





**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**Shri Vaishnav Institute of Journalism and Mass Communication**  
**Choice Based Credit System (CBCS) Scheme in the light of NEP-2020**  
**B.A. JMC Batch (2024-27)**


**SEMESTER - IV**


SEMESTER - IV													
S. No.	CATEGORY	COURSE CODE	COURSE NAME	EXAMINATION SCHEME					TEACHING SCHEME/WEEK			CREDITS	TOTAL MARKS
				THEORY			PRACTICAL		L	T	P		
				End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment (20%)	End Sem University Exam (60%)	Teachers Assessment (40%)					
1	Major I	JMCUG 401	Electronic News Production	60	20	20	30	20	2	0	2	3	150
2	Minor I	JMCUG 402	Media Industry Management	60	20	20	0	0	3	0	0	3	100
3	Major II	JMCUG 403	Advertising	60	20	20	0	0	3	0	0	3	100
4	Minor II	JMCUG 404	Media Law and Ethics	60	20	20	0	0	3	0	0	3	100
5	SEC	VC	Vocational Course	Scheme will be as per the syllabus of the respective Vocational Course					0	2	4	4	100
6	GEC	GE	Generic Electives	Scheme will be as per the syllabus of the respective Generic Elective Subject								4	100
TOTAL												20	650

  
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

  
11.6.2025  
Vice Chancellor  
Shri Vaishnav  
Vidyapeeth  
Vishwavidyalaya,  
Indore