

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A.+M.A.(Journalism and Mass Communication)

Dual Degree Program 2020-2025

IV - SEMESTER

S. No.	Subject Code	Course Name	Teaching Scheme/week				Examination Scheme					Total Marks
			L	T	P	CREDITS	Theory			Practical		
							End Sem University Exam	Two Term Exam	Teachers Assessment*	End Sem University Exam	Teachers Assessment*	
1	JMCB401	Media Industry Management	5	0	0	5	60	20	20	0	0	100
2	JMCB402	Electronic News Production	4	0	2	5	60	20	20	0	0	100
3	JMCB403	Advertising	5	0	0	5	60	20	20	0	0	100
4	JMCB404	Media Law and Ethics	4	0	0	4	60	20	20	0	0	100
5	JMCB405	Field Study and Seminar	4	0	2	5	0	0	0	60	40	100
6	JMCB406	Comprehensive Viva Voce	0	0	0	2	0	0	0	60	40	100
Total			22	0	2	26	240	80	80	120	80	600

***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