

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

M.A.(Journalism and Mass Communication)

DualDegreeProgram2018-20

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 t*	End Sem University Exam	Teachers Assessment t*	
1	JMCPG301	Tools and Techniques of Public Relation	4	1	0	5	60	20	20	0	0	100
2	JMCPG302	Media Research	4	1	0	6	60	20	20	0	0	100
3	MBAI301	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	0	0	0	0	30	20	50
7	JMCPG306	Summer Internship	0	0	0	2	0	0	0	30	20	50
TOTAL			20	2	2	28	300	100	100	60	140	700

*TeacherAssessmentshallbebasedfollowingcomponents:Quiz/Assignment/Project/ParticipationinClass,giventhatnocomponentshall exceedmorethan10marks.