



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## MBA-MEDIA MANAGEMENT- IV Semester(20-22)

### MBAI401C STRATEGIC MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI401C	Strategic Management	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcome

Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

## COURSE CONTENT

### Unit I: Introduction

1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision-Making Processes – Rational–Analytical
5. Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management
6. Strategists at Corporate Level and at SBU Level
7. Interpersonal, Informational and Decision Roles of a Manager



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## Unit II: Mission, Business Definition and Objectives

1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, General, Industry and International Environmental Factors
4. Analysis of Environment, Diagnosis of Environment – factors influencing it
5. Environmental Threat and Opportunity Profile (ETOP)
6. Internal Strengths and Weaknesses
7. Factors affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)

## Unit III: Strategy Alternatives, Grand Strategies and their sub strategies

1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives
5. Active and Passive Alternatives
6. International Strategy Variations

## Unit IV: Strategic Choice and Analysis

1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

## Unit V: Strategy Implementation, Concept, Barriers, Implementation Process

1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

## Suggested Readings

1. Kazmi, Ajhar (2009). *Strategic Management and Business Policy*. New Delhi: Tata McGraw Hill.
2. Lomash, Sukul & Mishra P.K. (2003). *Business Policy & Strategic Management*. New Delhi: Vikas Publication.
3. Trehan, Alpana (2010). *Strategic Management*. Dreamtech: Wiley.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Delhi: Vikas Publication.
5. Parthasarthy, Raghavan (2008). *Fundamentals of Strategic Management*. India: Wiley.
6. Pankaj, Ghemawat (2006). *Strategy and the Business Landscape*. Pearson.
7. Haberberg, Adrian & Rieple Alison (2010). *Strategic Management*. New York: Oxford Press.
8. Tushman (2010.) *Managing Strategic Innovation & Change*. New York : Oxford Press



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## MBAI402C SUPPLY CHAIN MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment				
MBAI402C	Supply Chain Management	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

This course would help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance. The course would acquaint the students with various concepts, models and decisionmaking tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools In real-life situation.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance will be developed among students.
2. Familiarize students with various concepts, models and decision making tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools In real-life situation.

## COURSE CONTENT

### Unit I: Introduction to SCM

1. Importance of materials management
2. Codification, Simplification
3. Value analysis, Value engineering, Vendor analysis
4. Concepts and importance of a Supply Chain (SC)
5. Evolution of Supply Chain Management (SCM)



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### 6. Key issues of Supply Chain Management, Competitive and SC strategies

#### Unit II: Dynamics of Supply Chain

1. Supply Chain Interventions
2. Push-based, Pull-based and Push-Pull based supply chain
3. Network design and Operations in the Supply Chain
4. Demand Forecasting in a Supply Chain
5. The value of information, Bullwhip effect, its Causes and remedial measures

#### UNIT III: Managing Inventory in SC environment

1. Basic and advanced inventory models
2. Multi-echelon inventory models

#### Unit IV: Transportation in SC environment

1. Design options for a transportation network
2. Strategic Outsourcing and Strategic Alliances
3. Third party and fourth party logistics

#### UNIT V: Retailing and Supply Chain Management

1. Retailer- Supplier partnerships (RSP)
2. Supplier evaluation and selection
3. Information Technology (IT) in Supply Chain Management
4. SC performance model: SCOR model

#### Suggested Readings

1. Gopalakrishnan, P.(2008). *Purchasing and Materials Management*. New Delhi; Tata McGraw Hill.
2. Kachru, Upendra(2009). *Exploring the Supply Chain*. New Delhi; Excel Books.
3. Agrawal, D.K.(2010). *Supply Chain Management: Text and Cases*. Delhi; Macmillan Publishers
4. Shah, Janat (2010). *Supply Chain Management*. Chennai; Pearson Education.
5. Badi, N.V. (2010). *Supply Chain Management*. New Delhi; Vrinda Publications.
6. Levi,Simchi (2009). *Designing and Managing the Supply Chain*. New Delhi; Tata McGraw Hill.
7. Raghuram, G. (2006). *Logistic and Supply chain Management*. New Delhi; Macmillan Publishers
8. Shapiro (2007). *Modeling the Supply Chain*. New Delhi: Cengage Learning
9. Long, Douglas (2004). *International Logistics: Global Supply Chain Management*. New York; SpringerVerlag.
10. Philippe-Pierre Dornier, PanosKouvelis, Michel Fender (1998), *Global Operations and Logistics: Text and Cases* , Wiley John & Sons



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## MMM402 BROADCAST JOURNALISM

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	T	P
		END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*			
MMM402	Broadcast Journalism	60	20	20	-	-	4		-
									4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

To familiarize students with the combined skills and theories of Radio, TV and live media.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcome

To provide the knowledge about the latest digital techniques: computer assisted reporting, online journalism, satellite communication and video journalism.

## COURSE CONTENT

### **Unit I: Introduction**

1. Word of Journalism and its constituents
2. Journalism in Digital Age, Ethics, Laws
3. Free speech in journalism and the journalism language

### **Unit II Sources of News Gathering**

1. Concept, elements
2. Values and sources, types of news programmes on electronic media
3. News editing: Meaning, purpose, symbols and tools
4. Gatekeeping and their responsibilities



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### Unit III: Electronic news gathering

1. Writing and reporting
2. Writing and reporting techniques
3. Compiling the report, reporting for broadcast
4. Investigative reporting
5. Specialist reporting
6. Public affairs reporting. Media

### Unit IV: Basic equipment for electronic news gathering

1. News rooms, satellite communication
2. Comparisons with print

### Unit V: Presentation

1. Presenting the news for Radio and TV
2. Its various formats and styles, pronunciation
3. Voice delivery, accent etc. Online Journalism
4. Internet news portal, reporting techniques
5. Writing and story
6. Construction, convergence of media

### Suggested Readings

1. Herbert, John (1999). *Journalism in the Digital Age. Theory and practice for broadcast, print and online media*. Boston; Focal Press.
2. Boy, Andrew (2000). *Broadcast Journalism, Radio and TV news*. Boston; Focal Press.
3. Manning, Paul (2001). *News and News sources*. New Delhi; Sage Publication.



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## MMM403 PUBLIC RELATIONS AND CORPORATE COMMUNICATION

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	T	P
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
MMM403	PUBLIC RELATIONS & CORPORATE COMMUNICATION	60	20	20	-	-	4		-
									4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

To provide a basic understanding corporate communication and importance of public relation (PR) in the corporate world..

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcome

The students should be able to understand basics of corporate communication and public relation in the corporate world.

## COURSE CONTENT

### Unit I:PR-Concept

1. Definition and theory, brief history of public relations and emergence of corporate communication
2. The historical links, evolution of PR
3. Understanding Various Concepts

### Unit II: Tools of PR

1. PR Process Tools of PR
2. PR and Writing
3. PR's Evolving Role in Business



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### Unit III: Corporate communication

1. definition, importance of corporate communication
2. History of Corporate communication and its Relevance in media
3. Various kinds of Organizational Communications
4. Element of Corporate Communication Plans

### Unit IV: Corporate Communication Applications

1. Corporate Communication Applications
2. Corporate Governance
3. Public Affaires
4. Law and Ethics in CC

### Unit V:Corporate Event Management

1. Corporate Identity
2. Corporate Advertising
3. Events, Sponsorship, Tradeshow
4. CC/PR in brand building, CSR
5. Crisis Communication

### Suggested Readings

1. Abelon, Daniel (1996). *Communication in the Modern Corporate Environment*. Prentice Hall.
2. Paul, Argenti A. (2003). *The power of corporate communication*. New York; McGraw Hill
3. Bland, Micheal, [Theaker](#), Alison and [Wragg](#), David (2005). *Effective Media Relation: How to get results*. Chennai; [Atlantic Publishers](#)



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## MMM404 DIRECTION AND PRODUCTION FOR TELEVISION

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	T	P
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
MMM404	Direction and Production for Television	60	20	20	-	-	3		2
									4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

1. To familiarize students with the qualities of a TV/Video Producer.
2. To enable students to understand the different formats of Video programmes.
3. To enable students to understand basic techniques of Video production.
4. To enable students to understand planning, designing and management of producing video programmes.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcome

1. Understanding of Production team and other agencies.
2. Providing deep understanding of different formats of TV Programme.

## COURSE CONTENT

### **Unit I: Producer as an Individual**

1. Influence of radio, TV, audience background
2. Leadership, self discipline, temperament
3. Background and experience: Technical, Music, Theatre, Culture and Education



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## Unit II: Relationship between Production Team and Other Agencies

Duties and responsibilities of producer/director

## Unit III: Different Formats of the TV

Introduction and production of different formats of the TV programmes: news, documentary, discussion, drama

## Unit IV: Educational and Instructional Programmes

1. Sports, features, music and dance
2. Variety, children's programme etc

## Unit V: Production Planning

1. Pre production and post production planning
2. Planning and Production of indoor and outdoor shootings
3. Planning and management of live shows

### Suggested Readings

1. Daley, Ken (1980). *Basic Film Techniques*. London; Focal Press.
2. Fielding, R. (1965). *The Techniques of Special Effects (Cinematography)*. London; Focal Press.
3. Millerson, G. (1982). *The Techniques of Light for Television and Motion Pictures*. London; Focal Press
4. Rynew (1971). *A: Film Making for Children*. New York; Pflaum.
5. Smallmn, K. (1970). *Creative Film Making*. London; Collier Macmillan.



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## MMM405 EVENT MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assesse nt*	END SEM University Exam	Teachers Assesse nt*				
MMM405	Event Management	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

1. Sharpen their vision, increase business acumen and enhance event management skills.
2. Acquire thorough knowledge and understanding of multiple facts of team management

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcome

Students will be able to view 360 degree perspective on event management

## COURSE CONTENT

### Unit I Introduction to Event

1. Designing corporate events that meet customer's needs
2. The fundamentals of corporate hospitality
3. Managing customer expectations
4. Types of corporate events

### Unit II Corporate Event packages

1. In-house vs. event management companies
2. Corporate event packages
3. Staff events
4. Customer events
5. Team building
6. Nature of Teams
7. Types of Teams



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### Unit III: Charity Events

1. Charity Events and Award Ceremonies
2. Setting fund raising targets and objectives
3. Working with volunteers and committees
4. Generating goodwill and media exposure
5. Commissioning celebrities
6. MCs and entertainment

### Unit IV: Outdoor Events

1. Outdoor Events
2. Concerts
3. Logistics
4. Risk Management
5. Types of outdoor events
6. Risk management
7. Planning and logistics, Marketing and sponsorship.

### Unit V: Celebrity events

1. Celebrity events
2. Concerts – Launches – Fashion shows
3. National festivals and high-profile charity events
4. Liaising with agents
5. Contract negotiations
6. Client briefings
7. Celebrity wish lists and expectations

### Suggested Readings

1. Allison, Saget (2006). *The Event Marketing Handbook*. Chicago; Dearborn Trade Pub.
2. Hoyle, Leonard H. (2002). *Event Marketing*. The Wiley Event Management Series
3. Stone, Bob and Jacobs, Ron (2001). *Successful Direct Marketing Methods*. McGraw-Hill Companies
4. Hillstrom, Kevin (2010). *Hillstrom's Database Marketing*. Campbell & Lewis Publishers
5. Brondmo, Hans (2002). *The Engaged Customer-The New Rules of Internet Direct Marketing*. Piatkus