



School of Journalism and Mass Communication

Minutes of the Meeting of 5th Board of Studies

5th Board of Studies Meeting for the Session 2018-19 of School of Journalism and Mass Communication, K R Mangalam University was on June 09, 2018 at 1:00 PM at Board room, A block.

The following members were present:

- | | |
|-------------------------------|------------------------------------|
| 1. Prof. (Dr.) Kiran Bala | Chairperson, BoS (Dean SJMC, KRMU) |
| 2. Prof. (Dr.) Ambrish Saxena | External Expert |
| 3. Ms. Charu Chandra Pathak | Internal Member |
| 4. Ms. Shikha Sharma | Internal Member |
| 5. Ms. Ritika Saxena | Internal Member |

The chairperson welcomed the board and apprised about the school and the agendas.

5.01 To confirm the minutes of the meeting of 4th BOS held on June 10, 2017.

The minutes were circulated to the members and no comments were received; hence the board considered and confirmed it. (Annexure I (I and IA))

5.02 To report the action taken on 4th BOS meeting held on June 10, 2017.

The action taken on the minutes of 4th BOS was considered and approved by the members. (Annexure II)

5.03 To discuss and change the nomenclature of BJMC program to BA(JMC) program.

The nomenclature of BJMC program was changed to BA(JMC) program considering the UGC notification of July 2014 (as per Annexure III), with the unanimous approval of the members of Board of studies.

5.04 To discuss and approve the proposed revision in the course content of BA(JMC) 2018-19.

The proposed changes as per Annexure III in the Study Scheme and Course content of BA(JMC) which account to around 10% changes, were put forth before the BoS members for


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discussion and approval. Three new courses titled '**Media Writing and translation, New Media Technologies, and Personality Development**' have been introduced in the curriculum. These revisions and changes were drafted after receiving feedback from the academic expert, industry expert and alumni on the changes proposed as an outcome of discussion in the School meeting after reviewing contemporary academic standards and the latest industry trends. The members deliberated upon it and approved the same for incorporation from the academic year 2018-19 onward. (Annexure IV)

5.05 To discuss and approve the proposed Study scheme and Courses for the MA(JMC) Program to be introduced and incorporated.

The members were presented with the proposed Study scheme and Courses as per Annexure IV, for the MA(JMC) program to be introduced and incorporated in the School. The members reviewed the Study scheme and Courses and approved it for further incorporation and implementation. (Annexure V)

5.06 To discuss and approve Value Added Courses (VAC) to be offered from school for pan university for Academic year 2018-19.

The curriculum of proposed Value Added Courses titled '**Understanding music in films**' and '**Elevate your Photography skills**' was put forth in front of the members. Discussion took place and members approved the courses to be offered from school for pan university for Academic year 2018-19. (Annexure VI)

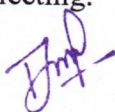
5.07 To report action taken on feedback obtained from stakeholders viz Students, Teachers, Parents, Employers, Alumni and Academic experts on curricular aspects.

The action taken on the feedback obtained from stakeholders viz Students, Teachers, Parents, Employers, Alumni and Academic experts on curricular aspects were considered and approved by the Members. (Annexure VII)

5.06 To discuss and approve the revised list of Paper setters, Moderators and Evaluators.

The revised list of both Internal and External Paper setters, Moderators and Evaluators was shared with the members for approval. The board members discussed and approved it from session 2018-19 onwards. (Annexure VIII)

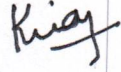
The meeting ended with a vote of thanks by the chairperson of the meeting.


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Date: June 09, 2018

Place: Board room, A block.

Prof. (Dr.) Kiran Bala



Chairperson, BoS (Dean SJMC, KRMU)

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K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

School of Journalism and Mass Communication

Minutes of the Meeting of 6th Board of Studies

6th Board of Studies Meeting for the Session 2019-20 of School of Journalism and Mass Communication, K R Mangalam University was on June 14, 2029 at 1:00 PM at Board room, A block.

The following members were present:

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|-------------------------------|------------------------------------|
| 1. Prof. (Dr.) Kiran Bala | Chairperson, BoS (Dean SJMC, KRMU) |
| 2. Prof. (Dr.) Ambrish Saxena | External Expert |
| 3. Dr. Manasvi Maheshwari | Internal Member |
| 4. Ms. Shikha Sharma | Internal Member |
| 5. Ms. Ritika Saxena | Internal Member |
| 6. Ms. Mehak Pandit | Internal Member |

The chairman welcomed the board and appraised about the school and the agendas.

6.01 To confirm the minutes of the meeting of 5th BOS held on June 09, 2018.

The minutes were circulated to the members and no comments were received; hence the Board considered and confirmed it. (Annexure I)

6.02 To report the action taken on 5th BOS held on June 09, 2018.

The action taken on the minutes of 5th BOS were considered and approved by the Members. (Annexure II)

6.03 To discuss and approve the revisions in the Study scheme and Course content of BA(JMC).

The members were presented with the Study scheme and Course content of BA(JMC), discussion took place and following changes and revisions have been made:

- Change in the nomenclature of Course code of BA(JMC) from SJJM to SJBJ.
- Names of few courses have been changed i.e. 'Media writing and translation' has been changed with 'Writing for Media'; 'Introduction to communication' has been changed

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with 'Communication in real world'; 'The News room' has been changed as 'News reporting and Editing-I', 'Radio Broadcasting and Technology' to 'Radio Broadcasting and Programming'; 'Advertising Concepts and Principles' to 'The Advertising World'; 'Field Work' to 'Minor Project'; 'World Media Scenario' to 'Global Media Scenario'; 'Event Management' to 'Event as a Marketing tool'; 'Indian Polity and issues' to 'Contemporary issues.'

- Few courses have been deleted i.e. 'Indian economy and reforms'; 'English writing skills'; 'Print Media growth and trends'; 'Photography Lab'; 'Viva voce' and 'Event Management Lab.'
- Three New courses have been introduced i.e. 'Idea to screen'; 'Film Appreciation'; and 'Print Reportage.'

The course structure underwent revisions and adjustments, resulting in a difference of 6 credits between the 2018-19 academic year (156 credits) and the 2019-20 academic year (150 credits) Furthermore no changes/modifications have been recommended for further implementation in the course curriculum. Members considered that the proposed Study scheme and course content is aligned with the recent academic standards and industry developments thus the members approved it for incorporation from academic year 2019-20 onwards. (Annexure III)

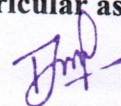
6.04 To discuss and approve the Study scheme and Course content of MA (JMC).

The Members deliberated upon the Study Scheme and Course content of MA(JMC), after discussion it was noted that no changes/modification/revision are required to be implemented as per the current academic standards and recent industrial developments. The presented Study scheme and Course content is adequate and aligned thus the members approved it for incorporation from academic year 2019-20 onwards. (Annexure IV)

6.05 To discuss and approve Value Added Courses (VAC) to be offered from school for pan university for Academic year 2019-20.

The curriculum of proposed Value Added Courses titled 'Preparing students for future roles' and 'Creative Photography' was put forth in front of the members. Discussion took place and members approved the courses to be offered from school for pan university for Academic year 2019-20. (Annexure V)

6.06 To report action taken on feedback obtained from stakeholders viz Students, Teachers, Parents, Employers, Alumni and Academic experts on curricular aspects.



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The action taken on the feedback obtained from stakeholders viz Students, Teachers, Parents, Employers, Alumni and Academic experts on curricular aspects were considered and approved by the Members. (Annexure VI)

6.07 To approve the revised list of Paper setter, Moderators and Evaluators.

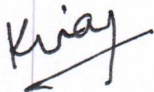
The revised list of Paper setter, Moderator and Evaluators was shared, Members deliberated upon it and approved it. (Annexure VII)

The meeting ended with a vote of thanks by the chairman of the meeting.

Date: June 14, 2019

Place: Board room, A block.

Prof. (Dr.) Kiran Bala



Chairperson, BoS (Dean SJMC, KRMU)

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School of Journalism and Mass Communication

Minutes of the Meeting of 7th Board of Studies

7th Board of Studies Meeting for the Session 2020-21 of School of Journalism and Mass Communication, K R Mangalam University was held online on Zoom on May 26, 2020 at 1:00 PM.

The following members were present:

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|-------------------------------|-------------------------------|
| 1. Prof. (Dr.) Kiran Bala | Chairperson (Dean SJMC, KRMU) |
| 2. Prof. (Dr.) Ambrish Saxena | External Expert from Academia |
| 3. Dr. K S Arul Selvan | External Expert from Industry |
| 4. Dr. Manasvi Maheshwari | Internal Member |
| 5. Ms. Shikha Sharma | Internal Member |

The chairperson welcomed the board and appraised about the school and the agendas.

7.01 To confirm the minutes of the meeting of 6th BOS held on June 14, 2019.

The minutes were circulated to the members and no comments were received; hence the Board considered and confirmed it. (Annexure I)

7.02 To report the action taken on 6th BOS meeting held on June 14, 2019.

The action taken on the minutes of 6th BOS were considered and approved by the Members. (Annexure II)

7.03 To discuss and approve the proposed revision in the Study scheme and Course content of BA(JMC).

The following suggested changes were put forth before the BoS members for review and the same was approved for incorporation in the course curriculum for the academic year 2020-21.

S.No.	Items/Topics (Existing)	Proposed changes/modifications	Remarks
1.	Environmental Science	To be shifted from II sem to 1 st sem	Course code has also been changed as per the semester.

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2.	Computer Applications in Media Lab	To be shifted from semester I sem to II sem	Course code has also been changed as per the semester.
3.	Media Laws and Ethics	To be shifted from II sem to III Sem	Course code has also been changed as per the semester.
4.	Camera light and sound	To be shifted from IV sem to III Sem	Course code has also been changed as per the semester.
5.	Idea to Screen	To be shifted from V sem to IV Sem	Course code has also been changed as per the semester.

- Change in the nomenclature of few courses i.e. 'Writing for media' to 'Media Writing'; 'Print Reportage' to 'Reporting and Editing-I'; 'Photography' to 'Digital Photography'; 'Public Relations' to 'Public relations and Corporate communications'; 'Media Research' to 'Communication Research'.
- Few courses were deleted from the curriculum i.e. Design and Graphics, Development Communication, Minor Project, Branding through Advertising.
- Few New courses were added in the curriculum i.e. Online Course (Spoken tutorials), Digital media foundation, Digital media foundation lab, Reporting and Editing II, Reporting and Editing II Lab.
- Few courses' credits have been splitted in the form of New lab courses i.e. Digital Photography lab, Radio broadcasting and programming lab, The advertising world lab, Camera light and sound lab, Idea to screen lab, Documentry and shortfilm making lab, Communication research lab, Event as a marketing tool lab.

The course structure underwent revisions and adjustments, resulting in a difference of **2 credits** between the 2019-20 academic year (150 credits) and the 2020-21 academic year (152 credits). Furthermore the Course content of BA(JMC) was discussed and approved to be implemented from academic session 2020-21 onwards. (Annexure-III)

7.04 To discuss and approved the Study scheme and Course content of MA(JMC).

The presented Study Scheme and Course content of MA(JMC) was reviewed and discussed by the members. Following changes have been approved by the members:

- Course codes have been changed and start in the series of 7 and 8 instead of 1 and 2. Example: SJMJ101A has been changed in SJMJ701A.

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- Few New courses have been added in the curriculum i.e. Mobile Journalism, Public Relations: Theory and Practice,
- A course has been replaced i.e. Lifestyle Journalism (SJMJ 216A) with Sports Journalism.
- Few courses have been deleted i.e. Social Media and Mobile Journalism (SJMJ412A) with (SJMJ806A), 'Social media and marketing (SJMJ414A), Health and Sports Journalism (SJMJ110A), Communication for development (SJMJ112A), Cinema and Culture (SJMJ211A), Media Economics and Entrepreneurship (SJMJ209A), Public relations (SJMJ 207A), Information Communication and Technologies (SJMJ205A).
- Change in the credit of 'Summer training report' from 6 credit to 4 credit, Advertising today from 6 to 5, Exploring frames 5 to 6, Reporting and Editing 6 to 5, Creative visualization techniques 4 to 6.

The course structure underwent revisions and adjustments, resulting in a difference of 1 credit between the 2019-20 academic year (104 credits) and the 2020-21 academic year (103 credits) Members approved it for the implementation from 2020-21 onwards. (Annexure-IV)

7.05 To discuss and approve the Disaster Management as a core course to be introduced in the existing study scheme.

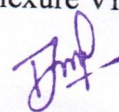
The curriculum of Disaster Management was put forth before the Members. Members deliberated upon it and approved for inclusion in the Study scheme from 2020-21 onwards, in the I semester of BA(JMC). (Annexure-V)

7.06 Introduction of MOOCs in the curriculum.

The BoS members discussed about the inclusion of MOOC as per the Study scheme of both the Programs BA(JMC) and MA(JMC) with the required credit i.e. 2, for the academic and industrial enrichment of the students. Members approved the inclusion of MOOC in the curriculum. (Inclusion in Annexure III and IV- Study scheme).

7.07 To discuss and approve Value Added Courses (VAC) to be offered from school for pan university for Academic year 2020-21.

The curriculum of proposed Value Added Courses titled 'Preparing students for future roles'; 'Successful Communication: Writing and Presentation' and 'Film Appreciation' was put forth in front of the members. Discussion took place and members approved the courses to be offered from school for pan university for Academic year 2020-21. (Annexure VI)



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7.08 To report action taken on feedback obtained from stakeholders viz Students, Teachers, Parents, Employers, Alumni and Academic experts on curricular aspects.

The action taken on the feedback obtained from stakeholders viz Students, Teachers, Parents, Employers, Alumni and Academic experts on curricular aspects were considered and approved by the Members. (Annexure VII)

The meeting ended with a vote of thanks by the chairman of the meeting.

Date : May 26, 2020

Place: Online on Zoom.

Prof. (Dr.) Kiran Bala
Chairperson (Dean SJMC, KRMU)

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School of Journalism and Mass Communication

Minutes of the Meeting of 8th Board of Studies

8th Board of Studies Meeting for the Session 2021-22 of School of Journalism and Mass Communication, K R Mangalam University was held online on Tuesday July 30, 2021 at 1:00 PM.

The following members were present:

- | | |
|-------------------------------|-------------------------------|
| 1. Prof. (Dr.) Kiran Bala | Chairperson-Dean SJMC |
| 2. Prof. (Dr.) Ambrish Saxena | External Expert from Academia |
| 3. Dr. Arul K Sylvan | External Expert from Industry |
| 4. Dr. Navneet Anand | Special Invitee |
| 5. Ms. Ritika Saxena | Internal Member |
| 6. Ms. Shikha Sharma | Internal Member |

The chairperson welcomed the board and appraised about the school and the agendas.

8.01 To confirm the minutes of the meeting of 7th BOS held on May 26, 2020

The minutes were circulated to the members and no comments were received, hence the board considered and confirmed it. (Annexure-I)

8.02 To report the Action Taken on the minutes of 7th BOS held on May 26, 2020.

The action taken on the minutes of 7th BOS was considered and approved by the Members. (Annexure II)

8.03 To discuss and approve the proposed revision in the course content of BA(JMC)- 2021-22.

The proposed changes in the 13 courses of BA(JMC) as per the annexure III were put forth before the BoS members. The changes were drafted as per the feedbacks received from Academic experts, Industry experts and Alumni. The members deliberated upon it and approval for incorporation was given from the academic year 2021-22 onwards. (Annexure III)

8.04 To discuss and approve the proposed revision in the course content of MA(JMC)- 2021-22.

The BoS members were presented with the proposed changes as per Annexure-IV, for discussion and approval. These revisions were made after gathering feedback from Academic experts, Industry experts, and Alumni on the proposed changes that were the result of a faculty meeting that looked at national and international course curricula as well as the most recent developments in the industry. The members deliberated upon it and approved to incorporate from the academic year 2021-2022 onwards. (Appendix IV)

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8.05 To approve the evaluation rubric of Functional Exposure Report/ Summer Training Report/ Field report

The Evaluation rubric of Functional exposure report, Summer training report and Field report was put forth before the members, The evaluation rubric contains weightage of 100 marks bifurcated in eight parameters of assessment i.e. Quality of work, Ability to learn, Initiative and Creativity, Character traits, Dependability, Attendance and Punctuality, Organizational Fit and Response to supervision. It was deliberated upon and approved by the members of BoS. (Annexure V)

8.06 To discuss and approve the curriculum mapping as per Outcome based Education by defining LOCF, PEOs, PSOs, POs and COs.

The curriculum mapping to attain Outcome based education defining the LOC Framework, Program Educational Objectives, Program Specific Outcomes, Program Outcomes and Course Outcomes, was put forth before the members. The emphasis is to maintain pace with the industry standards and latest academic structure. The members deliberated upon the mapping and approved it to be implemented from Academic session 2021-22 onwards. (Annexure VI)

8.07 To discuss and approve the curricula of courses offered by School of Journalism and Mass communication, to be included in Pan University Open Elective pool and in Value added course pool from academic session 2021-22 onwards.

The curricula of courses offered from School of Journalism and Mass Communication were put forth before the members. The Voice of fourth estate (SBJB152A) & Gender Media and Society (SBJB161A) to be added in pan University Open Elective pool and Successful Communication: Writing and Presentation (VAC112) & Film Appreciation (VAC115) in Value added course pool were approved by the members to be implemented from academic session 2021-22 onwards. (Annexure VII)

8.08 To approve the revised list of Exam paper setters, moderators and evaluators

The revised list of exam paper setters, moderators and evaluators was shared, and the same was approved by the members of BoS. (Annexure VIII)


The meeting ended with a vote of thanks by the chairman of the meeting.

Date: July 30, 2021

Place: Online on MS Teams.

Prof. (Dr.) Kiran Bala

Chairperson-Dean SJMC
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School of Journalism and Mass Communication

Minutes of the Meeting of 9th Board of Studies

9th Board of Studies Meeting for the Session 2022-23 of School of Journalism and Mass Communication, K R Mangalam University was held online on MS Teams on July 26, 2022 at 1:00 PM.

The following members were present:

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| 1. Mr. Ritwik Ghosh | Chairperson (Academic Coordinator, SJMC, KRMU) |
| 2. Prof. (Dr.) Ambrish Saxena | External Expert (Dean Media School, DME) |
| 3. Dr. Navneet Anand | External Expert (Chairperson Greymatters) |
| 4. Dr. Sarina | Internal Member |
| 5. Dr. Jai Kishon Goswami | Internal Member |

The chairman welcomed the board and appraised about the school and the agendas.

9.01 To confirm the minutes of the meeting of 8th BOS held on July 30, 2021.

The minutes were circulated to the members and no comments were received; hence the board considered and confirmed it. (Annexure-I)

9.02 To report the action taken on the minutes of 8th BOS meeting, held on July 30, 2021.

The action taken on the minutes of 8th BOS was considered and approved by the Members. (Annexure II)

9.03 To discuss and approve the proposed revision in the course content of BA(JMC)- 2022-23.

The proposed changes as per Annexure III in the course content of 17 BA(JMC) courses, which account to around 5% changes, were put forth before the BoS members for discussion and approval. These changes were drafted after the receiving the feedback from the academic expert, industry expert and alumni on the changes proposed as outcome of discussion in the faculty meeting after reviewing national and international course curriculum and the latest trends in the industry. The members deliberated upon it and approved the same for incorporation from the academic year 2022-23 onwards. (Annexure III)

9.04 To discuss and approve the proposed revision in the course content of MA(JMC)- 2022-2023.

The BoS members were presented with the proposed changes as per Annexure-IV in the course content of 6 MA(JMC) courses, which amount to about 3% change, for discussion and approval. These revisions were made after gathering feedback from academic experts, industry experts, and alumni on the proposed changes that were the result of a faculty meeting that looked at national and international course curricula as well as the most recent

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developments in the industry. The members deliberated upon it and approved to incorporate from the academic year 2022–2023 onwards. (Appendix IV)

9.05 To approve the curriculum mapping as per LOCF, SDG, NEP and Industry 4.0.

The curricula mapping of BA (JMC) and MA (JMC) as per the LOCF, SDG, NEP, Employability and Industry 4.0 was presented to the board for discussion and approval. Emphasis was to align the syllabus according to the industry standards and latest academic structure considering the local, regional, national and global standards. The members discussed and approved the curricula mapped as per LOCF, SDG, NEP and Industry 4.0 for implementation from academic session 2022-23 onwards. (Annexure V)

9.06 To approve the List of Paper setters, moderators and external evaluators.

The revised list of both internal and external examination paper setters, moderators and evaluators was shared with the board members for approval. The board members discussed and approved it from session 2022-23 onwards. (Annexure VI)

The meeting ended with the vote of thanks by the chairman of the meeting.

Date : July 26, 2022

Place: Online on Teams



Mr. Ritwik Ghosh

Chairperson (Academic Coordinator, SJMC, KRMU)

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