

Department of MAEMA

Mapping of the course to employability, entrepreneurship and skill development

| Course Name | Course Code | Unit No. And topics focusing on Employability/Entrepreneurship /Skill development |
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| SEMESTER I- MAEMA PART 1 | | |
| OVERVIEW- ENTERTAINMENT MEDIA & ADVERTISING | RJAPEMA101 | Unit II: Indian and Global Film Industry Employability in Film Industry Entrepreneurship |
| OVERVIEW- ENTERTAINMENT MEDIA & ADVERTISING | RJAPEMA101 | Unit III: Dynamics of each content delivery platform for filmed entertainment Employability in Film Industry Entrepreneurship |
| OVERVIEW- ENTERTAINMENT MEDIA & ADVERTISING | RJAPEMA101 | Unit IV: Indian and Global Industry size and growth rate for satellite broadcasting Employability in Broadcast Media Entrepreneurship |
| OVERVIEW- ENTERTAINMENT MEDIA & ADVERTISING | RJAPEMA101 | Unit V: Understanding dynamics of revenue Entrepreneurship |
| OVERVIEW- ENTERTAINMENT MEDIA & ADVERTISING | RJAPEMA101 | Unit VI: Indian and Global advertising industry Employability in Advertising Agency Entrepreneurship |
| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit I Fundamentals of Event Management Employability in Event Management Entrepreneurship Managerial skills |
| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit II Supplier Management Employability in Event Management Entrepreneurship Managerial skills |
| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit III Creative visualization and packing Employability in Event Management Creative Skills |

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| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit IV Event Inventories Employability in Event Management Entrepreneurship Managerial skills |
| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit V Planning and Budgeting Employability in Event Management Entrepreneurship Managerial skills |
| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit VII Radio-Legal Framework and Societal Awareness Employability in Radio Production Entrepreneurship |
| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit VIII Radio-Content Creation & Technology in Changing Times Employability in Radio Production Creative skills |
| MANAGEMENT: EVENTS,LIVE MEDIA & RADIO | RJAPEMA102 | Unit IX Radio Business Employability in Radio Production Entrepreneurship |
| BASICS OF FINANCE & ACCOUNTING | RJAPEMA103 | Unit-I Principles of Corporate Finance Financial skills |
| BASICS OF FINANCE & ACCOUNTING | RJAPEMA103 | Unit III Pricing Media Properties for Different Media Employability in Media Industry Entrepreneurship |
| BASICS OF FINANCE & ACCOUNTING | RJAPEMA103 | Unit V Balance Sheet Entrepreneurship |
| BASICS OF FINANCE & ACCOUNTING | RJAPEMA103 | Unit-VII Introduction to Accounting and: Cost Accounting Fundamentals Accounting skills |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit I Introduction to Marketing Marketing Skills |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit II Consumer Frameworks Marketing Skills |

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| MARKETING MANAGEMENT | RJAPEMA104 | Unit III Marketing Metrics Employability in the field of marketing Marketing Skills |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit IV Marketing Functions: Product and Physical Distribution Employability in the field of marketing |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit V Marketing Functions: Pricing Marketing Skills |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit VI Brand Equity and Brand Management Entrepreneurship |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit VII Understanding Strategy Entrepreneurship |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit VIII Introduction to Advertising Marketing skills Employability in Ad agency |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit IX Direct Marketing Strategy Entrepreneurship |
| MARKETING MANAGEMENT | RJAPEMA104 | Unit X Global Marketing Strategy Entrepreneurship |
| SEMESTER II- MAEMA PART 1 | | |
| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit I Concept and Importance of Management Managerial Skills |
| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit II Different Schools of Management thought Managerial Skills |
| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit III Management Planning Employability in managerial positions Managerial Skills |
| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit IV Fundamentals of Organizing Employability in managerial positions Managerial Skills |

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| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit V Fundamentals of Staffing Employability in managerial positions Managerial Skills |
| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit VI Psychological Aspects of Management Entrepreneurship |
| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit VII Social& Ethical Aspects of Management Entrepreneurship |
| PRINCIPLES OF MANAGEMENT | RJAPEMA201 | Unit VIII Social and Economic Responsibilities of Business Entrepreneurship |
| INTEGRATED MARKETING COMMUNICATION | RJAPEMA202 | Unit I: The Communications Process Communication Skills |
| INTEGRATED MARKETING COMMUNICATION | RJAPEMA202 | Unit II: Marketing Communication Employability in Marketing roles |
| INTEGRATED MARKETING COMMUNICATION | RJAPEMA202 | Unit III: IMC Advertising Tools Employability in advertising agency entrepreneurship Creative skills |
| INTEGRATED MARKETING COMMUNICATION | RJAPEMA202 | Unit IV Advertising Design Employability in advertising agency entrepreneurship |
| INTEGRATED MARKETING COMMUNICATION | RJAPEMA202 | Unit V Advertising Media Selection Employability in advertising agency entrepreneurship |
| INTEGRATED MARKETING COMMUNICATION | RJAPEMA202 | Unit VI: OOH/Events/Promotions as communication tools Creative skills |
| MANAGEMENT: FILM, TV, ANIMATION | RJAPEMA203 | Unit II Film Promotion and Marketing Employability in Film industry and Marketing fields Marketing Skills |
| MANAGEMENT: FILM, TV, ANIMATION | RJAPEMA203 | Unit III Merchandising and the Film Industry Employability in Film industry and Marketing fields |

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| MANAGEMENT: FILM, TV, ANIMATION | RJAPEMA203 | Unit IV Distribution Management Entrepreneurship |
| MANAGEMENT: FILM, TV, ANIMATION | RJAPEMA203 | Unit V Talent Spotting, Management and Casting Managerial Skills Entrepreneurship |
| MANAGEMENT: FILM, TV, ANIMATION | RJAPEMA203 | Unit VII Costing for Animation, VFX and Gaming Industries Employability in Animation and VFX Production |
| MANAGEMENT: FILM, TV, ANIMATION | RJAPEMA203 | Unit IX New Media Business Promotions Marketing Skills Entrepreneurship |
| ENTREPRENEURSHIP & INNOVATION | RJAPEMA204 | Unit I: Business Creation Entrepreneurship |
| ENTREPRENEURSHIP & INNOVATION | RJAPEMA204 | Unit II: Media Law, Copyright and Intellectual Property Entrepreneurship |
| ENTREPRENEURSHIP & INNOVATION | RJAPEMA204 | Unit III: Contracts and Negotiations & Conflict Resolutions Managerial Skills Entrepreneurship |
| ENTREPRENEURSHIP & INNOVATION | RJAPEMA204 | Unit IV: Scouting for business opportunities Managerial Skills Entrepreneurship |
| ENTREPRENEURSHIP & INNOVATION | RJAPEMA204 | UnitV: Innovation: Types of innovation Entrepreneurship |
| SEMESTER III- MAEMA PART 2 (Advertising and Marketing) | | |
| ACCOUNT PLANNING AND MANAGEMENT | RJAPEMAAM301 | Unit II: Defining the advertising need Advertising Skills |
| ACCOUNT PLANNING AND MANAGEMENT | RJAPEMAAM301 | Unit III: Defining the target audience Advertising Skills |
| ACCOUNT PLANNING AND MANAGEMENT | RJAPEMAAM301 | Unit IV: What should we tell them? Advertising Skills |

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| ACCOUNT PLANNING AND MANAGEMENT | RJAPEMAAM301 | Unit V: Why should they believe us? Advertising Skills |
| ACCOUNT PLANNING AND MANAGEMENT | RJAPEMAAM301 | Unit VI: The Pitch Process Employability in Ad Agency |
| ACCOUNT PLANNING AND MANAGEMENT | RJAPEMAAM301 | Unit VII: Account Management Employability in Ad Agency |
| CONSUMER BEHAVIOUR | RJAPEMAAM302 | Unit I: Introduction to Consumer Behaviour- Adopting different advertising strategies for each market segment Marketing Skills Entrepreneurship Employability in the field of Advertising and Marketing |
| CONSUMER BEHAVIOUR | RJAPEMAAM302 | UnitII: Psychological aspects and issues in consumer behavior Entrepreneurship Employability in the field of Advertising and Marketing |
| CONSUMER BEHAVIOUR | RJAPEMAAM302 | Unit III: Sociological aspects and issues in consumer behavior Entrepreneurship Employability in the field of Advertising and Marketing |
| CONSUMER BEHAVIOUR | RJAPEMAAM302 | Unit IV: Decisions making and its aftermath- purchase behaviour, post- purchase behaviours, service markets, Organizational buying behaviour, Consumer behaviour and marketing Mix Marketing Skills Entrepreneurship Employability in the field of Advertising and Marketing |
| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit I: Advertising Strategy Fundamentals Employability in Ad Agency Advertising Skills |
| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit II: Print Campaigns Employability in Ad Agency |
| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit III: TV and Interactive Strategies Employability in Ad Agency Advertising Skills |

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| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit IV: Radio Advertising Employability in Ad Agency |
| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit V: Campaign Execution Employability in Ad Agency Advertising Skills |
| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit VI: Overview: Management and Advertising Entrepreneurship |
| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit VII: Introduction to Brand Management Entrepreneurship |
| ADVERTISING & STRATEGIC BRAND MANAGEMENT | RJAPEMAAM303 | Unit IX: Brand Strategies Employability in Ad Agency Advertising Skills |
| ADVERTISING AGENCY STRUCTURE & MANAGEMENT | RJAPEMAAM304 | Unit II: Functions and role of various departments Employability in Advertising Industry Entrepreneurship |
| ADVERTISING AGENCY STRUCTURE & MANAGEMENT | RJAPEMAAM304 | Unit III: Agency Finances Entrepreneurship |
| ADVERTISING AGENCY STRUCTURE & MANAGEMENT | RJAPEMAAM304 | Unit IV: The Pitch process, Setting up an agency Employability in an Ad Agency Entrepreneurship |
| ADVERTISING AGENCY STRUCTURE & MANAGEMENT | RJAPEMAAM304 | Unit V: Agency evaluation techniques Entrepreneurship |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit II: Reach and Frequency. Employability in a Media Agency |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit III: Media Mix and Media Strategies Employability in a Media Agency |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit IV: Media Buying Employability in a Media Agency Media Planning Skills |

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| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit V: Understanding Media Audiences Employability in a Media Agency Media Planning Skills |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit VI: Media Plan Fundamentals Employability in a Media Agency |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit VII: Pricing Media Properties for Sponsorships and Programming Employability in a Media Agency Media Planning Skills |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit VIII: Media Planning Employability in a Media Agency Media Planning Skills |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit IX: Media Analysis Employability in a Media Agency Media Planning Skills |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit X: Media Data, Duplication and Strategic Rules Employability in a Media Agency |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit XI: Understanding Reach Patterns Employability in a Media Agency Media Planning Skills |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit XII: Basic Measurement and Calculations Employability in a Media Agency Media Planning Skills |
| MEDIA PLANNING & BUYING | RJAPEMAAM305 | Unit XIII: Media Budgets Employability in a Media Agency |
| SEMESTER III- MAEMA PART 2 (Film and Television) | | |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit I: Television Production Management Managerial Skills Entrepreneurship |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit II: Television Promotion and Sales Employability in TV Production |

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| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit III: Radio Production Management Managerial Skills Entrepreneurship |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit IV: Radio Sponsorships Employability in Radio Management |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit V: Business Plans and Strategies Employability in Radio and TV Production |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit VI: Content Acquisition Process Negotiation Skills |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit VII: Financial Analysis of Broadcasting Process Entrepreneurship |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit VIII: Broadcast channels – Emerging Business Trends Entrepreneurship |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit IX: Channel Segmentation and Management Entrepreneurship |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit X: Market Overview and Production Schemes Entrepreneurship |
| BROADCAST BUSINESS MANAGEMENT | RJAPEMAFT301 | Unit XIV: Brand Management, Marketing and Promotions Employability in TV and Radio Promotions Marketing Skills |
| FILM PRODUCTION & CONTENT PIPELINE | RJAPEMAFT302 | Unit I: Building the Script Employability in Film Production Film Making Skills |
| FILM PRODUCTION & CONTENT PIPELINE | RJAPEMAFT302 | Unit II: Pre Production Employability in Film Production Film Making Skills |
| FILM PRODUCTION & CONTENT PIPELINE | RJAPEMAFT302 | Unit III: Production Employability in Film Production Film Making Skills |

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| FILM PRODUCTION & CONTENT PIPELINE | RJAPEMAFT302 | Unit IV: Shooting and Crisis Management Employability in Film Production Film Making Skills |
| FILM PRODUCTION & CONTENT PIPELINE | RJAPEMAFT302 | Unit V: Post Production Employability in Film Production Film Making Skills |
| AN ORIENTATION TO NEW MEDIA TECHNOLOGIES | RJAPEMAFT303 | Unit II: Creative Programming Technologies Employability in Digital Production (OTT) Creative skills |
| AN ORIENTATION TO NEW MEDIA TECHNOLOGIES | RJAPEMAFT303 | Unit III: Online Platforms and Technologies Employability in Digital Production (OTT) Technological Skills |
| AN ORIENTATION TO NEW MEDIA TECHNOLOGIES | RJAPEMAFT303 | Unit IV: Business opportunities for advertising industry Entrepreneurship |
| TELEVISION & RADIO PRODUCTION & PROGRAMMING | RJAPEMAFT304 | Unit II: The production Creative Skills Entrepreneurship |
| TELEVISION & RADIO PRODUCTION & PROGRAMMING | RJAPEMAFT304 | Unit IV: Documentary Production and Processes Employability in TV and Radio Production Technical and Creative Skills |
| TELEVISION & RADIO PRODUCTION & PROGRAMMING | RJAPEMAFT304 | Unit V: Production of content in areas of lifestyle, biographies, audio books, health & fitness, Edutainment etc Employability in TV and Radio Production Technical and Creative Skills |
| TELEVISION & RADIO PRODUCTION & PROGRAMMING | RJAPEMAFT304 | Unit VII: News Room Management Management Skills Entrepreneurship |
| TELEVISION & RADIO PRODUCTION & PROGRAMMING | RJAPEMAFT304 | Unit VIII: Live Events with Multi Camera setups Technical Skills |
| TELEVISION & RADIO PRODUCTION & PROGRAMMING | RJAPEMAFT304 | Unit IX: Special Broadcasting Technical Skills |

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| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit I: Rights on a Negative and the Revenue Stream Entrepreneurship |
| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit II: Domestic Distribution Entrepreneurship |
| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit III: Computing Collections Entrepreneurship |
| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit IV: International Distribution Entrepreneurship |
| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit V: Distribution Agreements Employability in Film Distribution Sector Entrepreneurship |
| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit VII: Positioning of Film in the Market Marketing Skills |
| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit VIII: Film Marketing Tools Marketing Skills |
| FILM DISTRIBUTION AND MARKETING | RJAPEMAFT305 | Unit IX: Film Marketing Budgets Planning and Marketing Skills |
| SEMESTER IV- MAEMA PART 2 (Advertising and Marketing) | | |
| DIGITAL AND SOCIAL MEDIA ADVERTISING | RJAPEMAAM402 | Unit II: Strategy and Models for the New Marketing Environment Digital Marketing Skills |
| DIGITAL AND SOCIAL MEDIA ADVERTISING | RJAPEMAAM402 | Unit III: Marketing Planning and Buyer Behaviour Employability in Social Media Agency Digital Marketing Skills |
| DIGITAL AND SOCIAL MEDIA ADVERTISING | RJAPEMAAM402 | Unit IV: Product, Pricing and Legal Issues Entrepreneurship |
| DIGITAL AND SOCIAL MEDIA ADVERTISING | RJAPEMAAM402 | Unit V: Web Based Communications Employability in Social Media Agency Digital Marketing Skills |

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| DIGITAL AND SOCIAL MEDIA ADVERTISING | RJAPEMAAM402 | Unit VI: Digi-Marketing Planning Employability in Social Media Agency Digital Marketing Skills |
| DIGITAL AND SOCIAL MEDIA ADVERTISING | RJAPEMAAM402 | Unit VII: Mobile Marketing Employability in Social Media Agency Digital Marketing Skills |
| SEMESTER IV- MAEMA PART 2 (Film and Television) | | |
| BUSINESS PLAN & NEGOTIATION SKILLS | RJAPEMAFT402 | Unit I Collaborations and Co-Productions: International co productions, Production incentives, Contracts - Co Production Agreements, Trends of co productions in India. Employability in Production houses |
| BUSINESS PLAN & NEGOTIATION SKILLS | RJAPEMAFT402 | Unit II Financing Independent Films: Loans-Negative rights as collateral, Promissory Notes & Guarantees Borrowing against Pre Sale Agreements, Investor Financing, Advances from Distributor, Finders & Finders Fees, Production IncentFilm. Entrepreneurship |
| BUSINESS PLAN & NEGOTIATION SKILLS | RJAPEMAFT402 | Unit III The Film Proposal: Pitch, Projections – ROIs, Gross & Net profits, Alternate Revenue Streams, The business plan, Key elements for a film proposal Entrepreneurship |
| BUSINESS PLAN & NEGOTIATION SKILLS | RJAPEMAFT402 | Unit IV Negotiation: Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation. Negotiation and Management Skills |
| BUSINESS PLAN & NEGOTIATION SKILLS | RJAPEMAFT402 | Unit V Negotiation Sub processes: Perception, Cognition and Emotion, Communication: What is communicated during negotiation and how people communicate in a Negotiation. Negotiation and Management Skills |
| BUSINESS PLAN & NEGOTIATION SKILLS | RJAPEMAFT402 | Unit VI Best Practices in Negotiation: Fundamental Structure of negotiation and BATNA. Employability in Production Houses |
| BUSINESS PLAN & NEGOTIATION SKILLS | RJAPEMAFT402 | Unit VII International and Cross Cultural Negotiation: Context and Concept, Influence of Culture on Negotiation Negotiation and Management Skills |