

Semester	6
Course	Core
Paper Title	Media Management
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	NA
Syllabus	● 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
Learning Outcomes	● Students will develop an understanding of the evolution, significance, and organizational structures of media industries across print, television, radio, and digital platforms, along with the impact of media convergence. ● Students will explore various media ownership patterns, revenue models, and the economic differences between traditional and digital media, gaining insights into the financial sustainability of media organizations. ● Students will examine the growing role of digital media entrepreneurship, monetization strategies, and the impact of emerging technologies like AI, blockchain journalism, and virtual reality in shaping the future of media.

	Students will learn the financial aspects of media organizations, including budgeting, advertising strategies, cost structures, and the challenges of maintaining financial sustainability in journalism.
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Reading list	- Chaturvedi, B. K. (2014). <i>Media management</i> (2nd ed.). Global Vision Publishing House. - 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. (2012). <i>Management of electronic media</i> (5th ed.). Cengage Learning. - Devi, M. (2009). <i>Advertising and media management</i>. Alfa Publications. - Agarwal, R. D. (2008). <i>Organization and management</i>. Tata McGraw-Hill Publishing Company Limited. - 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. - Holt, J., & Perren, A. (Eds.). (2009). <i>Media industries: History, theory, and method</i>. Wiley-Blackwell.
Evaluation	Full Theory – 100 marks paper End Semester Exam: 70 marks CIA - 30 marks (Mid Semester Test: 20 marks Class Seminars/Assignments: 5 marks Attendance: 5 marks)

Paper Structure for Theory Semester Exam	Two long questions out of three options – $2 \times 20 = 40$ marks Three short questions out of five options – $3 \times 10 = 30$ marks
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