

Amity School of Communication
Board of Studies Meeting dated March 7, 2014

Attendance Sheet

Chairperson

Ms Esha Jainiti

Eshajainiti

External Expert

Ms Vrishali Puranik

Vrishali

Members

Dr Sushma Gandhi

Sushma

Dr Pooja Rana

Pooja Rana

Mr Sam V. Rao

SV Rao

Special Invitees

Prof JK Mehta

JK Mehta

Mr Rahul Kushwaha

Rahul Kushwaha

Amity School of Communication

Board of Studies

Minutes of Meeting

Date: March 7, 2014

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

Mr Sam V. Rao, Prog Co-ordinator

Special Invitees

Prof JK Mehta, Prog Co-ordinator

Mr Rahul Kushwaha, Assistant Professor

General Agenda of the Meeting

Review of the proposed new programme -- MSc Animation & Visual graphics

Review of the proposed new programme -- BJ&MC (3C)

Review of the proposed changes in BJ&MC

Review of the proposed changes in BSc A&VG

Any other item with the permission of the Chair

Minutes of the Meeting

The meeting began with a brief introduction by Ms Esha Jainiti. She thanked Ms Vrishali Puranik for her constant support and inputs while the programme structures and syllabi of the two proposed programmes – MSc Animation & Visual Graphics and BJMC (3C) -- were being prepared.

The meeting unanimously recommended the introduction of a new post graduate programme nomenclatured MSc Animation & Visual Graphics from the next academic session (August 2014).

The members also approved the proposed programme structure and the detailed syllabi of the MSc Animation & Visual Graphics programme. The same is attached with the document.

The members of the Board of Studies welcomed the introduction of a new programme – Bachelor of Arts (Journalism & Mass Communication) (3Continent) -- which has been designed with an objective of giving international exposure to the media students in the sixth semester. The board approved the programme structure and the detailed syllabus for introduction in ASCO at the undergraduate level. The detailed document is attached with the MoM.

The BoS members also approved changes in the BJ&MC programme, as presented by Ms Esha Jainiti. Ms Jainiti proposed introduction of a module (Media Planning Software) in the course – Media Planning and Buying -- in the third semester, which was recommended for inclusion in the syllabus of 'Media Planning and Buying' for BJ&MC. The same is attached with the document.

The BoS also approved introduction of a module on 'Statistical Tools for Social Science Research' in the course – Basics of Research I -- in BJ&MC (Sem 3). Details are attached with the document.

The BoS also approved introduction of a module each in two courses of BSc A&VG. In the course – Introduction to 3D (ANI2351), a module on 'Introduction to 3D Characters' was proposed to be introduced. The members felt with the proposed module will make the course more industry-friendly. In the course, Video: Introduction & Advanced (ANI 2504), it was proposed that a module on 'Shooting in Digital Format' be added with an objective to introduce latest techniques of digital format to capture and edit videos. The external members unanimously approved the proposal and appreciated ASCO's commitment to make its programmes more practical oriented and industry friendly. Details are attached with the document.

The meeting ended with vote of thanks by the chair.

(To be put up in the next Academic Council meeting tentatively scheduled in April 2014)