

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Choice Based Credit System (CBCS) Scheme

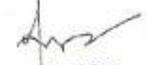
B.A.+M.A.(Journalism and Mass Communication)

Dual Degree Program

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	JMCPG 301	Public Relation	4	1	0	60	20	20	0	0	100	5
2	JMCPG 302	Media Research	4	1	2	60	20	20	0	50	150	6
3	MBAI 301	Human Values and Professional Ethics	4	0	0	60	20	20	0	0	100	4
4	JMCPG 303	Audio-Visual Production	4	0	2	60	20	20	0	50	150	5
5	JMCPG304	Film Studies	3	0	2	60	20	20	0	50	150	4
6	JMCPG305	Practicals in Advertising &PR	0	0	4	0	0	0	30	20	50	2
7	JMCPG306	Summer Internship	0	0	0	0	0	0	30	20	50	2
TOTAL			19	2	10	300	100	100	60	190	750	28

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


Chairperson
Board of Studies
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore.


Joint Registrar
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore.