage change, Working with large datasets, Pivot Tables, Advanced merging and formulas

Unit 3: Understanding Data

Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Essential Statistics, Evaluating Data Interpretation, Data Privacy

Unit 4: Visualization

Visualization 1: DataWrapper, Visualization 2:Pictochart, Visualization 3 Tableau, Visualization 4: Mapping CARTO, Visualization 5:Tableau Public, Visualisation 6: Tableau Public Dashboards

Unit 5: Data Visualization

Purpose of Data Visualization, Matching Data and Graph Types, Design and Color Basics, Map Theory, Ethics of Data Visualization, Visual Storytelling

Practice:**60 Lecture Hours**

1. Lessons on Excel Basics.
2. Lessons on Analytical Tools in Excel; Pivot Tables.
3. Lessons on Acquiring Data from Websites and PDFs (Tableau, Cometdocs).
4. Lessons on Finding and Repairing Mistakes with Excel and Open Refine.
5. Lessons on SQL Basics in Access.
6. Lessons on Joining Databases in Access.

Unit 6: Data-Driven Stories

Reaching your Audience, Data Driven Interviews, Anatomy of a Data Story, Data-Driven Leads, Data-Driven Writing, Solution Journalism, Summarizing data for news audiences

Reference Books

1. Jonathan Gray, Lucy Chambers and Liliana Bounegru: *The Data Journalism Handbook:How Journalists Can Use Data to Improve the News.*
2. Ronald Peikert, Helwig Hauser, Hamish Carr and Raphael Fuchs: *Topological Methods in DataAnalysis and Visualization II: Theory, Algorithms, and Applications (Mathematics and Visualization).*

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label data journalism as an emerging area.	PO1, PO3, PO4, PO8, PO10, PSO1
CO2	Outline the various tools of data journalism.	PO1, PO3, PO4, PO5, PSO2, PSO3

CO3	Demonstrate data visualization.	PO3, PO4, PO5, PO11, PSO2, PSO4
CO4	Classify academic research as a source for data stories.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1, PSO3, PSO4
CO5	Assess fundamental data analysis methods.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO3, PSO4
CO6	Apply ethical parameters in data journalism.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12


		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
HJM5 2208	Data Journalism & Visualization	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: IV	
Stream- CM		Time: 03 Hrs.	
Paper title— Data Journalism & Visualization		Total pages- 1	
Max. Marks: 40		Total no. of questions- 8	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Define the importance of critical thinking.	R	CO1
2	Explain the challenges with data.	U	CO2
3	What is data visualization in journalism practice.	R	CO3
4	What is interpreting academic research? Explain with examples.	U	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the ethical issues in data journalism.	E	CO5
6	Analyse the application of Artificial Intelligence (AI) on journalism.	An	CO6
7	Extend economic and business data.	U	CO5
Section C is Compulsory (8)			
8	Build an article based on data visualisation through a poll survey on Assembly Elections with college students.	Ap	CO2

	Media Campaign Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Communication Management & Experiential Marketing-				
Co-requisites	-				

Course Objectives

1. To understand the necessities of an media campaign.
2. To develop concept for media campaign management.
3. To analyse the art of vendor management.
4. Evaluate essential components of both corporate and non-corporate event of media campaign.

Course Outcomes

On completion of this course, the students will be able to

- CO1. **Define** media campaign efficiently.
- CO2. **Explain** and design concepts for media campaign management.
- CO3. **Select** vendors for media management.
- CO4. **Analyze** the overall activities of media campaign.
- CO5. **Develop** a media campaign and to launch it publicly

Catalogue Description

Media campaigns are considered as one of the booming subject that requires of train professionals is also rising every day. This discipline includes various stages of media planning and organizing for multiple categories of media campaigns like, planning, concept designing, execution, management etc. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: **10 Lecture Hours**

Introduction to Campaign Management: What is marketing campaign- Reality check: marketing campaigns in the wild- The Product and its pre requisites – Value prop- Target Market- Point of differentiation- The opportunity- The campaign goal.

Unit-I: **10 Lecture Hours**

Introduction to Campaign Management: What is marketing campaign- Reality check: marketing campaigns, marketing Strategies Value prop- Target Market- Target Customer and Consumer, Point of differentiation- The opportunity- The campaign goal.

Unit-II 10 Lecture Hours

Understanding Customer: The Customer- Target Audience- Segmentation- Desired Consumer Action- Marketing mastery- Target Audience & Marketing Funnel- Strategy- Mid way Review- Message (Translating for the customer).

Unit-III 10 Lecture Hours

Channels: Communication as a key- Major Channels- Paid Acquisitions of major channels- Onsite of channels- Multi channel marketing.

Unit-III 10 Lecture Hours

Channels: Marketing Strategies, Media Planning, Media Planning and Event Planning Companies.

Unit-IV 10 Lecture Hours

The Metrics and the Plan: Reality Check- Objective- Measurement- A/B tests- Pre and Post test- Campaign Planning- Media Plan objective, Reach and frequency, Checklist, Media strategy- Full marketing campaign brief- creative brief.

Unit-IV 10 Lecture Hours

The Metrics and the Plan: Reality Check- Objective- Measurement- A/B tests- Pre and Post test- Campaign Planning- Media Plan objective, Reach and frequency, Checklist, Media strategy- Full marketing campaign brief- creative brief, Campaign Creatives

Unit-V 10 Lecture Hours

Pricing Media Properties for Sponsorships and Programming: Syndicate and Spot Buys - Sponsorships and Associate Sponsorships- Media Pricing for Television - Media Pricing for Radio - Media Pricing for Print Media- Pricing for Unconventional Media.

Unit-VI 10 Lecture Hours

Media Budgets, Spends & Plan Analysis: Allocating media budgets across various mediums based on TG analysis- readership- listenership and viewership data- Analysing data from NRS, IRS, TAM and other media monitoring agencies to evaluate above data- Finalising media spends depending upon ground realities for each target market- pre-launch and post launch phases, etc,- Analysing the media plan effectiveness post advertising campaign to incorporate changes, if any, based on market feedback.

Unit-V 10 Lecture Hours

Pricing Media Properties for Sponsorships and Programming: - Sponsorships and Associate Sponsorships- Media Pricing for Television - Media Pricing for Radio - Media Pricing for Print Media- Pricing for Unconventional Media.

Unit-VI 10 Lecture Hours

Brand Launch and Media Budgets, Allocating media budgets across various mediums based on TG analysis- readership- listenership and viewership data- - Media Campaign Ideas, Idea brain storming, Arrange the creative, Event design, event (Campaign launch), Social Media planning and boosting, Sponsorship and Crowd Funding, Analyzing the media plan effectiveness post advertising campaign to incorporate changes, if any, based on market and audience feedback.

Project - Launching a Media Campaign

Reference Books

1. *Marketing Campaign Strategy from A to Z* by Jasmine Wang & M. Medina
2. *Media Planning: A Practical Guide* by Jim Surmanek
3. *Media Planning Workbook* by William Goodrich and Jack Scissors
4. *Advanced Media Planning* by John R Rossitier, Peter J Danaher
5. *Advertising Media Planning* by Jack Scissors and Roger Baron
6. *Advertising Media Planning*, Sissors and Bumba, 4th Edition.
7. *The media hand book: A complete guide to advertising media selection* by Helen E Katz

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define media campaign efficiently.	PO1, PO3, PO8, PO12
CO2	Explain and design concepts for media campaign management.	PO2, PO4, PO9, PSO1
CO3	Select vendors for media management.	PO1, PO2, PO5, PO10, PSO2
CO4	Analyze the overall activities of media campaign.	PO3, PO4, PO8, PO11, PSO1

		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The communicator and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2

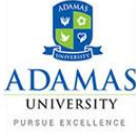
	Media Campaign Management	2	2	2	2	1	-	-	2	1	1	1	2	2	1
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1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: IV	
Time: 03 Hrs.		Total pages- 1	
Paper title— Media Campaign Management		Total no. of questions- 8	
Max. Marks: 40			
Instructions: Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks). 1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam. 2. Assumptions made if any, should be stated clearly at the beginning of your answer. 3. All parts of a Question should be answered consecutively.			
Section A (AttemptAny Three) 3X4=12			
1.	Define any two types of event with appropriate examples. (R)	4	CO1
2.	Explain the sated code of ethics for a sport event. (U)	4	CO2
3.	Develop your own idea for media campaign of your own start up (Ap)	4	CO3
4.	Examine the factors associated with vendor management (An)	4	CO4
SECTION B (Attempt Any Two) 10X2=20			
5.	Identify the sated code of ethics for a local e-event comparing with national e-event. (Ap)	10	CO3
6.	Compare various kinds of media campaign to promote women empowerment in rural India. (U)	10	CO2
7.	List the factors associated for successful media campaign. (An)	10	CO4
SECTION C is Compulsory (08)			
8.	What are the different types of media campaign? (R)	08	CO1

	Development Communication	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	A Basic Understanding of Economics				
Co-requisites	--				

Course Objectives

1. To administer the various intricacies of development news reporting.
2. To understand the ethics of development reporting.
3. To analyse development issues, particularly in the Indian perspective.
4. To assess the objectivity of developmental news reporting.
5. To understand the various dynamics to develop and cultivate sources for development reporting.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the importance of development reporting.
- CO2. **Outline** the present trends in development reporting.
- CO3. **Apply** development issues, particularly in the Indian perspective.
- CO4. **Classify** the early Indian experiments in development communication.
- CO5. **Summarize** how to develop and cultivate sources for development reporting.
- CO6. **Assess** ethics in development news reporting.

Course Description

Development reporting involves writing programmes and policies resulting in economic change, social programmes and community feelings and reactions to programme and change. Moreover, as development takes place, numerous new issues are thrown up which become controversial and assume the shapes of agitation and protests. As a developmental reporter, one will be required to help in creating awareness about these developmental issues. The main task will involve informing readers, listeners, and viewers about the various plans, programmes, schemes and projects drawn up by government and different government agencies. Students will get exposure to explore this field of reporting through this course.

Course Content

Unit 1: 5 Lecture Hours

Development Communication: Definition, Origin – Role of Media in Development Communication – Strategies in Development Communication – Case Studies and Experience – Development News Reporting.

Unit 2: 5 Lecture Hours

Models of Development: Alternative Models of Development: Small is Beautiful (Schumacher), Dominant Paradigm: WW Rostow's Theory, Empathy and Multiplier Effect – Dependency Theory: Critique of Dominant Paradigm.

Unit 3: 5 Lecture Hours

Diffusion of Innovation, Models in Agricultural Communication – Case Studies of Communication – Support to Agriculture – Writing Agricultural News Stories.

Unit 4: 5 Lecture Hours

Development Theories and the Indian Experience – Theories of Development Communication: Mass Media and Modernization, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm – Media and National Development – Alternative Approaches to Development Communication: Participatory Development Communication (Paulo Freire, Miguel Sabido) – Case Study from Developing Countries with Special Emphasis on India.

Unit 5: 5 Lecture Hours

Writing Development Stories in Areas like Family Welfare – Health – Education – Environment and Development.

Unit 6: 5 Lecture Hours

Writing Development Messages for Rural Audience; Specific Requirements for Writing Development Stories for Media like Newspapers, Magazines, Radio, Television and Internet.

Practical: 60 Lecture Hours

1. Lessons on Development News Reporting.
2. Lessons on Developing and Cultivating Sources for Development News Stories.
3. Lessons on Development News Reporting for Print.
4. Lessons on Development News Reporting for Television.
5. Lessons on Development News Reporting for Radio.
6. Lessons on Development News Reporting for Multimedia, Web and Mobile.

Reference Books

1. *Communication for Development in Third World* – Srinivas R. Melkata
2. *India's Information Revolution* – M. Rogers and Ana Aravind Singhal.
3. *Design and Development Message* – Bella Modi.
4. *Development Communication* – Uma Narula.
5. *Interdependent Development* – Harold Brookfield.
6. *Diffusion of Innovations* – Everest M Roger.
7. *Folk Media for Development* - N. Usha Rani.
8. *Community Radio* – M. Abdul Rehman Pasha.
9. *The Eighteenth Elephant* – Ishwar Daitota.
10. *Development Communication in Practice: India and the Millennium Development Goals*,
11. J.V. Vilanilam, Sage, New Delhi, 2009.
12. *Communication and Development in India: A Sociological Perspective*, Dhanraj A. Patil, Amar M. Dhere & Chandrashekar B. Pawar, Rajat Publications, New Delhi, 2010
13. *Culture, Communication and Social Change*, P. C. Joshi, Vikas Publishing House, New Delhi, 1989.
14. *International Communications: Continuity and Change*, Daya Krishna Thussu, Arnold Publishers, London, 2000.
15. *Indian Media in a Globalised World*, Maya Ranganathan and Usha M. Rodrigues, Sage, New Delhi, 2010.
16. *Development Communication: What Next? An Agenda for the Press*, DVR Murthy, Kanishka Publishers, New Delhi, 2006.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the importance of development reporting.	PO1, PO3, PO4, PO8, PO10, PS01, PS02, PS03, PS04
CO2	Outline the present trends in development reporting.	PO1, PO3, PO4, PO5, PS02, PS03
CO3	Apply development issues, particularly in the Indian perspective.	PO3, PO4, PO5, PO11, PS03, PS04
CO4	Classify the early Indian experiments in development communication.	PO1, PO2, PO3, PO4, PO5, PO11, PS02, PS04
CO5	Summarize how to develop and cultivate sources for development reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11
CO6	Assess ethics in development news reporting.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02	PS03	PS04
	Development	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3


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1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
Course: Development Communication			
Program: M.A. (JOURNALISM)		Time: 03 Hrs.	
Semester: EVEN 2022-23		Max. Marks: 40	
Instructions:			
Attempt any three questions from Section A (each carrying 4 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 8 marks).			
Section A (Attempt any Three) (3 x 4 = 12)			
1	Explain therole of media in development communication.	U	CO1
2	Explain the alternative models of developmentin brief.	U	CO2
3	Interpret acase study ofcommunication?	U	CO3
4	What ismedia and national development?	R	CO4
Section B (Attempt any Two) (2 x 10 = 20)			
5	Evaluate the dominant paradigm.	E	CO2
6	Build adevelopment message for rural audience.	Ap	CO6
7	Outline acase study of developmentreporting.	U	CO5
Section C is Compulsory (8)			
8	Build a development report based on an Indian case study.	Ap	CO4

	Radio Organizational Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-requisites/Exposure	Integrated Marketing Communication				
Co-requisites	-				

Course Objectives

1. To explain radio technology.
2. To understand the requirements of a radio program.
3. To list different parameters of radio production.
4. To analyze entertainment management plan.
5. To elaborate the process of brand building, focusing target market, implementing of marketing plan.

Course Outcomes

On completion of this course, the students will be able to

CO1. Define the modern technology in radio production.

CO2. Explain impactful radio programs

CO3. Apply different parameters of radio programs to produce successful radio programs.

CO4. Categorize and implement planning to manage entertainment.

CO5. Determine the acquired knowledge in radio marketing.

Catalogue Description

Radio or audio communication has been working in favour of the development communication for decades. Though the invention of audio visual and new media communication has taken a bigger chunk of the consumer attention, radio communication has found its way to grab the attention of the viewers with modern way of audio broadcasting. The new and advance tools and techniques of radio communication have much to offer to the new age listeners and also provide lucrative working conditions for skilled professionals. All the lectures will be devoted on discussions of basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation, audio visual virtual session as per requirement. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Content

Unit-I: **10 Lecture Hours**

Audio Technology: Nature and types of microphones, Selection and placement of micro phone
Audio control and sound effect, Stereo and mono sound .

Unit-I: **5 Lecture Hours**

Introduction to Radio: Inception, Role, Nature, Characteristics of Radio as a mass medium. AIR, BBC. The organizational structure of a radio station – AIR & Commercial FM Radio Stations in India. Codes and ethics in broadcasting.

Unit II: 10 Lecture Hours

Format of Radio Program: Role and responsibilities of a news reader, Do's and don'ts for news reader, Common errors in pronunciation, Modulation and voice quality.

Unit II: 10 Lecture Hours

Format of Radio News Programme: Radio News: Structure & Types of Radio News. News script writing techniques and editing. Qualities, Role, and responsibilities of a news reader. Do's and don'ts for a news reader, Modulation, and voice quality.

Unit-III: 10 Lecture Hours

Radio and Voice: Role and responsibilities of a news reader, Do's and don'ts for news reader, Common errors in pronunciation, Modulation and voice quality.

Unit-III: 10 Lecture Hours

Format of Radio Entertainment Programme: Programme structure and types of the commercial FM radio station. Different types of audio elements: Programme promo, TOH, Jingle, Bumper, Sparkler, Links, Music, Spots. Radio audience, CUME & TSL. Programme script for different time bands, Topic selections, Mood mapping for music. Qualities, Duties and responsibilities of a Radio Jockey.

Unit-IV: 10 Lecture Hours

Radio Program: Field based Program, Radio interview definition and Importance of radio interview, Preparation of interview questioning, Types of interview and question.

Studio Production: Recording of programs, selection of sound effects, editing and mixing techniques, Process of planning, scheduling and transmission, Evaluation of programs and quality control, Codes and ethics in broadcasting.

Unit-IV: 5 Lecture Hours

Radio Interview & Studio Set-up: Radio interview definition and Importance. Preparation of interview questioning, Structure, Elements & Types of the Radio interview. Radio studio acoustics. Microphone: Types and uses of microphones.

Unit-V: 10 Lecture Hours

Radio Program Management: Importance and scope of Radio, Brand building, focusing the target market, implementation of marketing plan, Revenue and Non-revenue generating listeners, Segmentation and targeting of the markets, Pricing and Promotion of radio programs, Evaluating and measuring performance.

Unit-V: 5 Lecture Hours

Radio Traffic Management: Brand building, focusing on the target market. Radio advertising. Copywriting, Understanding the advertiser, and connecting to the listeners. Traffic integration. RJ Mention. Outdoor promotion.

Unit-VI: 5 Lecture Hours

Community Radio & Podcast: Role, importance, and purpose of CRS. CRS implementation and organizational structure. Nature and types of programmes for CRS. Podcast.

Reference Books

- Other Voices, Pavarala & KanchanMallik, Sage*
Broadcasting in India By Awasthy G.C, Allied publishers, Mumbai, 1965
Broadcasting in India By Chatterji, P.C., Sage, New Delhi, 1988
Broadcasting and People By Masani, Mehra, National Book Trust, New Delhi, 1997
Indian Broadcasting By Luthra, H.R., Publication Division, New Delhi, 19986. 2015-16
Television and radio announcing By Stuart W. Hyde, Kanishka Publishers, Delhi
Radio Production Techniques By Macliesh Robert, Macmillan. NY
The Script Writers' Handbook By Nostrum William J. Van.
Local Radio By Sim Harris & Paul Chantler, Focal press

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define the modern technology in radio production.	PO1, PO8, PO12, PSO1
CO2	Explain impactful radio programs	PO2, PO3, PO4, PO9, PO10
CO3	Apply different parameters of radio programs to produce successful radio programs.	PO2, PO5, PO10, PO11, PSO1
CO4	Categorize and implement planning to manage entertainment.	PO1, PO4, PO5, PO7, PO9
CO5	Determine the acquired knowledge in radio marketing.	PO1, PO8, PO11, PO12, PSO2

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The communicator and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
	Radio Entertainment Management	3	3	2	2	1	-	1	2	1	1	1	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:		 ADAMAS UNIVERSITY <small>PURSUE EXCELLENCE</small>	
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF MEDIA, COMMUNICATION AND FASHION END-SEMESTER EXAMINATION			
Name of the Program: MBA		Semester: IV	
Stream- CM		Time: 03 Hrs.	
Paper title— Radio Entertainment Management		Total pages- 1	
Max. Marks: 40		Total no. of questions- 8	
Instructions:			
Attempt All Questions from Section A (Each Carrying 4 Marks); any Two Questions from Section B (Each Carrying 10 Marks). Compulsory Question from Section C (Each Carrying 10 Marks).			
1. At top of sheet, clearly mention Name, Roll No., Enrolment No., Paper Name & Code, and Date of Exam.			
2. Assumptions made if any, should be stated clearly at the beginning of your answer.			
3. All parts of a Question should be answered consecutively.			
Section A (AttemptAny Three) 3X4=12			
1.	Recall the differences between stereo and mono sound. (R)	4	CO1
2.	Illustrate the errors in pronunciation.(U)	4	CO2
3.	Identify the possible advantages of voice over. (Ap)	4	CO3
4.	Analyse the post production technique for radio interview programme .(An)	4	CO4
SECTION B (Attempt Any Two) 10X2=20			
5.	Identify the power of intonation and para-verbal communicationforradio media.(Ap)	10	CO3
6.	What are the factors associated with the popularity of internet radio medium in recent times? (R)	10	CO1
7.	Compare the synchronous and asynchronous sound with an example of a case study. (Evaluate)	10	CO5
Section C is Compulsory			
8.	Criticize the policies related to FM radio in comparison to AM channel with case study. (Evaluate)	8	CO5

	Dissertation	L	T	P	C
Version 1.0		0	4	0	4
Pre-Requisites/ Exposure	Basic Knowledge of Research				
Co-Requisites	-				

Course Objectives

1. To administer the various intricacies of communication research and eventual thesis writing.
2. To understand how to conduct media research studies.
3. To analyse various technicalities involved in the communication and media research.
4. To assess the objectivity of media and communication research.
5. To understand the various dynamics of research tools.

Course Outcomes

On completion of this course, the student will be able to

- CO1. **Label** the drift of communication and media research.
- CO2. **Outline** communication and media research as the most important part of media studies.
- CO3. **Demonstrate** the various technicalities involved in communication and media research.
- CO4. **Apply** the ways and means to do communication and media research.
- CO5. **Classify** the changing content needs of research.
- CO6. **Assess** the different research tools.

Course Description

In the first two weeks of the semester, the teacher concerned will revise the elements of research and major research methodologies.

Next two weeks, learners will be guided to undertake an extensive review of literature to decide on their research topics in accordance with their research interests. In the next three weeks, learners will be trained to focus on the topic on the basis of the review of literature and to identify the research gaps. The research gaps will be used to frame the research problem. Once the research problem has been identified, they have to go back to library for another round of exploration of relevant thesis through available e-resources to look for a valid research methodology preferably.

Then, they will be trained to apply appropriate sample size or appropriate qualitative methodologies depending on the topic for next two weeks.

Following one week will be used for pre-test or applying chosen research method on the sample to explore the effectiveness of the research method.

Thereafter, the learners will be asked to complete data collection, tabulation and thesis writing.

Reference Books

1. Roger D. Wimmer and Joseph R. Dominick: *Mass Media Research: An Introduction*.
2. Arunangshu Giri and Debasish Biswas: *Research Methodology for Social Sciences*.

**Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme**

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Label the drift of communication and media research.	PO1, PO3, PO4, PO8, PO10, PSO2
CO2	Outline communication and media research as the most important part of media studies.	PO1, PO3, PO4, PO5, PSO1
CO3	Demonstrate the various technicalities involved in communication and media research.	PO3, PO4, PO5, PO11, PSO2
CO4	Apply the ways and means to do communication and media research.	PO1, PO2, PO3, PO4, PO5, PO11, PSO1
CO5	Classify the changing content needs of research.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11
CO6	Assess the different research tools.	PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12

		Developing Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The communicator and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Dissertation	3	3	2	2	1	-	1	2	1	1	1	2	2	1

1=weakly mapped

2= moderately mapped

3=strongly mapped



ADAMAS UNIVERSITY
SCHOOL OF MEDIA, COMMUNICATION AND FASHION
DEPARTMENT OF Communication Management

CO – PO & PSO MAPPING

Name of the Programme: MBA in Communication Management

Specialization: Communication Management

Course Title	PO 1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	P S O 4
Managerial Economics	3	3	2	2	1	-	1	2	1	1	-	2	2	1		
Marketing Management	3	3	2	2	1	-	1	2	1	3	-	2	2	1		
Organizational Behavior	3	3	2	2	1	-	1	2	1	3	-	2	2	1		
Financial Management	3	3	2	2	1	-	1	2	1	1	1	2	2	1		
Media Laws & Ethics	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Soft Skills	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Media Literacy	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Consumer Behavior and Brand Management	3	2	3	1	3	2	3	3	1	2	1	1	2	3	3	3
Human Resource Management	3	2	3	1	3	2	3	3	1	2	1	1	2	3	3	3
Information Technology for Communication Management	3	3	2	2	1	-	1	2	1	2	1	2	2	1		
Communication Research	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

Communication Management & Experiential Marketing	3	3	2	2	1	-	1	2	1	1	1	2	2	1		
Entertainment Media Revenues	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Advertising Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Public Relations & Corporate Communication	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Alternate & Community Media	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3
Integrated Marketing Communication	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Digital Marketing	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Media Marketing	3	2	2	2	1	-	1	2	1	1	-	2	2	1		
Budgeting for Media	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Principles of Communication Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Film Business Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Television Business Management	3	3	2	2	1	-	1	2	1	1	1	2	2	1		
Media Entrepreneurship	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Business Communication	3	2	3	1	2	3	3	3	1	3	1	1	3	3	3	3

Future of Brand Communication & Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Cross Cultural Communication Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Communication Risk Management	2	2	1	2	1	-	-	2	1	-	1	2	2	-		
Data Journalism & Visualization	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3
Media Production and Logistics	3	3	2	2	1	-	1	2	1	1	-	2	2	1		
Media Campaign Management	2	2	2	2	1	-	-	2	1	1	1	2	2	1		
New Media Entertainment Management	3	2	2	1	3	3	2	3	1	2	1	1	2	3	3	3
Radio Entertainment Management	3	3	2	2	1	-	1	2	1	1	1	2	2	1		
Dissertation / Project	3	3	2	2	1	-	1	2	1	1	1	2	2	1		
2.9	2.3	2.1	1.6	2.2	2.9	1.8	2.6	1.0	1.8	1.0	1.4	2.0	2.3	3.0	3.0	