

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

M.A.(Journalism and Mass Communication)

DualDegreeProgram2020-22

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	JMCPG301	Tools and Techniques of Public Relation	5	0	0	5	60	20	20	0	0	100
2	JMCPG302	Media Research	5	0	0	5	60	20	20	0	0	100
3	MBAI301	Advanced Human Values and Professional Ethics	4	0	0	4	60	20	20	0	0	100
4	JMCPG303	Video Film Production	4	0	2	5	60	20	20	0	50	150
5	JMCPG304	Film Studies	4	0	2	5	60	20	20	0	50	150
6	JMCPG305	Comprehensive Viva Voce	0	0	0	2	0	0	0	30	20	50
7	JMCPG306	Summer Internship	0	0	0	2	0	0	0	30	20	50
TOTAL			22	0	4	28	300	100	100	60	140	700

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