

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Choice Based Credit System (CBCS) in Light of NEP - 2020


M.A.(Journalism and Mass Communication)


III Semester (2021-2023)


| 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 * | End Sem University Exam | Teachers Assessment* | |
| 1 | JMCPG301 | Tools and Techniques of Public Relations | 3 | 0 | 0 | 3 | 60 | 20 | 20 | 0 | 0 | 100 |
| 2 | JMCPG302 | Media Research | 3 | 0 | 0 | 3 | 60 | 20 | 20 | 0 | 0 | 100 |
| 3 | MBAI301C | Advanced Human Values and Professional Ethics | 4 | 0 | 0 | 4 | 60 | 20 | 20 | 0 | 0 | 100 |
| 4 | JMCPG303 DSE- 1** | Video Film Production | 2 | 0 | 2 | 3 | 60 | 20 | 20 | 30 | 20 | 150 |
| | JMCPG303 DSE- 2** | Reporting and Anchoring | | | | | | | | | | |
| 5 | JMCPG304 | Film Studies | 2 | 0 | 2 | 3 | 60 | 20 | 20 | 30 | 20 | 150 |
| 6 | JMCPG305 | Summer Internship | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 30 | 20 | 50 |
| 7 | | Generic Elective | 3 | 0 | 0 | 3 | 60 | 20 | 20 | 0 | 0 | 100 |
| 8. | | MOOC | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 50 | 50 |
| TOTAL | | | 17 | 0 | 2 | 23 | 360 | 120 | 120 | 90 | 110 | 800 |

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


** Discipline specific elective subject


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya
Indore


Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya,
Indore


Controller of
Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya,
Indore


Registrar
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya,
Indore


Vice Chancellor
Shri Vaishnav
Vidyapeeth
Vishwavidyalaya
Indore
10.10.2022