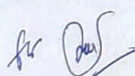
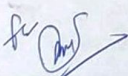



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore												
Choice Based Credit System (CBCS) in Light of NEP-2020												
M.A. (Journalism and Mass Communication) 2021-2023												
II Semester												
S. No.	Subject Code	Name of Subject	Teaching Scheme/week				Examination Scheme					Total Marks
			L	T	P	Credits	Theory			Practical		
							End Sem University Exam	Two Term Exam	Teachers Assessment*	End Sem University Exam	Teachers Assessment*	
1	JMCPG 201	Advertising	3	0	0	3	60	20	20	0	0	100
2	JMCPG 202	International Communication	3	0	0	3	60	20	20	0	0	100
3	JMCPG203	Media Planning & Management	3	0	0	3	60	20	20	0	0	100
4	JMCPG204	Radio Production	2	0	2	3	60	20	20	30	20	150
5	JMCPG205 DSE - 1**	Photography	2	0	2	3	60	20	20	30	20	150
	JMCPG205 DSE - 2**	Film Appreciation										
6	JMCPG206	Field study and seminar	0	0	4	2	0	0	0	60	40	100
7	JMCPG207	Comprehensive Viva Voce	0	0	0	2	0	0	0	30	20	50
8.		Generic Elective	3	0	0	3	60	20	20	0	0	100
<b>TOTAL</b>			<b>16</b>	<b>0</b>	<b>4</b>	<b>22</b>	<b>360</b>	<b>120</b>	<b>120</b>	<b>150</b>	<b>100</b>	<b>850</b>


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

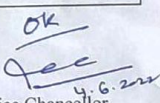
\*\* Discipline Specific Elective Subject

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya  
Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya,  
Indore

  
Controller of  
Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya,  
Indore

  
Registrar  
Shri Vaishnav  
Vidyapeeth  
Vishwavidyalaya,  
Indore

  
Vice Chancellor  
Shri Vaishnav  
Vidyapeeth  
Vishwavidyalaya  
Indore  
4.6.2023