

AMITY UNIVERSITY

MADHYA PRADESH

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

Ref: AUMP/Notice/ASCO/BoS/01/2017

Date: January 24, 2017

Notice for the Meeting of Board of Studies

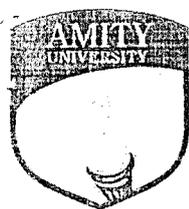
The meeting of the Board of Studies of the Amity School of Communication will be held on January 25, 2017 in the studio of Amity School of Communication to discuss the following agenda:

1. To discuss & review the SYLLABI OF BAJMC PROGRAMME.
2. To discuss & review the SYLLABI OF MAJMC PROGRAMME
3. To discuss & review the SYLLABI OF PhD Course Work.
4. To discuss & review the SYLLABI OF CBCS courses of ASCO.
5. Any other item

Prof. (Dr.) Sachin Batra
Chairman Board of Studies
Dean
Amity School of Communication
Amity University Madhya Pradesh,
Gwalior-474005, India

Dr. Sumit Narula
Director
Amity School of Communication

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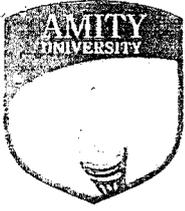
MADHYA PRADESH

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Amity School of Communication
Board of Studies Meeting on
25 January 2017

S.No.	Internal Members	Designation	Signature
1	Prof. (Dr.) Sachin Batra	Chairman	
2	Dr. Sumit Narula	Secretary	
3	Dr. Sandesh Mahajan	Member	
4	Mr. Aditya Kumar Shukla	Member	25/1/17 on leave
5	Ms. Sayantani Roy	Member	
	External Members	Designation	Signature
6	Prof. (Dr.) Neeru Johri	Member Director, JIMS Vasantkunj, New Delhi Email: hodbjmc.vk@jagannath.org	
7	Mr. Mahendra Singh Kushwaha	Member Resident Editor, Dainik Bhaskar, Gwalior	

Dr. Sumit Narula
Director
Amity School of Communication



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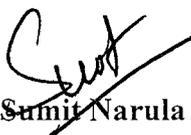
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Date: December 14, 2017

Agenda points for the Meeting of Board of Studies

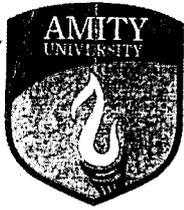
The meeting of the Board of Studies of the Amity School of Communication will be held on January 27, 2018 in the studio of Amity School of Communication to discuss the following points:

1. To discuss & review the Syllabi of BAJMC Programme and to change it as per industry requirements and International standards.
2. To discuss & review the Syllabi of MAJMC Programme and to change it as per industry requirements and International standards.
3. To discuss & review the Syllabi of PhD Course Work.
4. To discuss & review the Syllabi of CBCS courses of ASCO to change it as per industry needs.
5. Any other item with the permission of Chair.


Dr. Sumit Narula
Chairman Board of Studies
Director
Amity School of Communication
Amity University Madhya Pradesh,
Gwalior-474005, India


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Director
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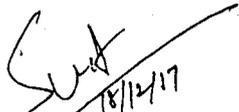
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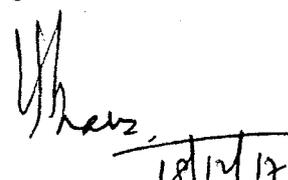
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Amity School of Communication

Board of Studies: Members

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


18/12/17
Dr. Sumit Narula
Director, ASCO

OK.

18/12/17
Hon'ble Vice Chancellor


Dr. Sumit Narula
Director
Amity School of Communication



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

Date: 25/01/2017

BOARD OF STUDIES (Amity School of Communication)

MINUTES OF THE MEETING

(4-Pages Only)

1. A meeting of board of studies of Amity School of Communication, Amity University Madhya Pradesh was held on 25th January 2017 at 1100 hrs at ASCo Studio, AUMP, under the Chairmanship of Prof. (Dr.) Sachin Batra, Dean, ASCo. The following members attended the meeting:-
 - (a) Chairman: Prof. (Dr.) Sachin Batra, Dean, ASCo
 - (b) Member
 - i) Dr. Sumit Narula, Director, ASCo
 - ii) Prof. (Dr.) Neeru Johri, Head, JIMS, New Delhi
 - iii) Dr. Sandesh Mahajan, Assistant Professor, ASCo
 - iv) Ms. Sayantani Roy, Assistant Professor, ASCo
2. The agenda of the meeting included the following:
 - (a) To discuss & review the SYLLABI OF BAJMC PROGRAMME.
 - (b) To discuss & review the SYLLABI OF MAJMC 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
3. Recommendation.
 - (i) The BOS recommends that :-
 - (a) Module I, II, III, IV & V (JMC 305) be appropriately modified to include (New Topics) with credits to be unchanged for 3 credits. Because Existing 6 modules to be deleted as they are same as Module 1 to 6 of BJM-207.


 Dr. Sumit Narula
 Director
 Amity School of Communication

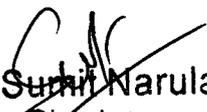
- (b) Module I, II, III, IV & V (JMC 203) be replaced as attached (New Topics) with credits to be unchanged for 3 credits.
- (c) Minor Track Syllabus of Print Media semester I, II III, IV, V & VI and Media Management I, II III, V & VI, is appropriately modified according to the new syllabus of BA (JMC) with credits to be unchanged for 3 credits each semester.
- (d) The total number of credits after revision works out to 39 credits as against 39 credits.

4. Summary of changes is given below:-

Current Syllabus					Proposed Changes/Modifications (addition/deletion in the Syllabus)	New Course Code	No. of Credits
Sr. No.	Course Title	Module of the syllabus	Old Course Code	No. of Credits			
1	Advertising Strategies	1,2,3,4,5	JMC 305	3	Complete modules 1,2,3,4,5 changed (refer to annexure-1)	JMC 305	3
2	Radio Production	Modules 1,2,3,4,5	MA (JMC) 203	3	Complete modules 1,2,3,4,5 changed (refer to annexure-2)	MA (JMC) 203	3
3	Print Media - Reporting and Editing	Modules 1,2,3,4,5	CBCS PM 2201	3	Complete modules 1,2,3 changed {refer to annexure -3 (a)} Basics of print media	CBCS PM 2201	3
4	Print Media - Specialized reporting and feature writing	Modules 1,2,3,4,5	CBCS PM 2202	3	Complete modules 1,2,3 changed {refer to annexure -3 (b)} Writing For Print	CBCS PM 2202	3
5	Print media – design and production	Modules 1,2,3	CBCS PM 2203	3	Complete modules 1,2,3,4 changed {refer to annexure -3 (c)} News analysis	CBCS PM 2203	3
6	Print media – Introduction to printing technologies	Modules 1,2,3	CBCS PM 2204	3	Complete modules 1,2,3,4 changed {refer to annexure -3 (d)} Reporting and feature writing	CBCS PM 2204	3


 Dr. Sumit Narula
 Director
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7	Print media – newspaper and magazine research	Modules 1,2,3,4	CBCS PM 2205	3	Complete modules 1,2,3,4 changed {refer to annexure -3 (e)} Specialized writing and editing	CBCS PM 2205	3
8	Print media- Project and portfolio	N.A	CBCS PM 2206	3	Nomenclature changed to Print Project {refer to annexure -3 (f)}	CBCS PM 2206	3
9	Media Management – Fundamentals of Advertising	Modules 1,2,3,4,5	CBCS MM 2401	3	Complete modules 1,2,3,4 changed {refer to annexure -4 (a)} Fundamentals of Advertising	CBCS MM 2401	3
10	Media Management – Advertising Principles and Practices	Modules 1,2,3,4	CBCS MM 2402	3	Complete modules 1,2,3,4 changed {refer to annexure -4 (b)} Advertising Principles and Practices	CBCS MM 2402	3
11	Media Management – Public Relations	Modules 1,2,3,4	CBCS MM 2403	3	Complete modules 1,2,3,4,5,6 changed {refer to annexure -4 (c)} Public Relations and Corporate Communication	CBCS MM 2403	3
12	Media Management - Event Management II	Modules 1,2,3,4	CBCS MM 2405	3	Complete modules 1,2,3,4 changed {refer to annexure -4 (d)} Fundamentals of event management	CBCS MM 2405	3
13	Media Management- Project and portfolio	NA	CBCS MM 2406	3	Nomenclature changed to Media management project	CBCS MM 2406	3
		Total Credits		39	Total Credits		39


Dr. Sunil Narula
 Director
 Amity School of Communication

Signature of Members

Nyeni

Sunil

[Signature] 25/1/2017

[Signature] 25/1/17
Banshi

[Signature] 25/01/2017
Signature of Chairman-BoS

[Signature]
23/2/17
APPROVED BY

Hon'ble Vice Chancellor
AUMP, Gwalior

[Signature]
Dr. Sumit Narula
Director
Amity School of Communication