

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Choice Based Credit System (CBCS) Scheme

### BA (Journalism and Mass Communication)


#### IV - SEMESTER

Sl. No.	Subject Code	Name of Subject	Teaching			Examination Scheme					Total Marks	CREDIT
			L	T	P	Theory			Practical			
						End Sem University Exam	Two Term Exam	Teachers Assess	End Sem	Teachers Assess		
1	JMC-B-401	Media Management	4	1	0	60	20	20	0	0	100	5
2	JMC-B-402	Web Journalism	4	1	0	60	20	20	0	0	100	5
3	JMC-B-403	Advertising	4	1	0	60	20	20	0	0	100	5
4	JMC-B-404	Photo Journalism or Professional	4	1	0	60	20	20	0	0	100	5
5	JMC-B-405	Field Study and	0	0	8	0	0	0	0	0	100	4
<b>TOTAL</b>			<b>16</b>	<b>4</b>	<b>8</b>	<b>240</b>	<b>80</b>	<b>80</b>	<b>0</b>	<b>0</b>	<b>500</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- JMC-B-404

- 1.PhotoJournalism
- 2.Professional Photography

  
**Chairperson**  
 Board of Studies  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore.

  
**Joint Registrar**  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore.