

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

**SEMESTER - IV**

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		Major Specialization (Elective 1)	60	20	20	0	0	3	0	0	3	100
2		Major Specialization (Elective 2)	60	20	20	0	0	3	0	0	3	100
3		Major Specialization (Elective 3)	60	20	20	0	0	3	0	0	3	100
4		Major Specialization (Elective 4)	60	20	20	0	0	3	0	0	3	100
5	MBAI407	Major Research Project	0	0	0	60	40	0	0	0	4	100
6		Generic Elective-III	60	20	20	0	0	3	0	0	3	100
7	MBAI408	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
8		MOOCs	0	0	0	50	0	0	0	0	2	50
			300	100	100	160	40	15	0	0	23	700

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

\*\*MRP Viva- External (30 Marks); Guide (20 Marks); Report (10 Marks) Jointly by External and Guide

\*\*\* MRP Internal - Synopsis Presentation (20 Marks); Mid-Sem Presentation (20 Marks)

\*MOOCs Online/Offline Certification Course (Min. 10 Hrs) of 2 CREDITS (50 Marks) to be done/completed in the duration of whole MBA Program.



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