



Hindi VidyaPracharSamiti's

RamniranjanJhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for MAEMA

Program: MA EMA YEAR I

Course:

(Adapted from the Credit Based Semester and Grading System MA EMA, Syllabus of University of Mumbai 2018-19)

MA EMA Syllabus Semester I & II**DISTRIBUTION OF TOPICS AND CREDITS****MAEMA SEMESTER I**

Course	Nomenclature	Credits	Topics
RJAPEMA101	Overview - Entertainment Media & Advertising	06	<ol style="list-style-type: none"> 1. Size of M&E industry- Indian & Global 2. Indian and Global Film Industry 3. Dynamics of each content delivery platform for filmed entertainment 4. Case studies and examples 5. V Indian and Global 6. Indian and Global Animation 7. Industry size and growth rate for satellite broadcasting 8. Understanding dynamics of revenue 9. Indian and Global advertising industry
RJAPEMA102	Management: Events, Live Media & Radio	06	<ol style="list-style-type: none"> 1. Fundamentals of Event Management 2. Supplier Management 3. Creative visualization and packing 4. Event Inventories 5. Planning and Budgeting 6. International Radio Broadcasting Trends 7. Radio-Legal Framework and Societal Awareness 8. Radio-Content Creation & Technology in Changing Times 9. Radio Business
RJAPEMA103	Basics of Finance & Accounting	06	<ol style="list-style-type: none"> 1. Principles of Corporate Finance 2. Basic Micro-Economic Theory 3. Pricing Media Properties for Different Media 4. Introduction to Accounting and: Cost Accounting Fundamentals 5. Balance Sheet and Profitability Analysis
RJAPEMA104	Marketing Management	06	<ol style="list-style-type: none"> 1. Introduction to Marketing 2. Consumer Frameworks 3. Marketing Metrics 4. Marketing Functions 5. Marketing Functions:Pricing 6. Brand Equity and Brand Management 7. Understanding Strategy 8. Introduction to Advertising 9. Direct Marketing Strategy 10. Global Marketing Strategy

MA EMA Syllabus Semester I & II**MAEMA SEMESTERII**

Course	Nomenclature	Credits	Topics
RJAPEMA201	Principles of Management	06	<ol style="list-style-type: none"> 1. Concept and Importance of Management 2. Different Schools of Management thought 3. Management Planning 4. Fundamentals of Organizing 5. Fundamentals of Staffing 6. Psychological Aspects of Management 7. Social & Ethical Aspects of Management 8. Social and Economic Responsibilities
RJAPEMA202	Integrated Marketing Communications	06	<ol style="list-style-type: none"> 1. The Communications Process 2. Marketing Communications in Context 3. IMC Advertising Tools 4. Advertising Design
RJAPEMA203	Management - Film, TV, Animation	06	<ol style="list-style-type: none"> 1. Film Industry Overview 2. Film Promotion and Marketing 3. Merchandising and the Film Industry 4. Distribution Management 5. Talent Spotting, Management and Casting 6. Introduction to Animation, VFX and Gaming Processes 7. Costing for Animation, VFX and Gaming Industries 8. Challenges of New Media 9. New Media Business Promotions
RJAPEMA204	Entrepreneurship & Innovation	06	<ol style="list-style-type: none"> 1. Business Creation 2. Media Law, Copyright and Intellectual Property 3. Contracts and Negotiations & Conflict Resolutions 4. Scouting for business opportunities 5. Innovation: Types of innovation

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-I: Overview - Entertainment Media & Advertising	Paper Code: RJAPEMA101	60	06
UNIT I		04	
Size of M&E industry- Indian & Global			
<ul style="list-style-type: none"> Key Figs and Trends of the industry, Key players/companies operating in each segment, Spread across value chain of major entertainment 			
UNIT II		10	
Indian and Global Film Industry			
<ul style="list-style-type: none"> Market Size, growth rate, international trends, etc, Product Life Cycle for filmed entertainment: Music release, theatrical release, home video rights, DTH, New Media (VOD, IPTV), mobile rights, satellite, cable and terrestrial telecast, merchandising and licensing rights, overseas release, sequels, etc 			
UNIT III		08	
Dynamics of each content delivery platform for filmed entertainment			
<ul style="list-style-type: none"> Film Distribution, Home Video, Music Sales (physical and digital), Satellite telecast, overseas distribution, New Media and online download rights, Merchandising rights. Revenue sharing models and agreements, revenue earning potential, flow of revenue across value chain and share of revenue contribution of each platform in the total revenue collection of a film 			
UNIT IV		10	
Case studies and examples			
<ul style="list-style-type: none"> Blockbuster hit and flop films and their performance on each content delivery platform, reasons behind the films performance, etc. 			

MA EMA Syllabus Semester I & II

Potential of regional cinema in India and its dynamics; International studio models and its adaptation in India; Career opportunities in filmed entertainment space, Piracy: Value and volume, copyright, IPR protection measures like DRM, government laws, regulations and acts to counter piracy, other private bodies involved in vigilance for copyright protection.		
UNIT V	12	
Indian and Global		
<ul style="list-style-type: none"> Market Size, growth rate, international trends, major international gaming studios, etc., Evolution of gaming: 8 bit to console gaming. Gaming platforms: PC, console, online gaming, mobile gaming, multi player gaming and their potential. Platforms and Product Life Cycle for gaming entertainment: PC, Console games (Playstation, X-box, Nintendo, others), sequels, etc. Film based Indian and International gaming franchises: Sales performance, successful case studies, etc. Career opportunities in gaming space. 		
UNIT VI	10	
Indian and Global Animation		
<ul style="list-style-type: none"> Industry Market Size, growth rate, international trends, major international animation studios, etc., Indian and International franchises: A comparative study. Dynamics of Indian Animation Industry: Revenue generated from exploitation of each content delivery platform. Case studies of International and Indian successful animation films: Spiderman, Batman, Krish, Hanuman and many more. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties. Career opportunities in animation space. 		
UNIT VII	06	
Industry size and growth rate for satellite broadcasting		
<ul style="list-style-type: none"> Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs, their effect on advertising rates, current ad spot rates of various channels, prime time rates v/s ROS rates, etc., Content acquisition and production models of various channels, including licensing of international reality show formats 		

MA EMA Syllabus Semester I & II

<i>UNIT VIII</i>	06	
Understanding dynamics of revenue		
<ul style="list-style-type: none"> Digitization – Advantages & Govt. Mandate/Ruling. Future trend - Concept of embedded advertising. Resource requirements for various types of channels depending on their content strategy. Career opportunities in satellite broadcasting space. 		
<i>UNIT IX</i>	06	
Indian and Global advertising industry		
<ul style="list-style-type: none"> Interdependence between advertising and entertainment industry in the entire ecosystem, Understanding role of advertising agencies. Top advertising agencies and their campaigns. Share of traditional and digital advertising platforms in the total revenue pie. 		

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-II: Management: Events, Live Media & Radio	Paper Code: RJAPEMA102	60	06
<i>UNIT I</i>		10	
Fundamentals of Event Management			
<ul style="list-style-type: none"> Event Creation, Understanding Event Briefs, Event Content Management 			
<i>UNIT II</i>		15	
Supplier Management			
<ul style="list-style-type: none"> Roles, definitions and event suppliers, Negotiations and Conflict Management 			
<i>UNIT III</i>		10	
Creative visualization and packing			
<ul style="list-style-type: none"> From Idea to Execution: Event Inventories, Practical Exercise and Case Study 			
<i>UNIT IV</i>		15	
Event Inventories			
<ul style="list-style-type: none"> Event Content Heads and Inventory Mapping, Process-to- Process Measurement and Tracking 			
<i>UNIT V</i>		10	
Planning and Budgeting			
<ul style="list-style-type: none"> Event Planning and Plan Worksheets, Budgeting and Pricing Events, Corporate Event Pricing, Post Event Evaluations, Event Metrics, 			

MA EMA Syllabus Semester I & II

Product-Based Event Evaluations, New Methodologies in Event Measurement , Response Monitoring		
<i>UNIT VI</i>		
International Radio Broadcasting Trends		
<ul style="list-style-type: none"> Basics of operations and Management, International Business 		
<i>UNIT VII</i>		
Radio-Legal Framework and Societal Awareness		
<ul style="list-style-type: none"> Regulation: Defamation, Copyright, Prohibited content, Changes in Government policies in India, Airwaves as Public Property, Legal & Technical issues: case Studies 		
<i>UNIT VIII</i>		
Radio-Content Creation & Technology in Changing Times		
<ul style="list-style-type: none"> Radio in India - emerging trends, The Radio Spectrum- Understanding Bandwidth issues. News, Features, Live Shows (dial INS, events, interviews, et al) film promotion. AM & FM & World Space -Reach, Profiling & Programming. 		
<i>UNIT IX</i>		
Radio Business		
<ul style="list-style-type: none"> Business basics, Selling Space on Radio, Revenue streams for radio, Programming for business, Sales pitch 		

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-III: Basics of Finance & Accounting	Paper Code: RJAPEMA103	60	06
UNIT I		04	
Principles of Corporate Finance			
<ul style="list-style-type: none"> Introduction to Financial Terms and Concepts, Present Value of Future Returns, Internal Rate of Return and Discounted Cash Flow Methods, Financial Projections, Introduction to Futures and Capital Markets, Financial Instruments 			
UNIT II		04	
Basic Micro-Economic Theory			
<ul style="list-style-type: none"> Demand-Supply, Introduction to Micro-Economic Theory, Rent, Interest and Wages, Dynamics of Competition: Understanding Equilibrium, Oligopolistic Markets 			
UNIT III		08	
Pricing Media Properties for Different Media			
<ul style="list-style-type: none"> Television Pricing, Print Media Pricing, Animation Pricing 			
UNIT IV		06	
Introduction to Accounting and: Cost Accounting Fundamentals			
<ul style="list-style-type: none"> Trial Balances, Ledgers and Journal Entries, Accounting Rules, Cost Accounting Definitions and terms, Cost Accounting Tutorial using Tally 			

<i>UNIT V</i>	06	
Balance Sheet and Profitability Analysis		
<ul style="list-style-type: none">Understanding Schedule VIII, Profit and Loss Statement Analysis, Financial Ratios		

MA EMA Syllabus Semester I & II

SEMESTER I		L	Cr
Paper-IV: Marketing Management	Paper Code: RJAPEMA104	60	06
UNIT I		06	
Introduction to Marketing			
<ul style="list-style-type: none"> Definitions and Functions of Marketing, Fundamental Marketing Concepts and Tools 			
UNIT II		08	
Consumer Frameworks			
<ul style="list-style-type: none"> Customer Orientation, Buyer Behaviour Frameworks, Analyzing Customer Markets 			
UNIT III		10	
Marketing Metrics			
<ul style="list-style-type: none"> Planning Inventories, Research and Forecasting, Using Marketing Metrics to Analyze New Markets, New Product Development and Setting Product Strategies – Case Study: Launching Apple's iPhone 			
UNIT IV		10	
Marketing Functions			
<ul style="list-style-type: none"> Product and Physical Distribution Diffusion and Product Research, Channels of Distribution, Vendor Management, Wholesaling, Retailing and Logistics 			

MA EMA Syllabus Semester I & II

UNIT V	10	
Marketing Functions:Pricing		
<ul style="list-style-type: none"> Pricing-Penetration Vs Skimming, Numerical Analyses of Pricing Using MS Excel 		
UNIT VI	06	
Brand Equity and Brand Management		
<ul style="list-style-type: none"> Introduction to Brand Management-Brand Identity, Brand Management: Creating Brand Positioning, CaseStudy: World Space - Positioning g a Radio channel, Brand Management: Dealing with Positioning – Case Study: N DTV and M SN: Co-Marketing 		
UNIT VII	10	
Understanding Strategy		
<ul style="list-style-type: none"> Marketing Strategy: Analyzing Business Markets, Marketing Strategy: Understanding Segmentation and Positioning 		
UNIT VIII		
Introduction to Advertising		
<ul style="list-style-type: none"> Introduction t o Integrate d Marketing Communications, Advertising, Sales Promotions, Publicity 		
UNIT IX		
Direct Marketing Strategy		

MA EMA Syllabus Semester I & II

<ul style="list-style-type: none">• Direct Marketing Strategy, Interactive Marketing 		
<i>UNIT X</i>		
Global Marketing Strategy		
<ul style="list-style-type: none">• Deciding Whether to Market Globally , Deciding Which Markets to Enter, Global Marketing Programme 		

MA EMA Syllabus Semester I & II

SEMESTER II		L	Cr
Paper-I: Principles of Management	Paper Code: RJAPEMA201	60	06
<i>UNIT I</i>		06	
Concept and Importance of Management			
<ul style="list-style-type: none"> Definition, Nature and Scope, Roles and Principles, Evolution of Management 			
<i>UNIT II</i>		08	
Different Schools of Management thought			
<ul style="list-style-type: none"> Different Schools of Management thought, Management functions and skills, Case studies on contemporary Management Theory 			
<i>UNIT III</i>		10	
Management Planning			
<ul style="list-style-type: none"> Concept, Nature and Importance, Planning types and Steps, Corporate and Functional Planning, Strategic and Operational Planning, Problems and Prospects of Planning, Planning premises and forecasting, decision making 			
<i>UNIT IV</i>		10	
Fundamentals of Organizing			
<ul style="list-style-type: none"> Forms of Organization Structure, Design of Organization Structure, Example of an Organisational Structure of MNC, Authority and Responsibility, Responsibility and owning the responsibility in an organization, Conflict and coordination 			

MA EMA Syllabus Semester I & II

<i>UNIT V</i>	04	
Fundamentals of Staffing		
<ul style="list-style-type: none"> Recruitment, Training and Performance Appraisal - Case Study on Performance Management 		
<i>UNIT VI</i>	06	
Psychological Aspects of Management		
<ul style="list-style-type: none"> Motivation Theories, Leadership, Communication, Fundamentals of Directing, Controlling, Operational Control Techniques 		
<i>UNIT VII</i>	06	
Social& Ethical Aspects of Management		
<ul style="list-style-type: none"> Social Responsibility of Managers, Business Ethics, Ethics, Morality and values, Culture and Ethics - Relationship between Ethics and Corporate Excellence 		
<i>UNIT VIII</i>	08	
Social and EconomicResponsibilities		
<ul style="list-style-type: none"> Role Legislation and other bodies in enforcing ethical behavior in business 		

MA EMA Syllabus Semester I & II

SEMESTER II		L	Cr
Paper-II: Integrated Marketing Communications	Paper Code: RJAPEMA202	60	06
UNIT I		06	
The Communications Process			
<ul style="list-style-type: none"> Theory and Concepts: Introduction to Communication, Elements in the communication process, Basic models of communication, Mass communications: Introduction & models 			
UNIT II		08	
Marketing Communications in Context			
<ul style="list-style-type: none"> Overview, Marketing Communications' place in strategic marketing, Integrated Marketing Communications - Definition, Plan, Components of IMC , Corporate Image and Brand Management, Consumer Buyer Behaviour, B-2-BBuyer Behaviour, Promotions Opportunity Analysis 			
UNIT III		02	
IMC Advertising Tools			
<ul style="list-style-type: none"> Advertising, Definition and types, Role of advertising in the IMC process, Planning and research Campaign management, Communication market analysis, Communications and advertising objectives, Budget, Media selection, Creative brief 			
UNIT IV		03	
Advertising Design			
<ul style="list-style-type: none"> Advertising theories, Advertising appeals, Message strategies, Exceptional frameworks, ad creation - Advertising effectiveness Unit V Advertising 			

