



## Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

### MBA (ADVERTISING AND PUBLIC RELATIONS) PROGRAM

#### Semester IV

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.

MBAI 401C Strategic Management

MBAI402C Supply Chain Management

MBAAPR402 Commercial Designing

MMM402 Broadcast Journalism

MMM403 Public Relation & Corporate Communication

MMM405 Event Management

MBAAPR 407 Major Research Project

MBAAPR 408 Comprehensive Viva

Chairperson  
Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

Registrar

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore