

Proposed subjects / papers in the General Education component in each of the three years.

Year 1 - B.VoC (Sports and Entertainment Management)

No.	Sem I	Credits	Sem II	Credits
1.	Business communication + Project	3+1	IT in Business Management + Practical	3+1
2.	Nutrition	3	Integrated Marketing Communications +Marketing	3+1
3.	Mass Media Fundamentals + Project	3+1	Ethics and Governance + Project	3+1
4.	Principles of Management	4	Entertainment Marketing	4
5.	Introduction to Entertainment Industry + Project	4+1	Content Management	4
6.	Understanding Sports Management	4	Advertising and Brand Management	4
7.	HRM in Sports and Entertainment	4	Event Management – Sports & Entertainment	4
	Total Credits	28	Total Credits	28

Year 2 - B.VoC (Sports and Entertainment Management)

No.	Sem III	Credits	Sem IV	Credits
1.	Sports PR	4	Sports Marketing	4
2.	Digital Marketing	4	Media Production – Film, TV, Radio + Practical	4+2
3.	Media Planning + Project	4+1	Campaign Management	4
4.	Logistics & Supply Chain Management	3	Celebrity Management – Sports & Management	4
5.	Graphic Design & Animation Practical's	4+2	Market Research + Project	3+1
6.	Business Planning	4	Sports Psychology	3
7.	Data Management	3	Project Work	4
	Total Credits	29	Total Credits	29

Year 3 - B.VoC (Sports and Entertainment Management)

No.	Sem V	Credits	Sem VI	Credits
1.	Movie Trends & Technology	4	Social Media and Branding + Project	3+1
2.	TV Production – News and Entertainment + Practical	4+2	OTT and New Age Digital Platform + Project	4+1
3.	Operations Management + Project	3+1	Talent Management in Entertainment + Project	4+1
4.	Sports Sponsorship	4	Conflicts & Negotiations +Project	3+1
5.	Crisis Management	3	E Sports + Project	4+1
6.	Photography and Video Production + Practical	4+2	Digital Advertising + Practical	4+2
7.	Radio Production + Practical	4+2	Dissertation	4
	Total Credits	33	Total Credits	33

Year 1: Sem 1

1.	Business communication + Project
2.	Nutrition
3.	Mass Media Fundamentals + Project
4.	Principles of Management
5.	Introduction to Entertainment Industry + Project (Overview 1 Radio/Tv/Film MAEMA)
6.	Understanding Sports Management (Ask Smita)
7.	HRM in Sports and Entertainment (Ask Smita)

Business Communication

Unit - 1: Theory of Communication

1. Concept of Communication: Models of Communication - Linear/ Interactive / Transactional / Shannon and Weaver (to be only discussed in class) Meaning, Definition, Process, Need, Feedback

Emergence of Communication as a key concept in the Corporate and Global World

2. Impact of technology Enabled Communication: Types - Internet, Blogs, E-Mail, Moodle, Social Media (Facebook, Twitter &Whats'app Advantages and Disadvantages

3. Communication at Workplace:

Channels - Formal and Informal - Vertical, Horizontal, Diagonal, Grapevine

Methods - Verbal / Nonverbal (including Visual), Business Etiquettes

4. Problems in Communication / Barriers to Communication:

Physical / Semantic / Language / Socio-Cultural / Psychological Barriers, Ways to Overcome these Barriers

5. Listening:

Importance of Listening Skills, Obstacles to Listening, Cultivating Good Listening Skills

Unit - 2: Business Correspondence

1. Theory of Business Letter Writing:

Parts, Structure, Layouts - Full Block, Principles of Effective Letter Writing, Principles of Effective E-mail Writing

2. Personal Correspondence:

Statement of Purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (to be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation

Unit - 3: Language and Writing Skills

1. Commercial Terms used in Business Communication (to be only discussed)

2. Paragraph Writing:

Developing an idea, using appropriate linking devices, etc.

Cohesion and Coherence, etc.

Unit -4

4. Business Ethics:

Ethics at Workplace - Importance of Business Ethics

Personal Integrity at the workplace, Business Ethics and Media, Computer Ethics

Corporate Social Responsibility

5. Translation Skills:

Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation, Interpretation: Meaning, Difference between interpretation and translation, Interpretation: Meaning, Difference between interpretation and translation, Translator and his role in media, Qualities, Importance of Translator, Challenges faced by translator

Tutorials Activities:

Speaking Skills, Writing Skills, Remedial Grammar, Soft Skills - EQ, Conflict Management, Time Management (Students may be asked to make a Power Point Presentation on any topic of their choice in order to enhance LSRW - Listening / Speaking/ Reading / Writing)

II: Nutrition

Unit-1: Create a Workout Routine: Understand importance of exercise, Learn many ways to keep yourself active in busy life without disturbing your busy schedule, Easy 10 min workouts for healthy heart, for fat burning, keeping BP normal, Special workouts for weight loss

Unit-2: Nutrition and Healthy Eating: Know what is for you and what is not for you, How nutrients help, Relationship between food labels and healthy eating, Different nutritional needs for different age group, how to eat healthy as per age

Unit-3: Strategies to Stress Less: How stress is related to diseases, Importance of healthy mind, List of Food groups which enhance mood enhancing hormones, List of snacks they can select, how to increase vitamins minerals, proteins with correct snacks

Unit-4: Meal Planning: Practical experience of planning diets as per needs, Calculation of calories, proteins and fats (macro-Nutrients) vitamins and minerals (micro nutrients), Exercise based program

Unit-5: General Health and Wellness: Your health is in your hands / what makes healthy diet, very brief anatomy of digestive system, how good digestive track leads to good health, Introduction for lifestyle disorders, Food group which is good to keep gut healthy, heart healthy and good for weight watchers

III: Mass Media Fundamentals

Unit-1: Introduction and overview: Meaning and importance of Mass Communication
Forms of Mass Communication, Electronic, Satellite, Interactive, Digital Communication etc. Models of Communication: Lass well's Model, Gerbner's Model, Berlos Model, De fleur's Model of the Taste-differentiated Audience Model, Shannon & Weaver Model.

Unit-2: Evolution of Mass communication: From oral to communication, From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape, Traditional & Folk Media: Print: Books, Newspapers, Magazines Broadcast: Television, Radio Films, Internet.

Unit-3: Mass media & Information, Communication, & Entertainment:
What is Information, Communication & Entertainment?

Unit-4: Mass Media in Sports:

Sports an Integral part of Media, History and evolution of Sports coverage, Coverage in legacy Media and New Media

Unit-5: Impact of New Media and media convergence on Sports & Entertainment: Elements and features, Of new media, Technologies used in new media, Major challenges to new media Acquisition- personal, social and national, Future prospects.

IV: Principles of Management

Unit-1: Management-Definition, Nature and Concept: Management-Concept, nature, process overview of functional areas of managerial roles (Mintzberg), Group Dynamics & Decision Making: Group Dynamics and Team Management: Theories of Group Formation – Formal and Informal Groups and their interaction, Importance of teams - Formation of teams – Team Work, Leading the team, Conflict Management - Traditional vis-à-vis Modern view of conflict, Stress management, Decision Making- concept, importance and steps in decision making

Unit-2: Approaches to Management: Contributions of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought, Behavioral Science approach and Contingency approach to management.

Unit-3: Group Dynamics & Decision Making: Group Dynamics and Team Management: Theories of Group Formation – Formal and Informal Groups and their interaction, Importance of teams - Formation of teams – Team Work, Leading the team, Conflict Management - Traditional vis-à-vis Modern view of conflict, Stress management, Decision Making- concept, importance and steps in decision making

Unit-4: Recent trends in Management: Recent Trends in Management: Social Responsibility of Management– environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management

Unit-5: Management in Sports and Entertainment

What is Sports management? What is Entertainment management? Distinction and similarities, Case studies of Successful Sports and Entertainment organizations

V: Introduction to Entertainment Industry

Unit-1: History of Print: Beginning of printing in India: early origins of newspapers in India, Birth of the Indian news agencies. A brief overview of Print Newspapers advertisement and magazines (The Times of India -Hindustan Times -The Hindu -The Indian Express -The Tribune -Statesman -India Today, Outlook, Frontline).

Unit-2: Radio & Television: Radio as a medium of mass communication, History of radio in India, Major top radio programs in the world AIR, Emergence of commercial broadcasting, Private FM radio Channels, Industry size and growth rate for satellite broadcasting.

Advent of television in the world, and in India Early days of Doordarshan, major channels and media houses. Industry size and growth rate for satellite broadcasting: Major channels and their programming genres viz; GEC, Sports, Kids, Music, news, etc. Understanding concepts of reach, viewership and TRPs.

Unit-3: Gaming & Animation:

Indian and Global gaming Industry: 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 (Play station, X-box, Nintendo, others), sequels, etc.

Indian and Global Animation 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. Merchandising and Licensing: Sales Potential, case studies of International and Indian properties.

Unit-4: Films:

Indian and Global Film Industry: 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.

Unit-5: Events:

Introduction to the Events Industry, Principles of Event management, Organization of Events, Code of ethics, Budgeting and Costing of Events.

VI: Understanding Sports Management

Unit-1: Sports Management: Meaning , Definition, Scope and Characteristics

Unit-2: Professional and Amateur Sports :

Managing Professional and Amateur Sports: Definition , Scope , Distinction between Professional and Sports, Skills and qualifications required

Unit-3: Financial Management in Sports:

Introduction to finance, Sources of finance, Financial planning, Understanding Financial statements, Working Capital and basics of Costing

Unit-4: Sports Marketing:

Corporate Sponsorships, Advertising, Promotion of Sports activities , Endorsements by athletes, Role of Media, PR in sports , TV coverage

Unit-5: Sports Law:

Contract, Tort, Agency, Antitrust Constitutional labour, Trademark, Sex Discrimination, Criminal and Fiscal issues.

VII: HRM in Sports & Entertainment Management;

Unit I: What is Human Resource management?- Definition, Evolution , Scope and characteristics

Unit II: Recruitment and training - Steps and Relevance, Induction, On the job training, Training the trainer,

Unit III: Training for Promotions and new roles, for overseas travel, Assisting people during difficult times, Managing Internal transfers

Unit IV: Understanding Salaries and allowances, pay hikes , Workload, Incentives , Managing a crisis- Pandemic, Attrition, Company 's financial Crises

Unit V: Managing Resignations, Retirement, Post retirement benefits, finding suitable personnel to fit in

Year 1: Sem 2

I: IT in Business Management

Unit-1: Basic Computer Concepts: Different generations of computer hardware; Modern taxonomy of computers; Hardware and software; Programming languages; Problem solving and algorithms; Basic computer applications; General idea of information and communication technologies; Information system development process.

Unit-2: Computer Hardware: Memory (or storage) devices; Central Processing Unit. Input / Output devices: keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and handwriting recognition systems; visual display terminals, printers, plotters etc. Storage devices: Primary storage – RAM, ROM, EEROM, PROM, EPROM; Secondary storage – direct access devices, serial access devices: hard disks, floppy disks, magnetic tape, CD-ROM, DVD

Unit-3: Computer Software: Meaning of software; broad classification of software; system software and application software; utilities. Systems software – Operating systems: Basic idea of an OS; OS as a resource manager – memory management, input/output management, secondary storage management, processor management, program management, network management; Brief introduction to different types of operating systems like DOS, Windows, Unix, Linux etc. Application software – System development tools, Utilities, Application packages, User written programs.

Unit-4: Computer networks and Internet: Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers.

Unit-5: Computer Applications: Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks.

II: Integrated Marketing Communications

Unit-1: Process: Advertising and IBP in business and society, The world of advertising and integrated brand promotion, The India advertising scenario, The structure of advertising, Social, ethical and regulatory aspects of advertising

Unit-2: Planning: Analyzing advertising and the IBP environment, Consumer behaviour, Planning advertising and integrated brand promotion

Unit-3: Preparing the Message: Creative design and development, Creativity, advertising and the brand, Message strategy, Copywriting, Art direction and production

Unit-4: Placing the Message: Conventional and new media, Media strategy, Media planning

Unit-5: Integrated Brand Promotion: Support media, Point-of-purchase advertising, Public relations, Events and sponsorships, Other innovative means of brand communication

III: Law & Ethics

Unit-1: Media and Entertainment Laws :

Cinematograph Act, 1952, The Cable Television Network Regulation Act, 1995, The Information Technology Act, 2000 , Copyright Act, 1957 and Trademarks Act 1999 , Prevention of Cruelty to animals act 1960, Contract Act of 1872

Unit-2: Contract & Negotiations -

Agreements for entertainment:

- (a) Co-production agreements (b) Broadcasting contract (c) Film rights agreement (d) Songwriter agreement
- (e) Artist agreement (f) Digital Marketing Agreement(g) Distribution agreement;(h) Synchronization agreement(i) Talent release agreement (j) Vendor agreements (k) Recording agreement;
- (l) Trademark and copyright licence

Agreements for Sports:

- (a) Talent release (b) Contract for Training (c) Contract for joining a team (d) Contract with the Coach or training centre including duration (e) Contract for Broadcast and Podcasts (f) Sponsorship Contracts (g) Contract for sports Gear (h) Digital Marketing Agreement (i) Influencer Agreements

Unit-3: Media Law, Copyright and Intellectual Property: IPR & copyright laws, Copyright Agreements: Short-Term vs. Long-Term Agreements, Media Law and Infringements: Case Studies, Menace of piracy and remedies to counter piracy, Statutory and non-statutory bodies formed to fight piracy

Unit-4: Role and importance of Business Ethics and Values: Definition of Business, Ethics Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture .Bribes - Coercion - Deception - Theft - Unfair Discrimination.

