

Shri Vaishnav Vidyapeeth Vishwavidyalaya
MBA(ADVERTISING AND PUBLIC RELATIONS)
Choice Based Credit System (CBCS) 2020-22

SEMESTER - III

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	MBAI301C	Advanced Human Values and Professional Ethics	60	20	20	0	0	4	0	0	4	100
2	MMM305	Entrepreneurship	60	20	20	0	0	4	0	0	4	100
3	MBAAPR304	Client Service & Account Planning	60	20	20	0	0	4	0	0	4	100
4	MBAIEM307	Advertising Management	60	20	20	0	0	4	0	0	4	100
5	MMM303	New Media & Digital Marketing	60	20	20	0	0	4	0	0	4	100
6	MMM302	Media Planning	60	20	20	0	0	4	0	0	4	100
7	MBAAPR307	Summer Internship Project	0	0	0	50	0	0	0	0	2	50
8	MBAAPR 308	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	100	0	24	0	0	28	700

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