



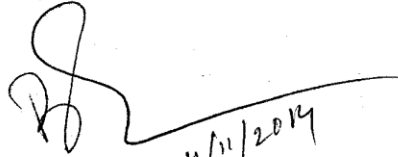
UNIVERSITY OF CALCUTTA

Notification No. CSR/ 51 /14

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of his powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 07.11.2014, approved the introduction of one-year full-time Post Graduate Diploma in Media Management program to be imparted in IISWBM, under this University as laid down in the accompanying pamphlet.

The above shall take effect from the academic session 2014-2015 and onwards.

SENATE HOUSE
KOLKATA-700073
The 11th November, 2014


11/11/2014
(Prof. Basab Chaudhuri)

Registrar

UNIVERSITY OF CALCUTTA



ONE-YEAR POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT

(WITH SPECIALISATION IN INTEGRATED MARKETING COMMUNICATION/
TELEVISION MANAGEMENT)

REGULATIONS & SYLLABI

UNIVERSITY OF CALCUTTA

(w.e.f. session 2014-15)



**DEPARTMENT OF MEDIA MANAGEMENT
INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT,
KOLKATA**

(IN ASSOCIATION WITH CALCUTTA MEDIA INSTITUTE, KOLKATA)

REGULATIONS RELATING TO ONE-YEAR POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT AT IISWBM & CMI

1. GENERAL

- 1.1. The course of the study leading to the Post-graduate Diploma in MEDIA MANAGEMENT (PGDMM) of the University of Calcutta shall be conducted by IISWBM along with CMI.
- 1.2. The University shall lay down from time to time such subsidiary rules of admission, courses of study and methods of examination as may be deemed necessary for the maintenance of adequate standards of University Education.
- 1.3. The medium of instruction of the course shall be in English and the candidate shall have to answer the examination paper including admission test and all interviews in English only.

2. DURATION OF THE COURSE

- 2.1. For Full Time courses (Day Session):
 - 2.1.1. One full academic year, which will include theoretical papers, project and dissertation work, divided into two semesters.
 - 2.1.2. Classes will be held on weekdays (10.00 am – 6.00 pm).
- 2.2. The classes may be held both in day session and evening session depending on the availability of the resources.

3. ADMISSION

- 3.1. The minimum qualification for admission to the course is a Bachelor's Degree (10+2+3 system) in Arts / Science / Commerce / Business Administration / Mass Communication from any University recognized by U.G.C.
- 3.2. The last date for the receipt of applications, the last date for admission, the date of commencement of classes of the POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT (PGDMM) course shall be fixed each by the University/constituent colleges.
- 3.3. The candidates short-listed on the basis of certain cut-off marks shall be required to appear for a Group Discussion followed by a Personal Interview to be conducted by a Selection Committee consisting of:
 - 3.3.1. Any two (2) full time faculty members, Head of Media Management department at IISWBM and at least two (2) external experts nominated by CMI and approved by the Director, IISWBM.
 - 3.3.2. Each member present in the Selection Committee as stated in clause 3.3.1 will award marks to each candidate for Personal Interview separately. The final scores (GD & PI) will be computed on the basis of the average of the marks awarded by all the members present. Marks will be awarded on the basis of various criteria as set by the Selection Committee. The candidates will be selected from that list of final scores in order of merit.
- 3.4. Total Number of seats (excluding re-admission) for the course would be approved by competent authority as per Government rules and regulations.
- 3.5. After the selection for the admission to the course, the candidate shall, within the date fixed by the Media Management Department deposit the necessary fees prescribed for the purpose. If candidates fail to deposit the fees within the stipulated time, his/her selection shall automatically be cancelled. Such a candidate shall not be admitted to the course unless fresh order for selection is made or the competent authority grants an extension of the date of payment.
- 3.6. Admission to the POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT (PGDMM) course shall be only in the first semester.

4. COURSE OF STUDY

- 4.1. A candidate admitted to the POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT (PGDMM) course shall register himself/herself as a student of the University of Calcutta/constituent College as the case may be.
- 4.2. The course of study for the POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT (PGDMM) shall be a one (1) - year full time course divided into two (2) semesters.
- 4.3. Students admitted shall pursue the regular course of lectures, and other academic arrangements made for the one (1) - year academic term.
- 4.4. A student of the course shall not be permitted to seek admission concurrently in any other equivalent or higher degree course in any university.
- 4.5. A student shall be deemed to have pursued a regular course of study provided he/she has attended 75% of the lectures delivered in aggregate for each course of study. If he/she has attended 65% but less than 75% of the total lectures delivered of his/her course of study he/she would be treated as non-collegiate. Candidates attending less than 65% of total lectures delivered in a semester course of study will be treated as dis-collegiate.
- 4.6. The attendance of a candidate shall be counted from the date on which the respective classes begin, or from the date on which he/she is admitted, whichever is later.
- 4.7. The University shall have the power to condone a deficiency in attendance, as per rule.
- 4.8. A student who fails to pursue a regular course of study as stated in 4.5 to 4.7 may be allowed to take re-admission to the same course in the next year only. The re-admission fees to be decided by the respective department.
- 4.9. Syllabus in the Annexure 2 shall be amenable to changes, if so required, by the Departmental Committee, Board of Studies, Faculty Council and CMI from time to time.

5. EXAMINATIONS

- 5.1. Semester Examinations in the One-Year POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT (PGDMM) shall be held within six months in Kolkata and at such other places as shall be determined from time to time by the University. The date of commencement of the examination shall be duly notified.
- 5.2. A student will be allowed to appear in a semester examination only after he/she completes his/her regular POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT (PGDMM) course of study for that semester.
- 5.3. 20% marks in any theoretical paper in any semester will be based on internal assessment and 80% marks will be based on written examination/s.
- 5.4. 40% marks in any theoretical paper in any semester will be deemed as pass marks for that paper. A candidate who fails to secure 40% marks in any paper will be allowed to appear in that paper when the corresponding semester examination is held next. The candidate will be allowed two such consecutive chances for each paper.
- 5.5. Classes for the next semester course will start immediately as per notification by the concerned department.
- 5.6. Students shall have to specialize as applicable in a major group of special papers, offered in semesters I and II.
- 5.7. Semester (I + II) examinations will be held in 900 marks distributed in two semesters. 20% of marks in each theoretical paper will be reserved for internal assessment.
- 5.8. A candidate who fails in the viva voce examination/project/dissertation will have to reappear for the same when they are held next. The candidate will be given two such consecutive chances.
- 5.9. A student will be declared to have passed the examination on the basis of the results in semesters I & II examinations. The minimum qualifying marks for this will be 50% in aggregate and 40% in field study/project report and 40% in dissertation and 40% in viva-voce test taken separately.
- 5.10. Re-examination of only two papers per semester shall be allowed for the candidates appearing at a semester examination as a whole provided he/she has secured at least 50% marks in aggregate in the rest of the papers of that semester examination.

ANNEXURE 1

POST GRADUATE DIPLOMA IN MEDIA MANAGEMENT

- One (1) year Full-Time semester basis ~ Two (2) semesters
- 18 papers (Compulsory Common Papers: 8; Specialization Papers: 10)
- Full Marks in each paper – 50 (Internal-10 & Written Examination - 40)
- Duration for all Written Examinations will be 2 hours (120 minutes)
- Projects/Workshops/Assignments compulsory with all papers
- One month Industry Internship

PAPER DISTRIBUTION ACROSS SEMESTERS'

SEMESTER 1 PAPERS

COMMON PAPERS

- MM 101: Business Economics & Basic Accounting for Managers
- MM 102: Business Organisation & Management
- MM 103: Marketing Management
- MM 104: Brand Management
- MM 105: Media & Communication research Methodologies
- MM 106: Culture & Communication

SPECIALISATION PAPERS – INTEGRATED MARKETING COMMUNICATION

- IMC 101: Sales Management
- IMC 102: Introduction to Media
- IMC 103: Advertising Development

SPECIALISATION PAPERS – TELEVISION MANAGEMENT

- TVM 101: Business of Media
- TVM 102: Growth of Television Industry in India
- TVM 103: Television Content Development & Management

SEMESTER 2 PAPERS

COMMON PAPER

- MM 201: Events
- MM 202: Internship & Project writing

SPECIALISATION PAPERS – INTEGRATED MARKETING COMMUNICATION

- IMC 201: Public Relations
- IMC 202: Creative Development
- IMC 203: Brand & Account Planning
- IMC 204: Media Planning & Buying
- IMC 205: Rural Markets & Media
- IMC 206: New & Social Media
- IMC 207: Communication Sales

SPECIALISATION PAPERS – TELEVISION MANAGEMENT

- TVM 201: Television Production Management
- TVM 202: Television Production Technology
- TVM 203: Television Post - Production Technology
- TVM 204: Essentials of Television Management - GEC
- TVM 205: Essentials of Television Management – News & Others
- TVM 206: Television Planning and Buying
- TVM 207: Marketing & Managing Television