



Elective (DCE)-

MCJ-18308DCE:

Media Management

Unit-I

Organizational Communication
Media as an industry and profession

Unit-II

Concept of Management
Principles of Management
Different theories of Management
Management by Objectives (MBO)

Unit-III

Leadership Qualities and Practices
Categorizing Decisions
Steps to Decision-making
Analytical decision-making tools
Hidden traps of decision making

Unit-IV

Journalists versus Managers
Media ownership patterns and its impact
FDI
Market Analysis
Fragmentation of media markets: Niche Publications

3rd semester

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Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)