

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty : Hitesh Bhardwaj

Course BAMC , ODD Semester

**Govt PG College, AmbalaCantt**

**Department of Mass Communication & Journalism**

**B.A. Mass Communication**

**PROGRAMME OUTCOMES**

On successful completion of the programme, the student will be able to:-

**PO1-** Acquire knowledge related to the discipline under study.

**PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.

**PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.

**PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

**PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.

**PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.

**PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.

**PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

**Programme Specific Outcomes (PSOs)**

After completing the undergraduate programme, a learner will be able to:

**PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

**PSO2 –** Learn communication and professional skills related to various fields of mass communication.

**PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

**PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.

**PSO5** - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

**(Fifth Semester)**  
**Paper-XXI**  
**Media Management**

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

**Unit –I**

Management – Definition & Concept  
Principles and Need of Management  
Management Functions

Ownership patterns in media

Inflow of capital in Indian media

**Unit-II**

Structure and functioning of radio and television channel

Role of editorial, technical, marketing and HR sections

Recruitment, hiring and training of staff

**Unit-III**

Media marketing techniques

Ad collection and corporate strategies

Space and time selling

**Unit-IV**

Introduction to media houses: Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group,

Enadugroup, Aanand Bazar Patrika Group, Rajasthan Patrika group. Prasar Bharti, Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 and other media groups . Media as an industry & profession

## **BAMCPaper- XXI – Media Management**

**Course Objectives:** Objective of this paper is to give an insight into the organizational structure and hierarchy of media organization. Students will get to know about the mgmt and ownership patterns of media organization.

### **Course Learning Outcomes:**

After the completion of this course student will be able to-

1. Understand micro and macro economics media Industry.
2. Explain operation of media business and its managerial aspects.
3. Fore see the future challenges in emerging media platforms and importance of technological developments.
4. Understand significance of marketing, its concept, scope and new trends.

## BAMC\_SEMESTER \_V\_ Media Management

28-07-2023to25-11-2023

<b>Week 1</b>	Ownership patterns in media
<b>Week 2</b>	Inflow of capital in Indian media
<b>Week 3</b>	.Major heads of income
<b>Week 4</b>	Introduction to media houses Jagran group, Sahara group, Tribune group
<b>Week 5</b>	Times group, Hindustan times group
<b>Week 6</b>	Group, India Today group, Bhaskar group
<b>Week 7</b>	Pioneer group, Express group, Hindu
<b>Week 8</b>	Malayalam Manorama group, Enadu group
<b>Week 9</b>	Aanand Bazar Patrika Group
<b>Week 10</b>	Rajasthan Patrika group. Prasar Bharti,
<b>Week 11</b>	Zee networks, Star India, NDTV group
<b>Week 12</b>	India networks, Star India, aajtak group
<b>Week 13</b>	Structure and functioning of radio and television channel
<b>Week 14</b>	Role of editorial, technical,
<b>Week 15</b>	Recruitment, hiring and training of staff Media marketing techniques
<b>Week 16</b>	Ad collection and corporate strategies Space and time selling
<b>Week 17</b>	Marketing and HR sections
<b>Week 18</b>	<b>(Diwali Vacations)</b>
<b>Week 19</b>	<b>Revision test Assignments</b>
	<b>Exam Starts 25-11-2023</b>