


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


SEMESTER - III

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	MBAI301C	Advanced Human Values and Professional Ethics	60	20	20	0	0	3	0	0	3	100
2	MBAI302C	Project Management	60	20	20	0	0	3	0	0	3	100
3		Major Specialization (Elective 1)	60	20	20	0	0	3	0	0	3	100
4		Major Specialization (Elective 2)	60	20	20	0	0	3	0	0	3	100
5		Major Specialization (Elective 3)	60	20	20	0	0	3	0	0	3	100
6		Major Specialization (Elective 4)	60	20	20	0	0	3	0	0	3	100
7	MBAI307	Summer Internship Project (4- week)	0	0	0	60	40	0	0	0	4	100
8		Generic Elective-II	60	20	20	0	0	3	0	0	3	100
9	MBAI308	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			420	140	140	110	40	21	0	0	27	850

*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

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
MBA(Media Management) Scheme w.e.f. 2021

LIST OF ELECTIVES

Semester III		Semester IV	
✓ MMM302	Media Planning	MMM402	Broadcast Journalism
✓ MBAIEM307	Advertising Management	MMM403	Public Relations and Corporate Communication
✓ MMM303	New Media and Digital Marketing	MMM404	Direction and Production
✓ MMM304	Media Production	MMM405	Event Management
MMM305	Entrepreneurship	MMM406	Videography and Studio Practices
MMM306	Broadcast Technology Management	MMM407	Film Studies