MA EMA Syllabus Semester I & II

Media Selection: Media Strategy, Media planning, Media mix - Media selection Unit VI OOH/ EVENTS/ PROMOTIONS AS COMMUNICATION TOOLS : OOH, Introduction to OOH, Types of OOH Media, How/ when/ why it should be used, How can the medium be used effectively, Events, Introduction, Types of events, Key elements of an event, How do you events effectively, Promotions, Types of promotions, How to come up with a promo idea, How do you execute the promo idea effectively		
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SEMESTER II		L	Cr
Paper-III: Management- Film, TV, Animation	Paper Code: RJAPEMA203	50	06
UNIT I		04	
Film Industry Overview			
<ul style="list-style-type: none"> Indian Film Industry : Size and Growth, Film Content Creation, Storyboarding 			
UNIT II		04	
Film Promotion and Marketing			
<ul style="list-style-type: none"> Film Marketing Management: Functions and Policies, Film Promotion Methodologies 			
UNIT III		04	
Merchandising and the Film Industry			
<ul style="list-style-type: none"> Merchandizing Planning and Production, Case Studies 			
UNIT IV		04	
Distribution Management			

MA EMA Syllabus Semester I & II

<ul style="list-style-type: none"> Film Rights, Film Auctions and Underwriting, Managing Theatres, 		
UNIT V	06	
Talent Spotting, Management and Casting		
<ul style="list-style-type: none"> Artist and Repertoire Management, Casting and Talent Promotion : Role of Agencies 		
UNIT VI	04	
Introduction to Animation		
<ul style="list-style-type: none"> Introduction to Animation, VFX and Gaming Processes 		
UNIT VII	06	
Costing for Animation, VFX and Gaming Industries		
<ul style="list-style-type: none"> Case Studies; Pixar, Pent media, Avatar, God of War, World of Warcraft 		
UNIT VIII	06	
Challenges of New Media		
<ul style="list-style-type: none"> Metrics and Calibration, Infringements and Cross-Media Analysis, Reach v/s cost of delivery 		
UNIT IX	04	
New Media Business Promotions		
<ul style="list-style-type: none"> Overview; Interconnectivity between mediums, Cross Media penetration, Merchandising and brand connections 		

MA EMA Syllabus Semester I & II

SEMESTER II		L	Cr
Paper-IV: Entrepreneurship & Innovation	Paper Code: RJAPEMA204	50	06
UNIT I		04	
Business Creation			
<ul style="list-style-type: none"> Business Plans and Ideation: Entrepreneurship Routes, Case Studies : Steve Jobs, Warren Bennis, Introduction to Company Creation, Processes of Registration and Incorporation, Company Law, Introduction to Company Law, Registration Procedures and Exceptions, Company Procedure and Ethics 			
UNIT II		06	
Media Law, Copyright and Intellectual Property			
<ul style="list-style-type: none"> IPR Laws, Copyright Agreements : Short-Term vs. Long-Term Agreements, Media Law and Infringements : Case Studies, Statutory and non-statutory bodies formed to fight piracy 			
UNIT III		06	
Contracts and Negotiations & Conflict Resolutions			
<ul style="list-style-type: none"> Negotiations and Bargaining : Role Play Exercise, Research Methodology for Business Planning 			
UNIT IV		10	
Scouting for business opportunities			
<ul style="list-style-type: none"> Investor Pitch Exercises, Business Plan Formulation and Redesign, Financial Projections for Businesses 			
UNIT V		02	
Innovation: Types of innovation			
<ul style="list-style-type: none"> Product, process, etc, Innovation matrix, Case Studies of successful and failed innovations, Project in Entrepreneurship 			