



## Advance Diploma in Media Management (ADMM)

### 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:** 48
- **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:** +2 pass

### Pedagogy

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

# SYLLABUS

Semester-1		16 Credits
<b>Course-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>Course-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>Course-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>Course-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>Course-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>Course-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>Course-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>Course-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>Course-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>Course-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>Course-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>Course-12</b>	<b>Revenue Management and Contemporary Issues</b>	<b>4 credits</b>
	Block-1: Revenue Management for Print Media	
	Block-2: Revenue Management for TV and Radio Channels	
	Block-3: Revenue Management for Digital Media	
	Block-4: Contemporary Issues in Media Management	

### **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)