



**JINDAL GLOBAL
BUSINESS SCHOOL**
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



O.P. Jindal Global University
A Private University Promoting Public Service
NAAC Accreditation - 'A' Grade

Jindal Global Business School
Course Outline

Course Title	Understanding the OTT and the Online Music Industry: A Social Network Perspective
Core or Elective	Elective
Program and Batch	BBA 2023/BBA-BA 2023/BBA-FM 2023/ BBA-FB 2023
Semester & Academic Year	Fall 2026
Credits	3
Discipline/Area	Information Systems & Analytics
Name of the Faculty Member/Course Instructor	Prof. Sanlap Acharya
Contact Details of the Faculty Member	Prof. Sanlap Acharya sacharya@jgu.edu.in
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Faculty Member's Open Office Day/s & Time	Tuesday 2 pm to 4 pm

Introduction to the Course

This elective course focuses on both theoretical understanding and practical knowledge of the context and applications for network analysis. In addition, the course aims to familiarize students to work with UCINET/Gephi, a software designed for network analysis. It provides an opportunity for students to discuss, map and solve concrete managerial and consulting problems using network theories mainly focusing on the two distinct industries in the entertainment sector that are booming currently – the OTT, and the online music industry. The course begins with a general introduction to community theories, followed by a practical discussion of network data, and mathematical representation of data to aid visualization. We then take up the description of structural properties, such as centrality, cohesion, and density of the network.

Course Learning Objectives

At the end of the course the students should be able to

1. CLO1 – understand fundamental concepts and theories about networks
2. CLO2 – design and execute a network analysis project in a systematic way
3. CLO3 – understand the operations of online media or content creation
4. CLO4 – understand the OTT and the online music industry through the lens of social networks

Program Competency Goals – BBA

BBA Programme Competency Goals (PCGs)		BBA Programme Learning Objectives (PLOs)	
		Students will be able to	
1	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues	
		2. Understand global business issues	
		3. Demonstrate sensitivity towards ethical issues	
		4. Demonstrate sensitivity towards social issues	
2	Effective communication: Ability to effectively exchange ideas and information	5. Present their ideas with clarity	
		6. Write in a coherent manner	
		7. Use technology for communication	
3	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	8. Identify main issues of business problems	
		9. Examine information from different sources	
		10. Draw inferences from analysis	
4	Teamwork: Ability to work and contribute effectively in group -settings	11. Understand the factors to work effectively in groups	
		12. Contribute effectively in groups	

PLO-PCG Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10	PCG1, PCG2, PCG3	A1, A2, A3, A4

Evaluation Schema

The course grade will be determined on the basis of

Assessment Task	Weightage	Nature	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
A2: Presentation	40%	Group	Week 10	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10, PLO11, PLO12
A3: Assignment	20%	Individual	Week 8	PLO1, PLO2, PLO5, PLO6, PLO7, PLO8, PLO9, PLO10
A4: In-class end-term (1.5 hours – subjective offline) Examination	30%	Individual	Week 15	PLO1, PLO2, PLO5, PLO6, PLO7, PLO8, PLO9, PLO10

Description of Assessments:

A1: Class participation: The purpose of the component is to encourage students to take advantage of the industry interface being provided by the GLs, participate in the case discussions, and delve deeper into the topic by going beyond what is covered in the session. The idea is to have a 'practice' focused assessment in addition to the 'theoretical' assessments. Class participation, in general, has a 7.5% weightage, and participation in the GLs has a 2.5% weightage.

A2: Presentation: Students will be distributed into different groups. They will have to put themselves in the shoes of an OTT platform and will try to solve the business problem they will be given in the form of a PowerPoint presentation. They will be assessed in the light of the following rubrics:

Criteria	(35-40) – Outstanding	(30-35) – Proficient	(25-30) – Basic	25 (or lower) - Below Expectations
Adherence to the concepts discussed in class	The concepts are well represented and are clear, clean, concise, and captivating.	Concepts are apparent; opportunity exists for further enhancement.	Multiple aspects of the concepts are missing	Significant or complete disregard for the concepts discussed in class
Sufficiency of real life examples and linkage with the matter	There are sufficient real life examples supporting the arguments presented and are properly linked to the matter discussed in the assignment	Sufficient real life examples are presented but there is room for improvement in the subject of linkage with the matter discussed	Sufficient real life examples are presented but there is no linkage with the matter discussed	No real life examples cited and no linkage with the matter is discussed
Overall effectiveness of communication	The presentation is delivered in a convincing way that	Delivery provides a strong argument and is well	The presentation leaves concerns or lingering lack of	The presentation results in confusion and low level of

Criteria	(35-40) – Outstanding	(30-35) – Proficient	(25-30) – Basic	25 (or lower) - Below Expectations
n and presentation	demonstrates confidence, competency, and thoroughness.	supported; minor details should be vetted and affirmed.	clarity. Work required to review and confirm.	confidence in understanding, requiring a significant or complete re-do.

A3: Assignment: The assignment will be in-class work where the students will be given a potential OTT problem. They will have to submit write-ups where they would give the potential solutions to the problem that has been discussed inside the class. The students will be evaluated based on their analytical and conceptual skills.

A4: In-class end-term exam: The end-term examination will evaluate the students' critical thinking of the discussed concepts and their applications in various business domains. The end term examination will be of **30 marks of 1.5 hours duration**, close book offline examination having non-MCQ questions. This will be an invigilated exam according to the mode, modalities and process as decided by CoE.

Teaching Method

The course will be a judicious mix of lectures, cases, and class discussions. The use of short case studies and examples during the lecture will help the students understand the concepts and apply them to real business situations, especially in the entertainment industry.

Reference Book / Course Package / Other Readings

1. Borgatti, S.P., Everett, M.G., & Johnson, J.C. Analyzing Social Networks. Sage.
2. Cunningham, S., & Craig, D. Social Media Entertainment. NYU Press.

Session Plan

Session Details	Topics	PLOs Covered
Session 1	Introduction to Social Networks	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Understanding what constitutes of a social network, identifying and describing different levels of analysis, formulating problems in terms of network variables.	
Subtopics to be covered	Fundamentals of social networks	
Readings	Reference Book 1: Chapter 1	
Case Title & Number	N/A	
Pedagogy	Lecture-based	
Session 2	Mathematical background of Social Networks	PLO1, PLO2, PLO5, PLO7,
Objective of the session	Representing networks in graph-theoretic language, identifying	

	paths, walks, trails, and components, formulating networks in matrix terms, computing and interpreting multiplication of adjacency matrices.	PLO8, PLO10	PLO9,
Subtopics to be covered	Basic graph theory		
Readings	Reference Book 1: Chapter 2		
Case Title & Number	N/A		
Pedagogy	Lecture-based		
Session 3	Designing of Questions in Networks	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Objective of the session	Designing effective and reliable network research projects		
Subtopics to be covered	Social Network Research Topics		
Readings	Reference Book 1: Chapter 3		
Case Title & Number	N/A		
Pedagogy	Lecture-based		
Session 4	Designing of Questions in Networks (contd.)	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Objective of the session	Identifying sources and boundaries of network data, understanding and minimizing the data error		
Subtopics to be covered	Data on Social Networks		
Readings	Reference Book 1: Chapter 3		
Case Title & Number	N/A		
Pedagogy	Lecture-based		
Session 5	Data Collection and Management	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Objective of the session	Identifying sources of network data, designing effective network questionnaires, mining archival and electronic sources for network data		
Subtopics to be covered	Process of Social Network Data Collection		
Readings	Reference Book 1: Chapter 4		
Case Title & Number	N/A		
Pedagogy	Lecture-based		
Session 6	Data Collection and Management (contd.)	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Objective of the session	Configuring network and attributing data for standard software packages, applying elementary transformations to matrix data, extracting and reconfiguring network and attribute data.		
Subtopics to be covered	Running Social Network Data on Tools		
Readings	Reference Book 1: Chapter 4		
Case Title & Number	N/A		
Pedagogy	Lecture-based and Hands-on		
Session 7	Experiential Learning-1	PLO1, PLO5, PLO8,	PLO2, PLO7, PLO9,
Objective of the session	Understanding the fundamentals of social networks through group activity		

Subtopics to be covered	Fundamentals of social networks	PLO10, PLO11
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	Group activity	
Session 8		
Session 8	Guest lecture - 1	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Speaker – Dr. Amitava Ghosh, Senior Engagement Manager, Cognizant	
Subtopics to be covered	N/A	
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	N/A	
Session 9		
Session 9	Network Visualization and Analysis	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Representing one- and two-mode data in a two-dimensional setup, clustering data into groups using hierarchical clustering, correctly interpreting the information in the clusters and maps	
Subtopics to be covered	Network Analysis	
Readings	Reference Book 1: Chapter 7	
Case Title & Number	N/A	
Pedagogy	Lecture-based	
Session 10		
Session 10	Network Visualization and Analysis (contd.)	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Visualizing Networks with or without node attributes in a meaningful way, embedding edge characteristics in network diagrams, representing network change over time graphically	
Subtopics to be covered	Network Visualization and Interpretation	
Readings	Reference Book 1: Chapter 7	
Case Title & Number	N/A	
Pedagogy	Lecture-based	
Session 11		
Session 11	Testing Hypotheses	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Comprehending the reasons for, and using, permutation tests, formulating testable hypotheses at the dyadic, monadic, and whole-network level, understanding when SIENA and exponential random graph models may be accurate.	
Subtopics to be covered	Formulation of arguments and hypothesis testing	
Readings	Reference Book 1: Chapter 8	
Case Title & Number	N/A	
Pedagogy	Lecture-based	
Session 12		
Session 12	Characterizing Whole Networks	

Objective of the session	Calculating and interpreting cohesion measures in a whole network, undertaking a triad census, computing and evaluating measures of transitivity, reciprocity and clustering	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Subtopics to be covered	Fundamentals of whole networks		
Readings	Reference Book 1: Chapter 9		
Case Title & Number	N/A		
Pedagogy	Lecture and Demo		
Session 13	Centrality	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Objective of the session	Applying centrality measures appropriately, interpreting the results of a centrality analysis on undirected, directed, and valued data, understanding the limitations and constraints of the standard centrality measures		
Subtopics to be covered	Centralities and their characteristics		
Readings	Reference Book 1: Chapter 10		
Case Title & Number	N/A		
Pedagogy	Lecture-based		
Session 14	Centrality (contd.)		
Objective of the session	Applying centrality measures appropriately, interpreting the results of a centrality analysis on undirected, directed, and valued data, understanding the limitations and constraints of the standard centrality measures		
Subtopics to be covered	Centralities and their limitations		
Readings	Reference Book 1: Chapter 10		
Case Title & Number	N/A		
Pedagogy	Lecture-based		
Session 15	Subgroups	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Objective of the session	Understanding the similarities and differences of the main approaches in detecting cohesive subgroups, performing a cohesive subgroup analysis on a variety of types of network		
Subtopics to be covered	Fundamentals of Subgroups		
Readings	Reference Book 1: Chapter 11		
Case Title & Number	N/A		
Pedagogy	Lecture-based and Hands-on		
Session 16	Large Networks	PLO1, PLO5, PLO8, PLO10	PLO2, PLO7, PLO9,
Objective of the session	Understanding the challenges of dealing with large networks		
Subtopics to be covered	Challenges of Large Networks		
Readings	Reference Book 1: Chapter 14		
Case Title & Number	N/A		
Pedagogy	Lecture-based		

Session 17	Ego Networks	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Collecting ego-network data and analyzing ego-networks	
Subtopics to be covered	Ego-network Analysis	
Readings	Reference Book 1: Chapter 15	
Case Title & Number	N/A	
Pedagogy	Lecture-based	
Session 18	Online Media and Social Networks	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Discussing different online content delivery platforms and try to find out in which they are percolated within the networks	
Subtopics to be covered	Content on OTT Platforms and the Music Platforms	
Readings	Reference Book 2: Chapter 1	
Case Title & Number	N/A	
Pedagogy	Lecture and Discussion	
Session 19	Experiential Learning - 2	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10, PLO11
Objective of the session	Understanding different OTT Platforms through Role-Play	
Subtopics to be covered	Business models in online media	
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	Role-Play	
Session 20	Guest lecture - 2	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Speaker	Mr. Aritra Banerjee – Founder, Aritra's Gyan	
Subtopics to be covered	N/A	
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	N/A	
Session 21	Platform Strategy	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Analyzing how content delivery has evolved with time	
Subtopics to be covered	Strategies implemented by Netflix, Prime Video, Spotify, etc.	
Readings	Reference Book 2: Chapter 2	
Case Title & Number	N/A	
Pedagogy	Lecture and Discussion	
Session 22	Social Media Entertainment Intermediaries	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Understanding the revenue models implemented by different content delivery platforms	
Subtopics to be covered	Revenue Models in OTT and Music Industries	

Readings	Reference Book 2: Chapter 3		
Case Title & Number	N/A		
Pedagogy	Lecture and Discussion		
Session 23	Social Media Entertainment Intermediaries	PLO1,	PLO2,
Objective of the session	Understanding the revenue models implemented by different content delivery platforms	PLO5,	PLO7,
Subtopics to be covered	Revenue Models in OTT and Music Industries	PLO8,	PLO9,
Readings	Reference Book 2: Chapter 3	PLO10	
Case Title & Number	N/A		
Pedagogy	Lecture and Discussion		
Session 24	Community, Recommendations and Brand Recognition	PLO1,	PLO2,
Objective of the session	Understanding how content gets diffused within a community through recommendations and finally brand value is formed within a community for a platform	PLO5,	PLO7,
Subtopics to be covered	Online Community Behaviour	PLO8,	PLO9,
Readings	Reference Book 2: Chapter 4	PLO10	
Case Title & Number	N/A		
Pedagogy	Lecture and Discussion		
Session 25	Community, Recommendations and Brand Recognition	PLO1,	PLO2,
Objective of the session	Understanding how content gets diffused within a community through recommendations and finally brand value is formed within a community for a platform	PLO5,	PLO7,
Subtopics to be covered	Credible recommenders in a community	PLO8,	PLO9,
Readings	Reference Book 2: Chapter 4	PLO10	
Case Title & Number	N/A		
Pedagogy	Lecture and Discussion		
Session 26	Experiential Learning – 3 (Presentation)	PLO1,	PLO2,
Objective of the session	Presenting different ideas of OTT content in groups	PLO5,	PLO7,
Subtopics to be covered	Business models of OTT	PLO8,	PLO9,
Readings	N/A	PLO10,	PLO11,
Case Title & Number	N/A	PLO12	
Pedagogy	Group Presentation		
Session 27	Cultural Politics of Social Media Entertainment	PLO1,	PLO2,
Objective of the session	Understanding the dark sides of Social Media Entertainment when it comes to the cultural politics	PLO5,	PLO7,
Subtopics to be covered	Ethics and Entertainment Industry	PLO8,	PLO9,
Readings	Reference Book 2: Chapter 5	PLO10	
Case Title & Number	N/A		

Pedagogy	Lecture and Discussion	
Session 28	Cultural Politics of Social Media Entertainment	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10
Objective of the session	Understanding the dark sides of Social Media Entertainment when it comes to the cultural politics and the impact that community behaviour has on it	
Subtopics to be covered	Impact on the community behaviour on ethics in the Entertainment Industry	
Readings	Reference Book 2: Chapter 5	
Case Title & Number	N/A	
Pedagogy	Lecture and Discussion	
Session 29	Experiential Learning – 4 (Presentation)	PLO1, PLO2, PLO5, PLO7, PLO8, PLO9, PLO10, PLO11, PLO12
Objective of the session	Presenting different ideas of OTT content in groups	
Subtopics to be covered	Business models of OTT	
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	Group Presentation	
Session 30	Reading & Revision Week/ Examination Week	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

Disclaimer: This course outline including assessments, mode, nature and weightage of assessments, sessions, sequence of sessions and/or readings may be revised during the semester if such need arises.