

FACULTY OF ARTS



BOARD OF STUDIES

Sl. No.	NAME	DESIGNATION	STATUS IN THE COMMITTEE	UNDER PROVISION OF ACT/STATUTES
1	Dr. (Mrs.) S. Arul	Dean, Faculty of Arts	Chairperson	Dean of Faculty
2	Dr. Pradeep Krishnatray	Director, Research and Strategic Planning, Johns Hopkins University, Bloomberg School of Public Health and Communication	Member	External Subject Expert
3	Mr. Sanjay Ahirwal	Managing Editor, NDTV Worldwide	Member	External Industry Expert
4	Ms. Shobha Parasher	Consultant, Interior Design	Member	External Industry Expert
5	Dr. Farida Irani	Associate Professor, French, Department of Germanic and Romance Studies, University of Delhi	Member	External Subject Expert
6	Dr. Naved Iqbal	Professor, HOD, Department of Psychology Jamia Millia Islamia	Member	External Subject Expert
7	Dr. Shivani Agarwal	Consultant Psychaitrist, Vimhans, New Delhi	Member	External Industry Expert
8	Dr. Maninder Nath Thakur	Associate Professor, Centre for Political Studies, School of Social Sciences, JNU	Member	External Subject Expert

BOARD OF STUDIES

9	Mr. Suneet Chopra	Eminent Art Critic	Member	External Industry Expert
10	Ms. Esha Jainiti	Deputy Director, ASCO	Member	Professor, Amity School of Communication
11	Dr. Sushma Gandhi	Professor, ASCO	Member	Professor, Amity School of Communication
12	Dr. Pooja Rana	Professor, ASCO	Member	Professor, Amity School of Communication
13	Mr. J.K. Mehta	Professor, ASCO	Member	Professor, Amity School of Communication
14	Dr. Rishipal	Professor, AIBAS	Member	Professor, Amity School of Behavioural and Allied Sciences
15	Dr. Kamini Tanwar	Senior Lecturer, AIBAS	Member	Lecturer, Amity School of Behavioural and Allied Sciences
16	Dr. Meeta Malhotra	Senior Lecturer, AIBAS	Member	Lecturer, Amity School of Behavioural and Allied Sciences
17	Mr. Upendra Kumar	Senior Lecturer, ASL	Member	Lecturer, Amity School of Languages
18	Dr. Kiran Devendra	Professor, ASLA	Member	Professor, Amity School of Liberal Arts
19	Dr. Roshni Sengupta	Assistant Professor, ASLA	Member	Assistant Professor, Amity School of Liberal Arts
20	Dr. Jyoti Tabita Hermit	Lecturer, ASLA	Member	Lecturer, Amity School of Liberal Arts

FACULTY OF ARTS



BOARD OF STUDIES

21	Mr. K.V. Rakhin	Lecturer, ASFDT	Member	Lecturer, Amity School of Fashion Design and Technology
22	Dr. Ranjan Mallik	Senior Lecturer, ASFA	Member	Lecturer, Amity School of Fine Arts

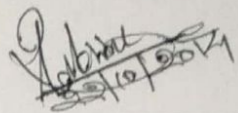
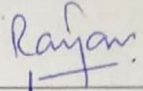
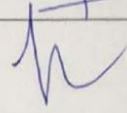
*One lecturer from Amity Institute of Design as and when appointed

AMITY UNIVERSITY GURGAON
BOARD of STUDIES - Meeting Held on 22-Oct.-2014
at Conference Hall(A-Block)

Sl. No.	NAME	DESIGNATION	SIGN.
1	Dr. (Mrs.) S. Arul	Dean, Faculty of Arts	<i>Sundaram Arul</i>
2	Ms. Esha Jainiti	Deputy Director, ASCO	<i>Eshajainiti</i>
3	Dr. Pradeep Krishnatray	Director, Research and Strategic Planning, Johns Hopkins University, Bloomberg School of Public Health and Communication	<i>Pradeep</i>
4	Mr. Sanjay Ahirwal	Managing Editor, NDTV Worldwide	<i>Ahirwal</i>
5	Dr. Sushma Gandhi	Professor, ASCO	<i>Sushma</i>
6	Dr. Pooja Rana	Professor, ASCO	<i>Pooja Rana</i>
7	Dr. Rishipal	Professor, AIBAS	<i>Rishipal</i>
8	Dr. Kamini Tanwar	Assistant Professor, AIBAS	<i>Kamini</i>
9	Dr. Meeta Malhotra	Assistant Professor, AIBAS	<i>Meeta Malhotra</i>
10	Mr. Upendra Kumar	Assistant Professor, ASL	<i>Upendra Kumar</i>
11	Dr. Roshni Sengupta	Assistant Professor, ASLA	<i>Roshni Sengupta</i>
12	Dr. Jyoti Tabita Hermit	Assistant Professor, ASLA	<i>Hermit</i>

Dr. Bhavana Adhikari Dy Dean (Academics) Bhavana

AMITY UNIVERSITY GURGAON
BOARD of STUDIES - Meeting Held on 22-Oct.-2014
at Conference Hall(A-Block)

13	Mr. K.V. Rakhin	Assistant Professor, ASFDT	
14	Mr. Ranjan Mallik	Assistant Professor, ASFA	
15	Dr. J.K. Mehta	Professor, ASCO	

Amity University Haryana
Board of Studies, Faculty of Arts
Minutes of the Meeting

Date: 22 October 2014

Time: 10:30 a.m. – 1:00 p.m.

Chairperson

Prof. Dr. S. Arul, Dean, Faculty of Arts

External Experts

Prof. Dr. Pradeep Krishnatray, Director, Research and Strategic Planning, Johns Hopkins University, Bloomberg School of Public Health and Communication
Mr Sanjay Ahirwal, Managing Editor, NDTV Worldwide

Special Invitees

Mr. J K Mehta, Professor, ASCO
Prof. Dr. Bhavna Adhikari, Deputy Dean (Academics)

Members

Ms Esha Jainiti, Deputy Director, ASCO
Dr. Sushma Gandhi, Professor, ASCO
Dr Pooja Rana, Professor, ASCO
Dr Ranjan K Mallik, Assistant Professor, ASFA
Mr Rakhin, Assistant Professor, ASFDT
Dr Kamini Tanwar, Assistant Professor, AIBAS
Prof. Rishipal, Professor, AIBAS
Dr Meeta Malhotra, Assistant Professor, AIBAS
Dr Jyoti T Hermit, Assistant Professor, ASLA
Dr Roshni Sengupta, Assistant Professor, ASLA
Mr Upendra Kumar, Assistant Professor, ASL

General Agenda of the Meeting

- To review and ratify the syllabus of new programmes introduced in the current academic year 2014-15
- To deliberate and plan for the new programmes to be introduced in the next academic year 2015-16
- To review and ratify existing courses.
- Any other item with the permission of the chair

Dr. S. Arul invited the representatives from the schools/ departments to present the department wise agenda items.

Minutes of Meeting

Amity School of Communication (ASCO)

1. Discussion began with a brief overview of the various programmes offered by ASCO followed by information on the revision of syllabus of the UG programme in 2013 and collaboration with NDTV to promote industry integration.
2. Point was raised about the small number of students admitted in the PG programme (MJMC). No. of students in current batch (BJMC): 47 No. of students in current batch (MJMC): 4
 - It was mentioned that several other universities in Delhi-NCR were facing similar problems.
 - The reason furnished for the same was that the UG programme offers three internships to students who prefer employment after Bachelor's degree given the opportunities available in the media industry. It was also felt that parents too prefer their wards to take up employment if available after completing their UG programme.
 - It was mentioned that the media industry is growing in India and ASCO is an evolving school. All previous students have been placed in allied sectors such as public relations, event management etc.

Experts' Opinion

- Experts were of the opinion that students might feel that there may be a lack of better opportunities after the PG programme except for those interested in going into teaching and research as MJMC course is focussed more on theory and research.
- They also felt that the fields such as animation and media research could provide better job opportunities.
- The last year of the PG programme could include specialization courses such as media management and public relations.
- The nomenclature of the programme could also be aligned with the changing nomenclature worldwide. While “Journalism” and “Mass” are dated terms, “Communication” is the term currently used.

Suggestions

- Initiating an integrated 4-year PG programme in Communication or a 5-year programme with an option to quit with a UG degree after 3 years with the last year devoted to specialization areas for the students.
 - PG programme could be pitched to mid-career media professionals with a few years of work experience.
3. Proposal for a new programme on “News Making” was proposed by Prof. J.K. Mehta
- Invite students from South Asian countries to enrol.
 - Primary focus on broadcast media in collaboration with NDTV
 - Collaborate with The Hindu for print journalism component

Experts’ Opinion

- It was felt that there was no relation between the programme objectives and the syllabus presented.
- Very few institutions have been able to attract international students on a sustained basis.
- Sense of suspicion prevails among South Asian students regarding studying in India.
- The number of students in such programmes gradually dwindles.
- International/global placement opportunities will become the key point here. Therefore, feasibility of such a programme should be reviewed along with a detailed programme structure.

Suggestions

- It was suggested that a course on “News Making” could be made part of the MJMC programme.
- The News Making course could become the USP of the MJMC programme and promote students intake.

Point of Consensus

- Integration of News Making course into MJMC programme
- Programme structure and syllabus of the MJMC programme would be presented in the next BOS meeting

Amity School of Behavioural and Allied Sciences (ASIBAS)

1. Discussion began with a brief description of existing programmes and revision of syllabus completed in 2013.
2. The Board was informed that approval of MPhil Clinical Psychology programme is pending with the Rehabilitation Council of India (RCI). The syllabus for the programme is prepared and ratified by the RCI.

Amity School of Languages (ASL)

1. The Board was briefed about the BA (Hons.) French programme started in 2014-15.
 - Along with developing the general language skills of reading, writing, listening and speaking, the syllabus also aims at language for specific purposes –professional language for business purposes, for hotel management, and for tourism sector, keeping in mind the employment opportunities in the concerned industry.
 - The syllabus also provides an introduction to translation techniques.
 - The cultural context is created through a course on culture and civilization of France.
2. The board was briefed about the course revision of Foreign Language (FL)-French.
 - Course of FL (UG & PG: Foreign Business French)) has been revised and new book has been introduced.
 - French for Technology has been introduced for B.Tech students.
3. The Board was briefed about the Minor Track in Spanish started in 2014-15.

- For students who are already learning Spanish as a foreign language -12 credits
 - Minor track focuses on professional Spanish for business purposes -18 credits
4. The Board was briefed about foreign language course in Korean.
 - UG Syllabus of FL is designed to develop general proficiency in Korean language.
 - PG syllabus of FL focuses on professional Korean language for business purposes.
 - All four language skills of reading, writing, listening and speaking are developed.
 5. The proposal to introduce UG programmes B.A. Hons. in Spanish and German for 2015-16 was accepted. The programme structure and syllabus would be prepared and presented in the next BOS meeting.
 6. The course revision of FL Spanish, Russian and Chinese is not required.

Amity School of Liberal Arts (ASLA)

Department of Political Science and Department of History

1. Discussion began with a brief overview of the Political Science and History programmes.
2. It was discussed how to increase students intake in 3-year UG programme (Political Science and History)

No. of students in Pol.Science Second Year: 13; No. of students in Pol.Science First Year: 8; No. of students in History First Year: 9

Experts' Opinion

- There should not be dearth of students for Political Science and History as major intake continues to be students aspiring for civil service jobs. Major catchment areas are Uttar Pradesh, Bihar, Andhra Pradesh, Rajasthan, and Odisha.
- Pedagogic innovations alone may not be sufficient for increasing intake of students. One will have to understand the market, identify the educational hubs and target them. It is more of a marketing issue.

Suggestions

- Publicity and marketing material should contain information on employment opportunities.
 - Enhancing the visibility of the BA programme through connections in schools in catchment area
 - Making the Department/programme visible on the World Wide Web to attract outstation students
 - Increasing visibility through lectures, seminars, and conferences.
 - Should enhance visibility of ASLA/AUH to aspiring UG, PG students from the region and outside.
3. Proposal to introduce MA Political Science – 2-year PG programme was accepted as MA Political Science would be a natural progression after BA. Programme. The programme structure and syllabus to be prepared and presented in next Board of Studies.

Department of English

1. Discussion began with an overview of the Department and existing programmes. The Board was informed that the revision of syllabus was carried out in 2012.
2. Proposal to review and revise MA English syllabus in 2015
 - Make the PG programme more research oriented and introduce MLA formatting style
 - Reduce the number of credits to enable the students to engage in research
 - Convert some compulsory papers into optional papers

Suggestions

- Faculty should insist on the MLA style formatting from the beginning in term paper and projects.
 - Cinema and theatre could be included in the syllabus.
3. Board was briefed about the revision of pre-PhD Coursework syllabus for English Literature research scholars. Research Methodology course was tailor-made for language and literature.

Amity School of Fine Arts (ASFA)

1. Discussion started with an overview of the department.
2. Proposal for introducing Ph.D. in Fine Arts (Painting, Applied Art, and Sculpture) was accepted.
 - Need to start the programme as only few universities offer a PhD programme in Fine Arts.
 - Mandatory requirement for a teaching job as per UGC.

Suggestions

- More research is required about catchment areas.
 - Information about enrolment charges in other universities should be obtained.
 - Information on leading members of faculty in other universities to be guides must be available.
3. Proposal for 1-year Diploma/Certificate course (Painting, Applied Art, Sculpture)
- Board suggested that the viability of such courses as well as employment opportunities associated with them have to be given a thought before introducing them.

Amity School of Fashion Design and Technology (ASFDT) and Amity Institute of Design (AID)

1. Discussion began with general overview of existing courses. The Board was informed that UG programme is running successfully. However, the PG programme did not take off.
2. Proposal to modify slightly the programme structure of MA Fashion Retail Management to include a new course in the syllabus – e-tailing (Fashion)/ Online Fashion Retailing in the next academic year was accepted. The programme structure of M.A. Fashion Retail Management and the syllabus of the new course would be prepared and presented in the next BOS meeting.
 - The course will improve understanding of selling fashion online.
 - It will enhance employability of the students.
 - Approach and methodology of Online Fashion Retailing would be the focus of the course.
3. Proposal to convert the existing 3-year B.Sc. programme into a new 4-year programme in Design and Technology:
 - One more year would provide the time required to enhance the skill sets of the students.
 - Offer foundation course in Design in the first year followed by specializations in Fashion Design, Textile Design, Interior Design, and Fashion Technology
 - The board was informed that this format has been successfully implemented in institutions such as NID and NIFT.

Suggestions

- Complete proposal with a feasibility study, financial, infrastructure such as Design studio and faculty requirements needs to be scrutinized first.
 - Any change in the existing format requires deliberation. Should not lose the aspirants of the 3- year programme. Correct nomenclature should be discussed and decided upon.
 - Find ways and means to make the MA Fashion Retail Management programme to take off.
4. Proposal to introduce short-term certificate courses in various design streams (accessories designing, computer aided fashion designing, garment pattern making)
- The course duration would be two months (40 contact hours).
 - Target audience would be our own AUH students and working professionals.

Suggestions

- AUH is already working on MoU with NSDC/Apparel Council which includes courses similar to the ones being proposed
- Clear profile of target group required
- The net gain for those enrolling for the course should be assessed.
- The short-term courses proposed may end up benefitting only our own students.
- All new programmes and courses can be introduced only after proper feasibility study is conducted and relevant panel of experts is consulted.

Point of Consensus

- Further deliberation on the creation of Amity School of Design which would include Fine Arts and Fashion Design and Technology would be conducted.
- First year foundation course would be common for all.
- Courses like Animation offered in ASCO would also be included in the integrated programme.

Experts' Opinion

- Students who would like to write exams in Hindi must be allowed to do so.
- University should create a system to evaluate papers if the existing faculty are not competent to do so.

Observations by Experts

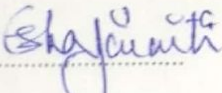
Prof. Dr. Pradeep Krishnatray

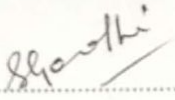
1. Competition needs to be considered before any proposal for a new programme is made.
2. Students would like to know about job opportunities and career progression.
3. As the schools grow more faculty members with different specialisation could be added.
4. There exists immense potential for inter-departmental collaboration.

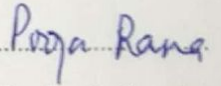
Mr. Sanjay Ahirwal


1. New students could be attracted by running successful courses and programmes.
2. Consolidation of existing programmes is more important than starting new programmes.

The meeting of the Board of Studies concluded with the remark by the Chair, Prof. Dr. S. Arul that the schools would work on the programme structure of the new programmes which were proposed and accepted in this meeting and submit it along with the detailed syllabus in the next meeting Board of Studies wherein the subject experts would be invited.

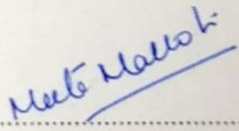

.....
(Ms. Esha Jainiti)



.....
(Dr. Sushma Gandhi)



.....
(Dr. Pooja Rana)

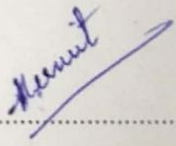

.....
(Dr. Rishipal)



.....
(Dr. Kamini Tanwar)


.....
(Dr. Meeta Malhotra)

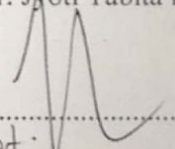

.....
(Mr. Upendra Kumar)

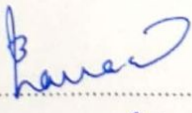

.....
(Dr. Roshni Sengupta)

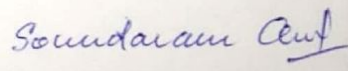

.....
(Dr. Jyoti Tabita Hermit)


.....
(Mr. K.V. Rakhin)


.....
(Dr. Ranjan Mallik)


.....
Prof. Dr. J.K. Mehta


.....
(Dr. Bhavna Adhikari)


.....
(Dr. S. Arul)