



**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM & COMMUNICATION, BHOPAL**

**DATE SHEET**

**(Examination Programme for Theory Exams of May-June, 2014)**

**Applicable for Media Course :**

**MA(APR)/MA(MC)/MA(BJ)/MJ/MSc(EM)/MBA(EC/AMC/CC/STC/MM)/MA(MMC/AVC)/MSc(MR)**

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
1	Saturday 24/05/2014	2MA(APR)1 (JULY – 11, 12 & 13 ) 0756 – PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS 2MA(APR)1 (JULY – 10) 0256 – PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS	4MA(APR)1 (JULY –11 & 12) 0766 – MASS MEDIA ETHICS AND LAWS 4MA(APR)1 (JULY – 10) 0268 – MASS MEDIA ETHICS AND LAWS
		2MA(MC)1 (JULY –11, 12 & 13) 0706 – MASS COMMUNICATION PROCESS 2MA(MC)1 (JULY –10) 0207 – REPORTING & EDITING FOR NEWSPAPER	4MA(MC)1 (JULY – 11 & 12) 0716 – ADVERTISING – PRINCIPLES AND PRACTICE 4MA(MC)1 (JULY – 10) 0219 – CORPORATE COMMUNICATION PRINCIPLES OF MEDIA MANAGEMENT
		2MSc(EM)1 (JULY – 11, 12 & 13) 0806 – TELEVISION JOURNALISM 2MSc(EM)1 (JULY – 10) 0301 – INTRODUCTION TO GLOBAL ELECTRONIC MEDIA	4MSc(EM)1 (JULY – 11 & 12) 0816 – NEW MEDIA CONTENT PRESENTATION 4MSc(EM)1 (JULY – 10) 0313 – MEDIA LAW AND ETHICS
		2MJ1 (JULY – 11, 12 & 13) 0731 – NEWSPAPER & NEWS MAGAZINES STRUCTURES & FUNCTIONS 2MJ1 (JULY – 10) 0231 – REPORTING	4MJ1 (JULY – 11 & 12) 0741 – JOURNALISM RESEARCH 4MJ1 (JULY – 10) 0243 – MEDIA LAW & ETHICS
		2MA(BJ)1 (JULY – 11, 12 & 13) 0781 – INTRODUCTION TO SOCIO-ECONOMIC POLITY 2MA(BJ)1 (JULY – 10) 0276 – GLOBAL BROADCASTING	4MA(BJ)1 (JULY – 11 & 12) 0791 –MEDIA LAW & ETHICS 4MA(BJ)1 (JULY – 10) 0288 –MEDIA LAW & ETHICS

*CS/plan*

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
2	Sunday 25/05/2014	2MSc(MR)1(J JULY-13) 9776-MEDIA RESEARCH DESIGNS	4MA(AVC)1 (JULY – 10 , 11 & 12) 8771 – DIGITAL IMAGING AND MODELING 4MA(MMC)1 (JULY – 10, 11 & 12) 8775 – ADVERTISING MANAGEMENT
		2MBA(MM1)(JULY-10) 0438 – ORGANISATIONAL BEHAVIOUR 2MBA(EC)1(JULY-10) 0407 – INTRODUCTION TO MARKETING MANAGEMENT 2MBA(AMC)1(JULY-10) 0468 – ADVERTISING : CONCEPTS AND PRINCIPLES 2MBA(MM, EC, AMC, CC, STC)1 (JULY- 11, 12 & 13) 0676 – FUNDAMENTALS OF MEDIA PRODUCTION	4MBA(MM)1 (JULY – 11 &12) 0906 – MEDIA ENT. & BUSINESS DEVELOPMENT 4MBA(MM)1 (JULY – 10) 0450 – BRAND MANAGEMENT 4MBA(EC)1 (JULY – 11 & 12) 0926 – ENTREPRENEURSHIP & ENTERTAINMENT BUSINESS DEVELOPMENT 4MBA(EC)1 (JULY – 10) 0418 – INFOTAINMENT – TELEVISION ENTERTAINMENT 4MBA(AMC)1 (JULY – 11 & 12) 0946 – ADVERTISING ENTREPRENEURSHIP & BUSINESS DEVELOPMENT
		2MA(MMC)1(JULY-13) 8723-CONSUMER BEHAVIOR 2MA(AVC)1(JULY-13) 8728-TELVISION JOURNALISM	4MBA(AMC)1 (JULY – 10) 0426 – INTEGRATED MARKETING COMMUNICATION & CREATIVE ADVERTISING 4MBA(CC)1 (JULY – 11 & 12) 0966 – ENTREPRENEURSHIP & BUSINESS PLANNING
3	Monday 26/05/2014	2MA(APR)2 (JULY – 11, 12 & 13 ) 0757 – PRINCIPLES AND PRACTICES OF MANAGEMENT 2MA(APR)2 (JULY – 10) 0257 – PRINCIPLES AND PRACTICES OF MANAGEMENT	4MA(APR)2 (JULY – 11 & 12) 0767 – MEDIA PLANNING 4MA(APR)2 (JULY – 10) 0269 – MEDIA PLANNING
		2MA(MC)2 (JULY –11, 12 & 13) 0707 – ART & CRAFT REPORTING (PRINT MEDIA) 2MA(MC)2 (JULY – 10) 0208 – RADIO PROGRAMME & PRODUCTION	4MA(MC)2 (JULY – 11 & 12) 0717 – CORPORATE COMMUNICATION & PUBLIC RELATIONS 4MA(MC)2 (JULY – 10) 0220 – MEDIA LAW AND ETHICS
		2MSc(EM)2 (JULY – 11, 12 & 13) 0807 – RADIO JOURNALISM 2MSc(EM)2 (JULY –10) 0302 – RADIO PRODUCTION	4MSc(EM)2 (JULY – 11 & 12) 0817 – ADVERTISE PRESENTATION TV RADIO INTERNET AND MOBILE 4MSc(EM)2 (JULY – 10) 0314 – A- PROFESSIONAL VIDEOGRAPHY 0315 – B- AUDIO PRODUCTION TECHNIQUES

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Monday 26/05/2014	<p>2MJ2 (JULY – 11, 12 &amp; 13)                      0732 – NEWS : CONCEPTS, ELEMENTS &amp; TYPES                      2MJ2 (JULY – 10)                      0232 – EDITING</p>	<p>4MJ2 (JULY – 11 &amp; 12)                      0742 – ADVERTISING &amp; PUBLIC RELATIONS                      4MJ2 (JULY –10)                      0244 – OPINION WRITING</p>
		<p>2MA(BJ)2 (JULY – 11, 12 &amp; 13)                      0782 – RADIO REPORTING                      2MA(BJ)2 (JULY – 10)                      0277 – RADIO JOURNALISM</p>	<p>4MA(BJ)2 (JULY – 11 &amp; 12)                      0792 –ISSUES IDEAS AND CHALLENGES                      4MA(BJ)2 (JULY –10)                      0289 –ISSUES IDEAS AND CHALLENGES IN MEDIA</p>
		<p>2MA(MMC/AVC)2 (JULY – 10, 11 &amp;12)                      8717 – INTRODUCTION TO MARKETING AND MARKETING COMMUNICATION</p>	<p>4MA(AVC)2 (JULY – 10, 11 &amp; 12)                      8772 – TV - FICTION BASED PRODUCTION                      4MA(MMC)2 (JULY – 10, 11 &amp; 12)                      8776 – EVENT MANAGEMENT</p>
		<p>2MSc(MR)2(JULY-13)                      9777-MEDIA RESEARCH METHODS</p>	
		<p>2MBA(MM)2 (JULY-10)                      0439 – ADVERTISING CONCEPTS AND PRINCIPLES                       2MBA(EC)2(JULY-10)                      0408 – INTRODUCTION TO THEATER : PROCESS OF REVOLUTION                      2MBA(AMC)2(JULY-10)                      0469 – PUBLIC RELATIONS AND CORPORATE COMMUNICATION                      2MBA(MM, EC, AMC, CC, STC)2 (JULY- 11, 12 &amp; 13)                      0677 – MEDIA FINANCIAL MANAGEMENT &amp; ACCOUNTING</p>	<p>4MBA(MM)2 (JULY – 11 &amp; 12)                      0907 – BRAND MANAGEMENT                      4MBA(MM)2 (JULY – 10)                      0451 – MEDIA FINANCIAL MANAGEMENT &amp; ACCOUNTING                      4MBA(EC)2 (JULY – 11 &amp; 12)                      0927 – AUDIENCE SPECIFIC ENTERTAINMENT AND ANALYSIS                      4MBA(EC)2 (JULY – 10)                      0419 – MEDIA FINANCIAL MANAGEMENT AND ACCOUNTING                      4MBA(AMC)2 (JULY – 11 &amp; 12)                      0947 – INTEGRATED MARKETING COMMUNICATION &amp; CREATIVE ADVERTISING                      4MBA(AMC)2 (JULY – 10)                      0427 – MEDIA FINANCIAL MANAGEMENT AND ACCOUNTING                      4MBA(CC)2 (JULY – 11 &amp; 12)                      0967 – PRODUCTION FOR CORPORATE COMMUNICATION</p>
4	Tuesday 27/05/2014	<p>2MA(APR)3 (JULY – 11, 12 &amp; 13 )                      0758 – ADVERTISING MANAGEMENT                      2MA(APR)3 (JULY –10)                      0258 – ADVERTISING MANAGEMENT</p>	<p>4MA(APR)3 (JULY – 11 &amp; 12)                      0768 – SPECIALIZED COPYWRITING                      4MA(APR)3 (JULY – 10)                      0270 – SPECIALIZED COPYWRITING</p>

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Tuesday 27/05/2014	<p>2MA(MC)3 (JULY – 11, 12 &amp; 13)                      0708 – RADIO PROGRAMME PRODUCTION</p> <p>2MA(MC)3 (JULY –10)                      0209 – TELEVISION &amp; VIDEO PROGRAMME PRODUCTION</p>	<p>4MA(MC)3 (JULY – 11 &amp; 12)                      0718 – PROCESS OF MASS COMMUNICATION RESEARCH</p> <p>4MA(MC)3 (JULY –10)                      0221 – ISSUES ORIENTED WRITING</p>
		<p>2MSc(EM)3 (JULY – 11, 12 &amp; 13)                      0808 – TELEVISION PROGRAMME PRODUCTION</p> <p>2MSc(EM)3 (JULY – 10)                      0303 – TELEVISION PRODUCTION</p>	<p>4MSc(EM)3 (JULY – 11 &amp; 12)                      0818 – RESEARCH METHOD FOR ELECTRONIC MEDIA</p> <p>4MSc(EM)3 (JULY –10)                      0316 – A- NON LINEAR EDITING                      0317 – B- WEB JOURNALISM</p>
		<p>2MJ3 (JULY – 11, 12 &amp; 13)                      0733 – EDITING : PRINCIPLES &amp; PRACTICES</p> <p>2MJ3 (JULY –10)                      0233 – THEORIES OF COMMUNICATION</p>	<p>4MJ3 (JULY – 11 &amp; 12)                      0743 – DIVERSITY &amp; WRITING FOR MEDIA</p> <p>4MJ3 (JULY -10)                      0245 – DEVELOPMENT JOURNALISM</p>
		<p>2MA(BJ)3 (JULY – 11, 12 &amp; 13)                      0783 – TELEVISION REPORTING</p> <p>2MA(BJ)3 (JULY –10)                      0278 – TELEVISION JOURNALISM</p>	<p>4MA(BJ)3 (JULY – 11 &amp; 12)  <u>ELECTIVE (ANY ONE)</u>                      0793 –A- BUSINESS JOURNALISM                      0794 –B- DEVELOPMENT JOURNALISM                      0795 –C- DEFENCE REPORTING                      0796 –D- RURAL REPORTING                      0797 –E- CRIME REPORTING</p> <p>4MA(BJ)3 (JULY -10)  <u>ELECTIVE (ANY ONE)</u>                      0290 –A- BUSINESS JOURNALISM                      0291 –B- ENVIRONMENTAL DEVELOPMENT JOURNALISM                      0292 –C- DEFENCE REPORTING                      0293 –D- RURAL REPORTING                      0295 –E- CRIME REPORTING</p>
		<p>2MA(MMC/AVC)3 (JULY –10, 11 &amp;12)                      8718 – VISUAL COMMUNICATION &amp; FOUNDATION OF PHOTOGRAPHY</p> <p>2MSC(MR)3(JULY-13)                      9778-TOOLS &amp; TECHNIQUES OF RESEARCH</p>	<p>-----</p>

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Tuesday 27/05/2014	<p>2MBA(MM)3 (JULY-10)                      0440 – INTRODUCTION TO MARKETING MANAGEMENT</p> <p>2MBA(EC)3(JULY-10)                      0409 – ENTERTAINMENT IN PRINT MEDIA (THEORY/PRACTICAL)</p> <p>2MBA(AMC)3(JULY-10)                      0470 – DIRECT MARKETING AND SALES PROMOTION</p> <p>2MBA(MM, EC, AMC, CC, STC)3 (JULY- 11, 12 &amp; 13)                      0678 – INTRODUCTION TO MARKETING MANAGEMENT</p>	<p>4MBA(MM)3 (JULY – 11 &amp; 12)                      0908 – MEDIA TECHNO PRODUCTION</p> <p>4MBA(MM)3 (JULY – 10)                      0452 – MEDIA PLANNING &amp; BUSINESS ECONOMICS</p> <p>4MBA(EC)3 (JULY – 11 &amp; 12)                      0928 – ENTERTAINMENT PROGRAMMING ON TV AND RADIO</p> <p>4MBA(EC)3 (JULY – 10)                      0420 – ENTERTAINMENT MEDIA PLANNING &amp; BUSINESS ECONOMICS</p> <p>4MBA(AMC)3 (JULY – 11 &amp; 12)                      0948 – CONSUMER BEHAVIOUR &amp; CUSTOMER RELATIONSHIP</p> <p>4MBA(AMC)3 (JULY – 10)                      0428 – MARKETING PLANNING &amp; MEDIA BUSINESS ECONOMICS</p> <p>4MBA(CC)3 (JULY – 11 &amp; 12)                      0968 – CORPORATE CONSUMER BEHAVIOUR &amp; CUSTOMER RELATIONSHIP MANAGEMENT</p>
5	Wednesday 28/05/2014	<p>2MA(APR)4 (JULY – 11, 12 &amp; 13 )                      0759 – COMMUNICATION FOR DEVELOPMENT</p> <p>2MA(APR)4 (JULY – 10)                      0259 – COMMUNICATION FOR DEVELOPMENT</p>	<p>4MA(APR)4 (JULY – 11 &amp; 12)                      0769 – CORPORATE &amp; BUSINESS COMMUNICATION</p> <p>4MA(APR)4 (JULY – 10)                      0271 – CORPORATE &amp; BUSINESS COMMUNICATION</p>
		<p>2MA(MC)4 (JULY – 11, 12 &amp; 13)                      0709 – COMMUNICATION FOR DEVELOPMENT</p> <p>2MA(MC)4 (JULY –10)                      0210 – MULTIMEDIA &amp; CYBER COMMUNICATION</p>	<p>4MA(MC)4 (JULY – 11 &amp; 12)                      0719 – ISSUES ORIENTED WRITING</p> <p>4MA(MC)4 (JULY – 10)  <u>ELECTIVE (ANY ONE)</u>                      0222 –A- SPECIALIZED REPORTING                      0223 –B- WEB COMMUNICATION                      0224 –C- ENTERTAINMENT TELEVISION                      0225 –D- COMMUNITY COMMUNICATION</p>
		<p>2MSc(EM)4 (JULY – 11, 12 &amp; 13)                      0809 – RADIO PROGRAMME PRODUCTION</p> <p>2MSc(EM)4 (JULY – 10)                      0304 – WEB MEDIA PRODUCTION</p>	<p>-----</p>

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Wednesday 28/05/2014	<p>2MJ4 (JULY – 11, 12 &amp; 13) 0734 – <i>ROLE OF JOURNALISM IN PRE &amp; POST INDEPENDENCE ERA</i></p> <p>2MJ4 (JULY – 10) 0234 – <i>ELECTRONIC MEDIA</i></p>	<p>4MJ4 (JULY – 11 &amp; 12) 0744 – <i>BASIC PRINCIPLES OF MEDIA MANAGEMENT &amp; MARKETING</i></p> <p>4MJ4 (JULY - 10) <b><u>ELECTIVE (ANY ONE)</u></b> 0246 – <i>A- BUSINESS JOURNALISM</i> 0247 – <i>B- GENDER STUDIES</i> 0248 – <i>C- MEDIA WRITING FOR ART &amp; CULTURE</i> 0249 – <i>D- DEFENCE JOURNALISM</i> 0250 – <i>E- SPORTS JOURNALISM</i></p>
		<p>2MA(BJ)4 (JULY –11, 12 &amp; 13) 0784 – <i>RADIO PROGRAMME PRODUCTION</i></p> <p>2MA(BJ)4 (JULY – 10) 0279 – <i>MULTIMEDIA APPLICATION IN BROADCAST MEDIA</i></p>	-----
		<p>2MA(MMC/AVC)4 (JULY – 10, 11 &amp;12) 8719 – <i>INTRODUCTION TO BROADCAST MEDIA &amp; COMMUNICATION TECHNOLOGIES</i></p>	-----
		<p>2MSc(MR)4(JULY-13) 9779-<i>DATA ANALYSIS &amp; INTERPRETATION</i></p>	
		<p>2MBA(MM) 4(JULY-10) 0441 – <i>PUBLIC RELATIONS &amp; CORPORATE COMMUNICATION</i></p> <p>2MBA(EC)4(JULY-10) 0410 – <i>AUDIENCE SPECIFIC ENTERTAINMENT &amp; ANALYSIS</i></p> <p>2MBA(AMC)4(JULY-10) 0471 – <i>CONSUMER BEHAVIOUR &amp; CUSTOMER RELATIONSHIP MANAGEMENT</i></p> <p>2MBA(MM, EC, AMC, CC, STC)4 (JULY- 11, 12 &amp; 13) 0679 – <i>COMMUNICATION MANAGEMENT</i></p>	<p>4MBA(MM)4 (JULY – 11 &amp; 12) 0909 – <i>EVENT MANAGEMENT</i></p> <p>4MBA(MM)4 (JULY – 10) 0453 – <i>EVENT MANAGEMENT</i></p> <p>4MBA(EC)4 (JULY – 11 &amp; 12) 0929 – <i>EVENT MANAGEMENT</i></p> <p>4MBA(EC)4 (JULY – 10) 0421 – <i>EVENT MANAGEMENT</i></p> <p>4MBA(AMC)4 (JULY – 11 &amp; 12) 0949 – <i>EVENT AND RETAILMANAGEMENT</i></p> <p>4MBA(AMC)4 (JULY – 10) 0429 – <i>EVENT AND RETAIL MANAGEMENT</i></p> <p>4MBA(CC)4 (JULY – 11 &amp; 12) 0969 – <i>CORPORATE SOCIAL RESPONSIBILITY</i></p>
		<p>2MA(MMC/AVC)4(JULY-13) 8726-<i>RESEARCH METHODOLOGY</i></p>	

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
6	Thursday 29/05/2014	2MA(APR)5 (JULY - 11, 12 & 13 ) 0760 - MULTIMEDIA AND DESKTOP PUBLISHING 2MA(APR)5 (JULY -10) 0260 - TRANSCREATION	4MA(APR)5 (JULY - 11 & 12) 0770 - WEB ADVERTISING AND e-PR 4MA(APR)5 (JULY - 10) 0272 - APR THROUGH ELECTRONIC MEDIA
		2MA(MC)5 (JULY -11, 12 & 13) 0710 - MEDIA LAW & ETHICS 2MA(MC)5 (JULY -10) 0211 - COMMUNICATION FOR DEVELOPMENT	4MA(MC)5 (JULY - 11 & 12) 0720 - CYBER COMMUNICATION
		2MSc(EM)5 (JULY - 11, 12 & 13) 0810 - NEW MEDIA AND ITS CHARACTERISTICS 2MSc(EM)5 (JULY -10) 0305 - TELEVISION JOURNALISM	-----
		2MJ5 (JULY - 11, 12 & 13) 0735 - WORD PROCESSING & PAGE LAYOUT 2MJ5 (JULY -10) 0235 - INTER CULTURAL COMMUNICATION AND CONTEMPORARY ISSUES	-----
		2MA(BJ)5 (JULY -11, 12 & 13) 0785 - TELEVISION PROGRAMME PRODUCTION 2MA(BJ)5 (JULY - 10) 0280 - TELEVISION NEWS PRODUCTION	-----
		2MA(MMC/AVC)5 (JULY - 10, 11 &12) 8720 - INTRODUCTION TO CINEMA	-----
		2MSc(MR)5(JULY-13) 9780-MULTIMEDIA & RESEARCH	
		2MBA(MM) 5 (JULY-10) 0442 - COMPUTER MULTIMEDIA APPLICATION 2MBA(EC)5(JULY-10) 0411 - MULTIMEDIA APPLICATIONS 2MBA(AMC)5(JULY-10) 0472 - MULTIMEDIA APPLICATION 2MBA(MM, EC, AMC, CC, STC)5 (JULY- 11, 12 & 13) 0680 - MANAGEMENT MULTIMEDIA COMPUTER APPLICATIONS	4MBA(MM)5 (JULY - 11 & 12) 0910 - WEB CONTENT AND WEB BASED APPLICATIONS 4MBA(MM)5 (JULY - 10) 0454 - MEDIA AND BUSINESS LAW & ETHICS 4MBA(EC)5 (JULY - 11 & 12) 0930 - WEB CONTENT AND WEB BASED APPLICATIONS 4MBA(EC)5 (JULY - 10) 0422 - MEDIA & ENTERTAINMENT BUSINESS LAW & ETHICS 4MBA(AMC)5 (JULY - 11 & 12) 0950 - WEB CONTENT AND WEB BASED APPLICATIONS
		2MA(MMC/AVC)5(JULY-13) 8727-MULTIMEDIA APPLICATIONS	4MBA(AMC)5 (JULY - 10) 0430 - MEDIA ADVERTISING, LAW & ETHICS 4MBA(CC)5 (JULY - 11 & 12) 0970 - WEB CONTENT AND WEB BASED APPLICATIONS

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
7	Friday 30/05/2014	2MA(APR)6 (JULY – 10 ) 0261 – COMPUTER : DESKTOP PUBLISHING & MULTIMEDIA	4MA(APR)6 (JULY – 10) 0273 – WRITING FOR MEDIA
		2MA(MMC/AVC)6 (JULY – 10, 11 &12) 8721 – INTRODUCTION TO MEDIA LAWS	-----

**Note: Practical Exams:**

The time-table of Practical exams is finalised by the study Institute incharge in consultation with the examiners appointed by the University. The dates of practicals be finalised soon after the theory examinations & notified to candidates.

BHOPAL

  
 Exam Controller

DATE :26 /04 /2014