

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav School of Management
MBA (Advertising and Public Relations)
Choice Based Credit System (CBCS) (2022-2024)


SEMESTER - I


S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			CREDITS	TOTAL MARKS
			THEORY			PRACTICAL		Th	T	P		
			End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam (60%)	Teachers Assessment* (40%)					
1	MBAI101	Principles and Practice of Management	60	20	20	0	0	3	0	0	3	100
2	MBAI102	Marketing Management	60	20	20	0	0	3	0	0	3	100
3	MMMI02	Electronic Media and Society	60	20	20	0	0	3	0	0	3	100
4	MBAI104	Organizational Behavior	60	20	20	0	0	3	0	0	3	100
5	MBAI105	Business Communication	60	20	20	0	0	3	0	0	3	100
6	MMMI06	Graphics and Animation	60	20	20	0	0	3	0	0	3	100
7	MBAI107	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	50	0	18	0	0	20	650

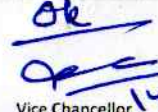
*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examinations
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore
14/9/22