



Integral University, Lucknow
Department of Mass Communication

Date: 15-03-2022

Agenda

Approval of study and evaluation scheme, syllabi of 3rd year BJMC (JM301, JM3012, JM303, JM304, JM305, JM306, JM307, JM308, JM309, JM310, JM311, JM312).

Mode: Online

Time: 10am to 11am

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Attendees:

S. No.	Member Name	Designation	Status	Signature
1	Prof. Abdul Rahman Khan	Controller of Examination and Dean (Acting) Department of Mass Communication , Integral University Lucknow	Convener	
2	Prof. Shafey Kidwai	Professor, Department of Mass Communication, AMU Aligarh	External Member	
3	Mr. Mohammad Zubair	Coordinator, Department of Mass Communication, Integral University Lucknow	Internal Member	
4	Dr. Arafat Hasan Rizvi	Asst. Professor, Department of Mass Communication, Integral University Lucknow	Internal Member	
5	Ms. Nafisa Razi	Asst. Professor, Department of Mass Communication, Integral University Lucknow	Internal Member	
6	Dr. Tariqe Qamar	Head, Media & Communication, Integral University Lucknow	Special Invitee	

S. No.	Name	Designation	Reason

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Meeting Minutes:

Following deliberation was done.

At the outset the convener welcomed all the members and requested all the experts for their valuable inputs in designing the syllabi of Bachelor of Journalism & Mass Communication program.

It has been emphasize by all the members that Journalism & Mass Communication field involves transmission of information to the large members of people through the use of mass media. With an increase in the member of television sets, news channels, radio stations, web journalism, YouTube channels and advertising agencies; this fields seems to be transcending into unmatched growth and opens the door towards a dynamic career. A degree in mass communication opens of opportunities in journalism, public relation and advertising as a career. Keeping this in mind a thorough discussion was done in designing the syllabi.

Resolution:

After due deliberations, the BOS has approved the above agenda items which has to be submitted as recommendation to faculty board/academic council for approval.

(Prof. Abdul Rahman Khan)
Dean (Acting)
Department of Mass Communication



Integral University, Lucknow
Department of Mass Communication

Date: 15-03-2022

Sub: The minutes of 27th Meeting of Academic Council

<u>Items</u>	<u>Narrative</u>	<u>Recommendation of Board studies and Faculty board</u>	<u>Action take Academic council</u>
<p>A. Introduction of ordinances:</p> <p>UG introduction of ordinance for the prescribe program Bachelor of Journalism & Mass Communication</p>	<p>Agenda Item: To consider the ordinance of prescribed program Bachelor in Journalism and Mass Communication Framed and recommend by the Board Of Studies Of Department Of Mass communication and its Faculty Board For Approval and adoption from the session 2022-23.</p> <p>In compliance to the University statute and UGC guidelines, the meeting of Board of studies is conducted to frame the ordinances for the prescribed program Bachelor of journalism and mass communication. For continuous and effective teaching, learning and assessment during online, offline or blended mode, weightage of End Semester Exam (ESE) And Continuous Assessment (CA) is recommended to be 40%(ESE) and 60% (CA) respectively. In CA following is recommended.</p> <ol style="list-style-type: none"> 1)Unit wise exam shall be conducted immediately after the completion of each unit teaching. 2) Number of unit exam shall be equal to the number of units in a particular subject. If Syllabus is not divided in 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. 3)Two assignments per subject shall be conducted. Average of two shall be taken for addition in respective component in CA marks. 4) Two Quizzes per subject shall be conducted. Average of two shall be taken for addition in respective component in CA marks. 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. <p>Details of the new ordinances were placed before the members of Academic Council as annexure:</p>	<p>After due deliberations in the Board of studies, agenda item unanimously approved and recommended to the Faculty Board and after its approval further to Academic Council for Approval and adoption from session 2022-2023.</p>	<p>Agenda unanimously approved and allowed for adoption from session 2022-2023.</p>

<p>Introduction study and evaluation scheme for 3rd year of Bachelor of Journalism & Mass Communication</p>	<p>Semester 5th 1)JM301 fundamentals of research methodology 2)JM302 Event management 3)JM303 Advertising Design 4)JM304 Film and video production 5)JM305 Film and video production project 6)JM306 Event management Project</p> <p>Semester 6th 1)JM307 Digital journalism 2)JM308 Corporate communication 3)JM309 Dissertation 4)JM310 Advanced Film and video production 5)JM311 Brand management & positioning project 6)JM312 Strategies of Event management</p> <p><u>Matter for consideration:</u> To consider the syllabi of final year of prescribed program Bachelor of journalism and mass communication Framed and recommend by Board of studies of department of journalism and mass communication and its Faculty Board for approval and adoption from the session 2022-2023.</p>	<p>After due deliberations in the Board of studies, agenda item unanimously approved and recommended to the Faculty Board and after its approval further to Academic Council for Approval and adoption from session 2022-2023</p>	<p>Agenda unanimously approved and allowed for adoption from session 2022-2023.</p>
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(Prof. Abdul Rahman Khan)
Dean (Acting)
Department of Mass Communication



Integral University, Lucknow
Department of Mass Communication

Date: 15/03/2022

Time: 10am

Venue: Hall 2, Central Library Building

AGENDA

1. Department of Mass Communication: (As per the recommendation of Board of Studies):

Approval of study and evaluation scheme, syllabi of 3rd year BJMC (JM301, JM3012, JM303, JM304, JM305, JM306, JM307, JM308, JM309, JM310, JM311, JM312).

Attendees:

S. No.	Member Name	Designation	Status	Signature
1	Prof. Abdul Rahman Khan	Controller of Examination and Dean (Acting) Department of Mass Communication , Integral University Lucknow	Convener	
2	Mr. Mohammad Zubair	Coordinator, Department of Mass Communication, Integral University Lucknow	Internal Member	
3	Dr. Arafat Hasan Rizvi	Asst. Professor, Department of Mass Communication, Integral University Lucknow	Internal Member	
4	Ms. Nafisa Razi	Asst. Professor, Department of Mass Communication, Integral University Lucknow	Internal Member	
5	Dr. Tariqe Qamar	Head, Media & Communication, Integral University Lucknow	Special Invitee	

Meeting Minutes:

A meeting of the Faculty of Board in the Department of Mass Communication was held 15-03-2022 to discuss the above agenda items. With due discussion and deliberations. All the recommendation of BOS were approved for further necessary action.

(Prof. Abdul Rahman Khan)
Dean (Acting)
Department of Mass Communication

Introduction study and evaluation scheme for 3rd year of Bachelor of Journalism & Mass Communication

Matter for consideration:

To consider the ordinances of prescribed program Bachelor in Journalism and Mass Communication Framed and recommend by Board of studies of department of mass communication and its Faculty Board for approval and adoption from the session 2022-2023.

Agenda items:

To consider the new study and Evaluation Scheme for 3rd year of prescribed program Bachelor of journalism and mass communication Framed and recommend by the Board of studies of department of mass communication and its Faculty Board for approval and adoption from session 2022-2023.

In compliance to the University statute and UGC guidelines, the meeting of the board of studies is conducted to frame the new study and Evaluation Scheme for 3rd of bachelor of journalism and mass communication with the weightage of End Semester Exam (ESE) and continuous Assessment (CA) as 40%(ESE) and 60% (CA) respectively. Details of the new study and Evaluation Scheme was placed before the members of Academic Council as annexure:

Matter for consideration:

To consider the new study and Evaluation Scheme for 3rd year of prescribed program Bachelor of journalism and mass communication Framed and recommend by the Board of studies of department of mass communication and its Faculty Board for approval and adoption from session 2022-2023.

Agenda items:

To consider the syllabi of 3rd year of prescribed program Bachelor of journalism and mass communication Framed and recommend by Board of studies of department of journalism and mass communication and its Faculty Board for approval and adoption from the session 2022-2023.

In compliance to the University statute and UGC guidelines, the meeting of Board of studies was conducted to frame the new syllabi for 1st and 2nd year Bachelor of journalism and mass communication program. Details of the new syllabi as per below given list were placed before the members of Academic Council as annexure:

After due deliberations in the Board of studies, agenda item unanimously approved and recommended to the Faculty Board and after its approval further to Academic Council for Approval and adoption from session 2022-2023

Agenda unanimously approved and allowed for adoption from session 2022-2023.