



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritmand Balved Education Foundation)

Date: 02/03/2023

BOARD OF STUDIES (Amity School of Communication)

MINUTES OF THE MEETING

(6 Pages Only)

1. 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**
- ii) 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

2. 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.

3. 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

BA (J&MC) Honors with Research 4 Year																											
As per the Guidelines for Multiple Entry and Exit in Academic Programmes Issued by UGC, New Delhi under National Education Policy 2020 & "Curriculum and Credit Framework for Under Graduate Programmes Dec 2022"																											
Sem	Discipline Specific Course (Core) 1			Discipline Specific Course (Core) 2			Discipline Specific Course (Core) 3			Discipline Specific Course (Core) 4			Discipline Specific Course (Core) 5			Minor Track Minor 1	Minor Track Minor 2	Inter / Elective / Elective Course	Skill Based Course (SBC)	Ability Enhancement Courses (AAC)	Value Education / Seminar / Workshop	Sports	Total Credits per Semester	Credits per Year	Credits per Semester	Qualification and Total Credits	Visitation of Courses (2 per week)
	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit												
First	Fundamentals of Journalism (3)		Practical Journalism (2)	Communication Theories and Models (2)		Writing for Media (1)							Introduction to Digital Media (2)		Design and Graphics (2)	200 (2)	Current Affairs and News Analysis (2)	Practical (2)	Communication Theory (2)	Value Education (2)			23	48	16	UG Certificate (After 1 Year)	Practical Journals in Project Sub Subject (5)
Second	Specialized Reporting & Editing (3)		Reporting & Editing (2)	Media & Society (2)		Basics of Photography (1)							Introduction to Cinema (2)		Photo Editing (1)	200 (2)	Indian Political System (2)	Practical (2)	Communication Skill (2)	Value Education (2)			23	48	16	UG Diploma (After 2 Year)	
Third	Television & Journalism (2)		TV Lab (1)	Development of Communication (2)		Digital Media Lab (1)							Radio Journalism (2)		Radio Lab (1)	200 (2)	Media Law & Ethics (2)	Practical (2)	Communication Skill (2)	Value Education (2)			23	48	16	UG Diploma (After 2 Year)	
Fourth	Introduction to Data Journalism (2)		Fact Check Lab (1)	Processes of Advertising (2)		Advertising Design Lab (1)							Foundation course of Public Relations (2)			200 (2)	Professional Media Writing (2)	Practical (2)	Value Education (2)	Value Education (2)			23	48	16	UG Diploma (After 2 Year)	Audit & Visual Product (14)
Fifth	Event Management (2)		Mobile Journalism (1)	Integration of Marketing to Communication (2)		Start-up Lab (1)		Media Group Activity (1)	Review News Practice (1)	Corporate & Crisis Communication (2)						200 (2)	Online Reporting & Management (2)			Value Education (2)			23	48	16	3-year (UG Degree)	
Sixth	Film Writing & Production (2)			Media Management (2)		Projects and Present (2)										200 (2)				Value Education (2)			23	48	16	3-year (UG Degree)	
Seventh	Competition News Reporting (2)		Film Appreciation (2)	Research & Ethics (2)		Digital Media Content Creation (2)		OTT and New Age Content (2)		Comparison to Social Responsibility (2)						200 (2)				Value Education (2)			23	48	16	4 Year UG Degree with Research	
Eighth	Qualitative Research (2)			Media Internationalization Strategy (2)		Concept of Internationalization (2)										200 (2)				Value Education (2)			23	48	16	4 Year UG Degree with Research	
																						169	169				

(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.

ADITYA KUMAR SHUKLA
Director
Amity School of Communication
Amity University Madhya Pradesh, Gwalior

(Signature)

BA (J&MC) Honors 4 Year																													
(As per the "Guidelines for Multiple Entry and Exit in Academic Programmes Issued by UGC, New Delhi under National Education Policy 2020" & "Curriculum and Credit Framework for Under Graduate Programmes Dec 2022")																													
Sem	Discipline Specific Course (Core) 1			Discipline Specific Course (Core) 2			Discipline Specific Course (Core) 3			Discipline Specific Course (Core) 4			Discipline Specific Minor 1			Minor Track Minor 2			Year / Multi-Entry Course	S&P (S&P) Course (S&P)	Ability Based Course (ABC)	Value Based Course (VBC)	Skill projects / Summer Internship	Observation	Total Credits per Semester	Credits per year	Qualification and Total Credits	Vocational (if per week)	
	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit											
First	Foundations of Journalism (1)		Practical (1)			Common Topics: Theories and Models (1)		Writing For Media (1)								Introduction to Digital Media (1)		Design and Graphics (1)	CBC (1)	Current Affairs and News Analysis (1)	French (1)	Computer Application (1)	200 (1)			21	44	UG Certificate (After 1 Year)	Photo Journals on Project (if Subject is)
Second	Specialized Reporting & Editing (1)		Reporting & Technology (1)			Media & Society (1)		Basis of Photography (1)								Introduction to Cinema (1)		Photo Editing (1)	CBC (1)	Indian Political System (1)	French (1)	Computer Application (1)	200 (1)			21			
Third	Televisual Journalism (1)		TV Lab (1)			Development of Communication (1)		Digital Media Lab (1)								Radio Journalism (1)		Radio Lab (1)	CBC (1)	Media Law & Ethics (1)	French (1)	Computer Application (1)	200 (1)			21	41	UG Diploma (After 2 year)	Audio & Video Production (if)
Fourth	Introduction to Data Journalism (1)		Fast Check LAB (1)			Principles of Advertising (1)		Advanced Design Lab (1)								Foundation of Public Relations (1)			CBC (1)	Professional Media Writing (1)	French (1)	Video & Sound Editing (1)	200 (1)			21			
Fifth	Event Management (1)		Media Journals (1)			Concept of Marketing Communication (1)		Storyboarding (1)		Media Storage Technology (1)		News Room Simulation (1)		Corporate & Other Communication (1)					CBC (1)	Online Reporting on Management (1)			200 (1)			19	46	3-year BSc Degree	
Sixth	Film Writing & Production (1)					Media Management (1)		Specialized Project (1)											CBC (1)				200 (1)			21			
Seventh	Advanced News Research (1)		Film Appreciation (1)			Corporate to Social Responsibility (1)		Digital Media Content Creation (1)		OTT & New Age Content (1)									CBC (1)				200 (1)			21	42	4 Year BSc Degree	and Project (if)
Eighth	Specialized News Research (1)		Creation of Media Journals (1)			Global Media Networks (1)													CBC (1)				200 (1)			21			
																							200 (1)			126	126		

(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.

BA (J&MC) 3 Year																													
(As per the "Guidelines for Multiple Entry and Exit in Academic Programmes Issued by UGC, New Delhi under National Education Policy 2020" & "Curriculum and Credit Framework for Under Graduate Programmes Dec 2022")																													
Sem	Discipline Specific Course (Core) 1			Discipline Specific Course (Core) 2			Discipline Specific Course (Core) 3			Discipline Specific Course (Core) 4			Discipline Specific Minor 1			Minor Track Minor 2			Year / Multi-Entry Course	S&P (S&P) Course (S&P)	Ability Based Course (ABC)	Value Based Course (VBC)	Skill projects / Summer Internship	Observation	Total Credits per Semester	Credits per year	Qualification and Total Credits	Vocational (if per week)	
	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit											
First	Foundations of Journalism (1)		Practical (1)			Common Topics: Theories and Models (1)		Writing For Media (1)								Introduction to Digital Media (1)		Design and Graphics (1)	CBC (1)	Current Affairs and News Analysis (1)	French (1)	Computer Application (1)	200 (1)			21	46	UG Certificate (After 1 Year)	Photo Journals on Project (if Subject is)
Second	Specialized Reporting & Editing (1)		Reporting & Technology (1)			Media & Society (1)		Basis of Photography (1)								Introduction to Cinema (1)		Photo Editing (1)	CBC (1)	Indian Political System (1)	French (1)	Computer Application (1)	200 (1)			21			
Third	Televisual Journalism (1)		TV Lab (1)			Development of Communication (1)		Digital Media Lab (1)								Radio Journalism (1)		Radio Lab (1)	CBC (1)	Media Law & Ethics (1)	French (1)	Computer Application (1)	200 (1)			21	43	UG Diploma (After 2 year)	Audio & Video Production (if)
Fourth	Introduction to Data Journalism (1)		Fast Check LAB (1)			Principles of Advertising (1)		Advanced Design Lab (1)								Foundation of Public Relations (1)			CBC (1)	Professional Media Writing (1)	French (1)	Video & Sound Editing (1)	200 (1)			21			
Fifth	Event Management (1)		Media Journals (1)			Concept of Marketing Communication (1)		Storyboarding (1)		Media Storage Technology (1)		News Room Simulation (1)		Corporate & Other Communication (1)					CBC (1)	Online Reporting on Management (1)			200 (1)			19	46	3-year BSc Degree	
Sixth	Film Writing & Production (1)					Media Management (1)		Specialized Project (1)											CBC (1)				200 (1)			21			
																							200 (1)			126	126		



AKS

(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

Old 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	Web Designing	1,2,3	JMC 315	3	Modification of Course Title	Advanced Media Designing	JMC 311	3

I Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-I
1	NJMC111	Communication Theories & Models	3:0:0	3	3		Sem-I
2	NJMC112	Fundamental of Journalism	3:0:0	3	3		Sem-I
3	NJMC113	Digital Photography	0:0:2	2	4		Sem-I
4	NJMC114	Writing for Media	3:0:0	3	3		Sem-I
5	NJMC115	Advertising Principles and Practices	3:0:0	3	3		Sem-I
6	NJMC116	Introduction to Radio	3:0:0	3	3		Sem-I
7	NJMC117	Mass Media Industry	3:0:0	3	3		Sem-I
8	NJMC118	Political Communication	3:0:0	3	3		Sem-I
9	NJMC119	Media and Society	2:0:0	2	2		Sem-I
10	NJMC120	Media Design	0:0:2	1	2		Sem-I

II Semester

S.No	Course Code	Name of the Subject	L/T/P	Credit (C)	Contact Hours	Category	Sem-II
1	NJMC211	Data Journalism	3:0:0	3	3		Sem-II
2	NJMC212	Data Visualization Lab	0:0:1	1	2		Sem-II
3	NJMC213	Television Journalism	3:0:0	3	3		Sem-II
4	NJMC214	Audio Visual Lab	0:0:1	1	2		Sem-II
5	NJMC215	Communication Research	3:0:0	3	3		Sem-II
6	NJMC216	Public Relations & Corporate Communication	3:0:0	3	3		Sem-II
7	NJMC217	Digital Media	2:0:0	2	2		Sem-II
8	NJMC218	Media Entrepreneurship	3:0:0	3	3		Sem-II
9	NJMC219	Digital Media Content Creation Lab	0:0:2	2	4		Sem-II



Director
Family School of Communication
Anand University, Madhya Pradesh, Gwalior

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III Semester							
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	1	2		Sem-III
6	NJMC316	Understanding Films	2/0/0	2	2		Sem-III
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-III
10	NJMC320	Capstone Project	5/0/0	5	0	NTCC	Sem-III

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 Humanities	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).

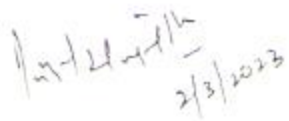
(g) There has been no change in the syllabus of Syllabus of Post Graduation Diploma in Hindi Journalism (PGDHJ).

(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.

(j) If Student leaves the BA (J&MC) / BA (J&MC) Honors with Research/ BA (J&MC) Honors after 6 Semester / 3 Years they will get UG Degree.


Prof. (Dr) Sumit Narula
Chairman



2/3/2023

Dr Piyanka Tripathi,
External Member


Dr Sandeep Kumar
Member


Dr. Harshika Verma
Member


Dr Pranav Mishra
Member


Dr Manish Dubey
Member


Mr Siddharth Sharma
Member


Dean, Academics


Pro-V: 
14/03/2023

Hon'ble Vice Chancellor, AUMP



14/3/23





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)

1. 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	External Member
3	Dr. Harshika Verma	Asst. Professor, ASCO	Member
4	Dr. Sandeep Kumar	Asst. Professor, ASCO	Member
5	Dr. Pranav Mishra	Asst. Professor, ASCO	Member
6	Dr. Manish Dubey	Asst. Professor, ASCO	Member
7	Mr. Siddharth Sharma	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.
3. 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.


(Rajesh Jain) 14/03/2023
Registrar

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


ADITYA KUMAR SHUKLA
Director
Amity School of Communication
Amity University Madhya Pradesh, Gwalior

