

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Choice Based Credit System (CBCS) Scheme

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

Dual Degree Program

V - 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	JMCB501	Principles of Layout and Designing	3	0	2	60	20	20	0	0	100	4
2	JMCB502	Event Management	4	1	0	60	20	20	0	0	100	5
3	JMCB503	Film Studies / Corporate Communication	4	1	0	60	20	20	0	0	100	5
4	BBAI501	Human Values and Professional Ethics	4	0	0	60	20	20	0	0	100	4
5	JMCB504	Communication Research	4	0	0	60	20	20	0	0	100	4
6	JMCB505	Summer Internship	0	0	0	0	0	0	30	20	50	2
TOTAL			19	2	2	0	100	100	30	20	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-JMCB503

1- Film Studies

2- Corporate Communication

