

Code: BMS 501

Module: Media Management & Entrepreneurship in Media

Sessions	Topics
1-2	Ownership pattern and control of Media in Indian perspective – Print, Radio & Television;
3-5	Bringing out a newspaper: Revised models for Print Broadcast & Web
6-7	Launching a TV/Radio channel;
8-9	Launching of news & entertainment portal (Web Media);
10-12	Organizational set up of Government and Private owned media organization: A special mention about the organizational set up of AIR, Doordarshan and various upcoming private television channels;
13-15	Media giants: Pattern, Economics of media, laws of consumer surplus
16 – 17	Important departments of media (print, electronic & web) and their functioning.
18 – 19	The new autonomous concept of media – a special mention about Prasaar Bharati, Cable TV, Regulation Act etc.
20	Marketing of various print & audio visual media through an effective promotional mix

Suggested Book List

- Newspaper Organisation and Management - H L Williams
- Newspaper Circulation - J S Davenport
- Principles of Newspaper Management - P L Edward
- Media Ownership & Control in the age of Convergence – Elizabeth Fox
- The Indian Media Business - Vanita Kohli
- Sangbadpatra Sangathan O Parichalona - Pabitra Mukherjee
- Media & Communication Management –Rayudu .C.
- Strategic Newspaper Management –Fink Conrad
- Media and development – Dua M.R
- Media management in India – Panigrahy Dibankar
- Marketing Management - Philip Kotler