

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav School of Management
MBA (Media Management)
Choice Based Credit System (CBCS) (2021-2023)

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.

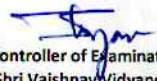
**MRP Viva- External (30 Marks); Guide (20 Marks); Report (10 Marks) Jointly by External and Guide

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

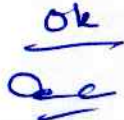
*MOOCs Online/Offline Certification Course (Min. 10 Hrs) of 2 CREDITS (50 Marks) to be done/completed in the duration of whole MBA Program.


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

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

