



HSNC University Mumbai

(2025-2026)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Humanities

For the Course

Master of Arts in Entertainment Media and Advertising (MAEMA)

Semester-III and Semester -IV

2025-26

HSNC University Mumbai

Faculty of Humanities

Department of Mass Media

(with effect from the Academic Year 2025-26)

HSNC University Mumbai

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Semester: III MAEMA FILMS

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I Broadcast Business Management	Television Promotion and Sales	4
		Radio Production Management	
		Financial Analysis of Broadcasting Process and Distribution Dynamics	
		Broadcast Channels – Emerging Business Trends	
		Future of Television Broadcasting: Terrestrial TV	
2	MAJOR II – Consumer Behavior Content Pipeline and Film Production	Build the Script	4
		Pre-Production	
		Production	
		Shooting and Crisis Management	
		Post - Production	
3	MAJOR III – Television & Radio Production & Programming	Composition of a TV Channel	4
		Documentary – Concept and definition	
		Digital Content Production	
		News-room Management	
		Special Broadcasting	
4	MINOR – Media Research and Analytical Skills	Introduction to Media and Communication Research	4
		The Research Process	
		Research Methodologies	
		Statistics in Media Research	
		Research Writing	
5	Seminar		4

Semester: IV MAEMA FILMS

Sr. No.	Course Title	Module Title	Credits
1	MAJOR-I An Orientation to New Media Technologies	Trends in New and Interactive Media	4
		Creative Programming: A Basic Understanding	
		Entertainment in the Digital Age: Online Platforms and Technologies	
		Advertising and New Media Technologies	
		Economics of New Media	
2	MAJOR II – Film Distribution and Marketing	Importance of Film Marketing	4
		Distribution	
		Positioning of Film in the Market	
		Film Marketing Tools	
		Film Marketing Budgets	
3	MAJOR III – Business Planning and Negotiation Skills	Business Planning: Process and Significance for Entertainment Media	4
		Business Plan: Components and Objectives	
		Drafting a Business Proposal	
		Negotiation Skills I	
		Negotiation Skills II	
4	Dissertation / Creating a pitch deck for a film project		8