

AMITY UNIVERSITY

MADHYAPRADESH

(Established by Ritnand Balved Education Foundation)

Date: 02/03/2023

BOARD OF STUDIES (Amity School of Communication) MINUTES OF THE MEETING (6 Pages Only)

- A meeting of board of studies of Amity School of Communication, Amity University
 Madhya Pradesh was held on 2nd March 2023 at 10:00 hrs at Zoom Platform (Online),
 AUMP, under the Chairmanship of Prof (Dr.) Sumit Narula, Director, ASCO. The
 following members attended the meeting:-
 - (a) Chairman: (i) Prof (Dr) Sumit Narula, Director, ASCO, AUMP
 - (b) Member
 - Dr Piyanka Tripathi, Associate Professor HOD, Department of Humanities and Social Sciences, Indian Institute of Technology, Patna, Bihar (Online)
 - iii) Dr Sandeep Kumar, Assistant Professor, ASCO
 - iv) Dr. Harshika Varma, Assistant Professor, ASCO
 - v) Dr Pranav Mishra, Assistant Professor, ASCO
 - vi) Dr Manish Dubey, Assistant Professor, ASCO
 - vii) Mr Siddharth Sharma, Assistant Professor, ASCO
- The agenda of the meeting included the following:
 - (a) To Discuss, Introduce & update SYLLABI of BA (J&MC) Honors with Research PROGRAMME as per NEP 2020 for 2023-2027 & 75% Marks criteria For this PROGRAMME.
 - (b) To Discuss, Introduce & update SYLLABI of BA (J&MC) Honors PROGRAMME as per NEP 2020 for 2023-2027.
 - (c) To Update & Review Current SYLLABI of BA (J&MC) PROGRAMME as per NEP 2020 for 2023-2026.
 - (d) To Update & Review the SYLLABI of MA (J&MC) PROGRAMME for 2023-2025.
 - (e) To Discuss & Review the SYLLABI of PhD Course Work.
 - (f) To Discuss & Review the SYLLABI OF CBCS courses of ASCO for 2023-2026.



- (g) To Discuss & Review the SYLLABI OF MBA in Adv and PR for 2023-2025
- (h) To Discuss & Review the SYLLABI OF PGDHJ
- (i) Any other item with the permission of Chairman.

Recommendation.

The BOS recommends that:-

(a) Syllabus of BA (J&MC) Honors with Research duration 4 Years has been duly introduced Total credits are 169. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. 75% marks are required in all Six semester of BA (J&MC). Summary of Changes in BA (J&MC) Honors with Research. Annexure-I

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(b) Syllabus of BA (J&MC) Honors duration 4 Years has been duly introduced Total credits are 169. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. Summary of Changes in BA (J&MC) Honors Annexure-II.



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(c) Syllabus of BA (J&MC) Honors duration 3 Years has been duly updated as per NEP 2020. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. Summary of Changes In BA (J&MC) Honors. Annexure –III.

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(d) Syllabus of MA (J&MC) has been duly updated. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. Summary of Changes in MA (J&MC) 2022-24 & updated course codes for MA (J&MC) 2023-25 are attached:

Semester III

			ld Syllabus			Proposed Changes/ Modifications (addition/ deletion in the Syllabus)	New Course Name	New Course Code	No. of Credits
	Sr. No.	Course Title	Module of the syllabus	Old Course Code	No. of Credits				
1	1	Web Designing	1,2,3	JMC 315	3	Modification of Course Title	Advanced Media Designing	JMC 311	3

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S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-I	S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-El
1	NJMC111	Communication Theories & Models	3/0/0	3	3		Sem-J	T	NJMC211	Data Journalism	300	3	3		Sem-II
2	NJMC112	Fundamental of Journium	300	3	3		Sem-1	2	NJMC212	Data Visualization Lab	0.01	1	2		Sem-II
3	N/MCI13	Digital Photography	002	2	4		Sem-1	3	NIMC213	Television Journalism	3/00	3	3		Sem-II
4.	NJMC114	Writing for Media	3:00	3	3		Sun-1	4	N3MC214	Andro Visual Lab	0.01		2		Sem-II
5	NIMC115	Advertising Printicipals and Practices	300	3	3		Sem-1	5	NJMC215	Communication Research	300	3	3		Sem-II
6	NJMC116	Introduction to Radio	3/0/0	3	3		Sem-1		NAME OF THE OWNER, OWNE	Public Relations &	300	3	3		Sem-II
7	NJMC117	Mass Media Industry	300	3	3		Sem-I		NJMC216	Connunication	500		,		300-11
я	NJMC118	Political Communication	3:00	3	3		Sets-1	1	NJMC217	Digital Media	260	2	2		Sem-II
9	NJMC119	Media and Society	100	2	2		Sem-1	8	NJMC218	Media Enterprenuership	360	3	3		Sem-II
10	NJMC126	Media Design	00/2	1	2		Sem-1	9	NJMC219	Digital Media Content Crestion Lab	002	2	4	-	See-II



			III Semes	(4)			
S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-III
1	NJMC311	Development Communication	2/0/0	2	2		Sem-III
2	NJMC312	Online Reputation Management	3/0:0	3	3		Sem-III
3	NJMC313	Media Literacy & Fact Check	3/0/0	3	3		Sem-III
4	NJMC314	"Fact -Check Lab	0/0/1	1	2		Sem-III
5	NJMC315	Transmedia Storytelling	0/0/1	T.	2		Sem-III
6	NJMC316	Understanding Films	2/0/0	2	2		Sem-II
7	NJMC317	Film Appreciation Lab	0/0/1	1	2		Sem-III
8	NJMC318	Mobile Journalism	2/0/0	2	2		Sem-III
9	NJMC319	Mojo Lab	0/0/1	1:	2		Sem-II
10	NJMC320	Capstone Project	5/0/0	5	0	NTCC	Sem-II

IV Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-IV
1	NJMC411	Media Laws & Ethics	3/0/0	3	3		Sem-IV
2	NJMC412	Digital Humaniti	3/0/0	3	3		Sem-IV
3	NJMC413	Professional Writing	0/0/2	2	4		Sem-IV
4	NJMC414	Dissertation	12/0/0	12	0	NTCC	Sem-IV

- (d) There has been no change in the syllabus of PhD (J&MC).
- (e) There has been no change in the syllabus of Minor Track Syllabus.
- (f) There has been no change in the syllabus of Master of Business Administration in Advertising and Public Relations (MBA in Adv and PR).
- (g) There has been no change in the syllabus of Syllabus of Post Graduation Diploma in Hindi Journalism (PGDHJ).
- (h) If Student leaves the BA (J&MC) / BA (J&MC) Honors with Research/ BA (J&MC) Honors after 2 Semester / 1 Year they will get UG Certificate.
- (i) If Student leaves the BA (J&MC) / BA (J&MC) Honors with Research/ BA (J&MC) Honors after 4 Semester / 2 Years they will get UG Diploma.



By

) / BA (J&MC) Honors with Research/ BA (J&MC) Honors after 6

Prof. (Dr. Symit Narula Chairman

Dr Piyanka Tripathi, External Member

Dr Sandeep Kumar

Dr. Harshika Verma

Dr Franav Mishra

Member

Member

Member

Dr Manish Dubey

Mr Siddharth Sharma

Member

Member

Dean, Academics

MAURUN 14/02/2023

Hon'ble Vice Chancellor, AUMP

14/3/2-1



AMITY UNIVERSITY

MADHYA PRADESH -

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Ref: AUMP/RO/BOS/ASCO/2023/87(a)

Date: 14.03.2023

NOTIFICATION Constitution of Board of Studies (BoS) (Amity School of Communication)

 This is in reference to the note-sheet received from Director, Amity School of Communication (ASCO) and duly approved by Hon'ble Vice Chancellor the Board of Studies (BoS) of Amity School of Communication of Amity University Madhya Pradesh is hereby constituted as below:

S.No.	Name	Designation	Designation in Committee
1	Prof. (Dr) Sumit Narula	Director, ASCO, AUMP	Chairman
2	Prof. (Dr) Priyanka Tripathi	Professor, IIT, Patna	Committee of the Commit
3	Dr. Harshika Verma		External Member
4	Dr. Sandeep Kumar	Asst. Professor, ASCO	Member
5		Asst. Professor, ASCO	Member
3	Dr. Pranav Mishra	Asst. Professor, ASCO	Member
6	Dr. Manish Dubey	Asst. Professor, ASCO	
7	Mr. Siddharth Sharma		Member
	an ondrina	Asst. Professor, ASCO	Member

- 2. The tenure of such nominated members shall be for a period of one year i.e. till 13.03.2024.
- This constituted committee will function w.e.f. the date of issue of this order. The previous notification issued vide office Ref No. AUMP/RO/BOS/ASCO/2022/108(a) dated 11.03.2022 stands cancelled with the issue of this notification.
- 4. Issued by the order of the Hon'ble Vice Chancellor.

To:

- 1. Chairman of the Committee
- 2. All members of the Committee

Copy to:

- 1. PS to Hon'ble VC, AUMP
- 2. Pro-VC's office
- 3. Office record

Rajesh Jain) 14/03/9023 Registrar

ADITYA KUMAR SHUKLA

Director

Armsy School of Communication

Armsy University Madnya Prodesh, Gwallor

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