

MINUTES



6th Meeting of Academic Council (August 4, 2012)

SHARDA UNIVERSITY

GREATER NOIDA, U.P

Koeran

Item No.6.6: To consider a proposal received from the Dean, School of Arts, Design & Media Studies (SADMS) to start 4 years Bachelor of Design (B.Des.) and 2 years Master of Design (M.Des) programmes from the Academic Year 2012-13 together with the Course Structure and Credit Distribution.

The proposal received from the School of Arts, Design & Media Studies was discussed in detail. The Council approved the proposal to start 4 year Bachelor of Design (B.Des.) and 2 year Master of Design (M.Des.) programmes from the Academic Year 2012-13 together with Course Structure, Syllabi and Credit Distribution as placed before the Council vide **Annexure-VII-B&C** respectively.

Item No.6.7: To consider revised Course Structure and Credit Distribution for Bachelor of Journalism and Mass Communication and Master of Journalism and Mass Communication programmes to be offered by School of Arts, Design and Media Studies from the academic year 2012-13;

The Council was informed* that the curriculum of the on-going Bachelor of Journalism and Mass Communication (BJMC) and Master of Journalism and Mass Communication (MJMC) has been revised with an aim to provide strong grounding to the students in the field of Media Studies through competence development in Audio-Visual Communication, Advertising, Development Communication and Public Relations. The Council deliberated in detail the proposal received from the School and resolved to approve the revised Course Structure and Credit Distribution of BJMC and MJMC programmes for the students admitted from the Academic Year 2012-13, as placed before the Council vide **Annexure-VIII-C & D** respectively.

Item No.6.8: To consider the proposal received from the Dean, School of Arts, Design and Media Studies to start Post Graduate Diploma programmes in (i) 'Advertising and Public Relations' and (ii) in 'Development Communications';

The Council was informed that keeping in view the demand from industry, the School has planned to start two new diploma programmes in (i) 'Advertising and Public Relations' and (ii) 'Development Communications'. The PG Diploma offered by the School in PR, Advertising and Event Management has not been very popular with the industry, therefore, the school has proposed its discontinuation. The Council after discussing the matter approved to starting PG diploma in (i) 'Advertising and Public Relations' and (ii) 'Development Communications' from the Academic Year 2012-13, together with Course Structure, Syllabi and Credit Distribution as placed before the Council vide **Annexure-IX-C & D** respectively.

The Council also approved discontinuation of PG Diploma in PR, Advertising and Event Management from the Academic Year 2012-13.



