



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. Tariq 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



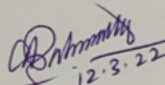
Integral University, Lucknow
Department of Mass Communication

NOTICE

A meeting of the Board of Studies of the Department of Mass Communication is schedule to be held on 15 March²⁰²² in the (venue) Online at Google Meet to discuss following agenda items. All members are requested to make it convenient to attend.

Agenda:

- i. Approval of Feedback Analysis Report (Session 2022-23)
- ii. Preparation of recommendations as per the Feedback Analysis Report and Action Plan


12.3.22

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



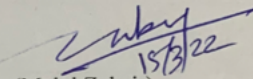
Integral University, Lucknow
Department of Mass Communication

NOTICE

A meeting of the DQAC of Department of Mass Communication is schedule to be held on Tuesday 15 March 2022 in the (venue) Online Google Meet to discuss following agenda items.

All members are requested to make it convenient to attend.

Agenda: Analysis of Feedback Report (Session 2022-23)


(Mohd Zubair)
Coordinator

Department of Mass Communication



Integral University, Lucknow
Department of Mass Communication

Minutes of the Meeting of DQAC

S. No.	Member Name	Designation	Signature
1	Prof. Abdul Rahman Khan	Convener	
2	Mr. Mohammad Zubair	Internal Member	
3	Dr. Arafat Hasan Rizvi	Internal Member	
4	Ms. Nafisa Razi	Internal Member	
5	Dr. Tariq Qamar	Special Invitee	

Meeting Minutes:

After due discussions and deliberations following decisions were taken.

1. The collective feedback of all the stakeholders was analysed and a consolidated report of the recommendations was prepared. Feedback was taken against eight questions. The first seven questions have been rigorously designed to capture the qualitative characteristics of the curriculum and its enrichment. The last question is a subjective question which captures the suggestions of the stakeholders. The questions recorded stakeholder views against professional competencies, sequencing of the content, adequacy of syllabi coverage & credit allocation, adequateness of textbooks and reference materials, syllabus in terms of active engagement of students, depth of the syllabus with respect to industry/global scenarios, and suggestion by the stakeholder.
2. The stakeholders have recorded a positive feedback and have shown satisfaction regarding the proposed curriculum. The responses have been collated and the suggestions and necessary action plan for revisions/ additions in the syllabi are captured in the feedback analysis report.
3. The Feedback Analysis Report is enclosed and submitted for necessary action.
4. Meeting ended with thanks to chair

15/3/22

(Mohd Zubair)
Coordinator
Department of Mass Communication

Feedback by Students: (Department of Mass Communication)

The categorization of rating based on average score of different parameters is as follows:

S. No.	Question	Responses (in terms of %)				Average Score out of 4	Ratings
		Excellent (4)	Very Good (3)	Moderate (2)	Poor (1)		
1.	Professional Competencies : The syllabi/courses are able to achieve the intended outcomes	75	25	-	-	3.8	Excellent
2.	Rate the sequencing of the contents in the syllabi/ courses	75	25	-	-	3.8	Excellent
3.	Rate the adequacy of coverage and credit allocation in syllabi/courses	67	33	-	-	3.7	Excellent
4.	Rate the adequacy of textbooks and reference materials mentioned in syllabi	75	25	-	-	3.8	Excellent
5.	Rate the syllabi content in terms of active engagement of the students	75	25	-	-	3.8	Excellent
6.	Rate the depth of the syllabus for the course in relation to the competencies expected by industry/global scenarios	67	25	8	-	3.6	Excellent
7.	The syllabi/course will help in adding competitiveness among learners and helps in carrier progression	75	25	-	-	3.8	Excellent

*Excellent >3 *Very Good >2 *Moderate>1 * Poor<=1

Text Suggestions:

- Introduction, revision, and/or modification of the study and evaluation scheme to make certain elective courses as departmental core subjects and also because there is a technological need for the same.
- Computer Lab with advanced equipment's should be setup.
- Introduction of new practical courses based on industry trends.
- Organizing workshops, guest lectures and seminars related to the current trends of media and communication.
- Request for use of institutional LMS for teaching and learning activities.
- Use of ICT to develop E-content so that the students facilitate themselves with continuous learning.

Analysis of Feedback:

The Student's responses to the proposed changes in the curriculum against different parameters were analysed. Based on their feedback the following points were captured.

- 75% of the students rated the curriculum "Excellent" with respect to professional competencies, intended outcomes, sequencing of the contents, adequacy of textbooks and reference materials mentioned in syllabi, and will add competitiveness through active engagement among learners and will also helps in carrier progression. 25% rated it to be very good.
- Only 8% of the students rated **moderate** for the depth of the syllabus in relation to the competencies expected by industry/global scenarios.

Action Plan:

The analysis suggests that students desires more focus on experimental learning. This can be improved by introducing more experiments and other experimental learning components.

So, more practical experiments will be included in the syllabi for improving competencies.

Feedback by Teachers: (Department of Mass Communication)

The categorization of rating based on average score of different parameters is as follows:

Sl. No.	Question	Responses (in terms of %)				Average Score out of 4	Ratings
		Excellent (4)	Very Good (3)	Moderate (2)	Poor (1)		
1.	Professional Competencies : The syllabi/courses are able to achieve the intended outcomes	67	33	-	-	3.7	Excellent
2.	Rate the sequencing of the contents in the syllabi/ courses	75	25	-	-	3.8	Excellent
3.	Rate the adequacy of coverage and credit allocation in syllabi/courses	75	25	-	-	3.8	Excellent
4.	Rate the adequacy of textbooks and reference materials mentioned in syllabi	45	33	22	-	3.2	Excellent
5.	Rate the syllabi content in terms of active engagement of the students	45	33	22	-	3.2	Excellent
6.	Rate the depth of the syllabus for the course in relation to the competencies expected by industry/global scenarios	67	33	-	-	3.7	Excellent
7.	The syllabi/course will help in adding competitiveness among learners and helps in carrier progression	67	25	-	8	3.5	Excellent

*Excellent >3 *Very Good >2 *Moderate >1 * Poor <=1

Text Suggestions:

- More diverse teaching-learning methods should be adopted to teach syllabi.
- More reference book and text books should be included in the syllabi.
- Use of institutional LMS for streamlining the teaching and learning activities.

Analysis of Feedback:

The Teacher's response to the proposed changes in the curriculum against different were recorded and analysed. Based on their feedback the following points were captured.

- A majority of teachers rated the various parameters as excellent and very good.
- For the parameters where moderate and poor ratings were recorded, following action plan are proposed.

Action Plan:

- More textbooks and reference materials is to be added in the syllabi.
- The practicality of the syllabi should be enhanced for active engagement.
- Recent researches to be included as reference.



Minutes of the Meeting of Board of Studies
Department of Mass Communication

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	

Meeting Minutes:

A meeting of the Board of Studies (BOS) was held on Tuesday. After due deliberations, the BOS has approved the following agenda items which has to be submitted as recommendations to Faculty Board/Academic council for approval on revision and or addition of proposed syllabi.

- Effective use of ICT (pan tabs, video conferencing, smart class rooms etc.) was advised to all Faculty Members.
- All the faculty members were advised to take up more case studies and research based implementation for enhancing the understandability of the curriculum.
- The faculties were assigned students using the "mentor-mentee" program to enhance student-teacher interaction.

Based on the expert comments of the BOS members, the committee approved all the reports/agenda items and recommended it for further approval in the FB and AC.

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

Further Steps:

Minutes of Faculty Board
Academic Council Meeting Minutes
Action Taken Report



Integral University, Lucknow

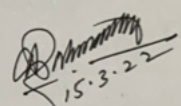
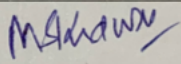
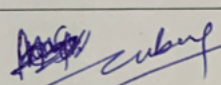
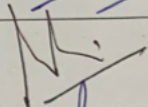
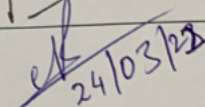
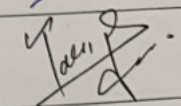
BOARD OF STUDIES DEPARTMENT OF MASS COMMUNICATION

Attendance Sheet

Venue: Hall-2, Central Library Building.

Date: 15 March, 2022

Time: 10:00 am

S. No.	Name	Position	Signature
1.	Prof. Abdul Rahman Khan	Chairperson, Controller of Examination and Dean (Acting) Department of Mass Communication, Integral University Lucknow	 15.3.22
2.	Prof. Shafey Kidwai	External Member (Professor, Department of Mass Communication, AMU Aligarh)	
3.	Mr. Mohammad Zubair	Internal Member	
4.	Dr. Arafat Hasan Rizvi	Internal Member	
5.	Ms. Nafisa Razi	Internal Member	 24/03/22
6.	Dr. Tariq Qamar	Special Invitee	



Integral University, Lucknow
Department of Mass Communication

Date: 15-03-2022

Agenda

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

Mode: Online

Time: 10am to 11am

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. Tariq Qamar	Head, Media & Communication, Integral University Lucknow	Special Invitee	

S. No.	Name	Designation	Reason

S. No.	Name	Designation	Reason

Meeting Minutes:

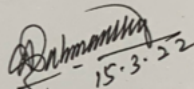
Following deliberation was done.

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

Feedback by Employer: (Department of Mass Communication)

The categorization of rating based on average score of different parameters is as follows:

S. No.	Question	Responses (in terms of %)				Average Score out of 4	Ratings
		Excellent (4)	Very Good (3)	Moderate (2)	Poor (1)		
1.	Professional Competencies : The syllabi/courses are able to achieve the intended outcomes	67	25	-	8	3.5	Excellent
2.	Rate the sequencing of the contents in the syllabi/ courses	45	33	22	-	3.2	Excellent
3.	Rate the adequacy of coverage and credit allocation in syllabi/courses	57	43	-	-	3.6	Excellent
4.	Rate the adequacy of textbooks and reference materials mentioned in syllabi	60	40	-	-	3.6	Excellent
5.	Rate the syllabi content in terms of active engagement of the students	80	20	-	-	3.8	Excellent
6.	Rate the depth of the syllabus for the course in relation to the competencies expected by industry/global scenarios	75	25	-	-	3.8	Excellent
7.	The syllabi/course will help in adding competitiveness among learners and helps in carrier progression	45	33	22	-	3.2	Excellent

*Excellent >3 *Very Good >2 *Moderate >1 * Poor <=1

Text Suggestions:

- Practical should be more focused than the theory part, to make students ready for the industry.
- A great initiative, if this comes into effect.
- Curriculum has relevance to real life situations; reflects current trends and practices in the respective disciplines.
- Organizing workshops, guest lectures and seminars related to the current trends of media and communication.

Analysis of Feedback:

The Employer' response to different parameters were recorded and analysed. Based on their feedback the following points were captured.

- A majority of Employer rated the various parameters as excellent and very good.
- For the parameters where moderate and poor ratings were recorded following action plan is proposed.

Action Plan:

- The adequacy of coverage and credit allocation in syllabi/courses, Professional Competencies to achieve the intended outcomes and adding competitiveness among learners will be revisited with the advice of the statutory bodies committee members.
- The practicality of the syllabi shall be enhanced for active engagement.
- Recent researches to be included as reference.

For Action Taken Report

(A detailed report on Feedback Analysis and Action Plan is submitted to the Head of the Department to convene the Board of Studies meeting for its approval and recommendations to statutory bodies for further approval. Following is the sample of notification (via Email) of BOS meeting and its minutes.)



Integral University, Lucknow
Department of Mass Communication

Sub: The agenda of 27th Meeting of Academic Council

Items	Narratives	Recommendation of Board studies and Faculty board	Action take Academic council
Approval of 5 th and 6 th semester's syllabi and SES of Bachelor of Journalism & Mass Communication	<p>Agenda Item: To consider the Approval of study and evaluation scheme, syllabi of 3rd year.</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>Matter for consideration: To consider the Approval of study and evaluation scheme, syllabi of 3rd year BJMC program.</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.	Agenda unanimously approved and allowed for adoption from session 2022-2023.

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