



## Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

### MBA (MEDIA MANAGEMENT) PROGRAM

#### Semester II

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.

MMM201 Audio Production Management

MMM202Media Law (Cyber Laws and IPR)


MMM203 Media Research Planning

MBAI201 Financial Management

MMM205 Video Editing and Compositing

MMM206 Writing for Electronic Media

MMM207Comprehensive Viva

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore