



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA (MEDIA MANAGEMENT) 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.

MBAI401C Strategic Management

MBAI402C Supply Chain Management

MMM402 Broadcast Journalism

MMM403 Public Relation & Corporate Communication

MMM404 Direction and Production for TV

MMM405 Event Management

MMM406 Media Research Project

MMM407 Comprehensive Viva

Chairperson

Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Registrar

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore