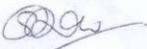


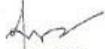
Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore												
Choice Based Credit System (CBCS) Scheme												
B.A.+M.A.(Journalism and Mass Communication)												
Dual Degree Program 2017-22												
III - SEMESTER												
S. No.	Subject Code	Name of Subject	Teaching Scheme/week			Examination 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	JMCB301	Indian Constitution,politics and International relations	4	1	0	60	20	20	0	0	100	5
2	JMCB302	Television Production	4	1	2	60	20	20	0	50	150	6
3	BBA I 304	Marketing Management	4	0	0	60	20	20	0	0	100	4
4	JMCB304	Public Relations / Basics of Camera, Light and Sound	4	1	0	60	20	20	0	0	100	5
5	ML301	Environment and Energy studies	4	0	0	60	20	20	0	0	100	4
<b>TOTAL</b>			<b>20</b>	<b>3</b>	<b>2</b>	<b>300</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>50</b>	<b>550</b>	<b>24</b>
*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.												

Optional Paper- JMCB304

1- Public relations

2- Basics of Camera, Light and Sound

  
 Chairperson  
 Board of Studies  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore

  
 Joint Registrar  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore