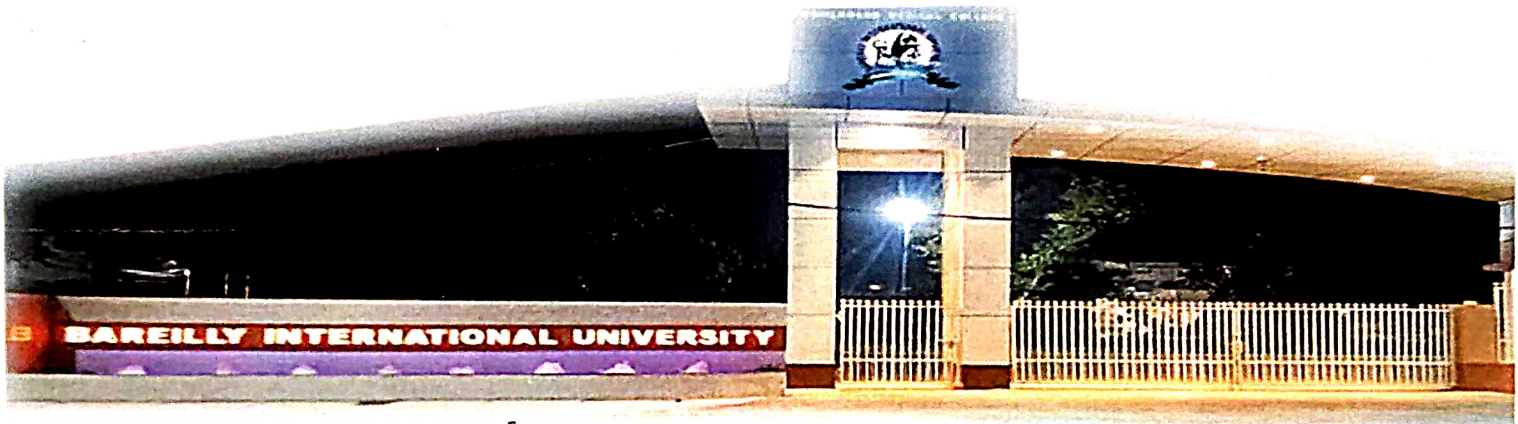
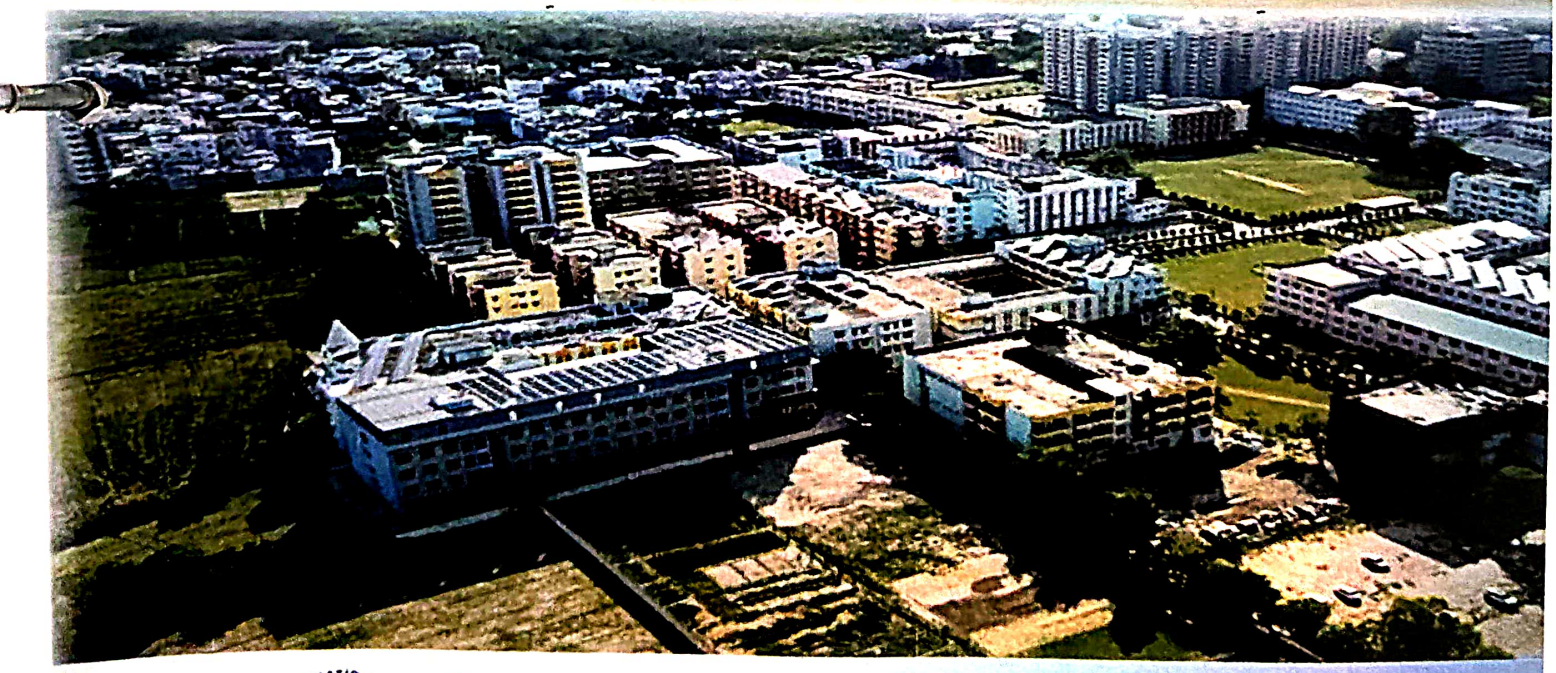
CRITERION 1 - CURRICULAR ASPECTS





BAREILLY INTERNATIONAL UNIVERSITY
(Established Under Govt. of U.P. Act 26 of 2016)
Rohilkhand Medical College Campus, Pilibhit Bypass Road, Bareilly-243006 (U.P.) INDIA
Phone: 0581-2526011-12, Fax: 0581 - 2303345
Email: info@biu.edu.in Website : www.biu.edu.in

CRITERION 1- CURRICULAR ASPECTS

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global healthcare needs which are visible in Programme Outcomes (POs), and Course Outcomes (COs) offered by the University,as per the norms of the Regulatory Bodies



BAREILLY INTERNATIONAL UNIVERSITY
Pilibhit Bypass Road, Bareilly, Uttar Pradesh (U.P.) 243006
Phone: 0581-2526051 Fax: 0581-2526054
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BIU/REG/151

Date: 28 December 2024

Notification

18th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, **18th Academic Council Meeting** is scheduled to be held on **04th January 2025(Saturday).**

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before **30th December 2024.**

All Principal/HOIs kindly submit the MoM of the Board of Studies (BOS) and Board of Faculty (BOF) for AY: 2024-25 before 30 **December 2024** for further approval from academic council.

This is for your information and compliance please.

Thanking You!

Registrar

Copy to:

i. All Principal/HOIs/AC-Members
ii. Controller of Examination
iii. Hon'ble Vice Chancellor (For information please)
iv. Hon'ble Pro - Vice Chancellor (For information please)
v. Hon'ble Pro - Chancellor (For information please)
vi. All the concerned members
vii. Guard File

BAREILLY INTERNATIONAL UNIVERSITY

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E-mail: info@biu.edu.in website: www.biu.edu.in

18th Academic Council Meeting
(04 January 2025)
Agenda List

Sr. No.	Institution	Agenda Point
1	Institute of Dental Sciences (IDS) (BOS)	Proposal for the approval of no change in syllabus & examination pattern for PG course as per DCI.
2		Proposal for the Result Analysis of PG for the session2023-2024.
3		Proposal for the approval of Academic/Examination Calendar for 2024-25 session for UG, PG & Diploma Courses(1st Year).
4		Proposal for the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session.
1	Faculty of Paramedical Sciences BOS (M.SC. CLINICAL EMBRYOLOGY)	Proposal for the approval of Curriculum/syllabus of M.Sc. clinical Embryology as per Choice Based Credit System for 2024-25 session.
2		Proposal for approval of Internal and External Examiners for 2024-25 session.
3		Proposal for approval of Question Paper Format.
4		Proposal for approval of academic calendar for the 2024-25.
5		Proposal for approval of academic events status/calendar/extra activities etc. for 2024-25 session.
1	Faculty of Paramedical Sciences BOF (M.SC. CLINICAL EMBRYOLOGY)	Proposal for approval of Faculty Development programme/Research Publication/Book Publish for the session 2024-25.
2		Proposal for the approval of academic events status/calendar/ Extra Activities for session 2024-25.
3		Proposal for approval of Academic Audit of last session 2024-25.
4		Proposal for approval of best practice for academic enrichment for session 2024-25.
1	BIU College of Management BOF	Proposal for the approval of Implementation of NEP – 2020 in the college.
2		Proposal for the approval of Faculty Development Programs.
3		Proposal for the approval of best practices for academic Enrichment.
4		Proposal for the approval of 5-Year Development Plan 2024-25
1	BIU College of Management BOS(For BCA-IT & Multimedia)	Proposal for approval of academic calendar of BCA (IT & Multimedia) course for session 2024-25.
2		Proposal for the approval of Ordinance BCA (IT & Multimedia) Programme under CBCS for session 2024-25.
3		Proposal for the approval of admission ordinance for session 2024-25.
4		Proposal for the approval of Examination ordinance for session 2024-25.
5		Proposal for the approval of POs & COs for these programs for session 2024-25.
6		Proposal for the approval of CBSE – Based syllabus BCA (IT & Multimedia) Programme for session 2024-25.
7		Proposal for the approval of Guidelines relating to project work for session 2024-25.

8		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
9		Proposal for the approval of Question paper formats for session 2024-25.
1	BIU College of Management BOS(For BBA(F&T)	Proposal for approval of academic calendar of BBA(F&T) course for session 2024-25.
2		Proposal for the approval of Ordinance BBA(F&T) Programme under CBCS for session 2024-25.
3		Proposal for the approval of admission ordinance for session 2024-25.
4		Proposal for the approval of Examination ordinance for session 2024-25.
5		Proposal for the approval of POs & COs for these programs for session 2024-25.
6		Proposal for the approval of CBSE – Based syllabus BBA(F&T) Programme for session 2024-25.
7		Proposal for the approval of Guidelines relating to project work for session 2024-25.
8		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
9		Proposal for the approval of Question paper formats for session 2024-25.
10		Proposal for approval of result analysis
11		Proposal for the approval of Academic Activities for session 2024-25.
1	BIU College of Management BOS(For B.COM(Honours)	Proposal for approval of academic calendar of B.COM(Honours) course for session 2024-25.
2		Proposal for the approval of Ordinance B.COM(Honours) Programme under CBCS for session 2024-25.
3		Proposal for the approval of admission ordinance for session 2024-25.
4		Proposal for the approval of Examination ordinance for session 2024-25.
5		Proposal for the approval of POs & COs for these programs for session 2024-25.
6		Proposal for the approval of CBSE – Based syllabus B.COM(Honours) Programme for session 2024-25.
7		Proposal for the approval of Guidelines relating to project work for session 2024-25.
8		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
9		Proposal for the approval of Question paper formats for session 2024-25.
10		Proposal for approval of result analysis
11		Proposal for the approval of Academic Activities for session 2024-25.

Bareilly International University

18th Academic Council

Minutes of Meeting

As per schedule, the 18th Academic Council meeting was held on 04 January 2025 at 11:00 AM in the BIU Administrative Building (Conference hall) to discuss various agenda points as under:

Members present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. Digvijay Singh
4	Dr. Sathyajith Naik.N
5	Dr. Pushpendra Kannojia
6	Dr. Priyanka A Masih
7	Dr. R.K Tiwari
8	Dr. Abnish Singh
9	Mrs. Nidhi Gangwar
10	Dr. Prashant Gupta
11	Dr. Sharad Seth
12	Dr. Gokkula Krishna
13	Dr. Shivangi Sharma
14	Dr. Vernika Saxena
15	Ms. Shivani Sharma
16	Dr. S.K. Thakur

Member Absent:-

1. Dr. H.K Premi
2. Dr. Sanasam Birjeni Devi

Proceedings for 18th Academic Council Meeting held 4th January, 2025.

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting.
Thereafter, the Chairperson directed Registrar, the Member-Secretary of the Academic council to brief the council about agenda items one by one and to conduct the proceedings of the meeting for the deliberation, consideration and approval.

Following agenda points were discussed for further recommendation and approval.

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 17th Academic Council Meeting held on 31st July, 2024.

Resolution: All resolutions of 17th Academic Council Meeting held on 31st July, 2024 ratified and Confirmed by all members and approved by the Chairperson.

(Annexure-1) ATR form 17th AC meeting

Agenda Point No 2: Proposal for the approval of no change in syllabus & examination pattern for PG course as per DCI.

Resolution: All the members unanimously agreed the proposal of no change in syllabus & examination pattern for PG course as per DCI and approved by the Chairperson. This agenda point is taken from the IDS BOS for AY 2024-25.

(Annexure-2 Refer to BOS IDS 2024-25)

Agenda Point No 3: Proposal for the approval of Result Analysis of PG for the session2023-2024.

Resolution: All the members unanimously approved Proposal for Result Analysis of PG for the session2023-2024.This agenda point is taken from the IDS BOS for AY 2024-25.

(Annexure-3 Refer to BOS IDS 2024-25)

Agenda Point No 4: Proposal for the approval of Academic/Examination Calendar for 2024-25 session for UG, PG & Diploma Courses (1st Year).

Resolution: The Academic /Examination Calendar discussed by the all members and input from also obtained. With valuable inputs from the members, the Academic /Examination Calendar is unanimously agreed and approved by the Chairperson.

(Annexure-4 Refer to BOS IDS 2024-25)

Agenda Point No5: Proposal for the approval of the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session.

Resolution: All the members unanimously agreed Proposal for the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session and approved by the Chairperson. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure-5 Refer to BOS IDS 2024-25)

Agenda Point No6: Proposal for the approval of Curriculum/syllabus of M.Sc. clinical Embryology as per Choice Based Credit System for 2024-25 session.

Resolution: All the members unanimously agreed Proposal Curriculum/syllabus of M.Sc. clinical Embryology as per Choice Based Credit System for 2024-25 session and approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure-7 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 7: Proposal for the approval of Internal and External Examiners for 2024-25 session.

Resolution: All the members unanimously agreed on Proposal of Internal and External Examiners for 2024-25 session and approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure-8 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 8: Proposal.for the approval of Proposal for approval of Question Paper Format.

Resolution: All the members unanimously approved Proposal for approval of Question Paper Format. This agenda point is taken from FOPS BOS for 2024- 25.

(Annexure-9 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 9: Proposal for the approval of Academic Calendar for the 2024-25.

Resolution: The Academic Calendar discussed by the Academic Council's members and inputs from all members obtained. With valuable inputs from members, of Academic Calendar for the 2024-25 is unanimously approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024-25.

(Annexure-10 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 10: Proposal for the approval of academic events status/calendar/extra activities etc. For 2024-25 session.

Resolution: All the members discussed and unanimously agreed to Proposal of academic events status/calendar/extra activities etc. for 2024-25 session and approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024-25.

(Annexure-11 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 11: Proposal for the approval of Faculty Development programme/Research Publication/Book Publish for the session 2024-25.

Resolution: All the members discussed and unanimously agreed Proposal for the Faculty Development programme/Research Publication/Book Publish for the session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-12 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 12: Proposal for the the approval of academic events status/calendar/ Extra Activities for session 2024-25.

Resolution: All the members highly recommended and unanimously agreed to Proposal for academic events status/calendar/ Extra Activities for session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-13 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 13: Proposal for the approval of Academic Audit of last session 2024-25.

Resolution: All the members unanimously agreed to the Proposal for Academic Audit of last session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-14 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 14: Proposal for the approval of best practice for academic enrichment for session 2024-25.

Resolution: All the members unanimously agreed to the Proposal for best practice for academic enrichment for session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-15 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 15: Proposal for the approval of Implementation of NEP – 2020 in the college.

Resolution: All the members unanimously approved the Proposal for the approval of Implementation of NEP – 2020 in the college. This agenda point is taken from the BIUCOM BOF for 2024-25.

(Annexure-16 Refer to BOF BIUCOM 2024-25)

Agenda Point No 16: Proposal for the approval of Faculty Development Programs.

Resolution: All the members unanimously approved the Proposal for of Faculty Development Programs. This agenda point is taken from the **BIUCOM** BOF for 2024-25.

(Annexure-17 Refer to BOF BIUCOM 2024-25)

Agenda Point No 17: Proposal for the approval of best practices for academic Enrichment.

Resolution: All the members unanimously approved the Proposal for of best practices for academic Enrichment. This agenda point is taken from the **BIUCOM** BOF for 2024-25.

(Annexure-18 Refer to BOF BIUCOM 2024-25)

Agenda Point No 18: Proposal for the approval of 5-Year Development Plan 2024-25.

Resolution All the members unanimously approved the Proposal for 5-Year Development Plan 2024-25.

(Annexure-19 Refer to BOF BIUCOM 2024-25)

Agenda Point No 19: Proposal for approval of academic calendar of BCA (IT & Multimedia) course for session 2024-25.

Resolution: All the members unanimously approved the Proposal academic calendar of BCA (IT & Multimedia) course for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-20 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 20: Proposal for the approval of Ordinance BCA (IT & Multimedia) Programme under CBCS for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Ordinance BCA (IT & Multimedia) Programme under CBCS for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-21 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 21: Proposal for the approval of Admission & Examination ordinance for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Admission & Examination ordinance for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-22 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 22: Proposal for the approval of POs & COs for these programs for session 2024-25.

Resolution: All the members unanimously approved the Proposal for POs & COs for these programs for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-23 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 23: Proposal for the approval of CBSE – Based syllabus BCA (IT & Multimedia) Programme for session 2024-25.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus BCA (IT & Multimedia) Programme for session 2024-25.This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-24 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 24: Proposal for the approval of Guidelines relating to project work for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to project work for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-25 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 25: Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-26 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 26: Proposal for approval of Implementation Question paper formats for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Question paper formats for session 2024-25 This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-27 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 27: Proposal for the approval of academic calendar of BBA (F&T) course for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar of BBA(F&T) course for session 2024-25.. This agenda point is taken from the BIUCOM BOS(BBA) for AY 2024- 25.

(Annexure-28 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 28: Proposal for the approval of Ordinance BBA(F&T) Programme under CBCS for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Ordinance BBA (F&T) Programme under CBCS for session 2024-25. This agenda point is taken from the BIUCOM BOS(BBA) for AY 2024- 25.

(Annexure-29 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 29: Proposal for the approval of Admission & Examination ordinance for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Admission & Examination ordinance for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-30 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 30: Proposal for the approval of POs & COs for these programs for session 2024-25.

Resolution: All the members unanimously approved the Proposal for POs & COs for these programs for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-31 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 31: Proposal for the approval of CBSE – Based syllabus BBA (F & T) Programme for session 2024-25.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus BBA (F & T) Programme for session 2024-25.This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-32 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No32: Proposal for the approval of Guidelines relating to project work for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to project work for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-33 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 33: Proposal for the approval of Panel of External and Internal Examiners for session 2024-25..

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-34 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 34: Proposal for approval of Implementation Question paper formats for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Question paper formats for session 2024-25 This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-35 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 35: Proposal for the approval of Result Analysis .

Resolution: All the members unanimously approved Proposal for Result.This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-36 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 36: Proposal for the approval of academic Activities for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic Activities for session 2024-25. This agenda point is taken from the BIUCOM BOS(BBA) for AY 2024- 25.

(Annexure-37 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 37: Proposal for the approval of academic calendar of B.COM (Honours) course for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar of B.COM(Honours) course for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25

(Annexure-38 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 38: Proposal for the approval of Ordinance B.COM(Honours) Programme under CBCS for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Ordinance B.COM(Honours) Programme under CBCS for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25.

(Annexure-39 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 39: Proposal for the approval of Admission & Examination ordinance for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Admission & Examination ordinance for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25.

(Annexure-40 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 40: Proposal for the approval of POs & COs for these programs for session 2024-25.

Resolution: All the members unanimously approved the Proposal for POs & COs for these programs for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25.

(Annexure-41 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 41: Proposal for the approval of CBSE – Based syllabus B.COM(Honours) Programme for session 2024-25.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus B.COM(Honours) Programme for session 2024-25.This agenda point is taken from the BIUCOM BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-42 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 42: Proposal for the approval of Guidelines relating to project work for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to project work for session 2024-25. This agenda point is taken from the BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-43 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 43: Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners for session 2024-25. This agenda point is taken from the BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-44 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 44: Proposal for approval of Implementation Question paper formats for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Question paper formats for session 2024-25 This agenda point is taken from the BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-45 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 45: Proposal for the approval of Result Analysis .

Resolution: All the members unanimously approved Proposal for Result .This agenda point is taken from BOS (B.COM (Honours) for AY 2024- 25.

(Annexure-46 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 46: Proposal for the approval of academic Activities for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic Activities for session 2024-25. This agenda point is taken from the BOS (B.COM (Honours) for AY 2024- 25.

(Annexure-47 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Registrar

Bareilly International University

ATR of 17th Academic Council

(Annexure – 1)

Agenda Point No.	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 16th Academic Council Meeting held on 29th Dec, 2023.	Not applicable.	Already taken in the 16th Academic Council Meeting held on 29th Dec, 2023.
2	Proposal for the approval of synopsis submission of Medical PG students for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-2 of 17th AC)
3	Proposal for the approval of panel of examiners UG & PG medical programs for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-3 of 17th AC)
4	Proposal for the approval of syllabus as per NMC for Medical UG & PG programs For 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-4 of 17th AC)
5	Proposal for the approval of book list of Medical UG & PG programs for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-5 of 17th AC)
6	Proposal for the approval of Panel of Examiners for 2024-25 session for UG, PG And Diploma dental programs for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-6 of 17th AC)
7.	Proposal for the approval of Academic/Examination Calendar for 2024-25 Session for dental programs.	Recommended and approved	Implemented (Refer to agenda point-7 of 17th AC)
8.	Proposal for the approval of new syllabus for BAMS program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-8 of 17th AC)
9.	Proposal for the approval of new BAMS batch admission (Batch – 2023) process.	Recommended and approved	Implemented (Refer to agenda point-9 of 17th AC)
10	Proposal for the approval of Transitional Curriculum of Batch 2023 for BAMS Program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-10 of 17th AC)

11	Proposal for the University Main and Supplementary exam result of batch 2021 of BAMS program.	Recommended and approved	Implemented (Refer to agenda point-11 of 17th AC)
12	Proposal for the approval of Curriculum/Syllabus updation of BAMS program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-12 of 17th AC)
13.	Proposal for the approval of Examination ordinance/Scheme updation/Revision Of nursing programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-13 of 17th AC)
14.	Proposal for the approval of result analysis of previous year of nursing programs.	Recommended and approved	Implemented (Refer to agenda point-14 of 17th AC)
15.	Proposal for the approval of Implementation of NEP – 2020 for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-15 of 17th AC)
16.	Proposal for the approval of the academic calendar for 2024-25 session of all Nursing Programs.	Recommended and approved	Implemented (Refer to agenda point-16 of 17th AC)
17.	Proposal for the approval of internal/external examiners for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-17 of 17th AC)
18.	Proposal for approval of the research/innovation status.	Recommended and approved	Implemented (Refer to agenda point-18 of 17th AC)
19.	Proposal for the approval of Faculty development programme, Research Publication/Book publish for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-19 of 17th AC)
20.	Proposal for the approval of Academic events/calendar/extra activities for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-20 of 17th AC)
21.	Proposal for the approval of program expansion/starting of new programs for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-21 of 17th AC)
22.	Proposal for the approval of Collaboration with the different bodies (National/International) For AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-22 of 17th AC)

23.	Proposal for the approval of Academic Audit for the last academic session 2023-24.	Recommended and approved	Implemented (Refer to agenda point-23 of 17th AC)
24.	Proposal for the approval of Best practices for academic enrichment for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-24 of 17th AC)
25(A).	Proposal for approval of Implementation of Choice Based Credit System (CBCS) for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-25(A) of 17th AC)
25(B).	Proposal for the approval of the Curriculum design committee formation for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-25(B) of 17th AC)
26.	Proposal for the approval of the Result analysis of last year for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-26 of 17th AC)
27.	Proposal for the approval of the Conference and Faculty development programs (FDP)/Workshop Conduction for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-27 of 17th AC)
28.	Proposal for the approval of the Research/Innovation status/Book/Research Publication for the 2024-25 session.	Reviewed and Discussed	Implemented (Refer to agenda point-28 of 17th AC)
29.	Proposal for the approval of the Organization of Curricular and Co-Curricular Activities for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-29 of 17th AC)
30.	Proposal for the approval of the Industry & Academic National Collaboration for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-30 of 17th AC)
31.	Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-31 of 17th AC)
32.	Proposal for the approval of the Curriculum updation/Syllabus updation for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-32 of 17th AC)
33.	Proposal for the approval of the Examination ordinance/Admission Ordinance/Scheme updation/revision for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-33 of 17th AC)

34.	Proposal for the approval of the internal/external examiners for AY 2024-25.	Recommended and approved	Implemented (Refer to agenda point-34 of 17th AC)
35.	Proposal for the approval of the academic calendar of D.Pharm program for 2024-25.	Recommended and approved	Implemented (Refer to agenda point-35 of 17th AC)
36.	Proposal for the approval of the Expenditure Budget for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-36 of 17th AC)
37.	Proposal for the approval of the Question paper pattern for D. Pharm for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-37 of 17th AC)
38.	Proposal for the approval of Programme expansion/starting of new programmes For next academic session.	Recommended and approved	Implemented (Refer to agenda point-38 of 17th AC)
39.	Proposal for the approval of Curriculum updated/syllabus updation of B.Sc Forensic Science for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-39 of 17th AC)
40.	Proposal for the approval of Examination ordinance/Scheme for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-40 of 17th AC)
41.	Proposal for the approval of Admission ordinance of B.Sc Forensic Science for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-41 of 17th AC)
42.	Proposal for approval of the result analysis of last academic year B.Sc Forensic Science.	Recommended and approved	Implemented (Refer to agenda point-42 of 17th AC)
43.	Proposal for approval of Implementation of NEP – 2020 in the faculty of forensic Science for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-43 of 17th AC)
44.	Proposal for Panel of Examiners (internal & External) for AY 2024-25.	Recommended and approved	Implemented (Refer to agenda point-44 of 17th AC)
45.	Proposal for approval of academic events/calendar/extra activity was approved For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-45 of 17th AC)
46.	Proposal for the approval of ordinance and curriculum of M.Sc. Forensic Science For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-46 of 17th AC)
47.	Proposal for the approval of new Diploma program (Forensic Science, Questioned Documents And Fingerprinting) may be proposed to introduce in new academic Session.	Recommended and approved	Implemented (Refer to agenda point-46 of 17th AC)
48.	Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-48 of 17th AC)

49.	Proposal for the approval of Curriculum updation/syllabus for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-49 of 17th AC)
50.	Proposal for the approval of Examination Ordinance/Schemes of paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-50 of 17th AC)
51.	Proposal for the approval of Admission ordinance of paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-51 of 17th AC)
52.	Proposal for the approval of panel of examiners of all paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-52 of 17th AC)
53.	Proposal for the approval of academic calendar of all paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-53 of 17th AC)
54.	Proposal for approval of academic events etc. of all paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-54 of 17th AC)
55.	Proposal for the approval of Ordinance of new course M.Sc. clinical Embryology For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-55 of 17th AC)
56.	Proposal for the approval of new program like M.Sc (MLT), MPT & B.Sc (OT) may Be proposed to Introduced in new academic session.	Recommended and approved	Implemented (Refer to agenda point-56 of 17th AC)
57.	Proposal for the approval of academic calendar of all paramedical programs for 2024-25.	Recommended and approved	Implemented (Refer to agenda point-57 of 17th AC)
58.	Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-58 of 17th AC)
59.	Proposal for the approval of Examination Ordinances for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-59 of 17th AC)
60.	Proposal for the approval of POs & COs for the above mentioned programmes For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-60 of 17th AC)
61.	Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science) for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-61 of 17th AC)
62.	Proposal for the approval of Guidelines relating to project work for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-62 of 17th AC)
63.	Proposal for approval of Panel of External and Internal Examiners for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-63 of 17th AC)

64.	Proposal for approval of Question paper formats for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-64 of 17th AC)
65.	Proposal for approval of Result analysis of B.A. (Mass Communication) of last Year.	Recommended and approved	Implemented (Refer to agenda point-65 of 17th AC)
66.	Proposal for approval of academic Events for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-66 of 17th AC)
67.	Proposal for approval of examination ordinance and scheme for MHA program For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-67 of 17th AC)
68.	Proposal for the approval of admission ordinance for MHA program for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-68 of 17th AC)
69.	Proposal for the approval of implementation of NEP – 2020 for MHA program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-69 of 17th AC)
70.	Proposal for the approval of academic calendar of MHA program for 2024-25 Session of MHA program.	Recommended and approved	Implemented (Refer to agenda point-70 of 17th AC)
71.	Proposal for the approval of academic events etc. for MHA program for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-71 of 17th AC)
72.	Proposal for the approval of academic calendar for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-72 of 17th AC)
73.	Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS.	Recommended and approved	Implemented (Refer to agenda point-73 of 17th AC)
74.	Proposal for the approval of Examination Ordinances for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-74 of 17th AC)
75.	Proposal for the approval of POs & COs for the above mentioned programmes.	Recommended and approved	Implemented (Refer to agenda point-75 of 17th AC)
76.	Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science).	Recommended and approved	Implemented (Refer to agenda point-76 of 17th AC)
77.	Proposal for the approval of Guidelines relating to project work for AY: 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-77 of 17th AC)
78.	Proposal for the approval of Panel of External and Internal Examiners for AY: 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-78 of 17th AC)
79.	Proposal for the approval of Question paper formats AY: 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-79 of 17th AC)

80.	Proposal for the approval of Result analysis of B.A. (Mass Communication) of last Year.	Recommended and approved	Implemented (Refer to agenda point-80 of 17th AC)
81	Proposal for the approval of academic Events for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-81 of 17th AC)
82.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-82 of 17th AC)
83.	Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-83 of 17th AC)
84.	Proposal for the approval of internal/external examiners for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-84 of 17th AC)
85.	Proposal for the approval of academic calendar for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-85 of 17th AC)
86.	Proposal for the approval of Research/innovation status AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-86 of 17th AC)
87.	Proposal for the approval of Faculty development programme, Research Publication/Book Publish for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-87 of 17th AC)
88.	Proposal for the approval of Academic events/calendar/extra activities for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-88 of 17th AC)
89.	Proposal for the approval of Programme expansion/starting of new programmes For next academic session	Recommended and approved	Implemented (Refer to agenda point-89 of 17th AC)
90.	Proposal for the approval of Collaboration (National/International) for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-90 of 17th AC)
91.	Proposal for the approval of Academic Audit of last academic year.	Recommended and approved	Implemented (Refer to agenda point-91 of 17th AC)
92.	Proposal for the approval of Expenditure Budget for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-92 of 17th AC)
93.	Proposal for the approval of Best practices for academic enrichment for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-93 of 17th AC)
94.	Proposal for the approval of Research/innovation status for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-94 of 17th AC)
95.	Proposal for the approval of the Faculty development programme, Research Publication/Book Publish for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-95 of 17th AC)

96.	Proposal for the approval of the Implementation of Choice Based Credit System (CBCS) for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-96 of 17th AC)
97.	Proposal for the approval of Curriculum design committee formation for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-97 of 17th AC)
98.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-98 of 17th AC)
99.	Proposal for the approval of Conference and Faculty development programs (FDP)/Workshop Conduction for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-99 of 17th AC)
100.	Proposal for the approval of Research/Innovation status/Book/Research Publication for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-100 of 17th AC)
101.	Proposal for the approval of Organization of Curricular and Co-Curricular Activities for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-101 of 17th AC)
102.	Proposal for the approval of Industry & Academic National Collaboration for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-102 of 17th AC)
103.	Proposal for the approval of Best Practices for Academic enrichment for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-103 of 17th AC)
104.	Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-104 of 17th AC)
105.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-105 of 17th AC)
106.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-106 of 17th AC)
107.	Proposal for the approval of Conference and Faculty development programme For AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-107 of 17th AC)
108.	Proposal for the approval of Research/innovation status/Book/Research Publication for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-108 of 17th AC)
109.	Proposal for the approval of Best practices for academic enrichment For AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-109 of 17th AC)
110.	Proposal for the approval of result of last year.	Recommended and approved	Implemented (Refer to agenda point-110 of 17th AC)
111.	Proposal for the approval of research in subject specialization and Interdisciplinary for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-111 of 17th AC)

112.	Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-112of 17th AC)
113.	Proposal for the approval of academic events etc. for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-113of 17th AC)
114.	Proposal for the approval of Collaboration/MoUs for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-114 of 17th AC)
115.	Proposal for the approval of best practice for academic enrichment for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-115 of 17th AC)
116.	Proposal for the approval of result of last year.	Recommended and approved	Implemented (Refer to agenda point-116 of 17th AC)
117.	Proposal for the approval of research in subject specialization and Interdisciplinary for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-117 of 17th AC)
118.	Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-118 of 17th AC)
119.	Proposal for the approval of academic events etc. for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-119 of 17th AC)
120.	Proposal for the approval of Collaboration/MoUs for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-120 of 17th AC)
121.	Proposal for the approval of Academic audit report and expenditure budget for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-121 of 17th AC)
122.	Proposal for the approval of Best practice for academic enrichment for AY: 2024-25	Recommended and approved	Implemented (Refer to agenda point-122 of 17th AC)
123.	Proposal for the approval of result analysis of last year of MHA program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-123 of 17th AC)
124.	Proposal for the approval of Research/Innovation status/Book/Research Publication for MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-124 of 17th AC)
125.	Proposal for the approval of Faculty development programs/Research/Booklist For MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-125 of 17th AC)
126.	Proposal for the approval of academic audit for MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-126 of 17th AC)
127.	Proposal for the approval of Best Practices for Academic enrichment for MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-127 of 17th AC)

128.	Proposal for the starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-128 of 17th AC)
129.	Proposal for the approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.	Recommended and approved	Implemented (Refer to agenda point-129 of 17th AC)

Bareilly International University
18th Academic Council Meeting
Attendance Sheet

Date: 04 January, 2025
Time: 11: 00 AM
Venue: BIU Administrative Building (Conference Hall)

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. Digvijay Singh	Principal, RMCH	Member	
4	Dr. H.K Premi	C.O.E	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
8	Dr. R.K. Tiwari	Principal, RAMCH	Member	
9	Dr. Abnish Singh	Principal, BIUCHJ	Member	
10	Mrs. Nidhi Gangwar	Principal KCOP	Member	
11	Dr. Prashant Gupta	Principal, Faculty of Paramedical Sciences	Member	
12	Dr. Sharad Seth	Prof. RMCH	Member	
13	Dr Gokkula Krishna	Prof. IDS	Member	
14	Dr Shivangi Sharma	Associate Prof. IDS	Member	
15	Dr. Sanasam Birjeni Devi	Associate Prof. RCN	Member	
16	Dr Vernika Saxena	Assistant Professor, IDS	Member	
17	Ms. Shivani Sharma	Assistant Professor, FOFS	Member	
18	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

BAREILLY INTERNATIONAL UNIVERSITY
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BIU/REG/151/3693

Date: 23rd July, 2024

Notification

17th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, **17th Academic Council Meeting is scheduled to be held on 31st July, 2024(Wednesday).**

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before 25th July, 2024.

All Principal/HOIs kindly submit the MoM of the Board of Studies (BOS) and Board of Faculty (BOF) for AY: 2024-25 before 25th July, 2024 for further approval from academic council.

- This is for your information and compliance please.

Thanking You!

Registrar

Copy to:

i. All Principal/HOIs/AC-Members
ii. Controller of Examination
iii. Hon'ble Vice Chancellor (For information please)
iv. Hon'ble Pro - Vice Chancellor (For information please)
v. Hon'ble Pro - Chancellor (For information please)
vi. All the concerned members
vii. Guard File

BAREILLY INTERNATIONAL UNIVERSITY

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E-mail: info@biu.edu.in website: www.biu.edu.in

17th Academic Council Meeting

Agenda List

Sr. No.	Institution	Agenda Point
1	Rohilkhand Medical College & Hospital (RMCH)	Board of Studies (BOS) Proposal for the approval of syllabus for medical UG & PG programs as per NMC for session 2024-25.
2		Proposal for the approval of panel of examiners of medical UG & PG programs for session 2024-25.
3		Proposal for the approval of synopsis submission of medical PG students for session 2024-25.
4		Proposal for the approval of book list of medical UG & PG programs for session 2024-25.
1	Institute of Dental Sciences (IDS)	Proposal for the approval of Academic/Examination Calendar for 2024-25 session.
2		Proposal for the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session.
1	Rohilkhand Ayurvedic Medical & Hospital (RAMCH)	Proposal for the approval of new syllabus for BAMS program for 2024-25 session.
2		Proposal for the approval of new BAMS batch admission (Batch – 2023) process for 2024-25 session.
3		Proposal for the approval of Transitional Curriculum of Batch 2023 for 2024-25 session.
4		Proposal for the approval of University Main and Supplementary exam result of batch 2021.
1	Rohilkhand College of Nursing (RCN)	Proposal for the approval of Curriculum /Syllabus updation 2024-25 session.
2		Proposal for academic calendars of all nursing programs for 2024-25 session.
3		Proposal for Academic events/calendar/extra activities for 2024-25 session.
4		Proposal for the Implementation of NEP – 2020 for 2024-25 session.
5		Proposal for the Result Analysis of previous year for 2024-25 session.
6		Proposal for the approval of internal/external examiners of nursing programs for 2024-25 session.
7		Proposal for the approval of research/innovation actions for 2024-25 session.
8		Proposal for the approval of Faculty development programme, Research publication/Book publish for 2024-25 session.
9		Proposal for the approval of Examination ordinance/Scheme updation/Revision for 2024-25 session.
10		Proposal for the approval of program expansion/starting of new programs next session 2025-26.
11		Proposal for the approval of the Collaboration (National/International) session 2023-24.
12		Proposal for the approval of Academic Audit of last session 2023-24.
13		Proposal for the approval of Best practices for academic enrichment for 2024-25 session.

Sr.No.	Institution	Agenda Point
1	BIU College of Pharmacy	Proposal for the approval of Implementation of Choice Based Credit System (CBCS) for 2024-25 session.
2		Proposal for the approval of Curriculum design committee formation for 2024-25 session.
3		Proposal for the approval of Result analysis of last year pass out students for 2024-25 session.
4		Proposal for the approval of Conference and Faculty development programs (FDP)/Workshop conduction for 2024-25 session.
5		Proposal for the approval of Research/Innovation status/Book/Research publication for 2024-25 session.
6		Proposal for the approval of Organization of Curricular and Co-Curricular activities for 2024-25 session.
7		Proposal for the approval of Industry & Academic National Collaboration for 2024-25 session.
8		Proposal for the approval of Best Practices for Academic enrichment for 2024-25 session.
1	Keshlata College of Pharmacy	Proposal for the approval of Curriculum updation/Syllabus updation for 2024-25 session.
2		Proposal for the approval of Examination ordinance/Admission ordinance/Scheme updation/revision for 2024-25 session.
3		Proposal for the approval of internal/external examiners for 2024-25 session.
4		Proposal for the approval of academic calendar 2024-25 session.
5		Proposal for the approval of Expenditure Budget for 2024-25 session.
6		Proposal for the approval of Question paper pattern for D.Pharm for 2024-25 session
7		Proposal for the approval of Programme expansion/starting of new programmes for 2024-25 session.
1	Faculty of Forensic Sciences	Proposal for the approval of Curriculum updated/syllabus updation of B.Sc Forensic Science.
2		Proposal for the approval of Examination ordinance/Scheme for 2024-25 session.
3		Proposal for the approval of Admission ordinance for 2024-25 session.
4		Proposal for the approval of result of last year pass out students for 2024-25 session.
5		Proposal for the approval of Implementation of NEP – 2020 for 2024-25 session.
6		Proposal for the approval of Panel of Examiners (internal & External) for 2024-25 session.
7		Proposal for the approval of academic events/calendar/extra activity was approved for 2024-25 session.
8		Proposal for the approval of academic calendar for the 2024-25.
9		Proposal for the approval of the ordinance and curriculum of M. Sc Forensic Science is prepared and discussed for 2024-25 session.
10		Proposal for the approval of new Diploma program (Forensic Science, Questioned Documents and Fingerprinting) may be proposed to introduce in new academic session 2025-26.
11		Proposal for the approval of Best Practices for Academic enrichment for 2024-25 session.
1		Proposal for the approval of Curriculum updation/syllabus for 2024-25 session.

2	Faculty of Paramedical Sciences	Proposal for approval of Examination Ordinance/Schemes for 2024-25 session.
3		Proposal for approval of Admission ordinance for 2024-25 session.
4		Proposal for panel of examiners for 2024-25 session.
5		Proposal for approval of academic calendar for the 2024-25.
6		Proposal for approval of academic events etc. for 2024-25 session.
7		Proposal for approval of Ordinance for the new course M.Sc. clinical Embryology for 2024-25 session.
8		Proposal for the approval of new program like M.Sc (MLT), MPT & B.Sc (OT) may be proposed to introduce in new academic session 2025-26.
1	BIU College of Management	Proposal for the approval of academic calendar for session 2024-25.
2		Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS for session 2024-25.
3		Proposal for the approval of Examination Ordinances.
4		Proposal for the approval of POs & COs for these programs for session 2024-25.
5		Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science) for session 2024-25.
6		Proposal for the approval of Guidelines relating to project work for session 2024-25.
7		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
8		Proposal for the approval of Question paper formats for session 2024-25.
9		Review and discussion on Result analysis of B.A. (Mass Communication) for session 2024-25.
10		Proposal for the approval of academic Events for session 2024-25.
1	BIU College of Management	Proposal for the approval of examination ordinance and scheme for session 2024-25.
2		Proposal for the approval of admission ordinance for session 2024-25.
3		Proposal for the approval of Implementation of NEP – 2020 for session 2024-25.
4		Proposal for the approval of academic calendar for session 2024-25.
5		Proposal for the approval of academic events etc. for session 2024-25.
1	BIU College of Humanities & Journalism	Proposal for the approval of academic calendar for session 2024-25.
2		Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS for session 2024-25.
3		Proposal for the approval of Examination Ordinances for session 2024-25.
4		Proposal for the approval of POs & COs for these programmes for session 2024-25.
5		Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science) for session 2024-25.
6		Proposal for the approval of Guidelines relating to project work for session 2024-25.
7		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.

8		Proposal for the approval of BAMC Question paper formats for session 2024-25.
9		Proposal for the approval of Result of BAMC of last pass out students for session 2024-25.
10		Proposal for the approval of academic Events for session 2024-25.
1	Rohilkhand College of Nursing (RCN)	Board of Faculty (BOF) Proposal for the approval of result analysis of last year pass out students.
2		Proposal for the approval of Implementation of NEP – 2020 for session 2024-25.
3		Proposal for internal/external examiners for session 2024-25.
4		Proposal for approval of academic calendar for session 2024-25.
5		Proposal for approval of Research/innovation status for session 2024-25.
6		Proposal for approval of Faculty development programme, Research publication/Book publish for session 2024-25.
7		Proposal for approval of Academic events/calendar/extra activities for session 2024-25.
8		Proposal for approval of Programme expansion/starting of new programmes for session 2024-25.
9		Proposal for approval of Collaboration (National/International) for session 2024-25.
10		Proposal for approval of Academic Audit of last session 2023-24.
11		Proposal for approval of Expenditure Budget for session 2024-25.
12		Proposal for approval of Best practices for academic enrichment for session 2024-25.
13		Proposal for Research/innovation status for session 2024-25.
14		Proposal for approval of Faculty development programme, Research publication/Book publish for session 2024-25.
1	BIU College of Pharmacy	Proposal for approval of Implementation of Choice Based Credit System (CBCS) for session 2024-25.
2		Proposal for approval of Curriculum design committee formation for session 2024-25.
3		Proposal for approval of result analysis of last year pass out students for session 2024-25.
4		Proposal for approval of Conference and Faculty development programs (FDP)/Workshop conduction for session 2024-25.
5		Proposal for approval of Research/Innovation status/Book/Research publication for session 2024-25.
6		Proposal for approval of Organization of Curricular and Co-Curricular activities for session 2024-25.
7		Proposal for approval of Industry & Academic National Collaboration for session 2024-25.
8		Proposal for approval of Best Practices for Academic enrichment for session 2024-25.
1	Keshlata College of Pharmacy	Proposal for approval of Implementation of NEP – 2020 for session 2024-25.
2		Proposal for approval of result analysis of last year pass out students.
3		Proposal for approval of Conference and Faculty development programme for session 2024-25.
4		Proposal for approval of Research/innovation status/Book/Research publication for session 2024-25.
5		Proposal for approval of Academic events status/Calendar/Extra Activities for session 2024-25.
6		Proposal for approval of Best practices for academic enrichment for session 2024-25.

1	Faculty of Forensic Sciences	Proposal for approval of result of last year pass out students for session 2024-25.
2		Proposal for approval of the research in subject specialization and interdisciplinary for session 2024-25.
3		Proposal for approval of publications in peer reviewed journals of their dissertation work for session 2024-25.
4		Proposal for approval of academic events etc. for session 2024-25
5		Proposal for approval of Collaboration/MoUs. for session 2024-25
6		Proposal for approval of best practice for academic enrichment for session 2024-25.
1	Faculty of Paramedical Sciences	Proposal for approval of result of last year pass out students.
2		Proposal for approval of research in subject specialization and interdisciplinary for session 2024-25.
3		Proposal for approval of publications in peer reviewed journals of their dissertation work for session 2024-25.
4		Proposal for approval of academic events etc. for session 2024-25
5		Proposal for approval of Collaboration/MoUs. for session 2024-25
6		Proposal for approval of Academic audit of last session 2023-24 report and expenditure budget for session 2024-25.
7		Proposal for approval of Best practice for academic enrichment for session 2024-25.
1	BIU College of Management (For MHA)	Proposal for approval of result analysis of last year pass out students.
2		Proposal for approval of Research/Innovation status/Book/Research publication for session 2024-25.
3		Proposal for approval of Faculty development programs/Research/Booklist for session 2024-25.
4		Proposal for the approval of academic audit of last session 2023-24.
5		Proposal for approval of Best Practices for Academic enrichment for session 2024-25.
1	BIU College of Management (For BCA-IT & Multimedia)	Proposal for the starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.
2		Proposal for the approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.
1	Rohilkhand Ayurvedic Medical & Hospital (RAMCH)	Proposal for approval of academic calendar of batch 2022 for session 2024-25.
2		Proposal for approval of implementation of new MESA&R 2024 by NCISM.
3		Proposal for approval of result of 2022-23 session pass out students.

Bareilly International University

17th Academic Council

Minutes of Meeting

As per schedule, the 17th Academic Council meeting was held on 31st July, 2024 at 11:00 AM in the RMCH College Council Room to discuss various agenda points.

Members were present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. Digvijay Singh
4	Dr. H.K Premi
5	Dr. Sathyajith Naik.N
6	Dr. Pushpendra Kannojia
7	Dr. Priyanka A Masih
8	Dr. R.K Tiwari
9	Dr. Abnish Singh
10	Dr. Prashant Gupta
11	Dr. Sharad Seth
12	Dr. Gokkula Krishna
13	Dr. Shivangi Sharma
14	Dr. Sanasam Birjeni Devi
15	Dr. Vernika Saxena
16	Ms. Shivani Sharma
17	Dr. S.K. Thakur

No member absent

Proceedings for 17th Academic Council Meeting held 31st July, 2024.

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 16th Academic Council Meeting held on 29th Dec, 2023.

Resolution: All resolutions of 16th Academic Council Meeting held on 16th Dec, 2023 ratified and Confirmed by all members and approved by the chairperson.

(Annexure-1)

Agenda Point No 2: Proposal for the approval of synopsis submission of Medical PG students for 2024-25 Academic Session.

Resolution: All the members unanimously approved the proposal for synopsis submission of Medical PG students for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 3: Proposal for the approval of panel of examiners UG & PG medical programs for 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for the panel of examiners for Medical UG & PG students for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 4: Proposal for the approval of syllabus as per NMC for Medical UG & PG programs For 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for syllabus as per NMC for Medical UG & PG programs for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 5: Proposal for the approval of book list of Medical UG & PG programs for 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for book list of Medical UG & PG programs for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 6: Proposal for the approval of Panel of Examiners for 2024-25 session for UG, PG And Diploma dental programs for 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for Panel of Examiners for UG, PG and Diploma programs for 2024-25 Academic Session. This agenda point is Taken from the IDS BOS for AY 2024-25.

(Annexure: Refer to BOS IDS)

Agenda Point No 7: Proposal for the approval of Academic/Examination Calendar for 2024-25 Session for dental programs.

Resolution: All the members unanimously approved Proposal for Academic/Examination Calendar for 2024-25 session for dental programs. This agenda point is taken from The IDS BOS for AY 2024-25.

(Annexure: Refer to BOS IDS)

Agenda Point No 8: Proposal for the approval of new syllabus for BAMS program for 2024-25 session.

Resolution: All the members unanimously approved Proposal for the new syllabus for BAMS Program for 2024-25 session. This agenda point is taken from the IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 9: Proposal for the approval of new BAMS batch admission (Batch – 2023) process.

Resolution: All the members unanimously reviewed and discussed on the Proposal for the new Syllabus for BAMS program for 2024-25 session. This agenda point is taken from The IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 10: Proposal for the approval of Transitional Curriculum of Batch 2023 for BAMS Program for 2024-25 session.

Resolution: All the members unanimously approved Proposal for the new syllabus for BAMS Program for 2024-25 session. This agenda point is taken from the IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 11: Proposal for the University Main and Supplementary exam result of batch 2021 of BAMS program.

Resolution: All the members unanimously reviewed and discussed on Proposal for the new Syllabus for BAMS program for 2024-25 session. This agenda point is taken from The IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 12: Proposal for the approval of Curriculum /Syllabus updation of BAMS program for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for the new syllabus for Nursing programs for 2024-25 session. This agenda point is taken from the RCN BOS for AY 2024-25.

(Annexure: Refer to BOS RCN)

Agenda Point No 13: Proposal for the approval of Examination ordinance/Scheme updation/Revision Of nursing programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for the Examination Ordinance/Scheme updation/Revision for Nursing programs for 2024-25 session. This agenda point is taken from the RCN BOS for AY 2024-25.

(Annexure: Refer to BOS RCN)

Agenda Point No 14: Proposal for the approval of result analysis of previous year of nursing programs.

Resolution: All the members unanimously reviewed and discussed on the Proposal for result Analysis of previous year. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 15: Proposal for the approval of Implementation of NEP – 2020 for 2024-25 session.

Resolution: All the members unanimously reviewed and discussed and approved the Proposal For Implementation of NEP – 2020. This agenda point is taken from the RCN BOS For AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 16: Proposal for the approval of the academic calendar for 2024-25 session of all Nursing Programs.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25 .This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 17: Proposal for the approval of Internal/external examiners for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for internal/external Examiners for 2024-25 session.

(Annexure: Refer to BOS RCN)

Agenda Point No 18: Proposal for approval of the research/innovation status.

Resolution: All the members unanimously reviewed and discussed on the Proposal for Research/innovation activities. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 19: Proposal for the approval of Faculty development programme, Research Publication/Book publish for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Faculty development Programme, Research publication/Book publish. This agenda point is taken from The RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 20: Proposal for the approval of Academic events/calendar/extra activities for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for academic Events/calendar/extra activities. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 21: Proposal for the approval of program expansion/starting of new programs for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for program Expansion/starting of new programs. This agenda point is taken from the RCN BOS For AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 22: Proposal for the approval of Collaboration with the different bodies (National/International) For AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Collaboration (National/International). This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 23: Proposal for the approval of Academic Audit for the last academic session 2023-24.

Resolution: All the members unanimously approved the Proposal for Academic Audit last Academic session 2023-24. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 24: Proposal for the approval of Best practices for academic enrichment for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Best practices for Academic enrichment. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 25: Proposal for approval of Implementation of Choice Based Credit System (CBCS) for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Implementation of Choice Based Credit System (CBCS). This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 25: Proposal for the approval of the Curriculum design committee formation for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Curriculum design Committee formation. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 26: Proposal for the approval of the Result analysis of last year for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Result analysis of last Year. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 27: Proposal for the approval of the Conference and Faculty development programs (FDP)/Workshop Conduction for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Conference and Faculty Development programs (FDP)/Workshop Conduction. This agenda point is taken From the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 28: Proposal for the approval of the Research/Innovation status/Book/Research Publication for the 2024-25 session.

Resolution: All the members unanimously reviewed and discussed on the Proposal for Research/Innovation status/Book/Research publication. This agenda point is Taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 29: Proposal for the approval of the Organization of Curricular and Co-Curricular Activities for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Organization of Curricular and Co-Curricular activities. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 30: Proposal for the approval of the Industry & Academic National Collaboration for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Industry & Academic National Collaboration. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 31: Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 32: Proposal for the approval of the Curriculum updation/Syllabus updation for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Curriculum Updation/Syllabus updation. This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 33: Proposal for the approval of the Examination ordinance/Admission Ordinance/Scheme updation/revision for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Examination Ordinance/Admission ordinance/Scheme updation/revision. This agenda point is Taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 34: Proposal for the approval of the internal/external examiners for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for internal/external Examiners. This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 35: Proposal for the approval of the academic calendar of D.Pharm program for 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25.This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 36: Proposal for the approval of the Expenditure Budget for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Expenditure Budget for 2024-25.This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 37: Proposal for the approval of the Question paper pattern for D. Pharm for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Question paper pattern For D. Pharm for 2024-25.This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 38: Proposal for the approval of Programme expansion/starting of new programmes For next academic session.

Resolution: All the members unanimously approved the Proposal for Programme Expansion/starting of new programmes. This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 39: Proposal for the approval of Curriculum updated/syllabus updation of B.Sc Forensic Science for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Curriculum Updated/syllabus updation of B.Sc Forensic Science. This agenda point is taken From the FOFS BOS for AY 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 40: Proposal for the approval of Examination ordinance/Scheme for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinance/Scheme. This agenda point is taken from the FOFS BOS for AY 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 41: Proposal for the approval of Admission ordinance of B.Sc Forensic Science for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Admission ordinance. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 42: Proposal for approval of the result analysis of last academic year B.Sc Forensic Science.

Resolution: All the members unanimously approved the Proposal for result analysis of last Academic year. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 43: Proposal for approval of Implementation of NEP – 2020 in the faculty of forensic Science for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 44: Proposal for Panel of Examiners (internal & External) for AY 2024-25.

Resolution: All the members unanimously approved the Proposal for I Panel of Examiners (Internal & External) for AY 2024-25. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 45: Proposal for approval of academic events/calendar/extra activity was approved For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic Events/calendar/extra activity was approved. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 46: Proposal for the approval of ordinance and curriculum of M.Sc. Forensic Science For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for ordinance and Curriculum of M.Sc Forensic Science. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 47: Proposal for the approval of new Diploma program (Forensic Science, Questioned Documents And Fingerprinting) may be proposed to introduce in new academic Session.

Resolution: All the members unanimously approved the Proposal for new Diploma program (Forensic Science, Questioned Documents and Fingerprinting) may be proposed To introduce in new academic session. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 48: Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 49: Proposal for the approval of Curriculum updation/syllabus for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Curriculum updation/syllabus. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 50: Proposal for the approval of Examination Ordinance/Schemes of paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinance/Schemes. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 51: Proposal for the approval of Admission ordinance of paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Admission ordinance. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 52: Proposal for the approval of panel of examiners of all paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for panel of examiners. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 53: Proposal for the approval of academic calendar of all paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic calendar for The 2024-25. This agenda point is taken from the FOPS BOS for 2024- 25.
(Annexure: Refer to BOS FOPS)

Agenda Point No 54: Proposal for approval of academic events etc. of all paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic events etc. This agenda point is taken from the FOPS BOS for 2024- 25.
(Annexure: Refer to BOS FOPS)

Agenda Point No 55: Proposal for the approval of Ordinance of new course M.Sc. clinical Embryology For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Ordinance for the new Course M.Sc. clinical Embryology. This agenda point is taken from the FOPS BOS For 2024- 25.
(Annexure: Refer to BOS FOPS)

Agenda Point No 56: Proposal for the approval of new program like M.Sc (MLT), MPT & B.Sc (OT) may Be proposed to Introduced in new academic session.

Resolution: All the members unanimously approved the Proposal for new program like M.Sc (MLT), MPT & B.Sc (OT) may be proposed to introduced in new academic session. This agenda point is taken from the FOPS BOS for 2024- 25.
(Annexure: Refer to BOS FOPS)

Agenda Point No 57: Proposal for the approval of academic calendar of all paramedical programs for 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25.This agenda point is taken from the BIUCOM BOS for 2024- 25.
(Annexure: Refer to BOS BIUCOM)

Agenda Point No 58: Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS. This agenda point Is taken from the BIUCOM BOS for 2024- 25.
(Annexure: Refer to BOS BIUCOM)

Agenda Point No 59: Proposal for the approval of Examination Ordinances for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinances. This agenda point is taken from the BIUCOM BOS for 2024- 25.
(Annexure: Refer to BOS BIUCOM)

Agenda Point No 60: Proposal for the approval of POs & COs for the above mentioned programmes For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for POs & COs for above Mentioned programmes. This agenda point is taken from the BIUCOM BOS for 2024- 25.
(Annexure: Refer to BOS BIUCOM)

Agenda Point No 61: Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science) for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science).This agenda point is taken From the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 62: Proposal for the approval of Guidelines relating to project work for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to Project work. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 63: Proposal for approval of Panel of External and Internal Examiners for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 64: Proposal for approval of Question paper formats for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Question paper formats. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 65: Proposal for approval of Result analysis of B.A. (Mass Communication) of last Year.

Resolution: All the members unanimously approved the Proposal for Result analysis of B.A. (Mass Communication) of last year. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 66: Proposal for approval of academic Events for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic Events. This Agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 67: Proposal for approval of examination ordinance and scheme for MHA program For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for examination ordinance And scheme for MHA program. This Agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 68: Proposal for the approval of admission ordinance for MHA program for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for admission ordinance for MHA program. This Agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 69: Proposal for the approval of Implementation of NEP – 2020 for MHA program for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020 for MHA program. This Agenda point is taken from the BIUCOM BOS For 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 70: Proposal for the approval of academic calendar of MHA program for 2024-25 Session of MHA program.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25. For MHA program. This Agenda point is taken from the BIUCOM BOS For 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 71: Proposal for the approval of academic events etc. for MHA program for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for academic events etc. for 2024-25. For MHA program. This Agenda point is taken from the BIUCOM BOS For 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 72: Proposal for the approval of academic calendar for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25.This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 73: Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS.

Resolution: All the members unanimously approved the Proposal for Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS. This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 74: Proposal for the approval of Examination Ordinances for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinances. This agenda point is taken from the B BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 75: Proposal for the approval of POs & COs for the above mentioned programmes.

Resolution: All the members unanimously approved the Proposal for POs & COs for above Mentioned programmes. This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 76: Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science).

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science).This agenda point is taken From the BIUCHJ BOS for 2024- 25. **(Annexure: Refer to BOS BIUCHJ)**

Agenda Point No 77: Proposal for the approval of Guidelines relating to project work for AY: 2024- 25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to Project work. This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 78: Proposal for the approval of Panel of External and Internal Examiners for AY: 2024- 25.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners. This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 79: Proposal for the approval of Question paper formats AY: 2024- 25.

Resolution: All the members unanimously approved the Proposal for Question paper formats. This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 80: Proposal for the approval of Result analysis of B.A. (Mass Communication) of last Year.

Resolution: All the members unanimously approved the Proposal for Result analysis of B.A. (Mass Communication) of last year. This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 81: Proposal for the approval of academic Events for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic Events. This Agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 82: Proposal for the approval of result analysis of last year.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year. This Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 83: Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 84: Proposal for the approval of internal/external examiners for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for internal/external Examiners. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 85: Proposal for the approval of academic calendar for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 86: Proposal for the approval of Research/innovation status AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/innovation Status. For 2024-25. Agenda point is taken from the RCN BOF for 2024-25

(Annexure: Refer to BOF RCN)

Agenda Point No 87: Proposal for the approval of Faculty development programme, Research Publication/Book Publish for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Faculty development Programme, Research publication/Book publish. For 2024-25. Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 88: Proposal for the approval of Academic events/calendar/extra activities for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Academic Events/calendar/extra activities. For 2024-25. Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 89: Proposal for the approval of Programme expansion/starting of new programmes For next academic session.

Resolution: All the members unanimously approved the Proposal for Programme Expansion/starting of new programmes. For 2024-25. Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 90: Proposal for the approval of Collaboration (National/International) for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Collaboration (National/International). Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 91: Proposal for the approval of Academic Audit of last academic year.

Resolution: All the members unanimously approved the Proposal for Academic Audit of last Academic year. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 92: Proposal for the approval of Expenditure Budget for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Expenditure Budget. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 93: Proposal for the approval of Best practices for academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best practices for Academic enrichment. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 94: Proposal for the approval of Research/innovation status for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/innovation Status. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 95: Proposal for the approval of the Faculty development programme, Research Publication/Book Publish for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Faculty development Programme, Research publication/Book publish. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 96: Proposal for the approval of the Implementation of Choice Based Credit System (CBCS) for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Implementation of Choice Based Credit System (CBCS). Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 97: Proposal for the approval of Curriculum design committee formation for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Curriculum design Committee formation. Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 98: Proposal for the approval of result analysis of last year.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year. Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 99: Proposal for the approval of Conference and Faculty development programs (FDP)/Workshop Conduction for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Conference and Faculty Development programs (FDP)/Workshop conduction. Agenda point is taken from The BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 100: Proposal for the approval of Research/Innovation status/Book/Research Publication for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/Innovation Status/Book/Research publication. Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 101: Proposal for Organization of Curricular and Co-Curricular activities for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Organization of Curricular and Co-Curricular activities. Agenda point is taken from the BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 102: Proposal for the approval of Industry & Academic National Collaboration for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Industry & Academic National Collaboration. Agenda point is taken from the BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 103: Proposal for the approval of Best Practices for Academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment. Agenda point is taken from the BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 104: Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 105: Proposal for the approval of result analysis of last year.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 106: Proposal for the approval of Conference and Faculty development programme For AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Conference and Faculty Development programme. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 107: Proposal for the approval of Research/innovation status/Book/Research Publication for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/innovation Status/Book/Research publication. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 108: Proposal for the approval of Academic events status/Calendar/Extra Activities For AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Academic events Status/Calendar/Extra Activities. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 109: Proposal for the approval of Best practices for academic enrichment For AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best practices for Academic enrichment. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 110: Proposal for the approval of result of last year.

Resolution: All the members unanimously approved the Proposal for result of last year. This Agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 111: Proposal for the approval of research in subject specialization and interdisciplinary for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for research in subject Specialization and interdisciplinary. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 112: Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for publications in peer Reviewed journals of their dissertation work. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 113: Proposal for the approval of academic events etc. for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic events Etc. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 114: Proposal for the approval of Collaboration/MoUs for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Collaboration/MoUs. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 115: Proposal for the approval of best practice for academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for best practice for Academic enrichment this agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 116: Proposal for the approval of result of last year.

Resolution: All the members unanimously approved the Proposal for result of last year. This Agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 117: Proposal for the approval of research in subject specialization and interdisciplinary for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for research in subject Specialization and interdisciplinary. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 118: Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for publications in peer Reviewed journals of their dissertation work. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 119: Proposal for the approval of academic events etc. for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic events Etc. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 120: Proposal for the approval of Collaboration/MoUs for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Collaboration/MoUs. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 121: Proposal for the approval of Academic audit report and expenditure budget for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Academic audit report And expenditure budget. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 122: Proposal for the approval of Best practice for academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best practice for Academic enrichment. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 123: Proposal for the approval of result analysis of last year of MHA program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year of MHA program. This agenda point is taken from the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 124: Proposal for the approval of Research/Innovation status/Book/Research Publication for MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/Innovation Status/Book/Research publication for MHA program. This agenda point is taken From the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 125: Proposal for the approval of Faculty development programs/Research/Booklist. For MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Faculty development Programs/Research/Booklist for MHA program. This agenda point is taken from The BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 126: Proposal for the approval of academic audit for MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic audit for MHA Program. This agenda point is taken from the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 127: Proposal for the approval of Best Practices for Academic enrichment for MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment for MHA program. This agenda point is taken from the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 128: Proposal for the starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 129: Proposal for the approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.

Resolution: All the members unanimously approved the Proposal for approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.

(Annexure: Refer to BOS BIUCOM)

No other points were discussed and the meeting ended with the vote of thanks to the chair.

Registrar

Bareilly International University

ATR of 16th Academic Council

(Annexure – 1)

Agenda Point No.	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 16th Academic Council Meeting held on 29th Dec, 2023.	Not applicable.	Already taken in the 16th Academic Council Meeting held on 29th Dec, 2023.
2	Reviewed and discussion on the examination conducted during the year and declaration about the result	Recommended and approved	Implemented (Refer to agenda point-2 of 16th AC)
3	Proposal for the constitution of Convocation committee for organizing the 5th Convocation peacefully.	Recommended and approved	Implemented (Refer to agenda point-3 of 16th AC)
4	Proposal for the establishment of Student Grievance Redressal Cell/ Committee and designation of an Ombudsperson in the University as per UGC norms.	Recommended and approved	Implemented (Refer to agenda point-4 of 16th AC)
5	Review and discussion about the election which was held in the University for University representative in the Dental Council of India (DCI)	Recommended and approved	Implemented (Refer to agenda point-5 of 16th AC)
6	Any other agenda point with the permission of chair.	Recommended and approved	Implemented (Refer to agenda point-6 of 16th AC)

Bareilly International University
17th Academic Council Meeting
Attendance Sheet

Date: 31st July, 2024
Time: 11: 00 AM
Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. Digvijay Singh	Principal, RMCH	Member	
4	Dr. H.K Premi	C.O.E	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
8	Dr. R.K. Tiwari	Principal, RAMCH	Member	
9	Dr. Abnish Singh	Principal, BIUCHJ	Member	
10	Mrs. Nidhi Gangwar	Principal KCOP	Member	
11	Dr. Prashant Gupta	Principal, Faculty of Paramedical Sciences	Member	
12	Dr. Sharad Seth	Prof. RMCH	Member	
13	Dr Gokkula Krishna	Prof. IDS	Member	
14	Dr Shivangi Sharma	Associate Prof. IDS	Member	
15	Dr. Sanasam Birjeni Devi	Associate Prof. RCN	Member	
16	Dr Vernika Saxena	Assistant Professor, IDS	Member	
17	Ms. Shivani Sharma	Assistant Professor, FOFS	Member	
18	Dr. S.K Thakur	Registrar	Member Secretary	

BAREILLY INTERNATIONAL UNIVERSITY

(Established Under Govt. of U.P. act 26 of 2016)
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Constitution of Academic Council

In consonance with the UGC norms and as per the university act,2016 (UP Act,26 of 2016) sec-24(2) the Academic Council is constituted as under:

Date: 22/07/2024

Sr/No.	Name	Designation	Responsibility
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member
3	Dr. H.K Premi	COE	Member
4	Dr. Digvijay Singh	Principal, RMCH	Member
5	Dr. Sathyajith Naik.N	Principal, IDS	Member
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member
7	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member
8	Dr. R.K. Tiwari	Principal, RAMCH	Member
9	Dr. Abnish Singh	Principal, BIUCHJ	Member
10	Mrs. Nidhi Gangwar	Principal KCOP	Member
11	Dr. Prashant Gupta	Principal, Faculty of Paramedical Sciences	Member
12	Dr. Sharad Seth	Prof. RMCH	Member
13	Dr Gokkula Krishna	Prof. IDS	Member
14	Dr Shivangi Sharma	Associate Prof. IDS	Member
15	Dr. Sanasam Birjeni Devi	Associate Prof. RCN	Member
16	Dr Vernika Saxena	Assistant Professor, IDS	Member
17	Ms. Shivani Sharma	Assistant Professor, FOFS	Member
18	Dr. S.K Thakur	Registrar	Member Secretary

Registrar

BAREILLY INTERNATIONAL UNIVERSITY
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Phone: 0581-2526051 Fax: 0581-2526054
E-mail: info@biu.edu.in website : www.biu.edu.in

BIU/REG/ 371

Date: 1st July, 2023

Notification

15th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, **15th Academic Council Meeting** is scheduled to be held on **16th Aug, 2023(Wednesday).**

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before **12th Aug, 2023.**

All Principal/HOIs kindly submit the MoM of the Board of Studies by the **12th Aug, 2023**for further approval from academic council.

This is for your information and compliance please.

Thanking You!

Bareilly International University ★ Registrar ★ Bareilly

Registrar

Copy to:

i. All Principal/HOIs
ii. Controller of Examination
iii. Hon'ble Vice Chancellor (For information please)
iv. Hon'ble Pro - Vice Chancellor (For information please)
v. Hon'ble Pro - Chancellor (For information please)
vi. All the concerned members
vii. Guard File

Bareilly International University

15th Academic Council (Held on 16th Aug, 2023)

List of Agenda Points

Sr/No.	Agenda Point
1	Ratificationof all resolutions/ATR of the Minutes of Meeting of the 14thAcademicCouncil Meeting held on 20th Dec, 2022.
2	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BDS 1st, 2nd& 3rd year, for Diploma in Dental Hygienist (DH) 1st& 2nd year, for Diploma in Dental Mechanics (DM) 1st& 2nd year the agenda point is taken from the 2nd agenda point of 13th BOS of the IDS.
3	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BAMS program this agenda point is taken from the 2nd agenda point of 3rd BOS of RAMCH.
4	Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022 this agenda point is taken from the 4th agenda point of 3rd BOS of RAMCH.
5	Proposal for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of (2022-23) this point is taken from the 1st agenda point of 9th BOS of RMCH.
6	Proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council this point is taken from the 2nd agenda point of 9th BOS of RMCH.
7	Proposal for the Booklist for UG/PG programs for all departments this point is taken from the 3rd agenda point of 9th BOS of RMCH.
8	Proposal for the panel of examiners for UG/PG programs for all departments this point is taken from the 4th agenda point of 9th BOS of RMCH.
9	Proposal for the academic calendar for the current academic session (2023 – 24) as per INC for all nursing programs this point is taken from the 1st agenda point of 8th BOS of Rohilkhand College of Nursing (RCN).
10	Proposal for the academic calendar for the current academic session (2023 – 24) for the program B.A. Mass Communication this point is taken from the 3rd agenda point 2nd BOS of BIU College of Humanities & Journalism.
11	Proposal for the ordinance for the current academic session (2023 – 24) for the program B.A. Mass Communication this point is taken from the 7th agenda point of 2nd BOS of BIU College of Humanities & Journalism.
12	Proposal for the academic calendar for the current academic session for the program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management
13	Proposal for the ordinance for the current academic session (2023 – 24) for the Program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management.
14	Proposal for the inclusion of credit point system as CBCS in B.Pharm program for the 2023-24 academic session this agenda point is taken from the 8th BOS of BIU College of Pharmacy.
16	Proposal for Adding of one soft skill courses in B.Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B.Pharm program..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Bareilly International University ★ Bareilly ★ Registrar

16	Proposal for Adding of one soft sill courses in B.Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B.Pharm program..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.
17	Proposal for Panel of examiners internal & externnal) subject-wise were discussed for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy
18	Proposal for the Syllabus, ordinance and question paper setting for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.
19	Proposal for Revision or discussion on the syllabus of D.Pharm program for the 2023-24 academic session.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
20	Proposal for Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
21	Proposal for Result analysis of the students of D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
22	Proposal for implementation NEP – 202 in D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
23	Proposal for Panel of examiners (internal & external) for the D.Pharm program this agenda point is taken from the 7th BOS of Keshla a College of Pharmacy.
24	Proposal for Academic calendar of D.Pharm program for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
25	Proposal for Calendar of event for D.Pharm program for the 2023-24 academic session was discussed and approved.for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
26	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session was discussed and approved this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
27	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
28	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
29	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
30	Proposal for Academic calendars of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) programs were discussed this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.
31	Proposal for curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended or approval.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.
32	Proposal for It was discussed that the proposal of new programs like M.Sc(MLT) and MPT may be proposed to introduced in new academic session.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.
33	Proposal for Inclusion of credit system in Paramedical programs as per CBCS in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

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34	Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
35	Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
36	Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
37	Proposal for the syllabus for the course B.Sc Forensic Science Semester - I this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
38	Proposal for the Panel of examiners (internal & external) for practical examination, theory evaluation and question paper setting subject-wise were discssed. for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
39	Proposal for the Academic calendar for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
40	Proposal for the It was discussed taht proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

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15th Academic Council

Minutes of Meeting

As per schedule, the 15th Academic Council meeting was held on 16th Aug, 2023 at 11: 00 AM in the RMCH College Council Room to discuss various agenda points.

Members present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. H.K Premi
4	Dr. Digvijay Singh
5	Dr. Sathyajith Naik.N
6	Dr. Sharad Seth
7	Dr. Pushpendra Kannojia
8	Dr. Priyanka A Masih
9	Ms. Anitha P
10	Dr. Abnish Singh
11	Dr. Mukesh Kumar
12	Dr. S.K Thakur

Members absent

Sr/No.	Name
1	Dr. Heerak Bhattacharya

Proceedings for 15th Academic Council Meeting held 16th Aug, 2023

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 14th Academic Council Meeting held on 20thDec, 2022.

Resolution: All resolutions of 14th Academic Council Meeting held on 20th Dec, 2022 ratified and Confirmed by all members and approved by the chairperson.

(Annexure-1)

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Agenda Point No 2: Proposal for the panel of examiners for paper setting, evaluation and practical examination for BDS 1st, 2nd& 3rd year, for Diploma in Dental Hygienist (DH) 1st& 2nd year, for Diploma in Dental Mechanics (DM) 1st& 2nd year the agenda point is taken from the 2nd agenda point of 13th BOS of the IDS.

Resolution: All the members of academic council were unanimously reviewed, discussed and approved the list of Panel of examiners and forwarded to the Executive Council/Board of Management for final approval.

(Refer to annexure-2nd of 13th Examination Committee Meeting)

Agenda Point No 3: Proposal for the panel of examiners for paper setting, evaluation and practical examination for BAMS program this agenda point is taken from the 2nd agenda point of 3rd BOS of RAMCH.

Resolution: All the members of academic council were unanimously reviewed, discussed and approved the list of Panel of examiners and forwarded to the Executive Council/Board of Management for final approval.

(Refer to annexure-4th of 12th Examination Committee Meeting)

Agenda Point No 4: Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022 this agenda point is taken from the 4th agenda point of 3rd BOS of RAMCH.

Resolution: All the members of academic council were unanimously approved the Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022and forwarded to the Executive Council/Board of Management for final approval.

Agenda Point No 5: Proposal for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of (2022-23) this point is taken from the 1st agenda point of 9th BOS of RMCH held.

Resolution: All the members of academic council were unanimously approved the proposal

for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of 2022-23) and forwarded to the Executive Council/Board of Management for final approval.

(Ref. to Annexure-5 of 9th BOS of RMCH)

Agenda Point No 6: Proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council this point is taken from the 2nd agenda point of 9th BOS of RMCH.

Resolution: All the members of academic council were unanimously approved the proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council.

(Refer: Annexure –9th BOS of RMCH)

Agenda Point No 7: Proposal for the Booklist for UG/PG programs for all departments this point is taken from the 3rd agenda point of 9th BOS of RMCH.

Resolution: All the member of academic council unanimously approved the list of books for UG/PG medical programs.

(Refer: Annexure –9th BOS of RMCH)

Agenda Point No 8: Proposal for the panel of examiners for UG/PG programs for all departments this point is taken from the 4th agenda point of 9th BOS of RMCH.

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Resolution: All the member of academic council unanimously approved the list of Panel of examiners for UG/PG medical programs.

(Refer: Annexure –9th BOS of RMCH)

Agenda Point No 9: Proposal for the academic calendar for the current academic session (2023 – 24) as per INC for all nursing programs this point is taken from the 1st agenda point of 8th BOS of Rohilkhand College of Nursing (RCN).

Resolution: All the member of academic council unanimously approved the academic calendar for the current academic session as per INC for all nursing programs.

(Refer: Annexure –1st of 8th BOS of RCN)

Agenda Point No 10: Proposal for the academic calendar for the current academic session (2023–24) for the program B.A. Mass Communication this point is taken from the 3rd agenda point 2nd BOS of BIU College of Humanities & Journalism.

Resolution: All the member of academic council unanimously approved the academic calendar for the current academic session (2023–24) for the program B.A. Mass Communication.

(Refer: Annexure –2nd BOS of BIUHJ)

Agenda Point No 11: Proposal for the ordinance for the current academic session (2023–24) for the program B.A. Mass Communication this point is taken from the 7th agenda point of 2nd BOS of BIU College of Humanities & Journalism.

Resolution: All the member of academic council unanimously approved the ordinance for the current academic session (2023 – 24) for the program B.A. Mass Communication

(Refer: Annexure –2nd BOS of BIUHJ)

Agenda Point No 12: Proposal for the academic calendar for the current academic session for the program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management.

Resolution: All the member of academic council unanimously approved the academic calendar for the current academic session (2023 – 24) for the program B. Com (Hons.).

(Refer: Annexure –3rd BOS of BIUCM)

Agenda Point No 13: Proposal for the ordinance for the current academic session (2023 – 24) for the Program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management.

Resolution: All the member of academic council unanimously approved the ordinance for the current academic session (2023 – 24) for the program B. Com (Hons.).

(Refer: Annexure –3rd BOS of BIUCM)

Agenda Point No 14: Proposal for the academic calendars of the D.Pharm, B.Pharm and M.Pharm program for the 2023-24 academic session this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the academic calendars of the D.Pharm, B.Pharm and M. Pharm program for the 2023-24 academic session.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 14: Proposal for the inclusion of credit point system as CBCS in B.Pharm program for the 2023-24 academic session this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

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Resolution: All the members of the academic council unanimously approved the Proposal for the inclusion of credit point system as CBCS in B.Pharm program. for the 2023-24 academic session.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 15: Proposal for Adding of two soft skill courses in B.Pharm program each worth 100 marks and evaluated externally with 02 credit points in Hospital Training & Industrial Training.this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the Adding of two soft skill courses in B.Pharm program each 100 marks and evaluated externally with 02 credit points in Hospital Training & Industrial Training.this agenda point is taken from the 8th BOS of BIU College of Pharmacy for the 2023-24 academic session.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 16: Proposal for adding of one soft skill courses in B. Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B. Pharm program this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Adding of one soft skill courses in B. Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B. Pharm program..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 17: Proposal for Panel of examiners internal & external) subject-wise were discussed for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Panel of examiners internal & external) subject-wise were discussed for D.Pharm, B.Pharm & M.Pharm programs.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 18: Proposal for the Syllabus, ordinance and question paper setting for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the Syllabus, ordinance and question paper setting for D.Pharm, B.Pharm & M.Pharm programs.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 19: Proposal for review or discussion on the syllabus of D.Pharm program for the 2023-24 academic session.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the syllabus of D. Pharm program.

(Refer: Annexure –7th BOS of KCP)

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Agenda Point No 20: Proposal for Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 21: Proposal for Result analysis of the students of D.Pharm program.this agenda is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Result analysis of the students of D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 22: Proposal for implementation NEP – 2020 in D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for implementation NEP – 202 in D.Pharm program.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 23: Proposal for Panel of examiners (internal & external) for the D.Pharm program this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Panel of examiners (internal & external) for the D.Pharm program .

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 24: Proposal for Academic calendar of D.Pharm program for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Academic calendar of D.Pharm program for 2023-24 session.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 25: Proposal for Calendar of event for D.Pharm program for the 2023-24 academic session was discussed and approved.for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Calendar of event for D.Pharm program for the 2023-24 session.

(Refer: Annexure –7th BOS of KCP)

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Agenda Point No 26: Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session was discussed and this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council unanimously approved the Proposal CBCS system for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 27: Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..

Resolution: All the members of the academic council unanimously approved the Proposal CBCS system for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 28: Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..

Resolution: All the members of the academic council unanimously approved the Proposal syllabus and curriculum for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 29: Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..

Resolution: All the members of the academic council unanimously approved the Proposal syllabus and curriculum for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 30: Proposal for Academic calendars of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) programs were discussed this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council unanimously approved the Proposal academic calendars for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 31: Proposal for curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended or approval.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council unanimously approved the Syllabus and curriculum for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

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Agenda Point No 32: Proposal for It was discussed that the proposal of new programs like M.Sc(MLT) and MPT may be proposed to introduced in new academic session.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council discussed and reviewed the Proposal for It was discussed that the proposal of new programs like M.Sc(MLT) and MPT may be proposed to introduced in new academic session for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 33: Proposal for Inclusion of credit system in Paramedical programs as per CBCS in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for inclusion of CBCS system in B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 34: Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - 1 is proposed to be revised and amended in Forensic Science program
this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for syllabus of B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 35: Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - 1 is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for evaluation system for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 36: Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - 1 is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for evaluation system for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 37: Proposal for the syllabus for the course B.Sc Forensic Science Semester - 1 this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for syllabus for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

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Agenda Point No 38: Proposal for the Panel of examiners (internal & external) for practical examination, theory evaluation and question paper setting subject-wise were discussed. for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for panel of examiners for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 39: Proposal for the Academic calendar for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for academic calendar for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 40: Proposal for the It was discussed taht proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council reviewed and discussed about proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session.

(Refer: Annexure –2nd BOS of FOFS)

No, other points were discussed and the meeting ended with the vote of thanks to the chair.

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(Annexure – 1)

ATR of 14th Academic Council

Agenda Point	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 14th Academic Council Meeting held on 20th Dec, 2022.	Not applicable.	Already taken in the 13th Academic Council Meeting held on 20th Dec, 2022.
2	Approval for Award of Degree to the pass out students for the Academic session 2020-21.	Recommended and approved.	Implemented (Refer to agenda point-2 of 14th AC)
3	Approval for the list of Award for Certificates / Gold/Silver/Bronze Medals to the conferred on 4th Convocation.	Recommended and approved.	Implemented (Refer to agenda point-3 of 14th AC)
4	Proposal and recommendation for the admission procedure, protocols and policy for the new academic session 2023-24.	Recommended and approved.	Implemented (Refer to agenda point-4 of 14th AC)
5	Proposal and recommendation for the revised ordinance of Ph. D for new academic session 2023-24.	Recommended and approved.	Implemented (Refer to agenda point-5 of 14th AC)
6	Proposal and recommendation for the list of guides for Ph. D program for new academic session 2023-24.	Recommended and approved.	Implemented (Refer to agenda point-6 of 14th AC)
7	Proposal for result declaration or announcement for several program for the current academic year.	Recommended and approved.	Implemented (Refer to agenda point-7 of 14th AC)

Bareilly International University Registrar Bareilly

Bareilly International University

15th Academic Council Meeting

Attendance Sheet

Date: 16th Aug, 2023

Time: 11: 00 AM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Sharad Seth	Professor, RMCH	Member	
8	Dr. Heerak Bhattacharya	Professor, IDS	Member	
9	Ms. Anitha P	Vice-Principal, RSN	Member	
10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

Bareilly International University ★ Registrar ★ Bareilly

BAREILLY INTERNATIONAL UNIVERSITY
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BIU/REG/ 371

Date: 14th Dec, 2023

Notification

16th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, **16th Academic Council Meeting** is scheduled to be held on **29th Dec, 2023(Friday).**

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before **27th Dec, 2023.**

All Principal/HOIs kindly submit the MoM of the Board of Studies by the **27th Dec, 2023** for further approval from academic council.

This is for your information and compliance please.

Thanking You!

Registrar

Copy to:

i. All Principal/HOIs
ii. Controller of Examination
iii. Hon'ble Vice Chancellor (For information please)
iv. Hon'ble Pro - Vice Chancellor (For information please)
v. Hon'ble Pro - Chancellor (For information please)
vi. All the concerned members
vii. Guard File

Bareilly International University ★ Registrar ★ Bareilly

Bareilly International University

16th Academic Council (Held on 29th Dec, 2023)

List of Agenda Points

Sr/No.	Agenda Point
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 15th Academic Council Meeting held on 16th Aug, 2023.
2	Reviewed and discussion on the examination conducted during the year and declaration about the result
3	Proposal for the constitution of Convocation committee for organizing the 5th Convocation peacefully.
4	Proposal for the establishment of Student Grievance Redressal Cell/ Committee and designation of an Ombudsperson in the University as per UGC norms.
5	Review and discussion about the election which was held in the University for University representative in the Dental Council of India (DCI)
6	Any other agenda point with the permission of chair.

Bareilly International University Registrar Bareilly

Registrar

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Bareilly International University

16th Academic Council

Minutes of Meeting

As per schedule, the 16th Academic Council meeting was held on 29th Dec, 2023 at 11:00 AM in the RMCH College Council Room to discuss various agenda points.

Members were present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. H.K Premi
4	Dr. Digvijay Singh
5	Dr. Sathyajith Naik.N
6	Dr. Sharad Seth
7	Dr. Pushpendra Kannojia
8	Dr. Priyanka A Masih
9	Ms. Anitha P
10	Dr. Abnish Singh
11	Dr. Mukesh Kumar
12	Dr. S.K Thakur

Members were Absent

Sr/No.	Name
1	Dr. Heerak Bhattacharya

Proceedings for 16th Academic Council Meeting held 29th Dec, 2023.

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 15th Academic Council Meeting held on 16th Aug, 2023.

Resolution: All resolutions of 15th Academic Council Meeting held on 16th Aug, 2023 ratified and Confirmed by all members and approved by the chairperson.

(Annexure-1)

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[09]

Agenda Point No 2: Reviewed and discussion on the examination conducted during the year and declaration about the result.

Resolution: All the members of academic council discussed on the examination conducted during the year and unanimously given their consent.

Agenda Point No 3: Proposal for the constitution of Convocation committee for organizing the 5th Convocation peacefully.

Resolution: All the members of academic council discussed and reviewed the panel and finally given their consent.

Agenda Point No 4: Proposal for the establishment of Student Grievance Redressal Cell/ Committee and designation of an Ombudsperson in the University as per UGC norms.

Resolution: All the members of academic council discussed and reviewed and finally given their consent.

Agenda Point No 5: Review and discussion about the election which was held in the University for University representative in the Dental Council of India (DCI).

Resolution: All the members of academic council discussed and reviewed the panel and finally given their consent.

No other points were discussed and the meeting ended with the vote of thanks to the chair.

Bareilly International University ★ Bareilly ★ Registrar

Registrar

Bareilly International University

ATR of 15th Academic Council

Agenda Point No.	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 14th Academic Council Meeting held on 20th Dec, 2022.	Not applicable.	Already taken in the 15th Academic Council Meeting held on 16th Aug, 2023.
2	Ratificationof all resolutions/ATR of the Minutes of Meeting of the 14thAcademicCouncil Meeting held on 20th Dec, 2022.	Recommended and approved	Implemented (Refer to agenda point-2 of 15th AC)
3	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BDS 1st, 2nd& 3rd year, for Diploma in Dental Hygienist (DH) 1st& 2nd year, for Diploma in Dental Mechanics (DM) 1st& 2nd year the agenda point is taken from the 2nd agenda point of 13th BOS of the IDS.	Recommended and approved	Implemented (Refer to agenda point-3 of 15th AC)
4	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BAMS program this agenda point is taken from the 2nd agenda point of 3rd BOS of RAMCH.	Recommended and approved	Implemented (Refer to agenda point-4 of 15th AC)
5	Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022 this agenda point is taken from the 4th agenda point of 3rd BOS of RAMCH.	Recommended and approved	Implemented (Refer to agenda point-5 of 15th AC)
6	Proposal for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of (2022-23) this point is taken from the 1st agenda point of 9th BOS of RMCH.	Recommended and approved	Implemented (Refer to agenda point-6 of 15th AC)
7	Proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council this point is taken from the 2nd agenda point of 9th BOS of RMCH.	Recommended and approved	Implemented (Refer to agenda point-7 of 15th AC)
8	Proposal for the panel of examiners for UG/PG programs for all departments this point is taken from the 4th agenda point of 9th BOS of RMCH.	Recommended and approved	Implemented (Refer to agenda point-8 of 15th AC)
9	Proposal for the academic calendar for the current academic session (2023 – 24) as per INC for all nursing programs this point is taken from the 1st agenda point of	Recommended and approved	Implemented (Refer to agenda point-9 of 15th AC)

Bareilly International University ★ Registrar ★ Bareilly

	point is taken from the 7th BOS of Keshlata College of Pharmacy.		
20	Proposal for Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-20 of 15th AC)
21	Proposal for Result analysis of the students of D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-21 of 15th AC)
22	Proposal for implementation NEP – 202 in D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-22 of 15th AC)
23	Proposal for Panel of examiners (internal & external) for the D.Pharm program this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-23 of 15th AC)
24	Proposal for Academic calendar of D.Pharm program for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-24 of 15th AC)
25	Proposal for Calendar of event for D.Pharm program for the 2023-24 academic session was discussed and approved.for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-25 of 15th AC)
26	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session was discussed and approved this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-26 of 15th AC)
27	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-27 of 15th AC)
28	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-28 of 15th AC)
29	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-29 of 15th AC)

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Bareilly International University

16th Academic Council Meeting

Attendance Sheet

Date: 29th Dec, 2023

Time: 11: 00 AM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agrawal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agarwal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Sharad Seth	Professor, RMCH	Member	
8	Dr. Heerak Bhattacharya	Professor, IDS	Member	
9	Ms. Anitha P	Vice-Principal, RSN	Member	
10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

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Registrar

39	Proposal for the Academic calendar for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.	Recommended and approved	Implemented (Refer to agenda point-39 of 15th AC)
40	Proposal for the It was discussed that proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.	Recommended and approved	Implemented (Refer to agenda point-40 of 15th AC)

Bareilly International University ★ Bareilly ★ Registrar

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Bareilly International University

(Annexure – 1)

ATR of 12th Academic Council

Agenda Point	Details	Resolution	Action Taken
1	Ratification of all resolutions of the Minutes of Meeting of the 11th Academic Council Meeting held on 12th Sept, 2021.	Not applicable.	Already taken in the 12th Academic Council Meeting held on 5th Feb, 2022.
2	Recommendation and approval of Syllabus of the program of BBA- VI Sem (Tax & Fin.)	Recommended and approved.	Implemented (Refer to agenda point-2 of 12th AC)
3	Recommendation and approval for the guidelines for the project work of the courses BBA- VI Sem (Tax & Fin.).	Recommended and approved.	Implemented (Refer to agenda point-3 of 12th AC)
4	Recommendation and approval for the revised Ph. D ordinance for the session: 2022-23.	Recommended and approved.	Implemented (Refer to agenda point-4 of 12th AC)
5	Recommendation and approval for the panel of Internal and External Examiners of the courses BBA- VI Sem (Tax & Fin.)	Recommended and approved.	Implemented (Refer to agenda point-4 of 12th AC)

Bareilly International University ★ Bareilly ★ Registrar

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Bareilly International University

(Annexure – 1)

ATR of 13th Academic Council

Agenda Point	Details	Resolution	Action Taken
1	Ratification of all resolutions of the Minutes of Meeting of the 12th Academic Council Meeting held on 8th Feb, 2022.	Not applicable.	Already taken in the 12th Academic Council Meeting held on 5th Feb, 2022.
2	Proposal for Curriculum and Syllabus and recommendation for book list for the programs MBBS/MD/MS & M. Sc (Medical).	Recommended and approved.	Implemented (Refer to agenda point-2 of 13th AC)
3	Proposal for panel of examiners for internal and external examination for the programs Dental Hygienist (DH), Dental Mechanics (DM) & BDS.	Recommended and approved.	Implemented (Refer to agenda point-3 of 13th AC)
4	Proposal & recommendation for the academic calendar for Nursing programs.	Recommended and approved.	Implemented (Refer to agenda point-4 of 13th AC)
5	Proposal for the academic calendar for the program D. Pharma and B. Pharma programs for the current academic year 2022-23.	Recommended and approved.	Implemented (Refer to agenda point-5 of 13th AC)
6	Proposal for panel of examiners for internal and external examination for the programs D. Pharma and B. Pharma for the current academic year 2022-23.	Recommended and approved.	Implemented (Refer to agenda point-6 of 13th AC)
7	Proposal for the academic calendar for the program MHA for the current academic year 2022-23.	Recommended and approved.	Implemented (Refer to agenda point-7 of 13th AC)
8	Proposal for panel of examiners for internal and external examination for the programs MHA for the current academic year 2022-23.	Recommended and approved.	Implemented (Refer to agenda point-8 of 13th AC)
9	Proposal for the academic calendar for the Paramedical programs for the current academic year 2022-23.	Recommended and approved.	Implemented (Refer to agenda point-9 of 13th AC)

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10	Proposal for panel of examiners for internal and external examination for the programs B. Sc (MLT), BPT. B. Sc (RIT), B. Sc (Opto.).	Recommended and approved.	Implemented (Refer to agenda point-10 of 13th AC)
11	Proposal for the revised syllabus of MD (Anatomy, Biochemistry, General Medicine, Microbiology, Paediatrics, Pathology, Pharmacology, Physiology, Psychiatry, MS (Orthopaedics), BPT, BRIT, BMLT, B.Sc (Opto.), B.sc (Nusring).	Recommended and approved.	Implemented (Refer to agenda point-5 of 11th AC)
12	Proposal and recommendation for start the following programs: B. Com (Hons.), BA (Mass Communication), BA (Journalism), BCA (IT & Multimedia), B. Sc (Forensic Science), Master in Public Health (MPH), MA in (Hindi, English, Sociology, Psychology, Journalism, Mass Communication).	Recommended and approved.	Implemented (Refer to agenda point-12 of 13th AC)

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Date: 16.07.2022

BIU/REG/SS/2305

Notification
13th Academic Council Meeting

In accordance with UGC compliance and as per norms of the university, 13th Academic council meeting is scheduled to be held on 30.07.2022.

With reference to this all Principal/HoIs are kindly informed and requested to send the agenda points for further recommendations and approval by the academic council & further Higher Governing Body on or before 25/07/2022 (P.M.).

All Principal/HoIs kindly submit the MOM of the Board of studies for the current session latest by 25th july, 2022, for further approval from Academic Council

This is for your information and kind compliance please.

Thanking you

Registrar

Bareilly International University ★ Registrar ★ Bareilly

Copy to:

(i) All Principal/HoIs
(ii) Controller of Examination
(iii) Hon'ble Vice Chancellor (for information please)
(iv) Guard File

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Bareilly International University

13th Academic Council (Held on 30th July, 2022)

List of Agenda Points

Sr/No.	Agenda Point
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 12th Academic Council Meeting held on 5th Feb,2022.
2	Proposal for Curriculum and Syllabus and recommendation for book list for the programs MBBS/MD/MS & M. Sc (Medical).
3	Proposal for panel of examiners for internal and external examination for the programs Dental Hygienist (DH), Dental Mechanics (DM) & BDS.
4	Proposal & recommendation for the academic calendar for Nursing programs.
5	Proposal for the academic calendar for the program D. Pharma and B. Pharma programs for the current academic year 2022-23.
6	Proposal for panel of examiners for internal and external examination for the programs D. Pharma and B. Pharma for the current academic year 2022-23.
7	Proposal for the academic calendar for the program MHA for the current academic year 2022-23.
8	Proposal for panel of examiners for internal and external examination for the programs MHA for the current academic year 2022-23.
9	Proposal for the academic calendar for the Paramedical programs for the current academic year 2022-23.
10	Proposal for panel of examiners for internal and external examination for the programs B. Sc (MLT), BPT. B. Sc (RIT), B. Sc (Opto.).
11	Proposal for the revised syllabus of MD (Anatomy, Biochemistry, General Medicine, Microbiology, Paediatrics, Pathology, Pharmacology, Physiology, Psychiatry, MS (Orthopaedics), BPT, BRIT, BMLT, B.Sc (Opto.), B.sc (Nusring).
12	Proposal and recommendation for start the following programs: B. Com (Hons.), BA (Mass Communication), BA (Journalism), BCA (IT & Multimedia), B. Sc (Forensic Science), Master in Public Health (MPH), MA in (Hindi, English, Sociology, Psychology, Journalism, Mass Communication).
13	Any other agenda point with the permission of chair.

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Bareilly International University

13th Academic Council

Minutes of Meeting

As per schedule, the 13th Academic Council meeting was held on 30th July, 2022 at 3.30 PM in the RMCH College Council Room to discuss various agenda points.

Members present:

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. H.K Premi
4	Dr. Digvijay Singh
5	Dr. Sathyajith Naik.N
6	Dr. Priyanka A Masih
7	Dr. Sharad Seth
8	Ms. Anitha P
9	Dr. Mukesh Kumar
10	Dr. Pushpendra Kannojia
11	Dr. Abnish Singh
12	Dr. S.K Thakur

Members on Leave:

Sr/No.	Name
1	Dr. Heerak Bhattacharya

Proceedings for 13th Academic Council Meeting held 30th July, 2022

Chairperson of the Academic Council Meeting, Dr. Lata Agarwal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further approval and recommendations.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 12th Academic Council Meeting held on 5th Feb,2022.

Resolution: All resolutions of 12th Academic Council Meeting held on 5th Feb 2022 ratified and Confirmed by all members and approved by the chairperson.

Bareilly International University Registrar

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Agenda Point No 2: Proposal for Curriculum and Syllabus and recommendation for book list for the programs MBBS/MD/MS & M. Sc (Medical).

Resolution: All the members of academic council reviewed, discussed and unanimously approved the Proposal for Curriculum and Syllabus and recommendation for book list for the programs MBBS/MD/MS & M. Sc (Medical).

(Annexure-2)

Agenda Point No 3: Proposal for panel of examiners for internal and external examination for the programs Dental Hygienist (DH), Dental Mechanics (DM) & BDS.

Resolution: All the members of academic council unanimously approved the proposal for panel of examiners for internal and external examination for the programs Dental Hygienist (DH), Dental Mechanics (DM) & BDS.

(Annexure-3)

Agenda Point No 4: Proposal & recommendation for the academic calendar for Nursing programs.

Resolution: All the members of academic council reviewed, discussed and unanimously approved the Proposal & recommendation for the academic calendar for Nursing programs for the current academic year 2022-23.

(Annexure-4)

Agenda Point No 5: Proposal for the academic calendar for the program D. Pharma and B. Pharma programs for the current academic year 2022-23.

Resolution: All the members of academic council reviewed, discussed and unanimously approved the Proposal & recommendation for the academic calendar for the program D. Pharma and B. Pharma programs for the current academic year 2022-23.

(Annexure-5)

Agenda Point No 6: Proposal for panel of examiners for internal and external examination for the programs D. Pharma and B. Pharma for the current academic year 2022-23.

Resolution: All the members of academic council unanimously approved the proposal for panel of examiners for internal and external examination for the programs D. Pharma and B. Pharma for the current academic year 2022-23.

(Annexure-6)

Agenda Point No 7: Proposal for the academic calendar for the program MHA for the current academic year 2022-23.

Resolution: All the members of academic council reviewed, discussed and unanimously approved the Proposal & recommendation for the academic calendar for the program MHA for the current academic year 2022-23.

(Annexure-7)

Agenda Point No 8: Proposal for panel of examiners for internal and external examination for the programs MHA for the current academic year 2022-23.

Resolution: All the members of academic council unanimously approved the proposal for panel of examiners for internal and external examination for the MHA for the current academic year 2022-23.

(Annexure-8)

Agenda Point No 9: Proposal for the academic calendar for the Paramedical programs for the current academic year 2022-23.

Resolution: All the members of academic council reviewed, discussed and unanimously approved the Proposal & recommendation for the academic calendar for the Paramedical program for the current academic year 2022-23.

(Annexure-9)

Agenda Point No 10: Proposal for panel of examiners for internal and external examination for the programs B. Sc (MLT), BPT, B. Sc (RIT), B. Sc (Opto.).

Bareilly International University Registrar

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Resolution: All the members of academic council unanimously approved the proposal for panel of examiners for internal and external examination for the programs B. Sc (MLT), BPT. B. Sc (RIT), B. Sc (Opto.) for the current academic year 2022-23 **(Annexure-10)**

Agenda Point No 11: Proposal for the revised syllabus of MD (Anatomy, Biochemistry, General Medicine, Microbiology, Paediatrics, Pathology, Pharmacology, Physiology, Psychiatry, MS (Orthopaedics), BPT, BRIT, BMLT, B.Sc (Opto.), B.sc (Nusring).

Resolution: All the members of academic council unanimously approved the proposal for approval of the revised syllabus of MD (Anatomy, Biochemistry, General Medicine, Microbiology, Paediatrics, Pathology, Pharmacology, Physiology, Psychiatry, MS (Orthopaedics), BPT, BRIT, BMLT, B.Sc (Opto.), B.sc (Nusring).

Agenda Point No 12: Proposal and recommendation for start the following programs:
B. Com (Hons.), BA (Mass Communication), BA (Journalism), BCA (IT & Multimedia), B. Sc (Forensic Science), Master in Public Health (MPH), MA in (Hindi, English, Sociology, Psychology, Journalism, Mass Communication).

Resolution: All the member of academic council unanimously approved the proposal and recommendation to start the B. Com (Hons.), BA (Mass Communication), BA (Journalism), BCA (IT & Multimedia), B. Sc (Forensic Science), Master in Public Health (MPH), MA in (Hindi, English, Sociology, Psychology, Journalism, Mass Communication).

No other points were discussed and Meeting ended with vote of thanks to chair

Bareilly International University ★ Registrar ★ Bareilly

Registrar

Bareilly International University ★ Registrar ★ Bareilly

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Bareilly International University

13th Academic Council Meeting

Attendance Sheet

Date: 30th July, 2022

Time: 02: 30 PM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Sharad Seth	Professor, RMCH	Member	
8	Dr. Heerak Bhattacharya	Professor, IDS	Member	
9	Ms. Anitha P	Vice-Principal, RSN	Member	
10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

Bareilly International University ★ Registrar ★ Bareilly

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Bareilly International University, Bareilly

BIU/REG/88/23/05

Date: 16.07.2022

Notification

13th Academic Council Meeting

In accordance with UGC compliance and as per norms of the university, 13th Academic council meeting is scheduled to be held on 30.07.2022.

With reference to this all Principal/HoIs are kindly informed and requested to send the agenda points for further recommendations and approval by the academic council & further Higher Governing Body on or before 25/07/2022 (P.M.).

All Principal/HoIs kindly submit the MOM of the Board of studies for the current session latest by 25th july, 2022, for further approval from Academic Council

This is for your information and kind compliance please.

Thanking you

Bareilly International University Registrar Bareilly

Registrar

Copy to:

(i) All Principal/HoIs
(ii) Controller of Examination
(iii) Hon'ble Vice Chancellor (for information please)
(iv) Guard File

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Bareilly International University

13th Academic Council Meeting

Attendance Sheet

Date: 30th July, 2022

Time: 02: 30 PM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Sharad Seth	Professor, RMCH	Member	
8	Dr. Heerak Bhattacharya	Professor, IDS	Member	
9	Ms. Anitha P	Vice-Principal, RSN	Member	
10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

Bareilly International University ★ Registrar ★ Bareilly

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Ref. No.: BAMC/03/2022

July 8, 2022

Minutes of Meeting

The first meeting of Board of Studies/ Board of Faculty for the session of 2022-23 was held on July 8, 2022 at 10 a.m. onwards at College Board Room to discuss the matters as listed in the agenda:

The following members of Board of Studies/ Board of Faculty were present:

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Principal, BIUCM	Member	
3.	Mr Ajay Upadhyay	Asstt Prof, BIUCM	Member	
4.	Mr Atul Babu	Asstt Prof, BIUCM	Member	

The Minutes of the Meeting are as under:

1. The meeting was chaired by Dr Abnish Singh.
2. The review of the present BOS/ BOF meeting, for the session 2022-23, on the topics of Academic Calendar and examination have been made accordingly.
3. The Academic Calendar/ Planner of B.A. (Mass Communication) program was discussed and approved without any change.
4. The Syllabus of the course- B.A. (Mass Communication) was discussed and approved without any change.
5. Panel of examiners (Internal & External) for Theory Evaluation and Question Paper Setting (subject-wise) of were discussed for B.A. (Mass Communication), Sem I, program. The panel is approved and recommended to be forwarded to the Controller of Examination/ the Registrar.
6. The Question Paper Format - B.A. (Mass Communication) was discussed and approved without any change. The format is recommended to be forwarded to the Controller of Examination/ the Registrar.
7. The Ordinance – B.A. (Mass Communication) was discussed and approved without any change. The Ordinance is recommended to be forwarded to the Controller of Examination/ the Registrar.
8. The Eligibility Criteria for Examiners and the Scheme for Internal Assessment – B.A. (Mass Communication) were discussed and approved without any change. The Criteria and the scheme are recommended to be forwarded to the Controller of Examination/ the Registrar.
9. No other item/matter is raised by any member and proceeding is declared as closed with vote of thanks.

(Shivani Saxena)
Convener

Bareilly International University

14th Academic Council Meeting

Attendance Sheet

Date: 20th Dec, 2022

Time: 02: 30 PM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Sharad Seth	Professor, RMCH	Member	
8	Dr. Heerak Bhattacharya	Professor, IDS	Member	
9	Ms. Anitha P	Vice-Principal, RSN	Member	
10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

Bareilly International University Registrar

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BAREILLY INTERNATIONAL UNIVERSITY

(Established Under Govt. of U.P. Act 26 of 2016)
Rohilkhand Medical College Campus, Pilibhit Bypass Road, Bareilly-243006 (U.P.) INDIA
Phone : 0581-2526011-12, Fax : 0581 - 2303345
Email :info@rmchbareilly.com, info@biu.edu.in Website : www.biu.edu.in

Minutes of Academic Council for Approval of New Programmes

1. B.Sc. Forensic Science
2. B.Com (Honors)
3. BA (Mass Communication)
4. Master in Public Health

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Bareilly International University, Bareilly

BIU/REG/88/

Date: 1st Dec, 2022

Notification

14th Academic Council Meeting

In accordance with UGC compliance and as per norms of the university, **14th Academic Council** meeting is scheduled to be held on **20th Dec, 2022.**

With reference to this all Principal/HoIs are kindly informed and requested to send the agenda points for further recommendations and approval by the academic council & further Higher Governing Body on or before **10th Dec, 2022(P.M.).**

All Principal/HoIs kindly submit the MoM of the Board of studies for the current session by the **10th Dec, 2022,** for further approval from Academic council.

This is for your information and kind compliance please!

Thanking you!

Registrar

Bareilly International University ★ Bareilly ★ Registrar

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SUSHIL KUMAR THAKUR

Copy to:

(i) All Principal/HoIs
(ii) Controller of Examination
(iii) Hon'ble Vice – Chancellor (for information please)
(iv) All Concerned
(v) Guard File

Bareilly International University

14th Academic Council (Held on 20th Dec, 2022)

List of Agenda Points

Sr/No.	Agenda Point
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 13th Academic Council Meeting held on 30th July, 2022
2	Approval for Award of Degree to the pass out students for the Academic session 2020-21.
3	Approval for the list of Award for Certificates / Gold/Silver/Bronze Medals to the conferred on 4th Convocation.
4	Proposal and recommendation for the admission procedure, protocols and policy for the new academic session 2023-24.
5	Proposal and recommendation for the revised ordinance of Ph. D for new academic session 2023-24.
6	Proposal and recommendation for the list of guides for Ph. D program for new academic session 2023-24.
7	Proposal for result declaration or announcement for several program for the current academic year.
8	Any other agenda point with the permission of chair.

Registrar

Bareilly International University ★ Bareilly ★ Registrar

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Bareilly International University

14th Academic Council

Minutes of Meeting

As per schedule, the 14th Academic Council meeting was held on 20thDec., 2022 at 03 : 00 PM in the RMCH College Council Room to discuss various agenda points.

Members were present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. H.K Premi
4	Dr. Digvijay Singh
5	Dr. SathyajithNaik.N
6	Dr. Priyanka A Masih
7	Dr. Sharad Seth
8	Dr. Mukesh Kumar
9	Ms. Anitha P
10	Dr. PushpendraKannojia
11	Dr. Abnish Singh
12	Dr. S.K Thakur

Members were on Leave

Sr/No.	Name
1	Dr. Heerak Bhattacharya

Proceedings for 14th Academic Council Meeting held 20th Dec,2022

Chairperson of the Academic Council Meeting, Dr. Lata Agarwal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 13th Academic Council Meeting held on 30th July, 2022.

Resolution: All resolutions of 13th Academic Council Meeting held on 30th July, 2022ratifiedand Confirmed by all members and approved by the chairperson.

(Annexure-1)

Agenda Point No 2: Approval for Award of Degree to the pass out students for the Academic Session 2020-21.

Resolution: All the members of academic council unanimously approved the proposal for Award of Degree to the pass out students for the Academic session

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Agenda Point No 3: Approval for the list of Award for Certificates / Gold/Silver/Bronze Medals to the conferred on 4th Convocation. **(Annexure-3)**

Resolution: All the members of academic council unanimously approved the proposal for list of Award for Degree Certificates / Gold/Silver/Bronze Medals to the pass out students.

Agenda Point No 4: Proposal and recommendation for the admission procedure, protocols and policy for the new academic session 2023-24.
And go thoroughly in the admission procedure and discuss in detail.

Resolution: All the members of academic council unanimously approved the proposal for and recommendation for the admission procedure, protocols and policy for the new academic session 2023-24.

Agenda Point No 5: Proposal and recommendation for the revised ordinance of Ph. D for new academic session 2023-24.

(Annexure-4)

Resolution: All the members of academic council unanimously approved the proposal for the revised ordinance of Ph. D for new academic session 2023-24.

Agenda Point No 6: Proposal and recommendation for the list of guides for Ph. D program for New academic session 2023-24.

(Annexure-5)

Resolution: All the members of academic council reviewed the proposal for Ph. D guides and recommended for approval.

Agenda Point No 7: Proposal for result declaration or announcement for several program for the current academic year.

Resolution: All the members of academic council unanimously approved the Proposal for result declaration or announcement for several program for the current academic year. **(Annexure-6)**

No other points were discussed and the meeting ended with vote of thanks to the chair.

Bareilly International University ★ Bareilly ★ Registrar

Registrar

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July 8, 2022

Minutes of Meeting

The first meeting of Board of Studies/ Board of Faculty for the session of 2022-23 was held on July 8, 2022 at 10 a.m. onwards at College Board Room to discuss the matters as listed in the agenda:

The following members of Board of Studies/ Board of Faculty were present:

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Principal, BIUCM	Member	
3.	Mr Ajay Upadhyay	Asstt Prof, BIUCM	Member	
4.	Mr Atul Babu	Asstt Prof, BIUCM	Member	

The Minutes of the Meeting are as under:

1. The meeting was chaired by Dr Abnish Singh.
2. The review of the present BOS/ BOF meeting, for the session 2022-23, on the topics of Academic Calendar and examination have been made accordingly.
3. The Academic Calendar/ Planner of B.A. (Mass Communication) program was discussed and approved without any change.
4. The Syllabus of the course- B.A. (Mass Communication) was discussed and approved without any change.
5. Panel of examiners (Internal & External) for Theory Evaluation and Question Paper Setting (subject-wise) of were discussed for B.A. (Mass Communication), Sem I, program. The panel is approved and recommended to be forwarded to the Controller of Examination/ the Registrar.
6. The Question Paper Format - B.A. (Mass Communication) was discussed and approved without any change. The format is recommended to be forwarded to the Controller of Examination/ the Registrar.
7. The Ordinance – B.A. (Mass Communication) was discussed and approved without any change. The Ordinance is recommended to be forwarded to the Controller of Examination/ the Registrar.
8. The Eligibility Criteria for Examiners and the Scheme for Internal Assessment – B.A. (Mass Communication) were discussed and approved without any change. The Criteria and the scheme are recommended to be forwarded to the Controller of Examination/ the Registrar.
9. No other item/matter is raised by any member and proceeding is declared as closed with vote of thanks.

(Shivam Saxena)
Convener

Bareilly International University

14th Academic Council

Minutes of Meeting

As per schedule, the 14th Academic Council meeting was held on 20thDec., 2022 at 03 : 00 PM in the RMCH College Council Room to discuss various agenda points.

Members were present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. H.K Premi
4	Dr. Digvijay Singh
5	Dr. SathyajithNaik.N
6	Dr. Priyanka A Masih
7	Dr. Sharad Seth
8	Dr. Mukesh Kumar
9	Ms. Anitha P
10	Dr. PushpendraKannojia
11	Dr. Abnish Singh
12	Dr. S.K Thakur

Members were on Leave

Sr/No.	Name
1	Dr. Heerak Bhattacharya

Proceedings for 14th Academic Council Meeting held 20th Dec,2022

Chairperson of the Academic Council Meeting, Dr. Lata Agarwal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 13th Academic Council Meeting held on 30th July, 2022.

Resolution: All resolutions of 13th Academic Council Meeting held on 30th July, 2022ratifiedand Confirmed by all members and approved by the chairperson.

(Annexure-1)

Agenda Point No 2: Approval for Award of Degree to the pass out students for the Academic session 2020-21.

Resolution: All the members of academic council unanimously approved the proposal for Award of Degree to the pass out students for the Academic session

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Bareilly International University

14th Academic Council Meeting

Attendance Sheet

Date: 20th Dec, 2022

Time: 02: 30 PM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
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10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

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BOS-

Ref. No.: BAMC/01/ 2022

July 7, 2022

Office Order / Notice

The 1st meeting of Board of Studies/ Board of Faculty, BIU College of Humanities & Journalism, for the session 2022-23 is proposed to be convened as under –

Date	:	July 8, 2022
Venue	:	Board Room
Time	:	10 a.m. onwards

Agenda of Meeting

The following agenda is being proposed for discussion and approval in the meeting of Board of Studies/ Board of Faculty for the course of B.A. - Mass Communication (Academic Session 2022-2023):

Proposed Agenda:

1. Proposed Academic Calendar/ Planner - B.A. (Mass Communication) I Sem
2. Proposed Syllabus of the course- B.A. (Mass Communication)
3. Proposed Panel of External and Internal Examiners for the course- B.A. (Mass Communication) I Sem
4. Proposed Question Paper Format - B.A. (Mass Communication)
5. Proposed Ordinance – B.A. (Mass Communication)
6. Proposed Eligibility Criteria for Examiners – B.A. (Mass Communication)
7. Proposed Scheme for Internal Assessment – B.A. (Mass Communication)

Shivani

(Shivani Saxena)
Convener

Copy to:

- All the members of the Board of Studies

Ref. No.: BAMC/01/ 2022

July 7, 2022

Office Order / Notice

The 1st meeting of Board of Studies/ Board of Faculty, BIU College of Humanities & Journalism, for the session 2022-23 is proposed to be convened as under –

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Venue	:	Board Room
Time	:	10 a.m. onwards

Agenda of Meeting

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Proposed Agenda:

1. Proposed Academic Calendar/ Planner - B.A. (Mass Communication) I Sem
2. Proposed Syllabus of the course- B.A. (Mass Communication)
3. Proposed Panel of External and Internal Examiners for the course- B.A. (Mass Communication) I Sem
4. Proposed Question Paper Format - B.A. (Mass Communication)
5. Proposed Ordinance – B.A. (Mass Communication)
6. Proposed Eligibility Criteria for Examiners – B.A. (Mass Communication)
7. Proposed Scheme for Internal Assessment – B.A. (Mass Communication)

Shivam

(Shivam Saxena)
Convener

Copy to:

- All the members of the Board of Studies

Ref. No.: BAMC/03/2022

July 8, 2022

Minutes of Meeting

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The Minutes of the Meeting are as under:

1. The meeting was chaired by Dr Abnish Singh.
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3. The Academic Calendar/ Planner of B.A. (Mass Communication) program was discussed and approved without any change.
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9. No other item/matter is raised by any member and proceeding is declared as closed with vote of thanks.

(Shivam Saxena)
Convener

BIU College of Humanities & Journalism

Academic Calender

Sr. No.	Particulars	Period of Time
1.	Commencement of Classes (Odd Sem)	Second week of Aug 2022
2.	First Internal Examination	Second Week of Sep 2022
3.	Second Internal Examination	Third week of Oct 2022
4.	University Examination (Odd Sem)	First week of Dec 2022
5.	Commencement of Classes (Even Sem)	First week of Jan 2023
6.	First Internal Examination	Second Week of Feb 2023
7.	Second Internal Examination	Fourth Week of March 2023
8.	University Examination (Even Sem)	Third week of May 2023

Regular class tests, mock tests, presentations and tutorials will be held as per the Lecture Plan of each subject.

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Communication and Mass Media

Unit I

Communication: Definition, Meaning and Concept; Importance, Functions and Process of Communication; Levels of Communication; Types of Communication: Verbal and Non-verbal, Barriers of Communication, 7 C's of Communication

Unit II

Communication Theories: Concept, Need and Importance; Types of Theory: Two Step and Multi Step Theory, Bullet Theory, Hypodermic Needle Theory, Normative Theory and Seibert Theory; Communication Models: Concept, Need and Importance; Types of Model: Models of Aristotle, Shannon and Weaver, Harold D. Lasswell, Osgood, Wilber Schramm, George Gerbner

Unit III

Mass Media: Meaning, Concept and Types; Role, Objectives and Functions of Mass Media; Introduction to Indian Press; Origin and Development of Newspaper and Magazine in India; Brief History of Electronic Media in India: Radio, TV, Audio, Video, Internet, Mobile Phone

Unit IV

Dimensions of Mass Media: Mass Media as Fourth Pillar of Democracy; Mass Media in Rural-Urban Divide; Mass Culture: Meaning and Concept; Perspectives, Objectives and Features of Mass Culture; Relation between Mass Media and Mass Culture and their Development

Unit V

Mass Media and New Age: Changing Trends under the Process of Globalization; Private and Public Mass Media; Technology in the Development of Mass Media; Mass Media and Market: Nature, Relation and Expansion; Mass Media and Social Issues; Mass Media and Ethical Issues

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Andal N and Rangarajan C : *Communications Theories And Models*
- K.B. Dutta : *Mass Media in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Kewal J Kumar : *Mass Communication in India*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Mass Communication: Concepts and Processes

Unit I

Mass Communication: Definition, Concept, Characteristics and Process; Functions of Mass Communication: Persuade, Inform, Educate and Entertain; Other Functions of Mass Communication; Impact and Influence of Mass Communication

Unit II

Mass Communication and Effects Paradigms: Meaning and Concept; Types of Effects Paradigms: Direct Effects, Mass Society Effects, Propaganda Limited Effects, Individual Difference Effects, Personal Influence Theory

Unit III

Mass Communication and Mass Culture: Meaning and Concept, Agenda Setting, Spiral of Silence, Cultivation Analysis, Critiques of the Effects Paradigm; Emergence of Alternative Paradigm and Mass Culture

Unit IV

Theories of Mass Communication: Meaning and Concept; Types of Theories: Cognitive, Dissonance, Agenda Setting, Cultivation, Authoritarian, Libertarian, Social Responsibility, Soviet Communist, Uses and Gratification Theory

Unit V

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, Mobiles. Advertising, Public Relations and Public Affairs, Traditional and Folk Media, Media and Modern Society, Media and Democracy

Readings:

- Baldev Raj Gupta : *Mass Communication and Development*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Denis McQuali : *Mass Communication Theory*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Introduction to Print Media

Unit I

Introduction to Print Media: Meaning, Concept and Brief History; Printing Technologies in Early Ages: Mesopotamian, China, Egypt; Gutenberg and Printing Press; Print Media as a Propaganda Tool for Religion; Evolution of Print as News Medium

Unit II

Anglo-Indian Press: Concept and Perspectives; James Augustus Hicky and the Bengal Gazette, Other Early Newspapers of Calcutta, Madras and Bombay; British Control on Freedom of Press; Role of Newspaper in India's Struggle for Independence; Indian Language Press (Early Years); Bangla, Marathi, Hindi, Tamil and Urdu: Prominent Newspapers and Magazines and their Editors

Unit III

Development of Print Media: Evolution during Initial Years of Freedom; Indian Government's Take On Freedom of Press: Objectionable Matters Act; Growth of National Press: English and Hindi; Press Censorship during Emergency; Underground Press and Literature; During Emergency: Over Ground Publishers; Take On Emergency; Press Code and Ethics in India

Unit IV

News Agencies in India (History, Functions and Role): PTI, UNI, UNI-Varta, Bhasa; International News Agencies and Transnational Dominance: Reuters, AP, AFP, UPI, and TASS; Government Media Organizations: PIB, Photo Division, DAVP, RNI; Other Media Related Organizations: ABC, INS, Editors Guild, IFWJ, NUJ, PII, NBA

Unit V

Economics of Print Media: Concept and Current Perspectives; Indian Newspaper Industry's Growth; Statistics of Indian Print Media; Ownership Pattern of Newspapers in India; The Great Migration of Print Media; The Future of Print Media in India

Readings:

- Abhijit Gupta and Chakravorty Swapan : *Print Areas: Book History in India*
- K.B. Dutta ; *Mass Media in India*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*

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B.A. (Mass Communication) – Semester I

Communicative English

Unit I
Remedial Grammar: Sentence and its Kinds; Subject and Predicate; Tense and its Kinds, Usage of Tenses; Voice: Active and Passive; Degrees of Comprehension; Communicative Exercises on these Topics

Unit II
Communication: Meaning, Concept and Process; Types of Communication; Verbal Communication and LSRW; Listening and Speaking: Meaning, Concept and Characteristics; Reading and Writing: Meaning, Concept and Characteristics

Unit III
Non-verbal Communication: Kinesics, Proxemics, Chronemics, Haptics; Skimming and Scanning; Note-taking and Note-making; Writing Short Messages and E Mails; Preparing Notes and Reports based on Visuals; Preparing Notice, Agenda, Minutes of Meeting .

Unit IV
Writing of Small Articles; Writing of Summaries and Reviews of Movies and Books; Vocabulary Building: Words Often Confused and Misused, Synonyms, Antonyms, One Word Substitution

Unit V
Translation of Short and Simple Passages: From Hindi into English; Providing Captions for Photos and Pictures; Providing Titles for Unseen Passages; Presenting Different Aspects of Debatable Topics

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Lina Mukhopadhyay, et al. : *Polyskills: A Course in Communication Skills and Life Skills*
- Michael Swan : *Practical English Usage*
- Daniel Jones : *English Pronouncing Dictionary*
- H.H. Stern : *Fundamental Concepts of Language Teaching*

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B.A. (Mass Communication) – Semester I

Communicative Hindi

Unit I

भाषा : परिभाषा, महत्व, विशेषताएँ, संक्षिप्त इतिहास; भाषा एवं समाज; भाषा एवं संस्कृति; शब्द रचना एवं प्रयोग; शब्द और वाक्य।

Unit II

वाक्य-रचना एवं प्रकार; सामान्य विधियाँ; संज्ञा, सर्वनाम, क्रिया, विशेषण; वाक्य और कल्पना; वाक्य और अनुभव।

Unit III

कहावतें, मुहावरे, अलंकार; हिंदी की प्रमुख बोलियाँ- अवधी, ब्रजभाषा, छत्तीसगढ़ी, मालवी, बुंदेलखंडी, बघेली, राजस्थानी, भोजपुरी, मैथिली आदि से संक्षिप्त परिचय।

Unit IV

मीडिया की भाषा; मीडिया में भाषा का उपयोग एवं महत्व; मीडिया की भाषा की प्रकृति एवं विशेषताएँ; समाचारों में प्रयोग होने वाले शब्द; विज्ञापन में उपयोग होने वाले लोकप्रिय शब्द; मीडिया की भाषा; भाषा : नए प्रचलन एवं प्रयोग; मीडिया भाषा में अंतर; मीडिया की भाषायी समस्या।

Unit V

भाषा व्यवहार : सरकारी पत्राचार, टिप्पणी तथा मसौदा-लेखन, सरकारी तथा व्यावसायिक पत्र-लेखन।

Readings:

- डॉ धीरेंद्र वर्मा : *हिंदी भाषा का इतिहास*
- डॉ उदय नारायण तिवारी : *हिंदी भाषा का उद्भव और विकास*
- राम विनायक सिंह : *हिंदी में सरकारी कामकाज*
- डॉ पूरणचंद्र टंडन : *भाषा अनुप्रयोग*
- भोलानाथ तिवारी : *अनुवाद विज्ञान*

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B.A. (Mass Communication) – Semester II

Reporting Techniques and Skills

Unit I

Gathering the News: Concept, Perspectives, Functions and News Sources; Reporter: Training and Qualifications to be a Reporter; News Reporting: Taking Notes, Interviews and Data Collection; Main Elements of News; Methods of News Reporting: Investigative or Interpretative Reporting; Organizing the Information: Writing and Editing

Unit II

Skills for Writing News: Concept and Perspectives; Basic Formula for Writing: The Inverted Pyramid; News Lead: Meaning and Concept; Types of Lead: The Summary Lead and No News Lead; Thinking through the Lead: Finding the Appropriate Verb, Organizing the Facts, Time Elements

Unit III

Some Other Aspects of the Lead: Datelines, Credit Lines, Bylines; Headline: Meaning and Concept; Four Functions of a Headline; Techniques for Making Headline; Organization of Topics of Mass Media

Unit IV

Reporting: Concept and Features; Types of Reporting: Crime Reporting, Court Reporting, Health Reporting, Civic Reporting, Political Reporting, Business Reporting, Science and Technology Reporting, Sports Reporting, Culture Reporting, Education Reporting; Reporting Techniques and Skills; Development Reporting

Unit V

Writing the Story: Concept, Attribution, Identification, Time and Timeliness; Process of Writing the Story; Magazine Writing; Obituary Writing; Article Writing; Editorial Writing; Writing Letter to Editor; Writing Critique; Writing Review; New Paradigm Features

Readings:

- George Hough : *News Writing*
- M.V. Kamath : *The Professional Journalism*
- M.V. Kamath : *The Journalist's Handbook*
- Miles Maguire : *Advanced Reporting: Essential Skills for 21st Century Journalism*
- Ted White : *Broadcast News: Writing, Reporting, and Producing*

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B.A. (Mass Communication) – Semester II

Editing, Layout and Design

Unit I
Editing: Meaning and Concept; Nature and Need for Editing; Principles of Editing; Editorial Desk; Functions of Editorial Desk; Copy-editing: Preparation of Copy for Media, Style Sheet, Editing Symbols, Proof Reading Symbols and their Significance

Unit II
Editorial Board: Meaning and Motives; Functions and Qualifications of Editor-in-Chief, Editor, Associate Editor, Assistant Editor and Technical Staff; Copy Selection and Copy Testing; Structure and Functions of Newsroom of a Daily/Weekly Newspaper, Periodical, News Channel, Online News Portal; Different Sections of Newsroom and their Functions

Unit III
Text Designing: Meaning, Concept, Principles and Techniques; Photo Designing: Meaning, Concept, Principles and Techniques; Audio-Video Designing: Meaning, Concept, Principles and Techniques; Web Designing and Colour Techniques

Unit IV
Layout and Design: Concept and Functions; Principles of Layout and Design; Printing/Publishing Technology: DTP, Page Making, Calligraphy and Typography, Video Making; Role and Responsibility of Designers

Unit V
Printing: Meaning and Concept; Types of Printing: Digital Printing, Offset Printing, Flexography, Letterpress Printing, Screen Printing; Stages of Making a Newspaper, Magazine, Web Pages; Relationship between Editing, Layout and Designing

Readings:

- Jan White : *Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers*
- The Society for News Design : *The Best of News Design*
- F.W. Hodgson : *New Subediting: For Quark Users* (Media Manuals Series)
- K.V. Krishnaswamy : *Writing and Editing News (Studies in Journalism)*
- Jessica Glaser : *Graphic Design Exercise Book*

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B.A. (Mass Communication) – Semester II

Basics of Camera, Light and Sound

Unit I

Camera: Meaning, Concept and Functions; Video Camera; Workings and Types of Video Camera; Different Types of Shots: Extreme Wide Shot, Very Wide Shot, Wide Shot, Medium Shot, Medium Close Up, Close Up, Extreme Close Up; Cutaway Shot, Cut-in Shot, Noddy Shot, Point of View Shot, Weather Shot, Aerial Shot; Camera Angles

Unit II

Camera Movements: Zoom, Pan, Tilt, Dolly, Truck, Pedestal, Track, Rack Focus; Lenses: Definition, Features and Functions; Different Types of Lenses: Wide Angle Lenses, Fisheye Lenses, Telephoto Lenses, Macro Lenses, Tilt Shift Lenses; Applications of Lenses; Camera and Creativity

Unit III

Lighting: Meaning, Concept and Functions; Types of Lighting; Basics of Lighting: Studio Lighting, Modeling Lamp, Consistency, Power; Techniques of Lighting; Videography and Photography Lighting: Direction, Lighting Set-up, Lighting Rules; Multi-Temp, Use of Filters and Reflectors; Difference between Lighting (Ultra-soft Lighting) and Lights (Hard and Soft)

Unit IV

Light: Definition and Perspectives; Kinds of Light; Basics of Light; Light for Photography or Videography; Essentials for Light Control: Coherence Quality, Color Temperature and Intensity; Multi-Temp Light for Photography or Videography; Lights for Different Jobs

Unit V

Sound: Meaning, Concept and Functions; Unit of Sound; Voicing; Sound Editing Techniques; Use of Audio Mixers for Recording and Editing of Sound; Microphones and its Types; Major Microphone Designs; Sound and Camera

Readings:

- G.C. Awasthy : *Broadcasting in India*
- K.R. Mullick : *Tangled Tapes: The Inside Story of Indian Broadcasting*
- Srinivas Melkote and Binod C. Agarwal : *Satellite Television in Asia*
- Gerald Millerson : *Video Camera Techniques*
- Fil Hunter, Steven Biver, et al : *Light Science and Magic: An Introduction to Photographic Lighting*

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B.A. (Mass Communication) – Semester II

Indian Constitution, Politics and Economy

Unit I
Indian Constitution: Concept and Characteristics; Preamble to the Constitution of India: An Insight; Requisites of the Preamble: Sovereign, Socialist, Secular, Democratic, Republic, Justice, Liberty, Equality, Fraternity; Indian Constitution and National Goals; Important Sources of the Indian Constitution

Unit II
Directive Principles of State Policy: Concept, Characteristics, Directives and Implementation; Fundamental Rights: Concept, Characteristics and Implementation; Fundamental Duties: Concept, Characteristics and Implementation; Citizenship; Grass Root Democracy; Procedure for Amendments in Indian Constitution

Unit III
Structure of Government: The Executive, The Judiciary, The Legislature- Concepts, Powers and Functions; The President and The Prime Minister: Powers, Functions and Responsibilities; Election Commission of India: Electoral System, Electoral Process, Eligibility to be an Elector, Electoral Rolls; Need for Electoral Reforms

Unit IV
Indian Politics: Concept and Features; Political Parties and Alliances: Types of Political Parties, Party Proliferation, Alliances, Candidate Selection; Local Governance; Role of Political Parties; Political Issues: Social Issues, Economic Issues, Law and Order; High Political Offices in India; State Governments; Dynasties in Indian Politics; Lobbying, Trade Unionism, Internal Freedom

Unit V
Indian Economy: Concept and Current Trends; Economic Development: Concept and General Perspectives; Characteristics of Development; India as a Developing Economy; Strategies of Development; Developed vs. Undeveloped Economy; Aspects of Human Development: Education, Poverty and Inequality of Income Distribution with special reference to India

Readings:

- D.D. Basu : *Indian Constitution*
- Peu Ghosh : *Indian Government and Politics*
- M. Laxmikant : *Indian Polity*
- Bipin Chandra : *History of Modern India*
- Gaurav Datt and Ashwani Mahajan : *Indian Economy*
- Ramesh Singh : *Indian Economy: For UPSC Civil Services & Other State PSC Examinations*

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B.A. (Mass Communication) – Semester II

Computer for Mass Communication

Unit I

Computer: Concepts, Importance and Characteristics; Computer Applications: Computer Applications in Business, Finance, Marketing, Production, Office Automation and Mass Communication; Computer and Human Mind

Unit II

Computer: Fundamentals and Terminologies; Classification of Computers; Basic Principles of Operation of Digital Computer: Input Unit, Central Processing Unit, Output Unit, Computer System, Computer Virus; Development of Computers and Computer Generations; Computer Number System

Unit III

Windows: Concept, Characteristics and Basic Commands; Components of MS-Office, MS-Word, MS-Excel and MS-Power Point; Basic Applications of MS-Office, MS-Word, MS-Excel and MS-Power Point

Unit IV

Page Maker: Concept and Components; Interfacing, Working with Text, Page Setup, Printing, Formatting Techniques; Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines, Text Creation and Alignment, Bitmap Graphics, Conversions, Graphs, COREL SHOW, Cartoons; Use of Colors in Publishing Concepts

Unit V

Page Layout: Concept and Characteristics; Adobe Page Maker, MS Publisher, Quark Press; Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for Presentations, Macro Media Free Hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media Fireworks

Readings:

- R. Sarvana Kumar : *Introduction to Information Technology*
- V.K. Jain : *'O' Level*
- P.K. Sinha : *Computer Fundamental*
- Foster D. Coburn : *Corel Draw*
- D.P. Mukherjee : *Fundamentals of Computer Graphics*

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B.A. (Mass Communication) – Semester III

Media, Society and Culture

Unit I
Media and Society: Concept and Characteristics; Media and Social Change; Media and Development; Political Economy of Media; Media Literacy; Media on Education; Media and Family; Media and National Integration; Media and Gender; Media and Human Rights; Media and Environmental Issues .

Unit II
Media and Culture: Concept and Characteristics; Culture as a Social Institution; Popular Culture and Mass Culture; Mass Society; Culture Industry; Cultural Communication: Inter and Intra Cultural Communication; Media and Cultural Manufacture

Unit III
Corporate Culture and Media; Medium as the Message; Technological Transitions and Media Industries; Media and Consumerism, Communication Industries and Cultural Imperialism; Cultural Pluralism

Unit IV
Media and Representations: Concept and Characteristics; Media and Men; Media and Women; Media and Children; Media and the Youth; Media and the Marginalized; Media in the Era of Information Age; Social Media and Protest Movements

Unit V
Information and Communication as a Tool of Equality and Exploitation; International News Flow; Issues in International Communication; International News Agencies and Syndicates; Mac Bride's Commission Report; Impact of Globalization on Media Systems; Trans-national Media Ownership; Gaming Industry

Readings:

- John B Thompson : *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*
- Michael Gurevitch and Tony Bennet : *Culture, Media and Society*
- John Fiske : *Introduction to Communication Studies*
- John Heartly : *Communication, Culture and Media Studies: Key Concepts*
- Om Gupta : *Media Society and Culture*

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B.A. (Mass Communication) – Semester III

Introduction to Electronic Media

Unit I
Electronic Media: Concept, Characteristics and Current Trends; Brief History of Electronic Media; Broadcast in India- A Retrospect; Objectives and Policies of A.I.R; Committees on Broadcasting: Chanda Committee, Vargeese Committee, etc; Prasar Bharti Act; Radio Programme Format and Composition of News Bulletins

Unit II
Familiarization with AIR Station; News Studio and News Room including Recorders and Microphones; Elements of News Reporting; Writing and Functioning of AIR News Services; Traits of News Reporter and News Editor; A.I.R. Code and General Guidelines; Art of Interviewing and Conduction of News Discussions; Special Audience Programmes

Unit III
T.V. Broadcasting: Concept and Characteristics; Brief History of T.V.; B'casting in India and the World; SITE Experiment; General Activities and a T.V. Centre; Expansion and Reach of T.V. Media; Programme Pattern of Different D.D. Channels; Private News Channels

Unit IV
Elements of T.V. News and General Guidelines; Concept of Credibility in News Reporting; Technicalities of T.V. News Script; Art of T.V. Interviews and Discussions; T.V. News Presentation Skills

Unit V
Web Journalism: Concept and Characteristics; Internet and its Functions; Major News Portals of the Country; Major Newspapers, Magazines and their E-Papers on Internet; Competitive Role of Print Medium; Channel Medium and Internet Medium in our Society

Readings:

- Musburger and Robert B. : *An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres*
- P.C. Chattergee : *Broadcasting in India*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- U.L Baruah : *This is ALL India Radio*
- George A. Hough : *News Writing*
- Jim Foust : *Online Journalism: Principles and Practices of News for the Web*

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B.A. (Mass Communication) – Semester III

New Media and Cyber Journalism

Unit I

New Media: Concept and Characteristics; Internet, World Wide Web (WWW), Search Engines; Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks; Overview of the New Media Industry; Digital Tools for Journalists; Overview of Open Source Culture and Software; Open Source Licenses (Creative Commons); Security Issues in using Digital Technology (Malware, Phishing, Identity Theft)

Unit II

New Media Journalism: News on the Web; Emerging News delivery Vehicles; Integrated Newsroom; Data Journalism: Computer Assisted Reporting (CAR), Visualization of Data, Open Source Data Collection and Analysis; Challenges and Opportunities for a Newsman: Gatekeepers to News Guides; Awareness regarding Techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit III

Social Media and Citizen Journalism: Social Networking; Social Profile Management Products: Twitter, Facebook, LinkedIn, Whatsapp; Social Collaboration: Virtual Community, Wikis, Blogs, Instant Messaging, Collaborative Office and Crowd Sourcing; Social Publishing: Flickr, Instagram, YouTube, Sound Cloud; Blogging: A Brief History of Blogs, Blogs as Narratives

Unit IV

Writing for New Media: Digital Story-telling Formats; Content Writing, Editing, Reporting and its Management; Structure of a Web Report; Content for Different Delivery Vehicles; Multi-Media and Interactivity; Writing with Hyperlinks; Content Management and Content Management Systems; Storyboarding and Planning; Planning and Designing of WebPages, E-newspaper, E-magazine

Unit V

Mobile Journalism: Concept and Characteristics; Mobile Story-telling; Shooting on and for Mobile Phones; Overcoming Limitations of Mobile Phones; Editing on Mobile Phones; Ethics and Best Practices in Mobile Journalism; Workshops: Data Journalism, Digital Marketing, Mobile Journalism, Google News-lab

Readings:

- P.D. Marshall : *New Media Cultures*
- Dewdney and P. Ride : *The New Media Handbook*
- M. Ward : *Journalism Online*
- K.M. Shrivastava : *Social Media in Business and Governance*
- S. Narayan : *India Connected: Mapping the Impact of New Media*

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B.A. (Mass Communication) – Semester III

Introduction to Audio-Visual Media

Unit I
Audio-radio: Concept, Characteristics and Historical Perspectives (with Special Reference to India); Major Types: Commercial Radio and Educational Radio; Emerging Trends: AM, FM, Franchising, Community Radio; Ownership and its Types; Audience Analysis

Unit II
Television: Concept, Characteristics and Historical Background (with Special Reference to India); Ownership and Organizational Structures of Doordarshan, Satellite Television Channels, Cable Television, Educational Television, Commercial Television

Unit III
Films: Concept, Characteristics and Historical Background (with Special Reference to India); Technical Aspects of Film Production; Film Industry in India: Status Issues and other Problems; Regional Cinema and its Future Prospects

Unit IV
Writing for Radio: Finer Aspects of Radio Language; Production Methods for Radio; Finer Aspects of Television Script Writing; Narration–Production Techniques; Film Language and Grammar

Unit V
Media Language: Concept and Current Trends; Impact of New Technology on News, Features, Talks, Commercials and Interviews; Writing Techniques for News, Interviews, Documentaries, Short Talks and Film Script

Readings:

- Shipra Kundra : *Basic Audio-visual Media*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- Lúcia Nagib and Cecília Mello : *Realism and the Audiovisual Media*
- Louise Fryer : *An Introduction to Audio Description: A Practical Guide (Translation Practices Explained)*
- Scott K Halbritter and Bump Halbritter : *Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers (New Media Theory)*

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B.A. (Mass Communication) – Semester III

Radio Programme Production

Unit I
Radio: Meaning and Concept; Characteristics of Radio as a Mass Communication Medium; Radio Studio Set-Up; Audio Equipments: Microphone, Console, Recording Equipment; Nature and Scope of Radio Production; Nature of Sound; Sound Effects; Sound Recording Techniques

Unit II
Radio Programmes: Need and Significance; Requisites for Writing and Production of Different Radio Programmes: Talk, Interview, Discussion, Play, Feature, Documentary, Phone–in, Radio Bridges, etc; Radio Broadcast Facilities and Nature of Transmission

Unit III
Radio News: Meaning and Concept; Characteristics of Radio News: How it is Different from Print and TV News; Techniques for News Gathering; Essentials for News Editing; Newsroom and its Functioning; News Pool, Actualities, Raw Sound, Voice Over, Sound Byte

Unit IV
Radio Stations: Structure and Functioning; Introduction to AIR and Private Radio Stations; Special Audience Programmes on AIR; Audio Editing Techniques for Different Programmes; Codes related to Broadcasting

Unit V
Projects on Radio Programme Production: Commercial/PSA Package: Produce a 60sec. and a 30sec. spot package using the theme of your choice. Typed script and tapes/minidisks must be submitted IN 15pts; Midnight Special: Produce a 10-15 minute radio "Midnight Special" featuring the songs of a favorite performer; Radio Play: Write and Produce an original radio play (comedy or drama) lasting a minimum of eight minutes and not more than 30 minutes

Readings:

- Jan R Hakemulder, et al : *Radio and TV Journalism*
- Stanley R. Alten : *Audio in Media*
- Robert McLeish : *Radio Production*
- Vir Bala Aggarwal & V.S. Gupta : *Handbook of Journalism and Mass Communications*
- K.M. Srivastava : *Radio and TV Journalism*

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B.A. (Mass Communication) – Semester IV

World Media Scenario

Unit I
World Media Scenario: Meaning and Concept; Historical Background (Since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non-Aligned Block and its Relevance); Colonization of Communication: 10% Population dominating 90% of Global News Agencies

Unit II
Integration between Information and Armament; Close Encounters between Information and Armament/Media and Military; Use of Media by Power Blocks, Super Power; Demand for a New Information Order by Developing Countries; Bilateral, Multi-lateral and Regional Information Corporation

Unit III
Non-Aligned News Pool; Struggle for News between Developing and Developed Countries; Barriers to the Flow of News; International Practices on Visual Coverage and Regulation in Media Exchange

Unit IV
UN Resolutions on Media related Issues; The Gandhian Approach; The New Information Age; Media Migrants dominating Global Media; Reality of Global Media

Unit V
Global Campaign; Global Consumer Research; Global Media Environment: Global Electronic Media, Global Print Media, Global New Media; Ethical and Legal Considerations in Global Media Environment; Impact of Technology on Ethical Perspectives

Readings:

- Lee Artz, Yahya R. Kamalipour, et al : *The Media Globe: Trends in International Mass Media* M.K. Rampal : *Global Comparative Media*
- Ratnesh Dwivedi : *Mass Media and Communication in Global Scenario*
- Toby Miller and Marwan M. Kraidy : *Global Media Studies*
- De Prato, et al : *Digital Media Worlds: The New Economy of Media*

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B.A. (Mass Communication) – Semester IV

Media Industry and Management

Unit I
Media Management: Concept, Origin and Growth; Fundamentals of Management; Management School of Thought; Media Management Practices followed by Indian and Global Media Organizations

Unit II
Media Industry as Manufacturer: Meaning and Concept; Manufacturing Consent and Process; News and Content Management; Market Forces, Performance Evaluation (TAM, TRP, BARC and HITS) and Market Shifts; Changing Ownership Patterns

Unit III
Structure of News Media Organizations in India: Role, Responsibilities and Hierarchy; Workflow and Need of Management; Shift Patterns, Circulation and Guidelines; Equipments and Personnel; Problems of Finance

Unit IV
Media Economics: Meaning and Concept; Economic Thought; Theoretical Foundations; Issue and Concerns; Capital Inflow; Budgeting; Media Management: Financial Management, Personnel Management, Strategic Management; Marketing: Process, Promotion and Evaluation; Media Audiences and Credibility

Unit V
Visionary Leadership: Meaning and Concept, Essentials for a Good Leader; Qualities and Functions of Media Managers; Case Studies: Indian and International Media Giants; Cross-media Platforms: Issues and Impediments; Corporate Ties and Audience Centric Approaches

Readings:

- Vinita Kohli Khandeka : *Indian Media Business*
- Pradip Ninan Thomas : *Political Economy of Communications in India*
- Lucy Kung : *Strategic Management in Media*
- Dennis F. Herrick : *Media Management in the Age of Giants*
- Jennifer Holt and Alisa Perren (Ed.) : *Media Industries: History, Theory and Method*
- John M. Lavine and Daniel B. Wackman : *Managing Media Organizations*

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B.A. (Mass Communication) – Semester IV

Media Ethics and Laws

Unit I
Ethical Framework and Media Practice: Concept and Characteristics; Freedom of Expression (Article 19(1)(a) and Article 19(1)2); Freedom of Expression and Defamation; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media Ethics and Cultural Dependence; Attack on Freedom of Artists and Authors

Unit II
Media Technology and Ethical Parameters: Concept and Characteristics; Live Reporting and Ethics; Legality and Ethicality of Sting Operations; Ethical Issues in Social Media (IT Act 2000, Sec 66 A and the Verdict of the Supreme Court); Discussion of Important Cases; Some Related Laws: Relevant Sections of Broadcast Bill, NBA Guidelines

Unit III
Representation and Ethics: Concept and Characteristics; Advertisement and Women Pornography; Related Laws and Case Studies: Indecent Representation of Women Act (1986 and 1987), Protection of Women against Sexual Harassment Bill (2007, Sec 67 of IT Act 2000 and 292 IPC)

Unit IV
Media and Regulation: Concept and Characteristics; Regulatory Bodies; Codes and Ethical Guidelines; Self Regulation; Media Content: Debates on Morality and Accountability– Taste, Culture and Taboo; Censorship and Media Debates

Unit V
Media and Social Responsibility: Concept and Characteristics; Economic Pressures; Media Reportage of Marginalized Sections: Children, Dalits, Tribals, Gender; Media Coverage of Violence and Related Laws– Inflammatory Writing (IPC 353), Sedition— Incitement to Violence, Hate Speech; Relevant Case Studies– Muzaffarpur Riots, Attack on Civil Liberties of Individuals and Social Activists

Readings:

- Thakurta and Paranjoy Guha : *Media Ethics*
- Austin Sarat : *Where Law Meets Popular Culture*
- Vikram Raghvan : *Communication Law in India*
- Iyer Vekat : *Mass Media Laws and Regulations in India*
- Raminder Kaur and William Mazzarella : *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*

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B.A. (Mass Communication) – Semester IV

Fundamentals of Film

Unit I
Language of Film: Concept and Objectives; Focus on Visual Language– Shot, Scene, Mis-en-scene, Deep Focus, Continuity Editing, Montage; Focus on Sound and Colour– Diegetic and Non-diegetic Sound, Off Screen Sound, Sync and Non-sync Sound; Use of Colour as a Stylistic Element (Reference Films: Rear Window, Battleship and Man with a Movie Camera)

Unit II
Film Form and Style: Concept and Principles; Classical Hollywood Cinema: Style, Genre and Historical Perspectives; German Expressionism and Film Noir; Italian Neo-realism; French New-Wave (Reference Films: Germany Year Zero, Metropolis and Double Indemnity)

Unit III
Alternative Visions: Concept and Principles; Third Cinema and Non-fiction Cinema; Introduction to Feminist Film Theory; Auteur–Film Authorship with a special focus on Ray or Kurusawa (Reference Film: Pather Panchali and The Hour of the Furnaces)

Unit IV
Hindi Film: Concept and Principles; Early Cinema and the Studio Era; 1950s– Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema; Film Culture (Reference Films: Nishant, Aakrosh and Pyaasa)

Unit V
Silent Film: Primitive and Pioneers– Films from 1895-1910 (Reference Films: Films by Lumiere Bros: A Trip To The Moon, The Great Train Robbery); Narrative Cinema and Institutional Mode of Representation– D.W. Griffith (Reference Films: The Birth of a Nation)

Readings:

- Andre Bazin : *What is Cinema*
- Sergei Eisenstein : *Film Form: Essays in Film*
- Philip Rosen, ed. : *Narrative, Apparatus, Ideology*
- Paul Schraeder : *Movies and Mass Culture*
- Richard Dyer : *Film and Theory: An Anthology*
- Madhava Prasad : *Ideology of Hindi Film*
- Anandam P. Kavoori and Aswin Punanthambekar, eds. : *Global Bollywood*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester IV

Documentary Production

Unit I
Documentary: Concept and Characteristics; Introduction to Realism Debate; Observational and Verite Documentary; Introduction to Shooting Styles; Introduction to Editing Styles; Structure and Scripting the Documentary

Unit II
Documentary Production: Concept and Characteristics; Pre-Production; Researching the Documentary– Research: Library, Archives, Location, Life Stories, Ethnography; Writing a Concept: Telling a Story; Treatment; Writing a Proposal and Budgeting

Unit III
World Documentary: Concept and Historical Journey (Reference Documentary: Dziga Vertov: Man with the Movie Camera, Robert Flaherty: Nanook of the North, Joris Ivens: Spanish Earth, Bart Hanstra: Zoo, Glass

Unit IV
Indian Documentary: Historical Journey, Films Division, Independent Filmmakers; Direct Cinema; Cinema Verite; British Documentary; Propaganda Documentary (Reference Film: The Triumph of the Will)

Unit V
Ethics and Aesthetics of Documentary: Concept and Characteristics; Film Analysis: Tips and Techniques; Film Analysis of Night and Fog, Rabindranath Tagore, Planet Earth (TV Series); Shooting a Short Film (5-6 minutes) and Editing the same

Readings:
Erik Barnow and Krishnaswamy Documentary
Charles Musser : *The Oxford History of World Cinema*
Michael Renov, ed. : *Theorizing Documentary*
Trisha Das : *How to Write a Documentary*

Suggested Screenings:
Michael Moore: *Roger and Me*
Robert J Flaherty : *Nanook of the North*
Basil Wright : *Nightmail*
Anand Patwardhan : *Bombay Our City*
Nishtha Jain : *City of Photos*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester IV
Environmental Sciences

Hours: 2 Max Marks: 30

Unit I

Introduction to Earth: Surface, and Structure; Atmosphere: Composition and Structure; Ocean, Land, Rivers and Glaciers; Air, Water and Soil; Environment- Elements, Scope; Social Inequalities: Inequalities of Race, Class, Gender, Region, State and Nation; Introduction to Soil, Structure, Resources of Soil, Soil Pollution and Degradation: Causes, Types and Solutions, Recycling of Soil Nutrients, Effect of Soil Pollution on Environment, Vegetation and other Life Forms, Control Strategies

Unit II

Air: Pollution Sources, Types of Pollutants (primary and secondary), Monitoring and Standards (National Ambient Air Quality Standards of India), Air Quality Index and associate Health Impact, Smog, Effects of different pollutants on Human Health and Control Measures, Indoor Air Pollution: Sources and Effects, Noise Pollution: Sources and Permissible Ambient Noise Levels; Effect on Communication, Impacts on Life Forms and Humans, Control Measures

Unit III

Water: Surface and Ground Water; Water Table; Vertical Distribution of Water, Groundwater Recharge; River Structure and Patterns; Rain Water Harvesting in Urban Settings; Surface and Ground Water Pollution; Pollution Sources: Freshwater, Surface Water and Ground Water Pollution; Water Quality Parameters and Standards; COD, BOD, DO; Effect of Water Contaminants on Human Health; Water-borne Diseases

Unit IV

Ecology: Basic Concepts and Definitions, Ecology of Populations and Communities, Concept of Population and Meta-population; Population Growth: Ecological Succession: Ecosystems, Resistance and Resilience; Ecosystem: Definition, Components of Ecosystem, Types of Ecosystem: Forest, Grassland, Estuarine, Marine, Desert, Wetlands; Global Warming and Climate Change; Ozone Layer: Importance, Depletion and Causes; Effects of Ozone Depletion

Unit V

Urbanization and Environment: Production and Consumption oriented Approaches to Environmental Issues in Indian as well as Global Context; Impact of Industry and Technology on Environment: Urban Sprawl, Traffic and Social-economic Problems; Legislation in India- National Green Tribunal, Legal Definitions: Environmental Pollution, Natural Resource, Biodiversity, Forest, and Sustainable Development, Environmental Ethics, Environmental, Ecological and Social Justice

Readings:

- Kishor R Pawar and Sachin B Narkhede: *Environmental Sciences*
- Benny Joseph: *Environmental Science and Engineering*
- Anubha Kaushik and C. P. Kaushik: *Perspectives in Environmental Studies*
- R. Rajagopalan: *Environmental Studies: From Crisis To Cure*
- Dr Avnish Chauhan: *Environmental Science*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

Corporate Communication

Unit I

Corporate Communication: Concept, Characteristics and Process; Historical Background of CC; Growth of CC in India; CC as a Management Function; Campaign Planning, Management and Execution; Role of CC in Crisis Communication and Disaster Management

Unit II

Stages of CC: Planning, Implementation, Research, Evaluation; CC Practitioners and Media Relations: Press Interview, Press Releases, Organizing Press Conferences, Facility Visits and other CC tools; Proactive and Reactive Media Relations; Ethical Aspects in Media Relations

Unit III

Communication with Publics: Internal and External; Community Relations; Employee Relations; Shareholder Relations; Dealer Relations; CC for MNCs; CC for Hospitals; CC for Charitable Institutions; CC for NGOs; CC for Educational Institutions

Unit IV

Corporate Identity Building: Concepts, Variables and Process; Making of House Styles (Logo, Lettering and Process); CC and Advertising; CC for Media Institutions; Stakeholders and Media Selection: Study of Symmetrical and Asymmetrical Models in Handling Crises; Corporate Branding; Internal Branding and Social Branding

Unit V

CC Research: Concept, Requisites, Techniques; CC and Law; CC and New Technology; Code of Ethics for CC; International CC; Professional Organizations of CC; Emerging Trends in CC; Role of Technology in CC, Issues of Globalizations

Readings:

- Joep P. Cornelissen : *Corporate Communication: A Guide to Theory and Practice*
- Paul Argenti : *Corporate Communication*
- John Cass : *Strategies and Tools for Corporate Blogging*
- Charles J. Fombrun : *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*
- Stephen Denning : *The Secret Language of Leadership: How Leaders Inspire Action Through Narrative*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

Development Communication

Unit I
Development: Concept, Concerns, Paradigms and Measurement; Development vs. Growth; Human Development; Development as Freedom; Models of Development; Basic Needs Model: Nehruvian Model and Gandhian Model; Developing Countries vs. Developed Countries; United Nations' Millennium Development Goals

Unit II
Development Communication: Concept and Approaches; Paradigms of Development: Dominant Paradigm, Dependency Paradigm, Alternative Paradigm; Types: Sustainable Development, Participatory Development, Inclusive Development; Gender and Development; Communication as a Tool for Development; Communication in the Present Age: Trends, Tools and Technologies

Unit III
Role and Performance of each Media: Print, Radio, TV, Video, Traditional Media; Role of Development Agencies and NGOs and Journalism; Programmes and Govt. Schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Development Support Communication in India in the areas of: Agriculture, Health and Family Welfare, Population, Women Empowerment, Poverty, Unemployment, Energy and Environment, Literacy, Consumer Awareness

Unit IV
Development Communication Strategies for Designing Messages for Print Media, Community Radio and Television Programmes for Rural India (Krishi Darshan) using New Media Technologies for Development; Development Communication, Research and Rural Reporting in India

Unit V
Rural Communication: Information Needs in Rural Areas; Use of Traditional Media for Development in Rural Areas; Rural Newspapers; Reportage on Rural Problems and Issues; Specific Features on Tribal Society; Information Needs in Tribal Setting; Reportage on Tribal Problems and Issues

Readings:

- D.V.R. Murthy : *Development Journalism, What Next?*
- Anil Kumar : *Mass Media and Development Issues*
- UNDP : *Human Development Report* (published every year by OUP)
- World Bank : *World Development Report* (published every year by OUP)
- Wilbur Schramm : *Mass Media and National Development: The Role of Info. in Dev. Countries*
- Ghosh and Pramanik : *Panchayat System in India*
- Shivani Dharmarajan : *NGOs as Prime Movers*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

Advertising

Unit I
Advertisement: Meaning, Concept and Objectives; Importance, Role and Functions of Advertising; History and Growth of Advertising in India; Advantages and Disadvantages of Advertising in Broadcast Media (Television and Radio) and Print Media (Newspaper and Magazines)

Unit II
Advertising Theories and Models: Concept and Characteristics; Major Advertising Theories and Models: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, and Communication Theory; Advertising as a Tool of Communication

Unit III
Aspects of Advertising: Economic, Cultural, Psychological, Social, Ethical and Regulatory; Apex Bodies in Advertising: AAAI, ASCI and their Codes; Advertising in Marketing and Public Relations; Advertising Consumer Welfare; Advertising Standard of Living; Advertising and Cultural Values

Unit IV
Advertising Essentials: Tips and Techniques for Print, Electronic and Online Advertising; Requisites for Advertising: Selection, Planning, Scheduling, Marketing, Research and Branding; Advertising Department vs. Agency-Structure; Advertising Budget

Unit V
Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising: Analyze two Advertisements (Print, Electronic and Online); Critically evaluate two Ads (Print, Electronic and Online) of Competing Brands; Design Display Advertisement: Classified and Non-classified (one each)

Readings:

- C.H. Sandage and Fryburger Vernon : *Advertising Theory and Practice*
- Mahender Mohan : *Advertising Management: Concepts and Cases*
- Ogilvy David : *Ogilvy on Advertising*
- Lewis Herschell Gordion : *The Complete Advertising and Marketing Handbook*
- Roderick White : *Advertising: What It Is and How To Do It*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

Public Relations

Unit I
Public Relations: Meaning and Concept; Objectives of Public Relations; Need, Nature and Scope of Public Relations; History and Growth of PR in India; PR, Publicity, Propaganda and Public Opinion; PR as a Management Function

Unit II
Stages of PR: Research, Planning, Execution and Evaluation; Tools and Techniques of Public Relations; Media Relations: Press Conference, Press Release, Press Tour and other PR tools; Importance and Need of Public Interactions; PR and Advertising

Unit III
Communication with Publics: Concept and Characteristics; Modes of Communication: Internal and External, Regular and Irregular, Static and Dynamic; Communication and Relations; Types of Relations: Client Relations, Community Relations, Employee Relations, Employer Relations

Unit IV
Internal and External PR Tools: House Journal, Annual Report, Corporate Film, Speech Writing, Minutes and Official Memo; Role and Organizational Set-up of PR Agency and Department; Effects of Public Relations; Role of PR in Government Organization; Role of PR in Public Sector; Role of PR in Private Sector

Unit V
PR for Media Institutions; PR for Hospitals; PR for Charitable Institutions; PR for Defence; PR for NGOs; PR for Political Parties; PR and Research; PR and Law; PR and New Technology; Code of Ethics for PR; International PR; PR Agencies; Emerging Trends in PR

Readings:

- Black Sam and Melvin L. Sharpe : *Practical Public Relations*
- J.R. Henry and A. Rene : *Marketing Public Relations*
- Jefkins Frank : *Public Relations Techniques*
- S.M. Cutlip and A.H. Center : *Effective Public Relations*
- J.M. Kaul : *Public Relation in India*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

Television Programme Production

Unit I
Introduction to TPP: Concept and Characteristics; TV Studio Set-up; Single and Multi-camera Shooting; Cues and Commands; Planning for TV Programmes; Narrowcasting and Outside Coverage; Agenda Setting Techniques used by TV Channels; TV as a Mass Communication Medium

Unit II
TV Reporting: Concept and Characteristics; Process of TV Reporting; Reporting Skills; Ethics for TV Reporting; Writing and Reporting for TV News; Principles of News Writing; A Piece to Camera; Voice Over; News Package; Sound Bites; Anchoring Live Shows; Interviews and Discussions

Unit III
Television Programme Formats: Concept and Characteristics; Various Types of Formats; Production Techniques; Stages of Production: Pre-Production, Production, Post-Production, Live/Studio Production Phases; Graphics and Special Effects; Camera Positioning; Use of Clippings; Viewership Rating: TAM, TRP

Unit IV
Editing Techniques: Concept and Characteristics; Types of Editing: Linear and Non-linear Editing; Online and Offline Editing; Editing on Different Softwares; Editing for Commercial TV, Satellite TV, Cable TV; Visual Text; Basics of Visual; Process of Visualization and its Importance; Visual Grammar and Visual Language

Unit V
Real Lives in Television: Concept, Characteristics and Presentation Techniques; Constructing Reality in Reality Shows; TV Talk Shows: Hosting, Legal Pitfalls, Audience Responses; Soap, Talks, News Magazines; Television Documentaries: Understanding, Writing a Concept, Script Writing and Shooting; Practical Exercise: Producing a Documentary Film (Duration: 8-15 Minutes) or Producing a Feature Film (Duration: 5 Minutes)

Readings:

- Herbert Zettl : *Handbook of Television Production*
- Fred Shook : *Television Field Production and Reporting*
- Eric. K.Gormly : *Writing and Producing Television News*
- John Riber : *Writing and Production for Television and Film*
- Ivor Yorke : *Television Journalism*
- Robert c Allen and Annette Hill : *The Television Reader*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Communication Research

Unit I

Communication Research: Meaning and Characteristics; Role, Function, Scope and Importance of Communication Research; Process of Research; Research and Communication Theories: Argumentation Theory; Attribution Theory; Computer-mediated Communication; Information Theories; Language Expectancy Theory; Media Richness Theory; Social Presence Theory

Unit II

Research Design: Concept and Characteristics; Components of Research Designs: Experimental, Quasi-experimental, Benchmark, Longitudinal Studies, Simulation, Panel Studies, Co-relational Designs; Methods of Communication Research: Census Method, Survey Method, Observation Method; Clinical Studies, Case Studies, Content Analysis

Unit III

Data Collection: Concept and Characteristics; Sources of Data Collection: Media Source Books, Questionnaire and Schedules, People's Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone Surveys, Online Polls, Random Sampling Methods and Representativeness of the Samples; Sampling Errors and Distributions in the Findings.

Unit IV

Data Analysis and Interpretation: Concept and Characteristics; Data Analysis Techniques; Coding and Tabulation; Non-statistical Methods: Descriptive and Historical; Statistical Analysis: Parametric and Non-Parametric, Uni-Variate, Bi-Variate, Multi-Variate, Tests of Significance; Levels of Measurement: Central Tendency, Tests of Reliability and Validity, SPSS and other Statistical Packages

Unit V

Research Report Preparation: Concept and Characteristics; Preparation of Research Reports, Project Reports, Dissertations, Theses; Thesis Preparation: Introduction; Literature Review, Hypothesis, Research Methodology, Research Objectives, Chapter-Scheme, Conclusions and Recommendations, Bibliography, Appendix; Style of Writing; Writing Research Paper; Ethical Perspectives of Communication Research

Readings:

- Lawrence R. Frey : *Investigating Communication*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Arthur Asha Berger : *Media Analysis Techniques*
- Nancy Signorielli : *Cultivation Analysis: New Directions in Media Effect*
- Marcus Banks : *Visual Methods in Social Research*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Photo Journalism

Contents

Unit I
Introduction to Photography: Concept and Characteristics; General History of Photography: Camera Obscura to Daguerreotype Process; Technical History of Photography: Persistence of Vision, Camera Obscura, Muybridge Experiment; Photographic Process (The Silver Hallide Photography Process): Dark Room Development of a Photograph; Modernization of Photography and its Use in Mass Communication

Unit II
Understanding the Mechanism of Photography: Concept and Characteristics; Types of Photographic Cameras and their Structures (Pin-hole, SLR, TLR, D-SLR); Lenses: Types and their Perspective/Angle of View; Aperture: F-stop and T-stop; Shutters: Focal Plane and Lens Shutter; Light Meters: Incident, Reflected and Through Lens; Focus and Depth of Field

Unit III
Understanding Light and Shadow: Concept and Characteristics; Natural Light and Artificial Light; Nature of Light: Direct Light, Soft Light, Hard Light and Directional Light; Brightness, Contrast, Mid Tones, Highlights, Shadow and Silhouettes; Lighting Equipments: Soft Boxes, Umbrellas, Fresnels, Skimmers, Reflectors, etc; Three Point Lighting Technique and Metering for Light; Filters and Use of a Flash Unit

Unit IV
Digital Photography and Editing: Concept and Characteristics; Sensor Sizes, Formats and Storage; Editing and Digital Manipulation; Brightness, Contrast, Mid Tones, Highlights, Colour Tones; Basics of Photoshop; Photo Editing Softwares: Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop Creative Cloud

Unit V
Photojournalism: Concept, Characteristics and Historical Perspectives; Photo Developing and Printing Techniques; Approaches to Documenting Reality: (Discussion on Capa's 'The Falling Soldier', its Objective Truth or Staged Representation); War Photojournalism; Photo Essays and Photo Features; Photo Wire Services; Ethics and Laws in PJ; Emerging Trends in Photo Journalism

Readings:

- Kenneth Cobre : *Photo Journalism: The Professional Approach*
- Michael Langford : *Basic Photography*
- Ashok Dilwali : *All About Photography*
- O.P. Sharma : *Practical Photography*
- Freeman John Collins and Brown : *The Photographer's Guide to Light*

BIU College of Humanities & Journalism
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B.A. (Mass Communication) – Semester VI

Non-linear Video Editing

Unit I
Digital Editing: Concept and Characteristics; Process of Digital Editing; Methods for Post-Production Workflow; Techniques for Video Formats and Time-codes; Challenges of Digital Editing; Current Trends in Digital Editing

Unit II
Linear and Nonlinear Editing: Concept and Characteristics; Brief History: First Non-linear Editor, The 1980s, The 1990s, DV, HD, 4K, 8K; Basic Techniques of Image and Video Editing; Requisites for Online and Offline Editing; Analysis of Film Sequences from Editing Point of View

Unit III
Editing Software: Concept and Characteristics; Useful Softwares: Premier 6.5 and Pro, Pinnacle 9, FCP; Introduction of Tools; Video Signals and Connectors; Connecting Professional Video Devices; Capturing Raw Data; Editing– Action Sequence, Match Cut, Continuity Match; Trim Clips; Insert or Replace Clips in a Sequence; Navigating in the Viewer and Canvas; Adjust Clips in a Sequence

Unit IV
Editing Practices: Concept and Characteristics; Sound Dubbing and Synchronizing Punch; Sound Editing; Working with Multi-layers Effects; Applying Transitions; Compositing; Chroma Cutting; Video Output; Market Research and Analysis for the Editing Practices

Unit V
Script-based Editing: Concept, Characteristics, Process and Techniques; Soft Story Editing and Hard Story Editing: Concept, Characteristics, Process and Techniques; News Editing: Concept, Characteristics, Process and Techniques; Film Editing and Ad Editing: Concept, Characteristics, Process and Techniques (Make 30sec., 1mnt. or 5mnt. Clips on each heading)

Readings:

- Sonja Schenk : *Digital Non-linear Desktop Editing*
- Patrick Morris : *Nonlinear Editing (Media Manuals)*
- Steven E. Browne : *Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing*
- Thomas Ohanian : *Digital Nonlinear Editing: Editing Film and Video on the Desktop*
- Ken Dancyger : *The Technique of Film and Video Editing: History, Theory, and Practice*
- Aaron Goold : *The Video Editing Handbook*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Event Management

Unit I
Event and Event Management: Concept, Characteristics and Historical Perspectives; Attending Various Types of Events and Observing Event Management; Understanding how to Organize Events like Exhibitions, Seminars and Conventions, Trade Shows, Wedding Celebrations, Sports Events, Government Civic and Political Events; Getting Training with Organizers, Sponsors, and Logistics

Unit II
Conceptualization and Planning: Meaning and Objectives; Techniques for Event Planning; Planning the Setting, Location and Site of the Event; Planning Correctly for Right Type of Event; Process of Planning: Demand Analysis, Setting up an Event Organization Structure, the Committee Systems, Developing a Program Portfolio, Programme Life Cycle and Scheduling, Planning Assessment

Unit III
Human Resource Management: Concept, Characteristics and Objectives; Tips and Techniques for Human Resource Management; Skills, Training, Roles and Functions of Manager/Leader; Assessing the Event Team Leadership and Goal; Team Building and Work Distribution; Recruitment and Motivation; Ethics of Human Resource Management

Unit IV
Financial and Risk Management: Concept, Characteristics and Objectives; Foundations of Risk Management; Qualitative and Quantitative Analysis; Financial Markets and Products; Valuation and Risk Models; Market Risk Measurement and Management; Making of the Budget with Cost-Revenue Analysis; Practical understanding of Accounting; Current Issues in Financial Markets

Unit V
Market Research: Concept, Characteristics and Objectives; Active Participation in an Event of Marketing; Generate an Event Marketing Process; Learning the Need of Client; Targeting Clients; Selecting Event Categories; Collaborating with Event Management and Media; Brand Building and Management; Case Studies; Current Trends in Market Research

Readings:

- Wagen : *Event Management*
- S.R. Singh : *Event Management*
- Raymond Noe, John Hollenbeck, et al. : *Human Resource Management*
- R.P. Rustagi : *Financial Management- Theory, Concepts, Problems*
- Paul Hague : *Market Research*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

National Security and Media

Unit I
National Security: Concept, Objectives and Historical Perspectives; Strategic Approach for National Security; Means of Achieving National Security; Foreign Policy Components of National Security; Current National Security Issues

Unit II
National Security Challenges: Concept and Perspectives; India's Relationship with Neighboring Countries; India's Internal Security Challenges: Terrorism, Maoism and Separatism, Cyber Security; Developing National Security Strategies

Unit III
National Security Components: Concept and Characteristics; Dimensions of National Security: Physical, Political, Economic, Ecological, Energy and Natural Resources, Computer and Infrastructure; Basics of National Security; The Military Component of National Security; The Paramilitary Component of National Security

Unit IV
War Reporting: Concept, Characteristics and Objectives; Types of War; War Reporting/ Embedded Journalism: Essentials, Strategies and Preventative Measures; Preparation of Defense Briefs and News; Ethics of War Reporting

Unit V
PR in Defence Forces: Concept and Objectives; Public Relations in Maintenance of Public Order and Internal Security; Techniques for Interaction with Media/Defence Forces; Image Building; Highlights of Major Projects undertaken by Defense Forces for strengthening National Security

Readings:

- Rhea Abraham : *Media and National Security*
- P. W. Singer and Allan Friedman : *Cybersecurity and Cyberwar: What Everyone Needs to Know*
- Shivendra Shahi and Amar Singh : *Perspectives on India's National Security Challenges: External and Internal Dimensions*
- Vappala Balachandran : *National Security and Intelligence Management– A New Paradigm*
- K.P. Bajpai and H.V. Pant: *India's National Security: A Reader*
- Stuart Allan and Barbie Zelizer, ed. : *Reporting War: Journalism In Wartime*

Residency in Media House

Sr.No.	Semester	Internship: Activities
	First	**Postings in a Media House:**
1		Editorial Department
2		Department of Human Recourses
3		Marketing Department
4		Digital Department
5		Account Department
6		Circulation Department
7		Advertisement Department
8		IT Department
9		Feature Department
1	Second	**Postings in a Media House:**
2		Graphics Production Cell
3		Photography
4		Picture Editing Cell
5		Pre-Production Cell
6		Production Cell
7		Post-Production Cell
8		Distribution Cell

Bareilly International University, Bareilly

BA (Mass Communication): 1st Sem

Panel of External Examiners for Paper-setting and Evaluation (Session 2022-23)

