





**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**Shri Vaishnav Institute of Journalism and Mass Communication**  
**Choice Based Credit System (CBCS) Scheme in the light of NEP-2020**  
**B.A. JMC Batch (2022-25)**


**SEMESTER - IV**


S. No.	CATEGORY	COURSE CODE	COURSE NAME	EXAMINATION SCHEME					TEACHING SCHEME/WEEK			CREDITS	TOTAL MARKS
				THEORY			PRACTICAL		L	T	P		
				End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam (60%)	Teachers Assessment* (40%)					
1	Major I	JMCUG 401	Electronic News Production	60	20	20	30	20	2	0	2	3	150
2	Minor I	JMCUG 402	Media Industry Management	60	20	20	0	0	3	0	0	3	100
3	Major II	JMCUG 403	Advertising	60	20	20	0	0	3	0	0	3	100
4	Minor II	JMCUG 404	Media Law and Ethics	60	20	20	0	0	3	0	0	3	100
5	SEC	VC	Vocational Course	Scheme will be as per the syllabus of the respective Vocational Course					0	2	4	4	100
6	GEC	GE	Generic Electives	Scheme will be as per the syllabus of the respective Generic Elective Subject								4	100
<b>TOTAL</b>												<b>20</b>	<b>650</b>



Legends: L - Lecture ; T - Tutorial/Teacher Guided Student Activity ; P - Practical

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

  
**Chairperson**  
**Faculty of Studies**  
**Shri Vaishnav**  
**Vidyapeeth**  
**Vishwavidyalaya**  
**Indore**

  
**Controller of**  
**Examinations**  
**Shri Vaishnav**  
**Vidyapeeth**  
**Vishwavidyalaya**  
**Indore**

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

  
  
**29/2/2024**  
**Vice Chancellor**  
**Shri Vaishnav**  
**Vidyapeeth**  
**Vishwavidyalaya**  
**Indore**