



AMITY UNIVERSITY
— R A J A S T H A N —

Amity School of Communication -Minutes of Board
of Studies

2018-2019

Amity School of Communication (ASCo)

Minutes of the Board of Studies Meet

Date: April 23, 2019

Venue: CR 12 'D' Block at Amity University Rajasthan

Members Present:

Chairperson

Prof. Manish Verma

Convener

Dr. Jayati Sharma

External Member

Prof. Subhash Dhuliya

Mr. Manoj Sharma

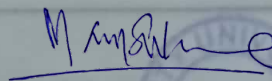
Internal Expert

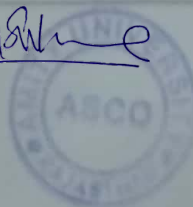
Dr. Saket Raman

Agenda of the Meeting

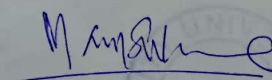
1. Introduction of newly constituted BOS for Journalism and Mass Communication.
2. Apprise the members about the Industry Advisory Council and curricular & co-curricular activities organized by Amity School of Communication during the semester.
3. Discussion and approval of improved syllabus of BA (J&MC) and MA (J&MC)
 - a. Approval of revised content of all the courses from semester 1st to 6th of BA(J&MC) and semester 1st to 4th of MA (&MC).
 - b. Approval of evaluation scheme of all the courses of BA (J&MC) and MA (J&MC) across all the semester.
4. Introduction of 'Media Marketing and Sales' as a domain elective course in MA(J&MC) III semester.
5. Introduction of "Digital Marketing as a domain elective course in BA (J&MC) V semester

S.No.	Comments
1.	Dr. Jayati Sharma welcomed and introduced the members of Board of Studies. Members were briefed about the curricular and co-curricular activities held at Amity School of Communication during the current semester.



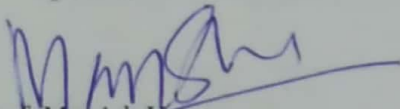


2.	Prof (Dr.) Manish Verma apprised the industry members about the importance, objectives and roles of newly constructed Industry Advisory Council.
3	Prof. Manish Verma opened the forum for discussions, suggestions and inputs from members upon the revised syllabus. External members examined the program structure meticulously and were briefed about the details of assessment and evaluation patterns.
5	Prof. Subhash Dhuliya insisted on special emphasis on developing writing skills and linguistic proficiency among the students. He suggested that the students must be exposed to modules on convergence and multimedia journalism.
6	Prof. Subhash Dhuliya also suggested to develop a module/course on entrepreneurship for media students.
7	Prof. Manish Verma briefed the members about the courses on online journalism and social media being offered at undergraduate and post graduate students.
8	Prof. Dhuliya suggested to change the name of course from Online Journalism to Digital Journalism. All the members agreed to his proposal unanimously.
9	Mr. Manoj Sharma stressed upon developing writing skills among students and suggested to add courses in Hindi and English Journalism.
10	Members unanimously approved the revised syllabus of BA (J&MC) and MA (J&MC)
11	Members unanimously approved the proposed evaluation scheme for all the courses of BA(J&MC) and MA (J&MC).

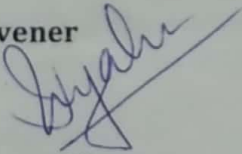


12	Members approved the induction of 'Media Marketing and Sales' as a domain elective course in MA(J&MC) III semester.
13	Members approved the induction of 'Digital Marketing' as a domain elective course in BA(J&MC) V Semester.
14	The discussion came to the conclusion with a summary talk and vote of thanks by Prof. Manish Verma .

Chairperson


Prof. Manish Verma

Convener

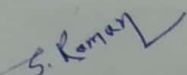

Dr. Jayati Sharma

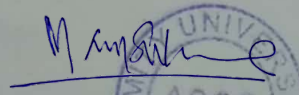

External Member:

Prof. Subhash Dhuliya

Mr. Manoj Sharma

Internal Expert


Dr. Saket Raman

Fw: Minutes of ASCO's BOS

Jayati M. Sharma <jmishra@jpr.amity.edu>

Mon 10/11/2021 7:49 AM

To: Devendra K. Sharma <dksharma@jpr.amity.edu>

1 attachments (672 KB)

BOS-23.04.2019.pdf;

*Warm regards!***Dr. Jayati Sharma**

Deputy Director- Amity School of Communication, Jaipur

Chairperson- Gender Cell- Amity University Rajasthan

Amity University Rajasthan, Jaipur

Kant Kalwar, Delhi Highway (Main Road), Jaipur- 303 002

Tel: +91-1426-405641 (Direct)/ Mobile: +91- 09829880661

From: Jayati M. Sharma**Sent:** Tuesday, April 30, 2019 9:40 AM**To:** sdhuliya@curaj.ac.in <sdhuliya@curaj.ac.in>; manojsharma76us@yahoo.com <manojsharma76us@yahoo.com>**Cc:** Prof.(Dr.) Manish Verma <mverma@jpr.amity.edu>**Subject:** Minutes of ASCO's BOS

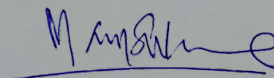
Dear Sir,

Once again thank you so much for your valuable inputs and suggestions in the meeting of Board of Studies held on April 23, 2019.

Attached herewith are the minutes of the meeting. Kindly sign the minutes and send a scanned copy via email.

Thanks and regards,

Dr. Jayati Sharma



Reply all | Delete | Junk | Block | ...

Fw: Minutes of ASCO's BOS

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Jayati M. Sharma
Tue 7/30/2019 4:38 AM
Devendra K. Sharma

From: Prof. Subhash Dhuliya <sdhuliya@curaj.ac.in>
Sent: Thursday, May 2, 2019 12:39 PM
To: Jayati M. Sharma <jmishra@jpr.amity.edu>
Cc: manojsharma76us@yahoo.com <manojsharma76us@yahoo.com>; Prof.(Dr.) Manish Verma <mverma@jpr.amity.edu>
Subject: Re: Minutes of ASCO's BOS

Thanks. I am in Delhi for a NAAC team visit to Shiv Nadar University . Will do the needful once I am back. The Minutes are fine an cover all points of discussion and approved from my side.

Best,

On Tue, Apr 30, 2019 at 10:10 AM Jayati M. Sharma <jmishra@jpr.amity.edu> wrote:

Dear Sir,

Once again thank you so much for your valuable inputs and suggestions in the meeting of Board of Studies held on April 23, 2019. Attached herewith are the minutes of the meeting. Kindly sign the minutes and send a scanned copy via email.

Thanks and regards,

Dr. Jayati Sharma

Prof. Subhash Dhuliya

Professor

Department of Culture and Media Studies

School of Social Sciences

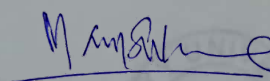
Central University of Rajasthan

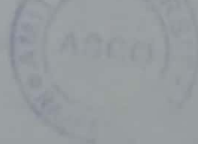
NH-8, Bandarsindri, Kishangarh

Ajmer - 305817, Rajasthan

Mobile: 9312266340 & 7827212039

Alternative Email: sdhuliya@gmail.com





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Amity School of Communication (ASCo)
Minutes of Board of Studies (Film & Animation) Meet
Date: April 22, 2019

Members Present:

Chairperson: Prof. Manish Verma (Director-ASCO)
Convener: Dr. Tanushri Mukherjee, Associate Professor, ASCO
External Subject Expert: Dr. Manoj Lodha, Associate Prof., Rajasthan University
Internal Subject Expert: Mr. Rajesh Sharma, Assistant Professor. ASCO

In Absentia:

External Subject Expert: Mr. Aditya Sethi, Professor, K.C. College, Mumbai University

Agenda of the Meeting:

1. Introduction of the newly inducted members of BOS.
2. Making the members familiar with the earlier BOS approved Programme and Credit Structure of B.A.F&TP, B.Sc(A&VG) & M.Sc(G&A) Programmes and Minutes of the previous BOS Meeting held on 12th April, 2018.
3. Approval of Revised Course Structure of B.Sc (A&VG), M.Sc(G&A) Programmes
4. Discussion and Approval of the Revised Syllabus (Content, Books and Guidelines) proposed by faculties for various courses of B.A.F&TP, B.Sc(A&VG) & M.Sc(G&A) Programmes from III Sem onwards.
5. Discussion and Approval of the Revised/Newly Incorporated Summer Project/Term Paper and Dissertation Guidelines for various semesters of B.A.F&TP, B.Sc(A&VG) & M.Sc(G&A).
6. Discussion and Approval of some new courses introduced in different semesters of various Programmes

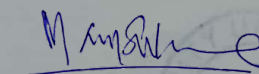
Minutes of the Meeting:

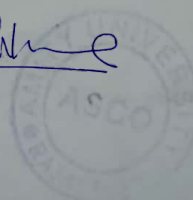
S.No.	Comments
1	Dr. Tanushri Mukherjee welcomed and introduced the newly inducted members of BOS (Film & Animation) and made the members familiar with the earlier BOS approved Programme and Credit Structure of B.A.F&TP, B.Sc(A&VG) & M.Sc(G&A) Programmes.

M. Manish Verma

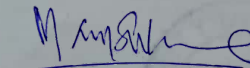


2	<p>Dr. Tanushri Mukherjee before beginning with the discussion on the agenda points of BOS, acquainted Dr. Manoj Lodha, External Subject Expert Member of BOS on the meaning of the very innovative concept of Industry Advisory Council for each departments of AUR as suggested by President Sir. She made the member familiar with the Roles and Responsibilities of IAC, Composition of ASCO IAC Members, the Agenda of the 1st ASCO IAC Meet held on 15th March, 2019 and some of the key suggestions given by the External Industry Expert Members of IAC.</p>
3	<p>Dr. Tanushri Mukherjee through a PPT Presentation pointed out towards the changes introduced in the Programme Structure of B.Sc(A&VG) & M.Sc(G&A) on account of swapping of courses between the semesters and addition of certain new courses and removal of certain courses, namely :</p> <ol style="list-style-type: none"> a) Swapping of Stop Motion and 3Quadraped Animation courses in B.Sc(A&VG) III & IV Sem b) Adavnced Camera Skills course in B.Sc (A&VG) IV Sem c) Basics of Digital Editing in B.Sc (A&VG) IV Sem d) Digital Editing FCP in B.Sc(A&VG) V Sem. e) Adadvanced Compositing in B.Sc(A&VG) VI Sem f) Brand Designing in B.Sc(A&VG) VI Sem. g) Brand Designing in M.Sc IV Sem as Domain Elective
4	<p>Prof. Manish Verma pointed out towards certain topics in the revised courses which were repeataive or certain modules where the contents were very less thus emphasizing the fact that the contents in the modules should be balanced.</p>
5	<p>Dr. Manoj Lodha pointed out towards the fact that the internal credit distribution of certain courses in B.Sc(A&VG) and M.Sc(G&A) were not justified as per the contents and he suggested that Tutorial should be removed in these programmes and Lectures should be increased from one to two. The suggestion was further approved by Prof. Verma..</p>
6	<p>Mr. Rajesh Sharma briefed the members on the justification behind introduction of certain new courses and revision of syllabus of some. He also explained the new</p>





	areas and guidelines introduced in the Term Paper, Summer Project, Dissertation and Internship Guidelines. experiences.
7	<p>Dr. Manoj Lodha gave certain significant insights regarding the revisions made in certain courses like:</p> <ul style="list-style-type: none"> • Increasing Sub-Topics in the subject Particles and Dynamics in B.Sc(A&VG) III Sem, Rigging & Animation in Maya in B.Sc(A&VG) IV Sem, Advanced 3D-Particles and Dynamics. • Introduction of a new Module dealing with LGBT in the course Introduction to Development Communication. • Merging of contents of Basics of Digital Editing in B.Sc (A&VG) IV Sem with Digital Editing FCP of B.Sc(A&VG) V Sem. . • Introducing of new course named Z Brush in B.Sc(A&VG) V Sem
8	<p>Dr. Tanushri Mukherjee pointed out towards the specific areas of specialization introduced under Professional Project & Showreel of M.Sc(G&A) IV Sem and Prof. Verma emphasized the fact that the guidelines regarding Showreel making should be explained properly justifying the number of video clips to be made in the different specialized areas of 2D & 3D Animation, Motion Graphics, Lighting & Rendering and VFX Compositing and Video Editing.</p>
9	<p>Dr. Manoj Lodha pointed out that there are certain areas where consistency should be maintained like Formatting, Tabling regarding Internal Credit Distribution, Evaluation Scheme and Evaluation Abbreviations and APA Referencing. He also suggested that there should be consistency on number of Modules in all courses of B.SC(A&VG), M.Sc(G&A) and B.A.(F&TP) Programmes</p>
10	<p>Dr. Manoj Lodha and Prof. Verma pointed out that the syllabus of courses Digital Photography in B.A.F&TP III Sem and Documentary and Community Film Making in B.A.F&TP V Sem needs to be revisited and certain topics can be cut short and clubbed in one module.</p>
11	<p>The discussion came to the conclusion with a summary talk by Prof. Manish Verma thanking Dr. Manoj Lodha for his valuable insights on the various agenda</p>

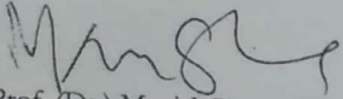


points of BOS.

The participants proceeded for lunch in the students lounge, Ground Floor, Block-D

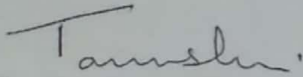
Signature:

Chairperson



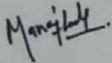
Prof. (Dr.) Manish Verma, Director, Amity School of Communication

Convener



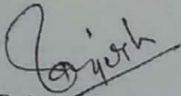
Dr. Tanushri Mukherjee, Associate Professor, Amity School of Communication

External Subject Expert



Dr. Manoj Lodha, Associate Professor, Centre for Mass Com. Rajasthan University

Internal Subject Expert



Mr. Rajesh Sharma, Assistant Professor, Amity School of Communication

