


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	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.