

**HIMGIRI ZEE UNIVERSITY,
DEHRADUN**



**MBA (Media Management)
Course Structure**

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MBA (Media Management) - I Semester

Subject Code	SUBJECTS	Numbers of Hours/Week			Marks			Credits
		L	T	P	E	I	T	
MBM 101	Basics of Mass Communication	2	1	-	70	30	100	3
MBM 102	Fundamentals of Management	3	-	-	70	30	100	3
MBM 103	Legal aspects of Media Industry	2	1	-	70	30	100	3
MBM 104	Information Technology for Managers	2	-	2	70	30	100	3
MBM 105	Quantitative techniques in Management	3	-	-	70	30	100	3
MBM 106	Economics for Managers	3	1	-	70	30	100	4
MBM 107	Managerial Accounting	3	1	-	70	30	100	4
MBM 108	Prologue to Media Industry	3	-	-	50	50	100	3
Total								26

MBA (Media Management) - II Semester

Subject Code	SUBJECTS	Numbers of Hours/Week			Marks			Credits
		L	T	P	E	I	T	
MBM 201	Mass Media, Culture & Society	2	1	-	70	30	100	3
MBM 202	Financial Management	4	-	-	70	30	100	4
MBM 203	Marketing Management	3	-	-	70	30	100	3
MBM 204	Personnel Management and Industrial Relations	3	-	-	70	30	100	3
MBM 205	Fundamentals of Research	3	1	-	70	30	100	4
MBM 206	Production and operation Management	3	-	-	70	30	100	3
MBM 207	Consumer Behaviour	3	-	-	70	30	100	3
MBM 208	Photography	2	-	2	50	50	100	3
Total								26

MBA (Media Management) - III Semester

Subject Code	SUBJECTS	Numbers of Hours/Week			Marks			Credits
		L	T	P	E	I	T	
MBM – 301	Business Environment and Strategic Management	2	1	-	70	30	100	3
Elective - I	Print & Electronic Media Industry	3	-	-	70	30	100	3
Elective – II	Film & Music Industry	3	-	2	70	30	100	4
Elective – III	Advertising Industry	3	1	-	70	30	100	4
Elective - III	Public Relations, Event and New Media Industry	3	-	-	70	30	100	3
MBM – 306	Summer Internship (Evaluation)	-	-	-	-	100	100	9
Total								26

Elective: MBA (Media Management) III Semester

ELECTIVE (Any six courses out of any two programs in a combination of 4+2 or 2+4)

Print & Electronic Media Industry	
Code	Third Semester
MBM -302 (E-1)	Print Journalism - Reporting & Editing
MBM -302 (E-2)	Print Industry Business
MBM -302 (E-3)	Print Design & Visualization
MBM -302 (E-4)	Radio Industry
MBM -302 (E-5)	Media Analysis

Film & Music Industry	
Code	Third Semester
MBM -303 (F-1)	History of Cinema
MBM -303 (F-2)	Basics of Video Production
MBM -303 (F-3)	Visual Writing
MBM -303 (F-4)	Basics Production Principles
MBM -303 (F-5)	Cinematography & Audiography

Advertising Industry	
Code	Third Semester
MBM -304 (A-1)	Advertising Concepts & Principles
MBM -304 (A-2)	Design Software
MBM -304 (A-3)	Brand Management
MBM -304 (A-4)	Copy Writing
MBM -304 (A-5)	Media Planning & Buying

Public Relations, Event and New Media Industry	
Code	Third Semester
MBM -305 (P-1)	Introduction to Public Relation
MBM-305 (P-2)	Event Management & Planning: Concept & Context
MBM -305 (P-3)	New Media business - I
MBM -305 (P-4)	Event Budgeting
MBM -305 (P-5)	Corporate Communication

MBA (Media Management) – IV Semester

Subject Code	SUBJECTS	Numbers of Hours/Week			Marks			Credits
		L	T	P	E	I	T	
MBM – 401	Management in Action	2	1	-	70	30	100	3
Elective - I	Print & Electronic Media Industry	3	-	-	70	30	100	3
Elective – II	Film & Music Industry	3	-	2	70	30	100	4
Elective – III	Advertising Industry	3	1	-	70	30	100	4
Elective - III	Public Relations, Event and New Media Industry	3	-	-	70	30	100	3
MBM – 406	Dissertation	-	-	-	-	-	200	9
Total								26

Elective: MBA (Media Management) IV Semester

ELECTIVE (Any six courses out of any two programs in a combination of 4+2 or 2+4)

Print & Electronic Media Industry	
Code	Third Semester
MBM -402 (E-1)	Development Communication
MBM -402 (E-2)	Advanced Photography
MBM -402 (E-3)	Digital Media Production
MBM -402 (E-4)	Publishing Industry
MBM -402 (E-5)	TV Industry

Film & Music Industry	
Code	Third Semester
MBM-403 (F-1)	Direction
MBM -403 (F-2)	Basic Post Production Techniques
MBM-403 (F-3)	Film Appreciation
MBM-403 (F-4)	Promotion & Marketing of Films & TV Productions
MBM-403 (F-5)	Graphics & Animation

Advertising Industry	
Code	Third Semester
MBM -404 (A-1)	Advertising Design
MBM -404 (A-2)	Advertising Research
MBM -404 (A-3)	Media Production in Advertising
MBM -404 (A-4)	Digital Media for Advertising
MBM -404 (A-5)	Client Servicing & Account Planning

Public Relations, Event and New Media Industry	
Code	Third Semester
MBM -405 (P-1)	Event Coverage & Co-ordination
MBM -405 (P-2)	Visualization to Events & PR
MBM -405 (P-3)	Account Planning in Events
MBM -405 (P-4)	Event Logistics
MBM-405 (P-5)	New Media business - II