

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

SEMESTER - I

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	MBAI101	Principles and Practice of Management	60	20	20	0	0	4	0	0	4	100
2	MMM102	Electronic Media and Society	60	20	20	0	0	4	0	0	4	100
3	MMM103	Fundamentals of Communication and Media	60	20	20	0	0	4	0	0	4	100
4	MBAI104	Organizational Behavior	60	20	20	0	0	4	0	0	4	100
5	MBAI102	Marketing Management	60	20	20	0	0	4	0	0	4	100
6	MMM106	Graphic and Animation	60	20	20	0	0	4	0	0	4	100
7	MBAAPR107	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	50	0	24	0	0	26	650

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