



UNIVERSITI TEKNOLOGI MARA

BRO504: BROADCAST MANAGEMENT AND ENTREPRENEURSHIP

Course Name (English)	BROADCAST MANAGEMENT AND ENTREPRENEURSHIP APPROVED
Course Code	BRO504
MQF Credit	3
Course Description	This course is designed to provide students with detailed insights into the management aspects of electronic media, including leadership, ethics, business structures, personnel, marketing, sales and programming. Students will first be introduced to the historical development of management theories and practices. The topics examine the managerial functions, roles and skills in broadcast organisations. Further discussions include the management of marketing, sales and relationships with outside parties, such as programme suppliers, advertisers and the regulators. In other topics, students will examine the management functions of public relations, audience measurement and the roles of departments such as news, programming and human resource.
Transferable Skills	Able to work and in the media industries by relating the theories with practical work.
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation
CLO	CLO1 Explain the management principles of a broadcast organisation and the various electronic media operations. CLO2 Asses on how broadcast media set their organisational goals, allocate resources to achieve those goals, and market their products to intended audiences. CLO3 Propose viable entrepreneurial opportunity to new venture creation.
Pre-Requisite Courses	No course recommendations
Topics	
1. Broadcast Station Management 1.1) Introduction to broadcast management 1.2) Operations and structures of broadcast organisations	
2. Theories Of Management 2.1) The classical school of management 2.2) The human relations school of management	
3. Ethics Of Management 3.1) Ethical decision making in electronic media 3.2) Norms used in moral decision making	
4. Management And Organisational Strategies 4.1) Management skills, functions and roles	
5. Entrepreneurial Management 5.1) The nature and development of entrepreneurship 5.2) The managerial versus entrepreneurial decision making 5.3) Growth orientation and entrepreneurial culture	
6. Creativity, Innovation And The Business Opportunity 6.1) Methods for generating ideas 6.2) Innovation	
7. Public Broadcast Station Management 7.1) The structure of public broadcasting 7.2) Management tasks	

8. Management Of Marketing 8.1) Marketing strategies 8.2) Sales and promotion
9. Branding Approach 9.1) Brand building strategies 9.2) The role of rebranding
10. Audience And Audience Research 10.1) Audience research and analysis 10.2) From mass media to personalised media
11. The Role Of Public Relations In Broadcast Management 11.1) The importance of Public Relations 11.2) Maintaining and identity in the market
12. Programming Strategies 12.1) Radio programming 12.2) Television programming 12.3) Broadcast programming strategies
13. Management And Leadership 13.1) The relationship between management and leadership 13.2) Theories and models of leadership
14. Human Resource Management 14.1) Personnel management 14.2) Structure, communication and personnel

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO1
	Final Test	n/a	40%	CLO2
	Group Project	n/a	30%	CLO3
	Quiz	n/a	10%	CLO2
Reading List	Recommended Text	<ul style="list-style-type: none"> Albarran, A. B. 2013, <i>Management of Electronic and Digital Media</i>, Wadsworth Boston 		
	Reference Book Resources	<ul style="list-style-type: none"> Pringle, P. K., Starr. M. F. 2006, <i>Electronic Media Management</i>, Focal Press California Eastman, S.T., Klein, R. A., <i>Media Promotion and Marketing for Broadcasting</i>, Elsevier/Focal Press Amsterdam Hisrich, Robert D., Peters, Michael P. & Shepherd, D. 2013, <i>Entrepreneurship</i>, McGraw-Hill / Irwin New York UiTM Entrepreneurship Study Group 2004, <i>Fundamentals of Entrepreneurship</i>, Pearson-Prentice Hall Sdn. Bhd Petaling Jaya Price, G. 2009, <i>Broadcast Management: A Handbook for Asian Broadcaster</i>, Asia-Pacific Institute for Broadcasting Development Kuala Lumpur Silcock, B. W., Heider, D., Rogus, M. T. 2009, <i>Managing Television News: A Handbook for Ethical and Effective Producing</i>, Routledge New Jersey Eastman, S. T., Ferguson, D. A. 2012, <i>Media Programming: Strategies and Practices</i> (, Boston Wadsworth 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			