

Shri Vaishnav Vidyapeeth Vishwavidyalaya
MBA(ADVERTISING AND PUBLIC RELATIONS)
Choice Based Credit System (CBCS)

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	MBAI401C	Strategic Management	60	20	20	0	0	4	0	0	4	100
2	MBAI402C	Supply Chain Management	60	20	20	0	0	4	0	0	4	100
3	MBAAPR402	Commercial Designing	60	20	20	0	0	4	0	0	4	100
4	MMM402	Broadcast Journalism	60	20	20	0	0	4	0	0	4	100
5	MMM403	Public Relations & Corporate Communication	60	20	20	0	0	4	0	0	4	100
6	MMM405	Event Management	60	20	20	0	0	4	0	0	4	100
7	MBAAPR407	Major Research Project	0	0	0	60	40	0	0	0	4	100
8	MBAAPR 408	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	110	40	24	0	0	30	750

* 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); Internal {Guide} (20 Marks); Report (10 Marks) Jointly by External and Guide

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