

1

Course Outline

**GOOD
MANAGEMENT
PRACTICES**



MODULE NAME: NEWS MEDIA MANAGEMENT
MODULE CODE: JST 06102



MODULE OBJECTIVE

- ▶ To enable student know about the basic of management
- ▶ To give student capability of leading, supervising and managing organization
- ▶ To make students be competent and competitors managers in media industry

MODULE DESCRIPTION

- ❖ Concept of News media management
- ❖ Description of characteristics of news media management and its importance.
- ❖ Functions and levels of management
- ❖ Skills and roles of managers/management
- ❖ Explanation of theories of management
- ❖ Concept of conflict
- ❖ How to manage and resolve conflict





LEARNING CONTEXT

- ▶ **Assignments**
- ▶ **Group work**
- ▶ **Individual works**
- ▶ **Seminar**
- ▶ **Group discussion**

LEARNING MATERIALS

❖ TEST BOOKS

❖ HANDOUTS

❖ ICT LAB



INTEGRATED METHODS OF ASSESSMENT

CONTINUOUS ASSESSMENT 60%

- Continuous assessment aim to reinforce learning process by involving the participation of learners to solve the given questions or problems which require decision making. This done through tests, group works practical etc.
- Learners must obtain not less than 30% out of 60% to sit for the end of module examination.

END OF MODULE EXAMINATION 40%

- This examination is conducted for two(2) hours with supervision condition
- Learners must obtain not less than 20% out of 40% to continue with another semester

THANKS!

Any questions?

