



## **Post Graduate Diploma in Media Management (PGDMM)**

### **Learning Objectives**

The objective of this programme is to make the learners understand media businesses and the drivers of the media economy. This programme intends to develop critical appreciation and impart effective skills for managing various functions of the media houses. The programme blends the general principles and theories of management and their practical applications for managing the contemporary and emerging media organisation.

### **Learning Outcomes**

After the successful completion of this programme the learners should be able to:

- State the general principles and theories of management and how they can be applied for smooth functioning of media organisations.
- Demonstrate managerial skills for different functional areas like marketing, finance, human resource management.
- Develop integrated strategies using a wide variety of tools and techniques to meet the emerging challenges in the field of media.

### **Highlights of the Course:**

- **Duration of the Course:** 1.5 years (minimum) and 4 years (maximum)
- **Conduct of Classes:** On weekends for 4 hours (preferably on Sundays)
- **Total Counselling Sessions:** 44
- **Study Hours:** 1440
- **Evaluation Methodology:** Based on assignments and Term End Examination (TEE) for each semester

### **Target Group**

Media professionals and individuals interested to pursue career in managing media

**Eligibility Criteria:** +3 pass / Graduate

### **Pedagogy**

The Course shall be taught with Self-Learning Materials, E-learning Materials, OERs, Video Lectures, Project Assignments and Dissertation.

# SYLLABUS

Semester-1		16 Credits
<b>MM-01</b>	<b>Communication Concepts, History, Law and Ethics</b>	<b>4 credits</b>
	Block -1: Conceptualizing Communication	
	Block -2: History of Press	
	Block -3: Media Organizations	
	Block -4: Media Laws and Ethics	
<b>MM -02</b>	<b>Management Principles and Applications</b>	<b>4 credits</b>
	Block-1: Introduction to Management	
	Block-2: Planning and Decision Making	
	Block-3: Principles of Organizing	
	Block-4: Directing and Controlling	
<b>MM -03</b>	<b>Public Relations, Advertising &amp; Media Management</b>	<b>4 credits</b>
	Block -1: Public Relation	
	Block -2: Advertising	
	Block -3: Media Management	
	Block-4: Public Relation and Advertising (Practical)	
<b>MM -04</b>	<b>Management of Media Organisations</b>	<b>4 credits</b>
	Block-1: Management in Media Organisations	
	Block-2: Theoretical Perspectives of Media Management	
	Block-3: Media Organisation and its Ecosystem	
	Block-4: Social Media	
Semester-2		16 Credits
<b>MM -05</b>	<b>Marketing Management</b>	<b>4 credits</b>
	Block-1: Introduction to Marketing	
	Block-2: STP, Marketing Mix, Promotion Mix	
	Block-3: Consumer Decision-making Process, New Product Development, Product Life Cycle	
	Block-4: Media Planning	
	Block-5 Brand Management	
<b>MM -06</b>	<b>Finance and Accounting for Management</b>	<b>4 credits</b>
	Block-1: Fundamentals of Accounting	
	Block-2: Introduction to Business Finance	
	Block-3: Preparations of Financial Statements	
	Block-4: E-commerce and its Applications	
<b>MM -07</b>	<b>HRM and OB</b>	<b>4 credits</b>
	Block-1: Human Resources and Organisational Behaviour	
	Block-2: Human Resource Functions	
	Block-3: Essentials of Compensation Management	
	Block-4: Managing People for Performance	
<b>MM -08</b>	<b>Information Technology for Business</b>	<b>4 credits</b>
	Block-1: Computer Fundamentals	
	Block-2: MS-Office and Operating System	
	Block-3: Internet and Social Media	
	Block-4: Management Information System	

<b>Semester-3</b>		<b>16 Credits</b>
<b>MM -09</b>	<b>Operations Management</b>	<b>4 credits</b>
	Block-1: Introduction to Operations Management	
	Block-2: Account Planning and CRM	
	Block-3: Inventory Management	
	Block-4: Quality Management System	
<b>MM -10</b>	<b>Strategic Management</b>	<b>4 credits</b>
	Block-1: Strategic Management – A Framework	
	Block-2: Strategic Management Models	
	Block-3: Business Level Strategy & Corporate Level Strategy	
	Block-4: Balanced Scorecard approach to Strategy	
<b>MM -11</b>	<b>Social Media and Emerging Media</b>	<b>4 credits</b>
	Block -1: Emerging Media	
	Block -2: Legal and Ethical Aspects of Social Media	
	Block -3: Web Designing (Practical)	
	Block -4: Social Media (Practical)	
<b>MM -12</b>	<b>Project Work/ Dissertation</b>	<b>4 credits</b>

### **MM -12: Project Work/ Dissertation**

**4 Credits**

To be eligible for a PGDMM degree, every student will have to submit a dissertation in any area of Media Management detailed in the curriculum under the guidance of a Supervisor.

#### **Dissertation (4 Credits)**

The main aim of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Media Management.

#### **Aims of the Dissertation**

The aims of the dissertation are to:

- put into practice theories and concepts learned during the programme;
- provide an opportunity to study a particular topic/issue in depth;
- show evidence of independent investigation;
- combine relevant theories and suggest alternatives;
- Show evidence of ability to plan and manage a project within a stipulated time frame.
- To enhance analytical skills of a learner.

After completion of the dissertation students should be able to:

- define, design and deliver an academically rigorous piece of research;
- understand the relationships between the theoretical concepts taught in class and their application in specific situations;
- show evidence of a critical and holistic knowledge and have a deeper understanding of their chosen subject area;
- appreciate practical implications and constraints of the specialist subject;
- Understand the process and decisions to be made in managing a project within a time frame.

## **Dissertation Supervision**

You will be supported through the dissertation by an academic supervisor. You will be advised by your co-ordinator (Study centre) of the process by which your programme allocates academic supervisors. The academic supervisor will ideally have background expertise in your area of study. However, this may not always be possible and you may be allocated a supervisor with more general subject knowledge.

Regardless of the subject background of the supervisor, the academic supervisor will understand the research process. Where a 'non-expert' academic supervisor is appointed you will still, under the guidance of your academic supervisor, be able to consult with a subject expert. The extent of that subject expert's input will usually be limited to advice about the literature review.

## **Role of Academic Supervisor**

The academic supervisor performs many functions and is there to facilitate and not to lead, hence the responsibility for the quality and content of a dissertation is entirely that of yourself, the student. The supervisor role includes the following:

- To advise the student whether or not the project appears to be feasible and the possible risks that may be involved, for example problems in trying to access information, potential poor response rates to surveys concerning commercially sensitive issues.
- To assist the student in tailoring the proposal to the time and other resource constraints.
- To assist the student at the outset in finding useful and relevant reading material and appropriate academic framework within which to place the topic.
- To advise on the choice of suitable methodological approach(es).
- To monitor progress and to advise on what is required to achieve a satisfactory dissertation.

## **Responsibilities of the Student**

- To maintain regular contact with the academic supervisor. It is the student's responsibility to inform their supervisor of progress and to lead the development of the dissertation. Difficulties must be communicated at the time they are encountered.
- To write the dissertation in a good standard of clear English using appropriate academic terms and citation and referencing conventions. It is not the responsibility of the supervisor to ensure that this condition is met.
- To write the dissertation with guidance from the supervisor. The dissertation and research work must be your own. The dissertation is to reflect your subject understanding and research abilities, not that of your supervisor.

## **Writing the dissertation**

The work on the dissertation should ideally start from the beginning of the third Semester so that it can be submitted on time. A deadline for submission will be specified by the University and the student should submit it as per the schedule.

## **Word Count**

Ideally the PGDMM dissertation should be within 8,000 to 12,000 words (not including appendices and references).

**A student has to ensure that the dissertation includes the following:**

## **Title Page**

The learner has to select the a topic and the title has to be prepared by academic supervisor.

## **Abstract**

The dissertation should contain an abstract of up to 350 words. The abstract should ideally include aims and objectives, methodology, results, conclusions and recommendations.

## **Contents Page**

The contents page should spell out the chapter headings, appendices, references and pages on which they can be found.

## **Introduction**

The dissertation should be divided into chapters and sections appropriate to the topic and type of dissertation chosen. The introduction should provide details about the background of the study and the context in which the research took place. It should also provide a clear picture of aims and objectives that the dissertation is going to provide.

## **Literature Review**

Literature review is an integral part of any research project and hence it's inclusion is a must in the dissertation. The literature review should present and analyse relevant literature published related to the research topic. The literature review should establish a link between the research that is being carried out its findings may be critically linked to the topic at hand. The literature review should justify the aims and objectives of the dissertation.

## **Research Methodology**

It is that part of the dissertation where the researcher gets an opportunity to justify to the reader the process by which the research questions, which were derived by analysis of the relevant literature, were answered.

## **Chapaterisation**

The student has to divide the entire dissertation into several chapters. Like Introduction, Literature review and chapters related to the topic. Each Chapter has to be described in details.

## **Findings / Results / Data Analysis**

The results of research carried out will be presented in this chapter.

## **Conclusions**

The dissertation will be summed up in this part and will provide an explanation as to how the initial research plan has been executed. The conclusions help the readers to have a wider understanding of the issue at hand.

## **Members of the Expert Committee**

1. Dr. Mrinal Chatterjee, Regional Director / Academic Head, Indian Institute of Mass Communication (Chairman)
2. Dr. Prasanta Kumar Mohanty, Dean Academic, CUTM (Member)
3. Mr. Sandeep Sahu, Senior Journalist (Member)
4. Mr. Surya Narayan Mishra, Assistant. Professor, Kalinga Institute of Industrial Technology (Member)
5. Mr. Sujit Kumar Mohanty, Assistant. Professor, Central University of Odisha (Member)
6. Dr. Ansuman Jena, Academic Consultant, OSOU (Member)
7. Mr. Jyoti Prakash Mohapatra, Academic Consultant, OSOU (Member Convener)