



AMITY UNIVERSITY

MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

Date: 27/01/2020

BOARD OF STUDIES (Amity School of Communication)

MINUTES OF THE MEETING

(7 Pages Only)

1. A meeting of board of studies of Amity School of Communication, Amity University Madhya Pradesh was held on 27th January 2020 at 10:00 hrs at ASCO Studio, AUMP, 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. Manish Verma, Director, ASCO, Amity University Gurugram, Manesar

iii) Mr Ashish Sharma , Assistant Professor, ASCO

iv) Dr. M.N.Haque, Assistant Professor, ASCO

v) Mr Satnam Singh, Assistant Professor, ASCO

vi) Mr Dhruv Sabharwal, Assistant Professor, ASCO

2. The agenda of the meeting included the following:

(a) To Update & Review Current SYLLABI of BA (J&MC) PROGRAMME for 2020-2023

(b) To Update & Review the SYLLABI of MA (J&MC) PROGRAMME for 2020-2022

(c) To Discuss & Review the SYLLABI of PhD Course Work.

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

(e) To Discuss & Review the SYLLABI OF MBA in Adv and PR

(f) To Discuss & review the SYLLABI OF PGDHJ

(g) 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. 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-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	Indian Media Industry	1, 2, 3	JMC 405	3	Inclusion of New Subject (Refer Appendix C)	Fake News and Media Literacy	JMC 405	3

Semester-V

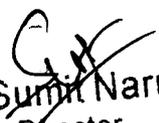
Old Syllabus					Proposed Changes/ Modifications (addition/ deletion in the Syllabus)	New Course Name	New Course Code	No. of Credits
Sr. No.	Course Title	Module of the syllabus	Old Course Code	No. of Credits				
1	Corporate Communication & Brand Management	1, 2, 3,4	JMC 501	3	Inclusion of New Subject (Refer Appendix C)	Advanced Research in Media Studies	JMC 501	3
2	Integrated Marketing Communication	1, 2, 3	JMC 506	3	Subject taken from the same Semester as well as merged with the Present Subject (Refer Appendix C)	Corporate Communication & Brand Management	JMC 506	3

- (b) Syllabus of MA (JMC) 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 (JMC):

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	New Media Ecology	1,2,3	JMC 311	3	Inclusion of New Subject Updated (Refer Appendix D)	Advanced Communication Research	JMC 311	3

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2	Advance Film Theory and Practice	1, 2, 3	JMC 312	3	Subject Taken from 4 th Semester (Refer Appendix D)	Film Appreciation	JMC 312	3
3	Media Economics	1,2,3,4	JMC 318	3	Subject taken from the same semester (Refer Appendix D)	New Media Ecology	JMC 318	3

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	Film Appreciation	1,2,3,4	JMC 411	3	Subject taken from 3 rd Semester (Refer Appendix D)	Media Economics	JMC 411	3

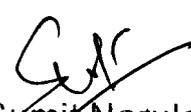
(c) Syllabus of PhD (JMC) has been duly updated. Total 4 credits are updated. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject.

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	Communication Theories	1,2,3,4,5	PHDJM 102	3	Both Discipline Specialized Paper Merged Module 1,2,3,4 Updated (Refer Appendix E)	Media Theories and Research	PJM 104	4
2	Media Research	1,2,3,4,5	PHDJM 103	3

(d) There has been no change in the syllabus of Minor Track Syllabus.-Appendix F

(e) Syllabus of Master of Business Administration in Advertising and Public Relations (MBA in Adv and PR) Programme Code: MBM, Duration 2 Years has been duly introduced. Total credits are 112 as against 112 credits. These updates have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. – Refer Appendix G. Syllabus Summary of MBA in Adv and PR:


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FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical /Field work (P) Hours Per Week	Total Credits
MBM 101	Communication Process & Practices of Management	3	-		3
MBM 102	Principles of Media Marketing Strategy	3			3
MBM 103	Principles of Advertising Management	3			3
MBM 104	Strategic Communication: Writing Across Platforms	3	-		3
MBM 105	Basics of Financial and Cost Accounting	3	-	-	3
MBM 106	Principles of Public Relations Management	3		-	3
MBM 107	Indian Financial System and Market	3	-	-	3
MBM 108	Building Organizational Culture and Communication	3			3
BSP143	Behavioural Science-I	2			1
BCM141	Business Communication-I	1	-	-	1
FLP144	French-I	1	-	-	2
	TOTAL				28

SECOND SEMESTER

MBM 201	Public Relations and Advertising Research	3			3
MBM 202	Corporate Communications: Concepts, Structure and Functions	3		-	3
MBM 203	Strategic Communication Management	3			3
MBM 204	Advertising Strategies and Public Relations Practices	3	-		3
MBM 205	Communicating Corporate Social Responsibility	3		-	3


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MBM 206	Corporate Accounting	3	-	-	3
MBM 207	Production: Campaign Designing			4	2
MBM 208	Seminar Paper: Corporate Image Building				4
BCM 241	Business Communication- II	1	-	-	1
BSP 243	Behavioural Science- II	1	-	-	1
FLP 244	Foreign Language – II French	2	-	-	2
	TOTAL				28

SUMMER INTERNSHIP/PROJECT (8 -10 WEEKS)

THIRD SEMESTER

MBM 301	Quantitative Techniques and Media Statistics	3	-	-	3
MBM 302	Strategic Marketing and Brand Management	3			3
MBM 303	Media and Entertainment Industry: Overview	3			3
MBM 304	Marketing in Digital World	2		2	3
MBM 305	Financial Control and Management	3			3
MBM 306	Event Planning and Management	3			3
MBM 307	Production: New Media as tools of Advertising and Public Relations (Practical)			4	2
MBM 308	Summer Project (Evaluation)				4
BCM 341	Business Communication- III	1	-	-	1
BSP 343	Behavioural Science- III	1	-	-	1
FLP 344	Foreign Language – III French	2			2
	TOTAL				28


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FOURTH SEMESTER

MBM 401	Legal Aspects of Business in Media	4		-	4
MBM 420	Customer Relationship Management: Business, Identity and Reputation	2			2
SIP 413	Internship	9			9
DSA 414	Dissertation/ Specialized Project	9			9
BCM 441	Business Communication- IV	1	-	-	1
BSP 443	Behavioural Science- IV	1	-	-	1
FLP444	Foreign Language – IV	2	-	-	2
	French				
	TOTAL				28

(f) Syllabus of Post Graduation Diploma in Hindi Journalism (PGDHJ) Duration 1 Years has been duly introduced. Total credits are 50 as against 50 credits. These have been made to increase practical orientation, employability and internationalization in view of recent development in the subject. – Refer Appendix H
Syllabus Summary of PGDHJ

First Semester

Course Code	Course Title	Lecture (L) Hours Per Week	Total Credits
PDHJ 101	संचार: अवधारणा और प्रक्रिया	5	5
PDHJ 102	पत्रकारिता का इतिहास, कानून और आचार संहिता	5	5
PDHJ 103	रिपोर्टिंग: अवधारणा और प्रक्रिया	5	5
PDHJ 104	विज्ञापन, जनसंपर्क और समाचार पत्र प्रबंधन	5	5
PDHJ 105	रिपोर्टिंग: व्यावहारिक अभ्यास (Practical)	10	5
	TOTAL	30	25

Second Semester

Course Code	Course Title	Lecture (L) Hours Per Week	Total Credits
PDHJ 201	प्रसारण पत्रकारिता	5	5
PDHJ 202	विकास पत्रकारिता	5	5
PDHJ 203	न्यू मीडिया पत्रकारिता	5	5
PDHJ 204	संपादन: अवधारणा और प्रक्रिया	5	5
PDHJ 205	संपादन: व्यावहारिक अभ्यास (Practical)	10	5
	TOTAL	30	25


Dr. Sumit Narula
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05/03/2020

Dr. Sumit Narula
Chairman

Dr. Manish Verma
External Member

Mr Ashish Sharma

Member

M. Haque
Dr. M.N.Haque

Member

Mr Satnam Singh

Member

Mr Dhruv Sabharwal

Member

Dean, Academics

Hon'ble Vice Chancellor, AUMP

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Director
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