



# **INTEGRAL UNIVERSITY LUCKNOW**

## **Ordinance**

### **Bachelor Program in Journalism and Mass Communication**

Effective from Session 2023-24

**FACULTY OF MASS COMMUNICATION**

# **Ordinance for Bachelor Program in Journalism and Mass Communication**

University will run the Bachelor in Journalism and Mass Communication under the Department of Mass Communication.

## **1. Admission:**

- 1.1** The admission will be carried out in the beginning of academic year as per rules prescribed from time to time, by the Academic Council of the University.
- 1.2** The University can take up to 10% additional admissions, in view of the expected short fall in 2<sup>nd</sup> year due to failure of students or leaving the University.

**2. Mode of Admission:** On the basis of merit in their qualifying examination.

## **3. Eligibility**

Eligibility details for admission in Bachelor of Mass Communication and Journalism program of study is given below:

The candidate must have passed Intermediate (10+2) or equivalent in any stream having, a minimum of 50% marks in the aggregate from a recognized Board/University.

The Academic Council shall have the power to amend or repeal the eligibility criteria laid down at clause 3.0, if required.

## **4. Duration:**

- 4.1** The three years curriculum has been divided into six semesters and shall include lectures, tutorials, seminars, and projects as defined in the evaluation and examination schemes and executive orders issued by the University from time to time.
- 4.2** The curriculum shall also include such other curricular, co-curricular and extracurricular activities as prescribed by the University from time to time.
- 4.3** The maximum time allowed for completing the course shall be of three years. If a candidate at any stage of his/her study is found unable to complete it within the said time, he/she shall not be allowed to continue the course further.

## **4. Registration:**

Each student has to register in every semester of Bachelor of Journalism and Mass Communication program.

## **6. Attendance:**

- 6.1** The attendance of a student shall be reckoned from the date of his/her registration in the Course.
- 6.2** Each student is normally required to attend all the lectures, tutorials and seminars in every subject, and also to participate in curricular and co-curricular activities. However, for each subject a minimum attendance of 75% will be necessary. The Dean of faculty may condone the shortage in attendance on medical ground, up to a maximum of 15%.
- 6.3** The Directorate of Admission and Academics will consolidate the attendance record for the lectures and projects etc. Attendance on account of participation in the prescribed functions of NCC, NSS, Inter University Sports & functions, Educational Tours, Field Work, Training and such as curricular /co-curricular activities sponsored by the Integral University shall be credited to the aggregate, provided the attendance record, duly countersigned by the Teacher In-charge, is sent to the Directorate of Admission and Academics within two weeks of the function/activities.
- 6.4** Head of the department shall display the statement of attendance on the notice board twice in a semester. Notice displayed on the notice board/university website shall be deemed to be an official notification for all concerned. No separate notification to individuals shall be issued.
- 6.5** If a student is found to be continuously absent from the classes without proper application and sanction for a period of 30 days or his/her attendance is less than 30%, the teacher in-charge shall report it to the Head of the Department /Dean for striking off the name of such a student from rolls. Such a student may, however, apply for readmission within 10 days from the date of issue of the notice of striking off his/her name. The request may be considered by the Dean. Such a student shall not be readmitted after the prescribed period. The readmission shall be affected on payment of prescribed readmission fees.
- 6.6** A student, who fails to achieve the prescribed minimum attendance as per the provisions of article 6.2 above, shall not be allowed to appear in the Even semester/Annual Semester Examinations and shall be deemed to have been detained.
- 6.7** Notwithstanding any of the above provisions, under very special circumstances, the Hon'ble Vice Chancellor, in consultation with Dean of Faculty, has the power to amend or condone all or any of the above said clauses or the prescribed percentage in the interest of the academics and the University.

## **7. Curriculum and Credit System:**

- 7.1.** The three-year curriculum has been divided into six semesters and shall include lectures, tutorials, seminars, projects and training as defined in the

scheme of instructions and examinations and executive instructions issued by the university from time to time.

7.2. The curriculum will also include such other curricular, co- curricular and extra-curricular activities as may be prescribed by the University from time to time.

7.3. **Credit System**

The Program will have a curriculum in which every course will be assigned certain credits reflecting its weight and contact periods per week, as given below:

1 Lecture period (L) per week	1 Credit
1 Tutorial period (T) per week	1 Credit

- (a) Departmental Core (DC) : 130 -140 credits
- (b) Departmental Electives (DE) : 12 – 15 credits
- (c) Open Elective (OE) : 4 - 8 credits
- (e) Seminar / Project/ training(S) : 30 - 35 credits

7.4 **The Curriculum Structure:**

The curriculum will contain a listing of all courses, with each course having a course category, course number, course title, number of contact periods per week, number of credits assigned, and the marks assigned to various components of evaluation.

7.5 **Approval of the Curriculum:**

The curriculum of the program will be prepared by the department concerned and will be approved by the Board of Studies of the department. It will then be placed in the Faculty board for approval. Once approved by the Faculty board, it will be placed in the Academic Council for final approval and then the Curriculum will be implemented. Same procedure shall be used for any modification in the Curriculum.

8. **Examination / Assessment and Grading**

For effective teaching & learning assessment during online/offline mode following is adopted.

- 8.1 Unit wise exam shall be conducted immediately after the completion of each unit teaching.
- 8.2 Number of unit exam shall be equal to the number of units in a particular subject. If syllabus is not divided in units, teacher can divide syllabus into 5 sections and 5 unit exams shall be conducted for each.
- 8.3 Two assignments per subject shall be conducted. Average of two shall be taken for addition in respective component in CA marks.
- 8.4 Two Quizzes per subject shall be conducted. Average of two shall be taken for addition in respective component in CA marks.
- 8.5 Average of all but one-unit exam (lowest score unit exam shall be dropped from average calculation) shall be taken for addition in respective component in CA marks.

8.6 **RATIONALE:**

Unit Exams can provide the following benefits.

- i. **Mid Semester Pedagogy Improvisation:** Students’ performance in the unit exams will pinpoint areas where teacher should spend more time or change current approach. It will help in identifying and modifying pedagogy.
- ii. **Identify Weaknesses and Remedial Sessions:** This allows self-assessment and identification of weak areas of learning to student and motivates them to seek counseling by teachers and peers. It shall also encourage collaborative learning and shall enhance learning outcome attainment.
- iii. **Learning Enhancement through Assessment:** Unit exams are a form of learning activity. They can enable students to see the material from a different perspective. They also provide feedback that students can then use to improve their understanding.
- iv. **Motivates Students to Study:** Students tend to open their books more often when an evaluation is coming up. Unit Exams can be great motivators.
- v. **Evaluate and Grade Students:** Unit Exams provide a controlled environment for independent work and so are often used to verify students’ learning.

**8.7** To facilitate assessment activities, course outcome (CO) statements should be mapped to units/ sections for course outcome attainment computation. For the purpose, one or more course outcome (CO) statement should be written for each unit/ section.

<i>Section/Unit 1</i>	<i>CO or set of CO’s covering the Unit 1</i>	<i>Assessment question of unit 1</i>	<i>End sem question 1 (many parts) covering unit 1</i>
<i>Section/Unit 2</i>	<i>CO or set of CO’s covering the Unit 2</i>	<i>Assessment question of unit 2</i>	<i>End sem question 2 (many parts) covering unit 2</i>
<i>Section/Unit 3</i>	<i>CO or set of CO’s covering the Unit 3</i>	<i>Assessment question of unit 3</i>	<i>End sem question 3 (many parts) covering unit 3</i>
<i>Section/Unit 4</i>	<i>CO or set of CO’s covering the Unit 4</i>	<i>Assessment question of unit 4</i>	<i>End sem question 4 (many parts) covering unit 4</i>
<i>Section/Unit 5</i>	<i>CO or set of CO’s covering the Unit 5</i>	<i>Assessment question of unit 5</i>	<i>End sem question 5 (many parts) covering unit 5</i>

**8.7.1** Exam /Test / Assignment questions should be mapped to Bloom’s Taxonomy (BT) levels and CO-PO of the course of a program.

- BT level 1 Remember
- BT level 2 Understand
- BT level 3 Apply
- BT level 4 Analyze
- BT level 5 Evaluate
- BT level 6 Create

**8.7.2** Each question of assessment activity should have mapping description displayed like mark of question. Example:

Q.1(a) .... Question Text..... [BT-2, CO-1, PO-1] [1]

**8.7.3** Questions of assessment activities should broadly match to following structure (mix of BT levels) in individual activity or in complete activity set.

- BT Level 1 and 2 questions - 25%
- BT Level 3 and 4 questions - 25%
- BT Level 4, 5 and 6 questions - 50%

**8.7.4** Questions of assessment activities should appropriately cover each CO and PO as per CO-PO mapping.

**8.8 Components of Evaluation:**

Each subject will be evaluated out of 100 marks. The subjects will normally have two components of evaluation.

- i. Continuous Assessment (CA) : 60 marks
- ii. End-Semester Examination (ESE): 40 marks

**8.9 Heads of Passing:**

Continuous Assessment (CA) and End Semester Examination (ESE) shall be two separate heads for passing a subject.

Subject			
	Continuous Assessment (CA)		End Semester Examination (ESE)
	Mid-Semester Exams (MSE)	Teacher's Assessment (TA)	ESE
<b>Theory</b>	<b>One Exam per Unit of the syllabus</b> (Max. marks 30; MCQs/SAs/LAs)	<b>i. Assignments</b> (Average of two Assignments per subject) (Max. marks: 15; SAs/LAs, Case studies, Challenge Problems) <b>ii. Quiz</b> (Max Marks: 10) (Average of two quiz per subject) <b>Attendance</b> (Max Marks: 5)	<b>One ESE</b> (Max. Marks 40)
<b>Studio</b>	<b>Two viva-voce/tests</b> (Max. Marks : 30)	<b>i. Assignments</b> (Average of two Assignments per subject) (Max. marks: 25; <b>Attendance</b> (Max Marks: 5)	<ul style="list-style-type: none"> <li>• <b>Portfolio</b></li> <li>• <b>Viva voce</b></li> <li>• (Max. Marks 40)</li> </ul>
<b>Project/Seminar</b>	<b>Two viva-voce/tests</b> (Max. Marks : 30)		<b>i. Report</b> <b>ii. Presentation</b> <b>Viva voce</b>

**Example for CA of theory subjects:**

Unit Exam	TA	Quiz	Attendance	Max Marks
One exam per unit; (Average of all but one-unit exam marks shall be taken) (Max. marks 40) MCQs/SAs/LAs questions	(Average of two Assignments per subject) (Max. marks 10) (SAs and LAs Case studies, Challenge Problems)	MCQs (Average of two quiz per subject) (Max. marks 5)	(Max. marks 5)	60

**8.9.1 Modes of Evaluation for Seminars:**

Seminars evaluation will be based on a written report, and an oral presentation before a panel of internal and external examiners appointed by the HOD and Dean of Faculty respectively. The grade for Seminar can be awarded only after

successful completion and Oral Presentation as per the curriculum manual of the respective programme.

**8.9.2** The marks in Seminar and Project work/Industrial Training etc. shall be awarded by a committee consisting of following members constituted by the Head of concerned department:

- i. Concerned Officer – In-charge
- ii. Head of the Department or his/ her nominee
- iii. Senior Faculty Member of the department nominated by the Head of the Department.

**8.9.3 Promotion of Student and Award of Grades**

A student will be declared PASS if,  
He/she secures at least **45%** marks in CA & **35%** marks in ESE.

OR

If He/she fails in Continuous Assessment but secures **50%** or more in the total (Continuous Assessment + End Semester Examination) in that subject, he/she will be declared as PASS.

**9.0 Grading of Performance:**

**9.1 Letter Grade and Grade Point Allocation:**

In every course, based on the combined performance in all assessments in a particular semester as per the curriculum/syllabus, the student is awarded a letter grade.

These letter grades not only indicate a qualitative assessment of the learner's performance but also carry a quantitative (numeric) equivalent called the Grade Point. The letter grades and their equivalent grade point applicable for undergraduate programmes are given below:

Percentage of Marks Obtained	Letter	Grade Points	Performance
85.00 and above	O	10	Outstanding
80.00 – 84.99	A	9	Excellent
75.00 – 79.99	B	8	Very Good
65.00 – 74.99	C	7	Good
60.00 – 64.99	D	6	Fair
55.00 – 59.99	E	5	Average
41.00 – 54.99	P	4	Pass
Less than 41.00	F	0	Fail

A learner who remains **absent** in any form of **evaluation/examination**, **letter grade** allocated to him/her should be **AB** and corresponding **grade point** is **zero**. She/he should reappear for the said evaluation/examination in due course.

**9.2 SGPA/ CGPA Calculation:**

**9.2.1 Semester Grade Point Average (SGPA):**

The performance of a learner in a semester is indicated by a number called Semester Grade Performance Index (SGPA).

The SGPA is the weighted average of the grade points obtained in all the courses by the learner during the semester. For example, if a learner passes five courses (Theory/labs./Projects/ Seminar etc.) in a semester with credits C1, C2, C3, C4 and C5 and learners grade points in these courses are G1, G2, G3, G4 and G5 respectively, then learners' SGPA is equal to:

$$SGPA = (C_1G_1 + C_2G_2 + C_3G_3 + C_4G_4 + C_5G_5) / (C_1 + C_2 + C_3 + C_4 + C_5)$$

The SGPA is calculated to two decimal places. The SGPA for any semester will take into consideration the "F" or "AB" grade awarded in that semester. For example if a learner has failed in course 4, the SGPA will then be computed as:

$$SGPA = (C_1G_1 + C_2G_2 + C_3G_3 + C_4*Zero + C_5G_5) / (C_1 + C_2 + C_3 + C_4 + C_5)$$

### 9.2.2 Cumulative Grade Point Average (CGPA):

An up to date assessment of the overall performance of a learner from the time she/he enrolled the University is obtained by calculating a number called the Cumulative Grade Performance Index (CGPA), in a manner similar to the calculation of SGPA. The CGPA therefore considers

all the courses mentioned in the curriculum/syllabus manual, towards the minimum requirement of the degree learner have enrolled for. The CGPA is calculated at the end of every semester to two decimal places and is indicated in semester grade report cards.

The CGPA will reflect the failed status in case of F grade(s), till the course(s) is/are passed. When the course(s) is/are passed by obtaining a pass grade on subsequent examination(s) the CGPA will only reflect the new grade and not the fail grades earned earlier. Example: Up to semester  $r$  a learner has registered for  $n$  courses, among which she/he has "F" grade in  $i$ th course. The semester grade report at the end of semester  $r$  therefore will contain a CGPA calculated as:

$$CGPA = (C_1G_1 + C_2G_2 + C_3G_3 \dots + C_i*Zero \dots + C_nG_n) / (C_1 + C_2 + C_3 \dots + C_i \dots + C_n)$$

Even if a learner has failed in a course more than once, the course will figure only once in the numerator as well as the denominator. At the end of semester  $r+1$  she/he has appeared for examination for  $k$  number of courses including the  $i$ th backlog course and has cleared all the courses including the backlog course, the CGPA at the end of this semester is calculated as,

$$CGPA = (C_1G_1 + C_2G_2 + C_3G_3 \dots + C_iG_i \dots \dots + C_nG_n) / (C_1 + C_2 + C_3 \dots + C_i \dots + C_n)$$

There will also be a **final CGPA** calculated which considers **all the credits earned** by the learner specified for a particular programme.

### 1.0 Carry Forward of Marks:

In case of a learner who does not fulfill criteria mentioned in section 8.4 and fails in the Continuous Assessment and/or End Semester Examination in one or more courses:

- i. A learner who PASSES in the Continuous Assessment but FAILS in the End Semester Examination of the course shall reappear for the End Semester Examination of that course. However his/her marks of the



Internal Assessment shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- ii. A learner who PASSES in the End Semester Examination but FAILS in the Continuous Assessment of the course shall reappear for the Continuous Assessment of that course. However his/her marks of the End Semester Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

#### **11.0 Re-examination of Continuous Assessment and End Semester Examination:**

- 11.1** Re-examination for Continuous Assessment should be completed before the commencement of next semester theory examination.

**Example:** A learner who is supposed to reappear for Internal Assessment in semester-I course will appear for the reexamination before commencement of End Semester Examination of semester -II. Re-examination of Continuous Assessment will be based on single examination having same marks as of original assessment. A learner who supposed to reappear for Continuous Assessment will be given some work by the concerned teacher. The work assigned can be of the form of a course project/ assignment problems/ test/ tutorials etc. A

learner will do the submission of the assigned work in the predefined period. Records should be maintained properly for all the re-examinations as well as Continuous Assessments.

- 11.2** Re-examination of End Semester Examination will be conducted as per the schedule planned by the University

#### **12.0 Allowed to Keep Terms (ATKT):**

- i. A learner shall be allowed to keep term for Semester II irrespective of grades obtained in each course of Semester I.
- ii. A learner shall be allowed to keep term for Semester III if she/he passes each of Semester I and Semester II  
OR  
She/he fails in not more than **six heads** of passing of which not more than **four** shall be in End Semester Examinations of Semester I and Semester II taken together.
- iii. A learner shall be allowed to keep term for Semester IV irrespective of grades obtained in each course of Semester III.
- iv. A learner shall be allowed to keep term for Semester V if she/he passes in all heads of Semester I, Semester II, Semester III and Semester IV  
OR  
She/he has passed in all heads of Semester I and Semester II and fails in not more than **six heads** of passing of which not more than **four** shall be in End Semester Examinations of Semester III and Semester IV taken together.
- v. A learner shall be allowed to keep term for Semester VI irrespective of grades obtained in each course of Semester V.

OR

- v. A learner shall be allowed to keep term for Semester VIII irrespective of grades obtained in each course of Semester VII
- vi. A learner shall be allowed to keep term for Semester VII if she/he passes in all heads of Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI.

Previous year		Current year		Subsequent year	
CA	ESE	CA	ESE	CA	ESE
Nil		6	4		
		Max 6 (CA+ESE)			

Note: **Grade AB** should be considered as **failed** and treated as one head for deciding **ATKT**.

### 13.0 Re-admission in the University:

A candidate who has failed and has not been promoted to the higher class will have to repeat the year as a regular student. He will be allowed for re-admission on payment of prescribed fees provided he/she satisfies one of the following conditions.

- 13.1 A candidate is declared failed.
- 13.2 A candidate did not appear in a semester examination and or he/she was granted permission for not to appear in the examination on his/her own request.
- 13.3 A candidate has been detained by the University and has also been permitted to take re-admission.
- 13.4 A candidate promoted with carry over subjects and he /she opted for re-admission.

### 14.0 Result:

- 14.1 If a student passes all the examinations and fulfills all the requirements for the award of degree, his/her result will be shown as “Under graduated”.
- 14.2 The Division awarded to “Under graduated” students will be based on CGPA. Numerical percentage will be calculated by the following formula:

$$y=6.5 \times X+25$$

(where, y is Percentage and X is CGPA). The division will be awarded as under:

First Division with Honors	:	75% and above
First Division	:	60% and above
Second Division	:	less than 60%

**14.3** Ranks/Positions will be determined at the end of even semesters. Only those students who fulfill the following conditions will be eligible for ranks/positions:

- i. They do not have any break in their studies;
- ii. They have passed every scheduled course in first attempt;
- iii. They have passed every course on time as per the curriculum;
- iv. They have earned credits as per the schedule given in the curriculum;
- v. They have not improved grade in any course after passing the course.

The students who violate any of the above conditions will not be awarded any rank/position. The ranks/positions will be determined on the basis of CGPA.

**15.0 Grace Marks:**

**15.1** A candidate may be awarded grace marks up to a maximum of total 6 marks distributed in maximum four subjects including theory papers, Field assignments, seminar, newsroom training and/or aggregate marks in each academic year provided he/she can be declared to have passed the academic year by the award of these marks.

**15.2** The grace marks shall be added to the aggregate marks.

**15.3** No grace marks shall be awarded in carry over.

**16.0 Scrutiny:**

**16.1** Scrutiny shall be allowed in only theory papers for which the candidate has to apply within 15 days after declaration of semester result.

**16.2** Re-evaluation is not permitted.

**17. Cancellation of Admission:**

The admission of a student at any stage shall be cancelled if:

**17.1** He/She is not found qualified as per guidelines or the eligibility criteria prescribed by the University.

Or

**17.2** He/She is found unable to complete the course within the stipulated time as prescribed in clause 4.

Or

**17.3** He/She is found involved in creating indiscipline in the University. Or

**17.4** He/She is found involved in any criminal case/ has given any false statement.

**19.0 Amendments / Relaxation Clause:**

The Academic Council shall have the power to relax or amend any provision provided in the ordinance in any specific matter / situation subject to the approval of Executive Council of the University.