



Integral University, Lucknow
Faculty of Mass Communication

Study and Evaluation Scheme

Program: Bachelor of Journalism & Mass Communication

Semester: Fifth

S. No.	Course code	Course Title	Type of Paper	Period Perhr/week/sem			Evaluation Scheme				Sub Tot.	Credit	Total Credits	Attributes						
				L	T	P	CA		Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics
							UE	TA												
THEORIES																				
1.	JM301	Fundamentals of Research Methodology	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓			✓	✓	✓	✓
2.	JM302	Event Management	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓			✓
3.	JM303	Advertising Design	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓		✓	✓	✓
5.	JM304	Film and Video Production	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓	✓	✓	✓
PRACTICALS																				
5.	JM305	Film and Video Production Project	Core	0	0	8	0	0	0	0	100	0:0:4	4	✓	✓	✓	✓	✓	✓	✓
6.	JM306	Event Management Project	Core	0	0	8	0	0	0	0	100	0:0:4	4	✓	✓	✓	✓	✓	✓	✓
Total				12	4	16	160	80	240	160	600	12:4:8	24							

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THEORIES																				
1.	JM307	Digital Journalism	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓			✓	✓
2.	JM308	Corporate Communication	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓	✓	✓	✓
3.	JM309	Dissertation	Core	0	0	0	0	0	0	0	100	0:0:4	4	✓		✓	✓	✓	✓	✓
4.	JM310	Advanced Film and Video Production	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓		✓	✓	✓
5.	JM311	Brand Management & Positioning Project	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓		✓	✓	✓
6.	JM312	Strategies of Event Management	Core	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓	✓		✓	✓
Total				15	5	0	200	100	300	200	600	15:5:4	24							

L=Lecture,T=Tutorial,P=Practical,CA=ContinuousAssessment,UE=UnitExam.TA=Teacher'sAssessment,ESE=EndSemesterExamination;Sessional=CT+TA;SubjectTotal=Sessional+ESE