



Infront of M.P. State Shooting Academy, Bishankhedi, Bhopal,
Madhya Pradesh-462044

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माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय
Makhanlal Chaturvedi National University of Journalism & Communication

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M.B.A. (MEDIA BUSINESS MANAGEMENT)

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Master of Business Administration (Media Business Management) [MBA(MBM)]



Level – Postgraduate



Duration – 2 years (4 semesters)



Seats – 60



Eligibility Criteria

Graduate in any Discipline from a Recognized University with min 50% marks (45% for SC/ST and OBC).

About the Programme

This course is designed after assessing the future needs and trends to give an understanding of the Basic functions of Management, such as Financial management, Space selling, Marketing management, Business Operations, Human Resource Management and alike. After the course completion, the students may be placed in Media organizations at Managerial posts. Apart from these, they can start their own Media Business and become an Entrepreneur.

Course Objectives

- To inculcate among students overview of Media and introduce them to the environment of Media Industry and its Management.
- To provide an opportunity to enroll students to learn the advanced level of many processes involved in Media products and services and also various aspects of Business Management.
- To enable students with an understanding of various aspects of Entertainment, Advertising, E-commerce and Media Industries.

If you are interested in pursuing a career in the ever-dynamic Media Industry, to create innovative Digital concepts, and use skills and technology to help a company grow then this Programme is for you.

Career path you can choose after the course

- Media Strategist.
- Marketing Analyst.
- Marketing Manager.
- Media Manager.
- Media planning Manager.
- TV Producer.
- Digital Media Manager.
- Corporate Communication Manager.
- Public Relation Officer.



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2553523**Campus Address:** Infront
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Logo**

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