



# AMITY UNIVERSITY

MADHYA PRADESH

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

Appendix 'B'  
(Refers to Para 2 of  
BoS Meeting Minutes  
held on 27 January,  
2018)

**Amity School of Communication**  
**Agenda Board of Studies Meeting**  
**27 January, 2018**

S. No.	Item	Remarks
1	Changing the current syllabus for BA (Journalism & Mass Communication) <ul style="list-style-type: none"><li>Devising better learning and practical techniques for students vis-à-vis the proposed syllabi and to match the industry &amp; International standards</li></ul>	
2	Reviewing the current syllabus of MA (Journalism & Mass Communication), PhD & CBCS Syllabus <ul style="list-style-type: none"><li>Devising better learning techniques for students vis-à-vis the proposed syllabi and to match the industry &amp; International standards</li></ul>	

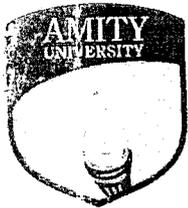
  
Dr. Sumit Narula  
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## List of Appendices

1. **Appendix 'A'**: Name of the members, who attended the Board of Studies (BoS) meeting on the 27 January, 2018. {Page(s) 01}
2. **Appendix 'B'**: Agenda for the BoS Meeting {Page(s) 01}
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## Amity School of Communication Board of Studies: Members

S.No.	Internal Members	Designation	Signature
1	Dr. Sumit Narula	Chairman	
2	Dr. Sandesh Mahajan	Member	
3	Mr. Aditya Kumar Shukla	Member	
4	Ms. Sayantani Roy	Member	
	External Members	Designation	Signature
5	Dr. Anubhuti Yadav	Member Associate Professor IIMC, New Delhi Email: anubhuti@gmail.com	

Dr. Sumit Narula  
Director, ASCO

Hon'ble Vice Chancellor

Dr. Sumit Narula  
Director  
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AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

Date: 27/01/2018

**BOARD OF STUDIES (Amity School of Communication)**

**MINUTES OF THE MEETING**

**(10 Pages Only)**

1. A meeting of board of studies of Amity School of Communication, Amity University Madhya Pradesh was held on 27<sup>th</sup> January 2018 at 1100 hrs at ASCO Studio, AUMP, through skype under the Chairmanship of Dr. Sumit Narula, Director, ASCO. The following members attended the meeting:-

(a) **Chairman:** (i) Dr. Sumit Narula, Director, ASCO

(b) **Member**

ii) Dr. Anubhuti Yadav, Associate Professor, IIMC, New Delhi

iii) Dr. Sandesh Mahajan, Assistant Professor, ASCO

iv) Mr. Aditya Kumar Shukla, Assistant Professor, ASCO

v) Ms. Sayantani Roy, Assistant Professor, ASCO

2. The agenda of the meeting included the following:

(a) To update the Current SYLLABI OF BA (JMC) PROGRAMME.

(b) To update & review the SYLLABI OF MA (JMC) PROGRAMME

(c) To Discuss & review the SYLLABI OF PhD Course Work.

(d) To Discuss & review the SYLLABI OF CBCS courses of ASCO.

(e) Any other item with the permission of Chairman

  
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### 3. Recommendation.

The BOS recommends that:-

- (a) Syllabus of BA (JMC) has been duly updated. Total credits updated are 126 as against 126 credits. 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 (JMC):

#### Semester-I

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	Basics of Radio	1, 2, 3, 4, 5	BJM 101	2	Module 1, 2, 3, 4 updated (Refer Appendix C)	Communication Theories & Models	BJM 101	3
2	Basics of Print Media	1, 2, 3	BJM 102	2	Module 1, 2, 3, 4 updated (Refer Appendix C)	History and Growth of Media in India	BJM 102	3
3	Fundamentals of Advertising	1, 2, 3, 4	BJM 103	2	Module 1, 2, 3, 4 updated (Refer Appendix C)	Fundamentals of Advertising and Public Relations	BJM 103	3
4	Basics of Graphic Design	1, 2, 3	BJM 104	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Fundamentals of Print Journalism	BJM 104	2
5	Writing for Print	1, 2, 3	BJM 105	3	Module 1, 2, 3 updated (Refer Appendix C)	Introduction to Visual Communication	BJM 105	2
6	State and Politics	1, 2, 3, 4, 5	BJM 106	3	Module 2 & 5, 3 & 4 merged (Refer Appendix C)	State and Politics	BJM 106	2
7	News Analysis	1, 2, 3, 4	BJM 107	3	Module 1, 2, 3 (Refer Appendix C)	Digital Skills for Media-I	BJM 107	2 (1 L+1P)
8	Introduction Mass Communication	1, 2, 3	BJM 108	3	Practical Subject added (Refer Appendix C)	Print Media Production	BJM 108	2 (2 P)

#### Semester-II

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	Understanding Mass Communication	1, 2, 3	BJM 201	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Specialized Reporting, Writing & Editing	BJM 201	3

  
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2	Basics of Television Journalism	1, 2, 3, 4	BJM 202	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Theories of Advertising and Public Relations	BJM 202	3
3	Reporting and Feature Writing	1, 2, 3, 4	BJM 203	3	Module 1, 2, 3, 4, 5 updated (Refer Appendix C)	Basics of Radio Journalism	BJM 203	3
4	Advanced graphic Design	1, 2, 3	BJM 204	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Fundamentals of Photography	BJM 204	3 (2L+1P)
5	Writing for Radio	1, 2, 3	BJM 205	2	Module 1, 2, 3, 4 updated (Refer Appendix C)	Indian Economy and Foreign Relations	BJM 205	3
6	Digital Photography and Visualization	1, 2, 3, 4	BJM 206	3	Module 1, 2, 3 updated (Refer Appendix C)	Digital Skills for Media-II	BJM 206	2 (1L+1P)
7	Public Relations and Corporate Communication	1, 2, 3, 4, 5, 6	BJM 207	2	Practical Subject added (Refer Appendix C)	Radio Production	BJM 207	2 (2P)

### 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	Basics of Media Research	1, 2, 3	BJM 301	2	Not Updated (Refer Appendix C)	Basics of Media Research	BJM 301	3
2	Global Media Scenario	1, 2, 3, 4	BJM 302	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Television Journalism	BJM 302	3
3	Advanced TV Journalism	1, 2, 3, 4	BJM 303	3	Module 1, 2, 3 updated (Refer Appendix C)	Writing for Advertising and Public Relations	BJM 303	2
4	Basics of News Room Practices	1, 2, 3	BJM 304	3	Module 1, 2, 3 updated (Refer Appendix C)	Media Laws and Ethics	BJM 304	3
5	Advertising Strategies	1, 2, 3, 4, 5	BJM 305	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Film Theories and Practices	BJM 305	3
6	Writing for TV	1, 2, 3	BJM 306	3	Module 1, 2, 3 updated (Refer Appendix C)	Development Communication	BJM 306	3
7	Term Paper NTCC	NA	BJM 307	4	Module 1, 2, 3 updated (Refer Appendix C)	Digital Skills for Media-III	BJM 307	2 (1L+1P)
8	NA	NA	NA	NA	Practical Subject added (Refer Appendix C)	Advertisement Production	BJM 308	2 (2P)

  
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### Semester-IV

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	Applied Research in Media Studies	1, 2, 3	BJM 401	3	Not Updated (Refer Appendix C)	Applied Research in Media Studies	BJM 401	3
2	Basics of Film Theory and Practice	1, 2, 3, 4, 5	BJM 402	3	Module 1, 2, 3, 4, 5 updated (Refer Appendix C)	News Room Practices & Anchoring Skills	BJM 402	3 (2L+1P)
3	Electronic Media Production	1, 2, 3, 4	BJM 403	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Media Planning and Event Management	BJM 403	3
4	Introduction Development Communication	1, 2, 3	BJM 404	3	Module 1, 2, 3 updated (Refer Appendix C)	Introduction New Media	BJM 404	2
5	Basics of Cyber Media	1, 2, 3	BJM 405	3	Module 1, 2, 3 updated (Refer Appendix C)	Indian Media Industry	BJM 405	3
6	Fundamentals of Event Management	1, 2, 3, 4	BJM 406	3	Module 1, 2, 3 updated (Refer Appendix C)	Digital Skills for Media-IV	BJM 406	2 (1L+1P)
7	Film Appreciation	1, 2, 3, 4	BJM 407	3	Practical Subject added (Refer Appendix C)	Television Production	BJM 407	2 (2P)
8	NA	NA	NA	NA	Shifted from 3 <sup>rd</sup> Semester to 4 <sup>th</sup> Semester	Term Paper NTCC	BJM 408	3

### Semester-V

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	Advanced Cyber Media	1, 2, 3	BJM 501	2	Module 1, 2, 3, 4 updated (Refer Appendix C)	Corporate Communication & Brand Management	BJM 501	3
2	Advanced Film Theory and Practice	1, 2, 3, 4	BJM 502	3	Module 1, 2, 3 updated (Refer Appendix C)	Introduction to Data Journalism	BJM 502	2
3	News Bulletin Management	1, 2, 3	BJM 503	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Film Appreciation, Direction and Stylistation	BJM 503	3
4	Anchoring Skills for TV	1, 2, 3	BJM 504	2	Module 1, 2, 3 updated (Refer Appendix C)	Writing Skills for New Media	BJM 504	3
5	Specialized Writing & Editing	1, 2, 3, 4	BJM 505	3	Module 1, 2, 3 updated (Refer Appendix C)	Media: Conflict and Peace Building	BJM 505	3

  
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6	Digital Animation and Sound	1, 2, 3	BJM 506	2	Module 1, 2, 3 updated (Refer Appendix C)	Integrated Marketing Communication	BJM 506	3
7	Media Planning	1, 2, 3	BJM 507	3	Module 1, 2, 3, 4 updated (Refer Appendix C)	Digital Skills for Media-V	BJM 507	2 (1L+1P)
8	Summer Project NTCC	NA	BJM 508	3	Practical Subject added (Refer Appendix C)	Short Film/Documentary Production	BJM 408	2 (2P)

**Semester-VI**

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	Media Laws & Ethics	1, 2, 3	BJM 601	4	Module 1, 2, 3, 4 updated (Refer Appendix C)	Media and Society	BJM 601	3
2	Multimedia & Convergence	1, 2, 3, 4	BJM 602	4	Project Added (Refer Appendix C)	Specialized Project: • News Paper or Magazine Design • Photography Portfolio • Advertisement Production • Radio Production • Television Production • Short Film/ Documentary Production • Website Designing	NTCC BJM 660 BJM 661 BJM 662 BJM 663 BJM 664 BJM 665 BJM 666	9
3	Client Servicing & Copy Writing	1, 2, 3	BJM 603	4	(Refer Appendix C)	Internship	BJM 667	9
4	Internship	NA	BJM 604	9	-----	-----	-----	-----

  
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- (b) Syllabus of MA (JMC) has been duly updated. Total 96 credits are updated as against 96 credits. 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 (JMC):**

**Semester I**

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	Theories of Communication	1, 2, 3, 4	MJM 101	3	Module 1, 2, 3, 4 updated (Refer Appendix D)	Theories of Communication	MJM 101	3
2	Basics of Print Journalism	1, 2, 3, 4, 5	MJM 102	3	Module 1, 2, 3, 4 (Refer Appendix D)	Basics of Print Journalism	MJM 102	3
3	Media Designing	1, 2, 3	MJM 103	3	No Change (Refer Appendix D)	Media Designing	MJM 103	3
4	Advertising Principles and Practices	1, 2, 3, 4	MJM 104	3	Module 1, 2, 3, 4 (Refer Appendix D)	Advertising Principles and Practices	MJM 104	3
5	Aesthetics of Photography	1, 2, 3	MJM 105	3	No Change (Refer Appendix D)	Aesthetics of Photography	MJM 105	3
6	Introduction Radio	1, 2, 3, 4	MJM 106	3	Module 4 Deleted (Refer Appendix D)	Introduction Radio	MJM 106	3
7	Mass Media Industry	1, 2, 3	MJM 107	3	Module 1, 2, 3 updated (Refer Appendix D)	Mass Media Industry	MJM 107	3
8	Indian Political System	1, 2, 3, 4	MJM 108	3	Module 1, 2, 3, 4 updated (Refer Appendix D)	Political Communication	MJM 108	3

**Semester II**

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	Fundamentals of Communication Research	1, 2, 3, 4	MJM 201	3	Module 1, 2, 3, 4 updated (Refer Appendix D)	Communication Research	MJM 201	3
2	Television Journalism	1, 2, 3, 4	MJM 202	3	No Change (Refer Appendix D)	Television Journalism	MJM 202	3
3	Radio Production	1, 2, 3, 4	MJM 203	3	Module 4 merged with module 3 (Refer Appendix D)	Radio Production	MJM 203	3

  
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4	Media Design and Production	1, 2, 3	MJM 204	3	Module 1, 2, 3 Updated (Refer Appendix D)	Visual Designing and Production	MJM 204	3
5	Specialized Reporting	1, 2, 3,4	MJM 205	3	No Change (Refer Appendix D)	Specialized Reporting	MJM 205	3
6	Basics of new Media	1, 2, 3	MJM 206	3	Module 1, 2, 3 updated (Refer Appendix D)	Film Theory and Practice	MJM 206	3
7	Public Relations	1, 2, 3, 4, 5	MJM 207	3	Module 1, 2, 3 updated (Refer Appendix D)	Public Relations and Corporate Communications	MJM 207	3
8	Government Information System	1, 2	MJM 208	3	Module 1, 2, 3 updated (Refer Appendix D)	Folk and Popular Media of India	MJM 208	3

### 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				
	Advanced Media Research	1,2,3	MJM 301	3	Module 1, 2, 3 updated (Refer Appendix D)	New Media Ecology	MJM 301	3
2	Film Theory and Practice	1, 2, 3, 4	MJM 302	3	Module 1, 2, 3 updated (Refer Appendix D)	Advance Film Theory and Practice	MJM 302	3
3	Advanced New Media	1, 2, 3,4	MJM 303	3	No change Subject taken from Semester 4 <sup>th</sup> (Refer Appendix D)	Development Communication	MJM 303	3
4	Advertising Planning and Strategy	1, 2, 3, 4, 5	MJM 304	3	Module 1, 2, 3 updated (Refer Appendix D)	Event and Brand Management	MJM 304	3
5	Print Layout and Design	1, 2, 3	MJM 305	3	Module 1, 2, 3 updated (Refer Appendix D)	Web Designing	MJM 305	3
6	Anchoring Skills and Presentation	1, 2, 3	MJM 306	3	Module 1, 2, 3 updated (Refer Appendix D)	Anchoring and News Room Practices	MJM 306	3
7	Internship	NA	MJM 308	3	No change Subject taken from Semester 4 <sup>th</sup> (Refer Appendix D)	Media Ethics, Laws and Regulations	MJM 307	3
8	NA	NA	NA	NA	Inclusion of New Subject (Refer Appendix D)	Media Economics	MJM 308	3

  
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### Semester IV

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	Current Affairs and Media Analysis	1,2,3,4	MJM 401	3	Module 1, 2, 3, 4 updated (Refer Appendix D)	Film Appreciation	MJM 401	3
2	Media Ethics, Laws and Regulations	1,2,3,4	MJM 402	3	Subject swapped from the same semester (Refer Appendix D)	Current Affairs and Media Analysis	MJM 402	3
3	Development Communication	1,2,3,4	MJM 403	3	NTCC Internship is taken from Semester III Credits Changed (Refer Appendix D)	Internship	MJM 403	9
4	Corporate and Brand Communication	1, 2, 3, 4, 5	MJM 404	3	Subject Swapped, Credits updated (Refer Appendix D)	Dissertation/ Specialized projects	MJM 404	9
	Newsroom Practices	1, 2, 3,4	MJM 305	3	-----	-----	-----	-----
6	Media Globalization	1, 2, 3,4	MJM 306	3	-----	-----	-----	-----

(c) There has been no change in the syllabus of Ph.D. Course work.

(d) Minor Track Syllabus of Animation semester I, II III, IV, V & VI appropriately modified according the new syllabus of BA (JMC) and the credits are updated as per the guidelines of Dean Academics.

(i) Summary of Changes in Minor Track Credits as follows (Refer appendix F)

#### Animation

Semester	Course Name	Course Code	Subjects	Old Credits	New Credits
I	Animation	AN 2101	Fundamentals of Computers	3	3
II		AN 2102	Sound Recording & Editing	3	3
III		AN 2103	Fundamentals of Video Editing	3	3
IV		AN 2104	Graphics, Image and Animation	3	4
V		AN 2105	Web Designing	3	4
VI		AN 2106	Project	3	1
			Total Credits	18	18

#### Print Media

Semester	Course Name	Course Code	Subjects	Old Credits	New Credits
I	Print Media	PM 2101	Basics of Print Media	3	3
II		PM 2102	Writing for Print	3	3
III		PM 2103	News Analysis	3	3
IV		PM 2104	Reporting & Feature Writing	3	4
V		PM 2105	Specialized Writing & Editing	3	4
VI		PM 2106	Project	3	1
			Total Credits	18	18

  
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### Audio-Visual Communication

Semester	Course Name	Course Code	Subjects	Old Credits	NewCredits
I	Audio-Visual Communication	AV 2301	Basics of Radio	3	3
II		AV 2302	Introduction Visual Communication	3	3
III		AV 2303	Digital Photography & Visualization	3	3
IV		AV 2304	Basics of Film Theory and Practice	3	4
V		AV 2305	Advanced Film Theory and Practice	3	4
VI		AV 2306	Project	3	1
				<b>Total Credits</b>	<b>18</b>

### Media Management

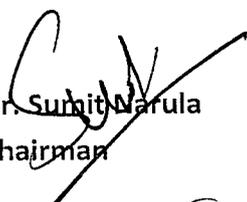
Semester	Course Name	Course Code	Subjects	Old Credits	New Credits
I	Media Management	MM 2401	Fundamentals of Advertising	3	3
II		MM 2402	Advertising Principal & Practices	3	3
III		MM 2403	Public Relations and Corporate Communication	3	3
IV		MM 2404	Media Management	3	4
V		MM 2405	Fundamentals of Event Management	3	4
VI		MM 2406	Project	3	1
				<b>Total Credits</b>	<b>18</b>

(ii) Summary of Changes in Minor Track of Animation as per new syllabus of BA (JMC)

### Animation

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	Computer Application-I	1, 2, 3	AN 2101	3	Module 1, 2, 3, 4 updated (Refer Appendix F)	Fundamentals of Computers	AN 2101	3
2	Computer Application-II	1, 2, 3	AN 2102	3	Module 1, 2, 3 (Refer Appendix F)	Sound Recording and Editing	AN 2102	3
3	Computer Graphics, Animation & Sound	1, 2, 3	AN 2103	3	Module 1, 2, 3 (Refer Appendix F)	Fundamentals of Video Editing	AN 2103	3
4	Web Designing	1, 2, 3	AN 2104	3	Module 1, 2, 3, 4 and Credits updated (Refer Appendix F)	Graphics, Image and Animation	AN 2104	4
5	Multimedia	1, 2, 3	AN 2105	3	Module 1, 2, 3, 4 and Credits updated (Refer Appendix F)	Web Designing	AN 2105	4
6	Portfolio and Project		AN 2106	3	Name Changed and Credits Updated (Refer Appendix F)	Project	AN 2106	1

  
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Chairman

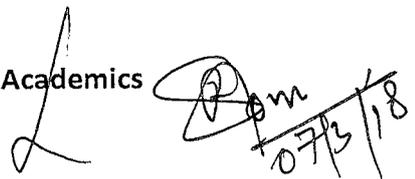
  
Dr. Anubhuti Yadav  
External Member

  
Dr. Sandesh Mahajan  
Member

  
Mr. Aditya Kumar Shukla  
Member

  
Ms. Sayantani Roy  
Member

Dean, Academics

  
Pro Vice Chancellor, AUMP

  
Hon'ble Vice Chancellor, AUMP

  
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