Unit-5: Vendors, Government, & Social Audit. CSR- Definition and Importance, examples of various initiatives taken by various business groups like TATAs, Infosys, Birla and others, Difference between Cause Related Marketing (CRM) and CSR Case Studies: Reliance WLL license, 2G Scam, Commonwealth Games Scam, Role of bodies like Competition Commission of India, SEC, SEBI, TRAI, etc in curbing unethical practices.

IV: Entertainment Marketing

Unit-1: Introduction to the Entertainment Marketing Landscape: Emphasis on structure, segments, ownership, and media consolidation. Promotion in entertainment, Specific adjustments do the creative and business sides of television and feature films make at a time of disruptive change, caused by fractionalization, digital technology, and threats to proven business models.

Unit-2: How to “Sell” Entertainment: Marketing of entertainment, Consumer advertising, promotion and marketing strategies, Dynamics of marketing for television, movies, home entertainment and music.

Unit-3: Forecasting - Understanding the Consumer: Determining demographic segments, definition and selection of target components, Research techniques from concept testing to tracking awareness. Importance of research in planning and executing effective campaigns; Connecting the targeting with the proper positioning.

Unit-4: Anatomy of Creative: Elements of developing an entertainment creative. How are television promos, print ads and other forms of creative developed? The process required to build compelling creative that will drive viewing. Functions of editing, writing, producing, music, voice-over and graphics.

Unit-5: Promotion, Product Tie-Ins, Merchandising, and Franchise Management Product integration and promotional partnerships, emerging partnership techniques that create promotional relationships between advertisers, networks and program producers. How partnerships can be used to generate incremental revenue, extend marketing reach and reinvent the marketing model. Analyzing promotional concepts to determine the overall value to the partners involved and the audience itself. Analyzing how the development and management of program “franchises” are creating new revenue opportunities.

V: Content Management

Unit-1: The Basics: The differences between content, content management, and a content management system. Types of content management systems. Why we use CMS, what a CMS does, and what CMS doesn't do.

Unit-2: Acquiring a CMS: The four acquisition models of CMS: open-source, commercial on-premise, commercial as a service, build your own.

Unit-3: Content Modelling: The separation of content and presentation. Why we model content. The components of a content model: types, attributes, datatypes, and validation rules. The difference between discrete and relational content modelling.

Unit-4: Content Aggregation: What a content aggregation is. The different "shapes" of content. Additional aggregation structures. Aggregation restrictions and validation.

Unit-5: Editorial Workflow: Why editorial experience matters. The content lifecycle. Editorial findability. Editorial interface. Versioning and version control. Archiving. Approvals. Permissions. Localization. Personalization. Form Building.

VI: Advertising & Brand Management

Unit-1: Definition and Evolution: Advertising – Meaning, Definition and functions, Evolution of Advertising National & International level, Economic and Social Aspects of Advertising

Unit-2: Advertising Agency - The structure of an Advertising agency, Types of Agencies, The Departments in an agency- Functions and service, Relationship between various participants of advertising (Client - Agency- Media -Consumer), Introduction to Agency Commissions /retainerships, media commission.

Unit-3: Types of Advertising- Consumer advertising, Industrial advertising, Classified advertising, Retail advertising, financial advertising, B2B advertising, Political advertising, Image advertising, Lifestyle advertising, public relations and Advertising, Digital advertising- Relevance, Techniques and strategies, Public Service Advertisements- Need and Relevance

Unit-4: Brand Definition: Importance of branding, Difference between Brand and Product, Process of branding, Brand Identity, Core Identity, Extended Identity, Brand Identity Traps

Unit-5: Brand Personality: Definition, The importance of creating Brand Personality, Attributes that affect Brand Personality, Factors that affect Brand Personality, Brand Personality Models, Relationship Model, Self-Expressive Model, Functional Benefit Model, The Big Five, User Imagery, Branding Strategies- The three perspective of Brand Strategic customer analysis, Completion self-analyses, Multi Product Branding,

Multi Branding, Mix Branding, Brand Licensing, Brand Product Matrix, Brand Hierarchy, Brand Building Blocks

VII: Event Management – Sports and Entertainment

Unit-1: Principles of Event Management

Unit-2: Event Production and Logistics Planning (Sports& Entertainment)

Unit-3: Event Concept & Design (Sports& Entertainment)

Unit-4: Sports Exhibition Management

Unit-5: Event Budgeting & Processes (Sports& Entertainment)