



MBA
IN
MEDIA & ENTERTAINMENT



MBA (Media & Entertainment)

OBJECTIVE:

The course objective is two fold. Firstly it gives an overall view and total grasp on management subjects used in governance as in Business, Finance, Production and General Management. Secondly, it focuses on core industries as in Media & Entertainment. An unique course as it combines practical, hands-on and theory based knowledge alongwith international case studies from the industry. A Management graduate from this program will possess working knowledge of the industry parexcellence levels giving him a cutting edge with counterparts.

ELIGIBILITY:

Academic Qualification: Graduate (10+2+3) with minimum second class (50%), in UG from any stream of education – Engineering / Arts /Media/ Commerce from a UGC recognized University.

THE PROGRAM OF STUDY:

Duration:

The duration of the programs is two years and students could complete the program within a period of 5 years from the year of admission and the program will comprise of the subjects given in the course content.

Medium Of Instruction:

English will be the medium of instruction for the program.

MBA (Media & Entertainment)

No.	Courses
Semester – I	
1	Data Analysis for Business Decisions
2	Economic Foundations of Business Environment
3	Total Quality Management
4	Organizational Behaviour
5	Communication Skills and Business Correspondence
6	Accounting for Management
7	Legal Aspects of Business
8	Principles of Management and Advertising

Semester – III	
1	Media Management
2	Media Business Practices
3	Sound Production and Music Industry Management
4	Film and TV Production Programming Management
5	Film Animation and Gaming Programming Management
6	Social Media and Rich Media

PRACTICAL	
7	Media Project – Summer Internship
8	Seminar II (Emerging Trends in Management - Case Study Analysis and Seminar)

No.	Courses
Semester – II	
1	History of Media
2	Financial Management
3	Marketing Management
4	Human Resource Management
5	Applied Operations Research for Management
6	Strategic Management
7	Research Methods in Business

Practical	
8	Business Application Software
9	Seminar I (Emerging Trends in Management - Case Study Analysis and Seminar)

Semester – IV	
1	Media Project Work

ACADEMIC PERSUITS

The methodology of instruction is learner-oriented, and the student has to be an active participant in the teaching-learning process.

A multi-faceted approach is followed for instruction. It comprises a suitable mix of an amalgamation of:

- Self Instructional Material (SIM)
- Personal Contact Programme
- Internal Assessment
- Project work
- Annual Examination
- Labs and hands on production sessions which is unique to this MBA

SELF INSTRUCTIONAL MATERIAL (SIM)

SIM are the primary form of instructional materials. Improvement in quality is ensured through SIMs because no single text book can cover the course content appropriately. Also SIM is designed to make the subject matter self-explanatory and easy to understand. Each SIM is divided into blocks consisting of several units. Each unit is sized in such a manner that it can be studied in a session of about 4 to 6 hours.

Post Graduate Diploma in Media & Entertainment

Sl.No	Course Title	SEMESTER I	Sl.No	Course Title	SEMESTER II
1	Organisational Behaviour		1	Media Management	
2	Communication Skills and Business Correspondence		2	Media Business Practices	
3	Accounting for Management		3	Sound Production and Music Industry Management	
4	Legal Aspects for Business		4	Film & TV Production Programming Management	
5	Principles of Management and Advertising		5	Film Animation and Gaming Programming Management	
6	History of Media		6	Social Media and Rich Media	
7	Marketing Management		PRACTICAL		
8	Research Methods in Business		7	Media Project - Summer Internship	
			8	Seminar (Emerging trends in Management - Case Study Analysis and Seminar)	

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