

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Choice Based Credit System (CBCS) Scheme


BA (Journalism and Mass Communication)

III - SEMESTER

S. No.	Subject Code	Name of Subject	Teaching			Examination Scheme					Total Marks	CREDITS
			L	T	P	Theory			Practical			
						End Sem University Exam	Two Term Exam	Teachers Assessment *	End Sem University Exam	Teachers Assessment*		
1	JMC-B-301	Indian Constitution, Politics & International Relation	4	1	0	60	20	20	0	0	100	5
2	JMC-B-302	Television Journalism	4	1	0	60	20	20	0	0	100	5
3	JMC-B-303	Marketing Management	4	1	0	60	20	20	0	0	100	5
4	JMC-B-304	Public Relations or 1 Basics of Camera, Light and Sound	4	1	0	60	20	20	0	0	100	5
5	JMC-B-305	Field Study and Seminar	0	0	8	0	0	0	0	0	100	4
TOTAL			16	4	8	240	80	80	0	0	500	24

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

- Optional Paper--JMC-B-304
- 1 Basics of Camera, Light and Sound
- 2 Public Relations


Chairperson
 Board of Studies
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore.


Joint Registrar
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore.