





Integral University, Lucknow  
Faculty of Mass Communication

**Study and Evaluation Scheme**

**Program: Bachelor of Journalism & Mass Communication**

**Semester: Sixth**

S. No.	Course code	Course Title	Type of Paper	Period Per hr/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												
<b>THEORIES</b>																				
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	100	100	0:0:0	4	✓		✓		✓	✓	
3.	JM311	Journalism (Hindi/Urdu/ English)	DE	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓		✓	✓	
4.	JM312	Advanced Film and Video Production	DE	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓		✓	✓	
5.	JM313	Brand Management & Positioning Project	DE	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓		✓	✓	
6.	JM314	Strategies of Event Management	DE	3	1	0	40	20	60	40	100	3:1:0	4	✓	✓	✓		✓	✓	
<b>PRACTICALS</b>																				
1.	JM321	Journalism Project (Hindi/Urdu/ English)	DE	0	0	8	0	0	0	0	100	0:0:4	4	✓	✓	✓		✓	✓	
2.	JM322	Advanced Film and Video Production Project	DE	0	0	8	0	0	0	0	100	0:0:4	4	✓	✓	✓		✓	✓	
3.	JM323	Brand Management & Positioning Project	DE	0	0	8	0	0	0	0	100	0:0:4	4	✓	✓	✓		✓	✓	
4.	JM324	Strategies of Event Management Project	DE	0	0	8	0	0	0	0	100	0:0:4	4	✓	✓	✓		✓	✓	
<b>Total</b>				<b>9</b>	<b>3</b>	<b>8</b>	<b>120</b>	<b>60</b>	<b>180</b>	<b>120</b>	<b>400</b>	<b>9:3:4</b>	<b>20</b>							

L= Lecture, T= Tutorial, P = Practical, CA= Continuous Assessment, UE= Unit Exam. TA= Teacher's Assessment, ESE= End Semester Examination; Sessional=CT+TA; Subject Total= Sessional+ESE

Course Title	Course Code	Dissertation	Presentation	Viva/Discussion	Total
Dissertation	JM309	50	25	25	100