

**Teaching Manual**  
**Department of Mass Communication & New Media**  
**Central University of Jammu**

**PGMCM2E001T**

**Title: Media Management**

**Total Credits: 4**

**Total Lectures= 44, Practical assignments= 22**

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>Ist Week</b>	<b>I</b>	Concept and Theories of Management. Organizational Behaviour.	4 Lectures	Mc Quail, Denis. 2005. Mass Communication Theory.  Mosco. V. The Political Economy of Communication: Rethinking and Renewal.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
		Practical Component	2 Hours	
<b>IInd Week</b>	<b>I</b>	Human Resources in Media. Complexities in managing media and ethics.	4 Lectures,	Mc Quail, Denis. 2005. Mass Communication Theory.  Mosco. V. The Political Economy of Communication: Rethinking and Renewal
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>IIIrd Week</b>	<b>I</b>	Overview of economics of media industry. Economics of scale, Economics of scope.	4 Lectures, 2 Hours practical assignments	Alexander Alison et al. (2004). Media Economics: Theory and Practice  Khandekar-Kohli, Vanita. (2010). The Indian Media Business.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Class Presentation on Media Management and Ethics	2 Hours	

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>IVth Week</b>	<b>I</b>	Budgeting in Media. Economics of Convergence.	4 Lectures	Gillian Doyle. (2002). Understanding Media Economics  Mosco. V. The Political Economy of Communication: Rethinking and Renewal
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>Vth Week</b>	<b>I</b>	Ownership patterns in Media. Organizational structure of Media organizations.	4 Lectures,	Gillian Doyle. (2002). Media Ownership  G. Picard. Media Firms: Structures, Operations and Performance
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>VIth Week</b>	<b>I</b>	Ownership of Media and objectivity	4 Lectures, 2 Hours practical assignments	Gillian Doyle. (2002). Media Ownership  Mc Quail, Denis. 2005. Mass Communication Theory.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Interaction with some Expert	2 Hours	
<b>VIIth Week</b>	<b>I</b>	Owners of Various Media organizations.	4 Lectures 2 Hours practical assignments	Khandekar-Kohli, Vanita. (2010). The Indian Media Business.  FICCI - KPMG: Indian Media and Entertainment Industry Report – 2015
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Seminar/ Assessment	2 Hours	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
<b>VIIIth Week</b>	<b>I</b>	Cross Media Expansion and Mono Media Expansion. Horizontal and Vertical Integration.	4 Lectures	Ardyth Broadrick Sohn et al. (1999). Media Management: A Casebook Approach.  Alan B. Albarran. (2003). Media Economics: Understanding Markets, Industries, and Concepts.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>IXth Week</b>	<b>I</b>	Diagonal Integration in Media. Recent Mergers and Expansion in Media Industry	4 Lectures, 2 Hours practical assignments	Alan B. Albarran. (2003). Media Economics: Understanding Markets, Industries, and Concepts
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Class Presentation	2 Hours	
<b>Xth Week</b>	<b>I</b>	Monopoly, Oligopoly in Media Industry. TRAI regulations, SEBI regulations.	4 Lectures	David Corteau and William Hoynes. (2006). The Business of Media: Corporate Media and Public Interest  Consultation Paper on Issues Relating to Media Ownership. TRAI, Published on 15 <sup>th</sup> February 2012.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Practical Component	2 Hours	
<b>XIth Week</b>	<b>I</b>	Editor's Guild recommendations. Various reports on media concentration.	4 Lectures 2 Hours practical assignments	Consultation Paper on Issues Related to Amendments to the Interconnection Regulations Applicable for Digital Addressable Cable TV Systems and Tariff Order Applicable for Addressable Systems, TRAI, 20 <sup>th</sup> December, 2012.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Interaction with some expert	2 Hours	

❖ One tutorial per week will be taken by concerned faculty as per the availability of classes.