



Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) Scheme in the light of NEP-2020
M.A. JMC Batch (2025-27)

SEMESTER - II

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S. No.	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	JMCPG201	Advertising	60	20	20	0	0	3	0	0	3	100	
2	JMCPG202	International Communication	60	20	20	0	0	3	0	0	3	100	
3	JMCPG203	Media Planning & Management	60	20	20	0	0	3	0	0	3	100	
4	JMCPG204	Radio Production	60	20	20	30	20	2	0	2	3	150	
5	JMCPG205 (1)	Photography	60	20	20	30	20	2	0	2	3	150	
	JMCPG205 (2)	Film Appreciation											
6	JMCPG206	Field study	0	0	0	30	20	0	0	6	3	50	
7	GE	Generic Elective	Scheme will be as per the syllabus of the respective Generic Elective Subject									3	100
TOTAL											21	750	

Chairperson
 Board of Studies
 Shri Vaishnav
 Vidyapeeth
 Vishwavidyalaya,
 Indore

Chairperson
 Faculty of Studies
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 Vidyapeeth
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 Indore

**Controller of
 Examination**
 Shri Vaishnav
 Vidyapeeth
 Vishwavidyalaya,
 Indore

Registrar
 Shri Vaishnav
 Vidyapeeth
 Vishwavidyalaya,
 Indore

Vice Chancellor
 Shri Vaishnav
 Vidyapeeth
 Vishwavidyalaya,
 Indore
 11.6.2025