



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)  
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Course Code: BA (JMC) 302

Course Name: Media Management and Entrepreneurship

**Suggested Further Readings (Beyond Book)**

S. No.	Unit	Topic	Book/Resource
1.	Unit I	Ownership Patterns of Media Organisations	URL: <ul style="list-style-type: none"><li><a href="https://egyankosh.ac.in/bitstream/123456789/57029/3/Unit-11.pdf">https://egyankosh.ac.in/bitstream/123456789/57029/3/Unit-11.pdf</a></li></ul>
2.	Unit II	Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination	URL: <ul style="list-style-type: none"><li><a href="https://egyankosh.ac.in/bitstream/123456789/35874/5/Unit-1.pdf">https://egyankosh.ac.in/bitstream/123456789/35874/5/Unit-1.pdf</a></li></ul>
3.	Unit III	Human Resource Management: Roles and Responsibilities	URL <ul style="list-style-type: none"><li><a href="file:///C:/Users/jagriti/Desktop/hrm-basic-notes.pdf">file:///C:/Users/jagriti/Desktop/hrm-basic-notes.pdf</a></li></ul>
4.	Unit IV	Media Entrepreneurship and its Challenges	URL <ul style="list-style-type: none"><li><a href="file:///C:/Users/jagriti/Downloads/Unit-16%20(2).pdf">file:///C:/Users/jagriti/Downloads/Unit-16%20(2).pdf</a></li></ul>
5.	MOOC	Society and Media	By Dr. Durgesh Tripathi, GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY (GGSIPU), NEW DELHI URL: <ul style="list-style-type: none"><li><a href="http://swayam2.ac.in">Society and Media - Course (swayam2.ac.in)</a></li></ul>