



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA (ADVERTISING AND PUBLIC RELATIONS) PROGRAM

Semester I

TEACHING & EVALUATION SCHEME								
THEORY			PRACTICAL					
End Sem Exam	Two Term Exam	Teacher Assessment	End Sem University Exam	Teacher Assessment	L	T	P	Credit
60	20	20	-	-	4	-		4

Legends: Th =Theory, L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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

MBAI101 Principles and Practice of Management

MMM102 Electronic Media and Society

MMM103 Fundamentals of Communication and Media

MBAI104 Organizational Behavior

MBAI102 Marketing Management

MMM106 Graphics and Animation

MBAAPR107 Comprehensive Viva

Chairperson
Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Registrar

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore