

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Choice Based Credit System (CBCS) Scheme

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

Dual Degree Program 2017-22

IV - SEMESTER


S. No.	Subject Code	Name of Subject	Course Code	Teaching Scheme/week			Examination Scheme					Total Marks	CREDITS
				L	T	P	Theory			Practical			
							End Sem University Exam	Two Term Exam	Teachers Assessment*	End Sem University Exam	Teachers Assessment*		
1	JMCB401	Media Management		4	1	0	60	20	20	0	0	100	5
2	JMCB402	Digital and social media		4	1	0	60	20	20	0	0	100	5
3	JMCB403	Advertising		4	1	0	60	20	20	0	0	100	5
4	JMCB404	Photo Journalism / Professional Photography		4	0	2	60	20	20	0	50	150	5
5	JMCB405	Field Study and Seminar		0	0	8	0	0	0	60	40	100	4
TOTAL				16	3	10	240	80	80	60	90	550	24

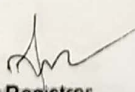
*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

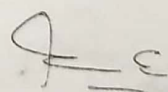
Optional Subject- JMCB404

1- Photo Journalism

2- Professional Photography


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore


Joint Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Head of Department
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore