


Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore												
Choice Based Credit System (CBCS) Scheme												
B.A.+M.A.(Journalism and Mass Communication)												
Dual Degree Program 2018-23												
IV - SEMESTER												
S. No.	Subject Code	Name of Subject	Teaching Scheme/week			Examination Scheme					Total Marks	CREDITS
			L	T	P	Theory			Practical			
						End Sem University Exam	Two Term Exam	Teachers Assessment*	End Sem University Exam	Teachers Assessment*		
1	JMCB401	Media Management	4	1	0	60	20	20	0	0	100	5
2	JMCB402	Digital and Social Media	4	0	0	60	20	20	0	0	100	4
3	JMCB403	Advertising	4	1	0	60	20	20	0	0	100	5
4	JMCB404	Media Law and Ethics	4	0	0	60	20	20	0	0	100	4
5	JMCB405	Corporate Communication	4	0	0	60	20	20	0	0	100	4
6	JMCB406	Comprehansive Viva	0	0	0	0	0	0	30	20	50	2
TOTAL			20	2	0	300	100	100	0	0	500	24

*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation In Class, given that no component shall exceed more than 10 marks.


 Chairperson
 Board of Studies
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore


 Registrar
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore