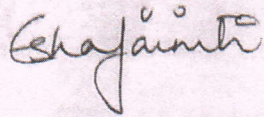


Amity School of Communication
Board of Studies Meeting dated April 19, 2017

Attendance Sheet

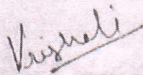
Chairperson

Ms Esha Jainiti



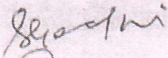
External Expert

Ms Vrishali Puranik



Members

Prof (Dr) Sushma Gandhi



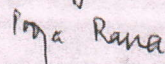
Prof (Dr) Pramod Bhatnagar



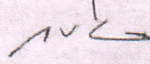
Prof (Dr) Francis Arackal



Prof (Dr) Pooja Rana

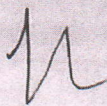


Mr Sam V. Rao



Special Invitee

Prof JK Mehta



Amity School of Communication (AUH)

Board of Studies

Minutes of Meeting

Date: April 19, 2017

Time: 10:30 am – 1:00 pm

Chairperson: Ms Esha Jainiti, Deputy Director (ASCO)

External Expert: Ms Vrishali Puranik, Vice President, Content & Strategy, NDTV Worldwide

Members

Prof (Dr) Sushma Gandhi

Prof (Dr) Pooja Rana

Prof (Dr) Pramod Bhatnagar

Prof (Dr) Francis Arackal

Mr Sam V. Rao

Special Invitee

Prof JK Mehta

General Agenda of the Meeting

- To discuss and ratify the changes in the programme structure and syllabus of MA J&MC and PGDJMC.
- Any other agenda point with the permission of the chair.

Minutes of the Meeting

The meeting began with a brief overview of the courses being offered by Amity School of Communication. The external expert and the members were then apprised of the proposed changes in the programme structure and syllabi of MA J&MC and PGDJMC.

The meeting unanimously agreed to the changes in the MA J&MC syllabi with effect from the academic session beginning July 2017. The revised syllabi and programme structure is attached with the minutes of the meeting. Some of the highlights of the changes are as follows:

- Based on the academic framework of AUH, it was proposed that the total number of credits for MA J&MC programme be reduced to 100 from 130. The external expert and the members were of the opinion that this would help students devote more time to research.
- Course 'Media Planning & Brand management' (JRN 4303) to be taught in semester 2 instead of semester 3 while 'Mass Media & Industry' (JRN 4205) to be shifted to the third semester from the second semester of the MA J&MC course.
- The nomenclature of course 'Internship/Dissertation' (JRN 4437) in the fourth semester to be changed to 'Dissertation'.
- New course 'Term Paper-1' (JRN4231) to be introduced in lieu of the course 'Research-I' (JRN 4208) in the second semester. The members felt this would give impetus to inculcating aptitude for hands-on research amongst the students.
- New course 'Term Paper-II' (JRN 4331) to be included in the third semester in lieu of the course 'Research- II' (JRN 4302).
- All the members approved the syllabi of 'Term Paper- 1' and 'Term Paper-II'.
- The members also agreed to the proposed changes in the syllabus of 'Dissertation' (JRN 4437).

The meeting unanimously agreed to the proposed changes in the PGDJMC syllabi with effect from the academic session beginning July 2017. The detailed syllabi and programme structure as attached. Some of the highlights of the approved changes are as follows:

- Based on the academic framework of Amity University Haryana, it was proposed that the total number of credits for PGDJMC programme be reduced to 55 from 65.
- Course 'Media Planning & Brand management' to be introduced in the second semester in lieu of 'Mass Media & Industry'.
- A new course 'Project' to be introduced in the second semester. The project could be research based or industry based. The syllabus of 'Project' was also approved by the attendees.

The meeting ended with Ms Esha Jainiti proposing the vote of thanks.

(The recommendations of the BoS to be put up in the next Academic Council meeting for approval)