

Syllabus template

Semester: 6	
Course : Major	
Paper Title: Media Management	
Paper code: C3MV230611T	Credits: 4
Hours/week : 4	
Category: Core/MDC/SEC/VAC : Core	
Theory / Practical / Composite : Theory	
No of Modules : 1	
<p>Course Overview: This course introduces students to the principles, structures, and practices of media management across print, broadcast, and digital platforms. It examines how media organizations function as cultural institutions and business enterprises, focusing on ownership patterns, revenue models, organizational structures, and financial sustainability.</p> <p>The course also explores contemporary transformations driven by digital media, platform economies, entrepreneurship, and emerging technologies such as artificial intelligence, streaming services, and gaming. By situating media management within global and Indian contexts, students gain a critical understanding of how economic, technological, and policy forces shape media industries today.</p>	
<p>Course Outcome:</p> <ol style="list-style-type: none"> 1. Remember: Students remember key concepts, terminology, and historical developments in media management and media industries. 2. Understand: Students understand organizational structures, ownership patterns, business models, and the economic logic of media institutions across traditional and digital platforms. 3. Apply: Students apply principles of management and media economics to examine real-world media organizations, markets, and case studies. 4. Analyse: Students analyse financial structures, advertising strategies, technological disruptions, and policy challenges affecting media sustainability and growth. 5. Evaluate: Students evaluate emerging trends in media industries, including digital entrepreneurship, platform-based media, and the impact of AI and new technologies on media management. 	
<p>Prerequisites: <i>Basic knowledge about any prior course in media studies, journalism, or mass communication.</i></p>	
SYLLABUS	

UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIV E LEVEL
I.	<ul style="list-style-type: none"> ● Trends in Media Management: Global Perspectives ● Introduction to Media Management (Print and Electronic) ● Media Ownership & Business Models ● New Media (Streaming Platforms, Gaming, AI. etc.) & Entrepreneurship 	4 hours	CO1, CO2, CO3, CO4, CO5	KI, K2, K3, K4,K5
Text Books				
<ol style="list-style-type: none"> 1. Chaturvedi, B. K. (2014). <i>Media Management</i> (2nd ed.). Global Vision Publishing House. 2. Albarran, A. B. (2012). <i>Management of Electronic Media</i> (5th ed.). Cengage Learning. 				
Suggested readings				
<ul style="list-style-type: none"> ● Khandekar, V. K. (2010). <i>Indian Media Business</i>. SAGE. ● Thomas, P. N. (2010). <i>Political Economy of Communications in India</i>. SAGE. ● Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). <i>Handbook of Media Management and Economics</i>. Routledge. ● Kung, L. (2008). <i>Strategic Management in Media</i>. SAGE. ● Herrick, D. F. (2012). <i>Media Management in the Age of Giants</i>. Surjeet Publications. 				

Web Resources
1. http://reutersinstitute.politics.ox.ac.uk/
2. https://journals.publishing.umich.edu/mij/
Evaluation
<p><u>Full Theory – 100 marks paper</u> End Semester Exam: 70 marks CIA - 30 marks (Mid Semester Test: 20 marks + Class Seminars/Assignments: 5 marks + Attendance: 5 marks) .</p>
Paper Structure for Theory Semester Exam Module :
Two long questions out of three options: $2 \times 20 = 40$ marks
Three short questions out of five options: $3 \times 10 = 30$ marks

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Remember: Students remember key concepts, terminology, and historical developments in media management and media industries.	K1
CO2	Understand: Students understand organizational structures, ownership patterns, business models, and the economic logic of media institutions across traditional and digital platforms.	K2
CO3	Apply: Students apply principles of management and media economics to examine real-world media organizations, markets, and case studies.	K3
CO4	Analyse: Students analyse financial structures, advertising strategies, technological disruptions, and policy challenges affecting media sustainability and growth.	K4

CO5	Evaluate: Students evaluate emerging trends in media industries, including digital entrepreneurship, platform-based media, and the impact of AI and new technologies on media management.	K5
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