


**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**Shri Vaishnav School of Management**  
**MBA (Media Management)**  
**Choice Based Credit System (CBCS) (2022-2024)**

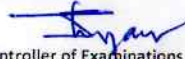
**SEMESTER - I**


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	MBA1101	Principles and Practice of Management	60	20	20	0	0	3	0	0	3	100
2	MBA1102	Marketing Management	60	20	20	0	0	3	0	0	3	100
3	MMM102	Electronic Media and Society	60	20	20	0	0	3	0	0	3	100
4	MBA1104	Organizational Behavior	60	20	20	0	0	3	0	0	3	100
5	MBA1105	Business Communication	60	20	20	0	0	3	0	0	3	100
6	MMM106	Graphics and Animation	60	20	20	0	0	3	0	0	3	100
7	MBA1107	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	50	0	18	0	0	20	650

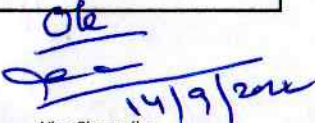
\*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

  
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  
14/9/2022