

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	CUM21006	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	HJM24068	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 CUM21012 CUM21013 CUM21014 CUM21015 CUM21016 CUM21017 CUM21018	Alternate & Community Media Integrated Marketing Communication Digital Marketing Media Marketing Budgeting for Media Principles of Communication Management Film Business Management Television Business Management	1	1	4	6	4
5	Theory			3	1	0	4	4
6	Theory			3	1	0	4	4
7	Theory			3	1	0	4	4
8.	Theory			3	1	0	4	4
9	Theory			3	1	0	4	4
10	Theory			3	1	0	4	4
11	Theory			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	HJM22077	Media Entrepreneurship	3	1	0	4	4		
2	Theory	HJM22078	Business Communication	3	1	0	4	4		
			Choose any three of the following							
3	Theory	HJM22075 CUM21021 HJM22079 HJM22081 HJM22082	Development Communication Future of Brand Communication and Management Cross Cultural Communication Television Production Radio Production							
4				3	1	0	4	4		
5				3	1	0	4	4		
6				3	1	0	4	4		
7				0	2	4	6	4		
8				0	2	4	6	4		
9										
10										
11	Thesis	HJM22076	Dissertation/On-Job Training/Project	0	4	0	4	4		
			Total					24		

TOTAL CREDITS = 106