A	B	C	D	E	F	G	H	I	J	K
Sr. No	Subject	Name of Teacher	Date of Birth	Qualification	Designation	Department/ Faculty/ School	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1	Communication and Mass Media	Dr. Aditya K Shukla	26/2/1988	PhD	Associate Professor	Journalism & Mass Communication	Directorate of Online Education, Manipal University, Jaipur	12	08707492816	dr.akshukla26@gmail.com
		Dr Kranti Kushwaha	20/5/1985	Ph.D	Assistant Professor	Journalism & Mass Communication	Chaudhary Bansi Lal University, Bhiwani, Haryana	5	9451301581	krantikushwaha98@gmail.com
		Dr. Amit Sharma	15/1/1988	PhD	Assistant Professor	Journalism & Mass Communication	Manipal University Jaipur	6	9460241234	jmcamit@gmail.com
2	Mass Communication: Concepts and Processes	Dr. Vikram Kaushik	24/03/72	PhD	Professor	Faculty of Media Studies	Guru Jambheswar University of Science and Technology, Hisar	25	9415495905	vkaushik24@gmail.com
		Ashutosh Kumar Pandey	15/9/1989	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	JECRC University, Jaipur	3	8789450075	jmcashutosh@gmail.com
		Ms Zoya Abrar Khan	4/3/1991	Ph.D (Pursuing)	Assistant Professor & HOD	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	2.5	8126302382	zoya.k@invertis.org
3	Introduction to Print Media	Dr. Sandeep Kumar	2/2/1982	PhD	Assistant Professor	Amity School of Communication	Amity University, Gwalior	7	7000945315	drsandeepkumar153@gmail.com
		Dr Umesh Kumar Saxena	3/6/1969	Ph.D	Assistant Professor	Mass Communication & Electronic Journalism	MJPR University, Bareilly, U.P.	11	9359788275	usaxena73@gmail.com
		Ms Asha Sharma	6/11/1986	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	1	9410200336	asha.s@invertis.org
4	Communicative English	Dr Shraddha Sharma	19/5/1981	M.Phil, PhD	Asstt Prof	English	Govt. P.G. College, Ambala, Haryana	14	9896276080	shraddha581@gmail.com
		Ms Manjusha Tawase	27/04/1972	PhD (Pursuing)	Asstt Prof	English	Oriental University, Indore, M.P.	22	81037 35558	manjusha.tawase@gmail.com
		Dr Ruchi Singhal	1/10/1980	PhD	Asstt Prof	English	Sahu Ramswaroop Mahila Mahavidhyalv, Bareilly, UP.	10	9927889100	ruchisinghal@gmail.com
5	Communicative Hindi	Dr Suman Rathi	5/8/1980	Ph.D	Assistant Professor	Hindi	Baba Mastnath University, Rohtak, Haryana	3	8708554119	sumanrathi19980@gmail.com
		Dr. Sunita Singh	12/8/1974	Ph.D	Professor	Hindi	Om Sterling Global Universit, Hisar, Haryana	12	9671619238	sksinghsingh4146@gmail.com
		Dr. Abhijeet Singh	3/12/1985	PhD	Assistant Professor	Hindi	Hindi University, WB	8	9831778147	abhisingh1985123@gmail.com

Bareilly International University, Bareilly

BA (Mass Communication): 1st Sem

Panel of Internal Examiners for Paper-setting and Evaluation (Session 2022-23)

A	B	C	D	E	F	G	H	I	J	K
Sr. No	Subject	Name of Teacher	Date of Birth	Qualification	Designation	Department/ College	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1	Communication and Mass Media	Dr Abnish Singh	4/6/1979	M.Phil & PhD	Professor	BIU College of Humanities & Journalism	Bareilly International University	18	9456011560	abnishsinghchauhan@gmail.com
2	Mass Communication: Concepts and Processes	Mr Ankit Yadav	30/9/1982	MA (APR), PGDM	Guest Faculty	BIU College of Humanities & Journalism	Bareilly International University	6	9760353530	ank.yad@gmail.com
3	Introduction to Print Media	Mr Ankit Yadav	30/9/1982	MA (APR), PGDM	Guest Faculty	BIU College of Humanities & Journalism	Bareilly International University	6	9760353530	ank.yad@gmail.com
4	Communicative English	Dr Abnish Singh	4/6/1979	M.Phil & PhD	Professor	BIU College of Humanities & Journalism	Bareilly International University	18	9456011560	abnishsinghchauhan@gmail.com
5	Communicative Hindi	Ms Neha Mishra	20/5/1972	MBA, LLB	Asstt Professor	Registrar Office	Bareilly International University	3	8299167391	nehamishra00121@gmail.com

Bareilly International University, Bareilly

BA (Mass Communication): 2nd Sem

Panel of External Examiners for Paper-setting and Evaluation (Session 2022-23)

A	B	C	D	E	F	G	H	I	J	K
Sr. No	Subject	Name of Teacher	Date of Birth	Qualification	Designation	Department/ Faculty/ School	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1	Reporting Techniques & Skills	Dr. Aditya K Shukla	26/2/1988	PhD	Associate Professor	Journalism & Mass Communication	Directorate of Online Education, Manipal University, Jaipur	12	08707492816	dr.akshukla26@gmail.com
		Dr Kranti Kushwaha	20/5/1985	Ph.D	Assistant Professor	Journalism & Mass Communication	Chaudhary Bansi Lal University, Bhiwani, Haryana	5	9451301581	krantikushwaha98@gmail.com
		Dr. Amit Sharma	15/1/1988	PhD	Assistant Professor	Journalism & Mass Communication	Manipal University Jaipur	6	9460241234	jmcamit@gmail.com
2	Editing, Layout and Design	Dr. Vikram Kaushik	24/03/72	PhD	Professor	Faculty of Media Studies	Guru Jambheswar University of Science and Technology, Hisar	25	9415495905	vkaushik24@gmail.com
		Ashutosh Kumar Pandey	15/9/1989	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	JECRC University, Jaipur	3	8789450075	jmcashutosh@gmail.com
		Ms Zoya Abrar Khan	4/3/1991	Ph.D (Pursuing)	Assistant Professor & HOD	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	2.5	8126302382	zoya.k@invertis.org
3	Basics of Camera, Light and Sound	Dr. Sandeep Kumar	2/2/1982	PhD	Assistant Professor	Amity School of Communication	Amity University, Gwalior	7	7000945315	drsandeepkumar153@gmail.com
		Dr Umesh Kumar Saxena	3/6/1969	Ph.D	Assistant Professor	Mass Communication & Electronic Journalism	MJPR University, Bareilly, U.P.	11	9359788275	usaxena73@gmail.com
		Ms Asha Sharma	6/11/1986	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	1	9410200336	asha.s@invertis.org
4	Indian Constitution, Politics and Economy	Dr Nageshwar Prasad	23/01/1955	Ph.D, D.Litt	Ret. Professor	Deptt of Political Science	R.P. (PG) College, Meerganj, Bareilly, U.P.	42	9412604221	081nageshwar@gmail.com
		Dr D.P. Yadav	31/12/1965	Ph.D,	Professor	Deptt of Political Science	Gayatri Vidyapeeth (PG) College, Risiya, Bahraich, U.P.	28	9411221562	dryadav9411@gmail.com
		Dr Shailendra Singh	07/03/1974	Ph.D,	Asso Professor	Deptt of Political Science	Om Sterling Global University, Hisar, Haryana	19	9416893856	Sksksingh999@gmail.com
5	Computer for Mass Communication	Arvind Kumar Shukla	20/5/1980	Ph.D	Asso. Professor	Deptt of Computer Application	IFTM University, Moradabad, U.P.	14	9319160550	arvindshukla.india@gmail.com
		Dr B.S. Rawat	9/7/1979	Ph.D	Asso. Professor	Computer Science	Invertis University, Bareilly	15	8218220386	rawat.bhupender@gmail.com
		Mr Gaurav Singh	15/7/1985	M.Tech	Asstt Prof	Computer Science	Rakshpal Bahadur College of Engg & Tech., Bareilly	12	9897391097	gauravexperience@gmail.com

Bareilly International University, Bareilly

BA (Mass Communication): 2nd Sem

Panel of Internal Examiners for Paper-setting and Evaluation (Session 2022-23)

A	B	C	D	E	F	G	H	I	J	K
Sr. No	Subject	Name of Teacher	Date of Birth	Qualification	Designation	Department/ College	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1	Reporting Techniques & Skills	Dr Abnish Singh	4/6/1979	M.Phil & PhD	Professor	BIU College of Humanities & Journalism	Bareilly International University	18	9456011560	abnishsinghchauhan@gmail.com
2	Editing, Layout and Design	Mr Ankit Yadav	30/9/1982	MA (APR), PGDM	Guest Faculty	BIU College of Humanities & Journalism	Bareilly International University	6	9760353530	ankyad@gmail.com
3	Basics of Camera, Light and Sound	Mr Ankit Yadav	30/9/1982	MA (APR), PGDM	Guest Faculty	BIU College of Humanities & Journalism	Bareilly International University	6	9760353530	ankyad@gmail.com
4	Indian Constitution, Politics and Economy	Dr Sunil Kumar Singh	05/8/1972	PhD (Pol. Sc.)	Professor	BIU College of Humanities & Journalism	Bareilly International University	20	8218622744	sunilsaugnmc@gmail.com
5	Computer for Mass Communication	Ms Monika	11/3/1992	M.Com, MA (Eng), Diploma CCC & ADCA	Lecturer	BIU College of Management	Bareilly International University	3	8006376946	godofhydron@gmail.com

Bachelor of Arts (Mass Communication)
Semester— 1
Paper Code & Paper Name

Duration: 3 Hours
Note: All questions are compulsory

Max Marks: 70

Q1. Fill-up the Blank Type Questions — 5 Questions x 1 Marks Each = 5
a.
b.
c.
d.
e.

Q2. True and False Type Questions — 5 Questions x 1 Marks Each = 5
a.
b.
c.
d.
e.

Q3. Very Short Answer Type Questions — 5 Questions x 2 Marks Each = 10
a.
b.
c.
d.
e.

Q4. Short Answer Type Questions — 4 Questions x 5 Marks Each = 20
a.
b.
c.
d.
e.
f.

Q4. Long Answer Type Questions — 2 Questions x 15 Marks Each = 30
a.
b.
c.
d.

BIU College of Management
BIU, Bareilly

Ordinance

Course: BA (Mass Communication)
Duration: (3 Years)
Academic Session: 2022-23

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1. Scope

This ordinance shall apply to the program leading to Bachelor of Arts (Mass Communication) degree.

2. Admission Criteria (1st year of the Program)

A candidate seeking admission to Bachelor of Arts (Mass Communication) should have passed 10+2 level examination in any stream.

A candidate must have obtained minimum 50% marks in the qualifying examination. The candidate belongs to the schedule cast and the schedule tribe must have obtained minimum 45 % instead of 50%.

3. Program Duration

a) The duration of the program leading to the award of Bachelor of Arts (Mass Communication) degree shall be of three academic years.
b) The maximum duration for successfully completion of program shall not exceed Six years.

4. Annual Intake

The annual intake to 1st year of the program shall be 60 or as approved by the executive council of the university.

5. Medium of Instruction

The medium of instruction for all subjects of study and examination shall be English.

6. Attendance

a) Each candidate is required to obtain minimum 75% attendance in all Theory subjects so as to be eligible to appear in the University Examination.
b) Further relaxation of attendance up to 5% to the student can be given by the Head of Institution/ Principal on genuine/compassionate grounds with prior permission under special circumstances.
c) No student will be allowed to appear in the university examination if he/she does not satisfy the overall average attendance requirements of clauses- a) and b).
d) The names of the students who are not eligible to appear in the university examinations are to be intimated to the Controller of Examination and the concerned students before the commencement of the examination.

7. Organization of the Program

a) Each academic year shall comprise of two parts. First part shall be termed as odd semester and second part as even semester.

b) There shall be minimum 17 weeks devoted to academic activities, excluding 3 weeks for examination and their preparations.

c) The academic activities shall be carried for minimum 30 hours per week.

d) The course delivery in each semester shall be carried out in accordance with minimum hours assigned to each theory subject

8. Internship Report

In each semester, each student shall undertake 80 hours or five hours per day for 16 days internship in a media house for practical exposure. On undertaking the internship, he/she shall submit internship report and certificate duly signed by the authority of training organization to the head/coordinator of the department.

9. Examination Criteria

A student must obtain 50% marks in the examinations to pass the concerned subject(s)/ professional. 75% and above marks in a subject will indicate distinction in the subject.

Classification of Results

- Distinction 75% marks in a single attempt and above in the aggregate.
- 1st Division 60% marks in a single attempt and above in the aggregate.
- 2nd Division 50% marks in a single attempt and above but less than 60% in the aggregate.

10. Curriculum

The 3 year curriculum has been divided into 6 semesters and shall include lectures, tutorials, seminars, etc. in addition to media house training, etc. as defined in the scheme. 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.

Curriculum Outlet:

First Semester (0-6 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication and Mass Media	04	01	-	05	5
2	Mass Communication: Concepts and Processes	04	01	-	05	5
3	Introduction to Print Media	04	01	-	05	5
4	Communicative English	04	01	-	05	5
5	Communicative Hindi	04	01	-	05	5
Internship						
6	Residency in Media House -I	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Second Semester (07-12 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Reporting Techniques and Skills	04	01	-	05	5
2	Editing, Layout and Design	04	01	-	05	5
3	Basics of Camera, Light and Sound	04	01	-	05	5
4	Indian Constitution, Politics and Economy	04	01	-	05	5
5	Computer for Mass Communication	04	01	-	05	5
	Internship					
6	Residency in Media House -II	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Third Semester (13-18 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Media, Society and Culture	04	01	-	05	5
2	Introduction to Electronic Media	04	01	-	05	5
3	New Media and Cyber Journalism	04	01	-	05	5
4	Introduction to Audio-Visual Media	04	01	-	05	5
5	Radio Programme Production	04	01	-	05	5
	Internship					
6	Residency in Media House - III	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Fourth Semester (19-24 months)

S.No.	Subjects Name -	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	World Media Scenario	04	01	-	05	5

2	Media Industry and Management	04	01		05	5
3	Media Ethics and Laws	04	01		05	5
4	Fundamentals of Film	04	01		05	5
5	Documentary Production	04	01		05	5
	Subsidiary Subject					
6	Environmental Sciences	04	01		05	
	Internship					
7	Residency in Media House - IV	-	-	0	05	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Fifth Semester (25-30 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Corporate Communication	04	01	-	05	5
2	Development Communication	04	01	-	05	5
3	Advertising	04	01	-	05	5
4	Public Relations	04	01	-	05	5
5	Television Programme Production	04	01	-	05	5
	Internship					
6	Residency in Media House -V	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Sixth Semester (31-36 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication Research	04	01	-	05	5
2	Photo Journalism	04	01	-	05	5
3	Non-linear Video Editing	04	01	-	05	5
4	Event Management	04	01	-	05	5
5	National Security and Media	04	01	-	05	5
	Internship					
6	Residency in Media House - VI	-	-	5	5	
	Contact Hours per Semester				420 hrs	Total Credits: 25

Marks Distribution

First Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Communication and Mass Media	30	70	100
2	Mass Communication: Concepts and Processes	30	70	100
3	Introduction to Print Media	30	70	100
4	Communicative English	30	70	100
5	Communicative Hindi	30	70	100
	Total			500

Second Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Reporting Techniques and Skills	30	70	100
2	Editing, Layout and Design	30	70	100
3	Basics of Camera, Light and Sound	30	70	100
4	Indian Constitution, Politics and Economy	30	70	100
5	Computer for Mass Communication	30	70	100
	Total			500

Third Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Media, Society and Culture	30	70	100
2	Introduction to Electronic Media	30	70	100
3	New Media and Cyber Journalism	30	70	100
4	Introduction to Audio-Visual Media	30	70	100

5	Radio Programme Production	30	70	100
	Total			500

Fourth Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	World Media Scenario	30	70	100
2	Media Industry and Management	30	70	100
3	Media Ethics and Laws	30	70	100
4	Fundamentals of Film	30	70	100
5	Documentary Production	30	70	100
	Subsidiary Subject			
6	Environmental Sciences	20	30	50
The subsidiary examination shall be non-University examination only and will not be the part of the grand total				
	Total			500

Fifth Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Corporate Communication	30	70	100
2	Development Communication	30	70	100
3	Advertising	30	70	100
4	Public Relations	30	70	100
5	Television Programme Production	30	70	100
	Total			500

Sixth Semester

Sr.No.	Course Title	Marks Distribution (Theory)		Total
		Internal	External	
1	Communication Research	30	70	100
2	Photo Journalism	30	70	100

3	Non-linear Video Editing	30	70	100
4	Event Management	30	70	100
5	National Security and Media	30	70	100
	Total			500

11. Schedule of Examination

There shall be an End Term University Examination at the end of each semester.

12. Internal Assessment

It shall be based on evaluation of periodic tests, tutorials, assignments, presentations, etc. The periodic tests will be conducted during each semester. However, minimum of two Internal Tests will be conducted.

The Internal assessment shall be submitted to the University before the commencement of the University Examinations.

13. Promotional Rules

A student shall be declared pass in a semester when he/she is pass in all the theory subjects. A student shall not be promoted to next year if the student fails to clear maximum three subjects, provided he/she has cleared all the theory subjects of previous years and result shall be declared as 'Promoted with Back Paper/s.'

A student shall appear in the forthcoming odd/ even semester examinations to clear back paper(s) only. A student shall be eligible to undertake internship only when he/she has cleared all the subjects. A student, who fails in the theory examination, shall have to re-appear in the University examination. Such a student may improve his/her internals assessment by appearing for 'Improvement Sessional Examination.'

14. Supplementary Examinations

The University will conduct one Main Examination and one Supplementary Examination in each semester. Supplementary Examinations will be held along with forthcoming odd / even semester examinations, as applicable.

15. Grace Marks

A student can be awarded 'Grace Marks' not exceeding a maximum 5 marks in theory and can be shared by not more than two subjects. The grace marks shall not be added to the aggregate marks.

16. Declaration of Result

The result of a candidate shall be declared by the University on the basis of the performance of Theory examination. In an individual subject the minimum pass marks (including internal assessment) shall be 50% in theory subject. The marks obtained in the University Examination and in the internal assessment of the subject shall be added to compute subject percentage.

17. Award of Rank

The merit list shall be drawn on the basis of commutation result of all semesters. On the basis of Final result, the top ten candidates in each branch shall be awarded rank according to their merit provided they pass all examinations in first attempt.

18. Award of Degree

The student shall be eligible for award of BA (Mass Communication) degree on successful completion of prescribed course of study and have been declared pass in the final result.

19. Scrutiny and Re-evaluation

Scrutiny shall be allowed for only theory papers, subject to maximum two subjects.

20. Cancellation of Admission

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

a) He/she is not found qualified as per norms or guidelines or the eligibility criteria prescribed by the University.
b) He/she is found involved in creating indiscipline in the Institution/College or in the University.
c) He/she is involved in an act of ragging.

21. Power to Amend the Ordinance

The 'Academic Council' shall have the powers to relax, amend any or all the provisions of the Ordinances, subject to the approval of the 'Executive Council' of the University.

Eligibility Criteria for Examiners

(3 Years Undergraduate Course- B.A. – Mass Communication)

1. **Examiner – Paper-setter (External)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

2. **Examiner – Answer Script Evaluation (External)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the allied subject with minimum one year teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.

3. **Examiner – Paper-setter (Internal)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

4. **Examiner – Answer Script Evaluation (Internal)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the allied subject and teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.

BIU College of Humanities & Journalism

BA (Mass Communication)

Scheme for Internal Assessment

1. Internal Assessment marks shall be shown separately in the Marks Sheet issued by the University and these marks shall be added to the semester examination marks for determining the division of the student.
2. 30% of the maximum marks in each paper in undergraduate courses shall be assigned for Internal Assessment and the remaining 70% marks for the semester University Examination; the time duration and other modalities of the semester Examination with respect to this 70% component shall remain as per existing schemes of examination for various undergraduate courses.
3. There shall be 5% weightage assigned to the First Internal Examination and 5% weightage assigned to the Second Internal Examination to be conducted by the college, for all subjects in Pass course.
4. Each student shall be assessed on the basis of written assignments/tutorials as well as on the basis of project reports/ term papers/ seminars. There shall be 5% weightage for such written assignments/ project reports/ presentations/ term papers/ seminars. Each student shall be given at least one written assignment per unit in each paper, subject to a maximum of 10 written assignments per semester for each paper.
5. Each student shall also be assessed on the basis of internship/ residency in a media house. There shall be 5% weightage for internship/ residency in a media house.
6. There shall be 10% weightage for regularity in attending lectures, tutorials and residency in a media house, and the credit for regularity in each paper including internship shall be on the basis of the percentage of attendance.

[Medical certificates shall be excluded while calculating credit towards marks to be awarded for regularity, though such certificates shall continue to be taken into account for the purpose of calculating eligibility to appear for examinations as per the existing provisions of Ordinance]

Program Outcome

To develop the communication skills, theoretical and practical knowledge among the students in print, electronic and new media.

The Communication and Journalism Department is committed to providing undergraduate students with a quality education in the communication and journalism disciplines that is current, relevant, practical, and personal. The department's goals include enabling students who graduate to be able to compete successfully for positions at graduate schools nationwide. Another departmental goal is that students who graduate in communication will be prepared for entry level positions as professionals within communication-related fields. Students who graduate in journalism will be prepared for entry-level positions as professionals within journalism and related fields.

Program Specific Outcome

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

B.A. (Mass Communication)

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- Gain knowledge of Mass Communication and the related avenues.
- Acquire the knowledge related to various avenues of Mass Communication and their impact.
- Get skills enough to excel in professional techniques of media industry.
- Empower himself by journalistic, communicative and professional skills.
- Become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press Style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTIVES

The programme (BA in Mass Communication) will enable the learner to:

- Impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.
- Develop the student into skillful, competitive and responsible professional for media industry.
- Empower learners by soft skills, life skills and journalistic skills.
- Impart media literacy and competency with new media technologies.
- Inculcate the student with values, ethics and legal knowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND SKILLS

Upon completion of this undergraduate programme (BA in Mass communication) the student shall:

- Be equipped with skills in information and communication technologies (ICT) including new media literacy.
- Acquire the primary research skills, employability and incubation abilities.
- Become ethically committed media professionals and entrepreneurs adhering to the human values.
- Have an understanding of acquiring knowledge throughout life.
- Acquire the understanding of importance of cooperation and teamwork.

Course Outcomes

Sr. No.	Name of the Programme	Name of the Course	Course Outcomes
1.1	B A (Mass Communication)	Communication and Mass Media	After the completion of the course, students will be able to: • Understand the importance of communication. • Learn various aspects of mass communication in various mediums. • Know the process of communication in different situations as well as different theories of communication, which are applied or used in various scenarios.
1.2		Mass Communication: Concepts and Processes	After the completion of the course, students will be able to: • Understand the concepts of communication and implement them in their professions and everyday life. • Identify the use of media in providing meaningful information. • Explain and review the theories of mass communication.
1.3		Introduction to Print Media	After the completion of the course, Student will be able to: • Identify news values and comprehend the news process in print media. • Demonstrate interviewing and newsgathering skills, organize a news story according to the news structure and write different leads, the body text and ending. • Display editing skills including proof reading and headline writing.
1.4		Communicative English	After the completion of the course, students will be able to: • Learn and use verbal and non-verbal communication in English. • Understand various aspects of English language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
1.5		Communicative Hindi	After the completion of the course, students will be able to; • Learn and use verbal and non-verbal communication in Hindi. • Understand various aspects of Hindi language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
2.1		Reporting Techniques and Skills	After the completion of the course, students will be able to: • Recognize how to plan and complete

			reports for maximum impact in mass communication. • Understand concept and theories of reporting techniques and skills and learn who, what, when, where, why and how type questions for making reports. • Know how to tailor a report for a specific audience and recognize when to use data back up the report, using reporting techniques and skills.
2.2		Editing; Layout and Design	After the completion of the course, students will be able to: • Understand the concepts of editing, layout and design and learn the process as well. • Apply page layout and design in the teaching-learning process and develop the visual content for a desired target audience. • Critically apply acquired knowledge to design projects with multiple levels of information across one or more editions.
2.3		Basics of Camera, Light and Sound	After the completion of the course, students will be able to: • Understand the basics of video, camera, light and sound. • Describe camera movements, mounts, shots, angles and compositions. • Understand techniques of lighting for video production. • Understand methods of recording and in-cam editing.
2.4		Indian Constitution, Politics and Economy	After the completion of the course, students will be able to: • Describe the functioning and structure of the state, legislature, executive and the judiciary. • Identify forms of government, coalitions and alliances. • Analyze political issues in the overall context of the Indian political system.
2..5		Computer for Mass Communication	After the completion of the course, students will be able to: • Understand the basic concepts of computer fundamentals. • Work on MS Office tools, Photoshop and Internet for the professional world. • Learn theories and practicals, practicing MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design in the computer lab.
3.1		Media, Society and Culture	After the completion of the course, students will be able to: • Write and discuss on the issues related to media, culture and society and recognize

			reports for maximum impact in mass communication. • Understand concept and theories of reporting techniques and skills and learn who, what, when, where, why and how type questions for making reports. • Know how to tailor a report for a specific audience and recognize when to use data back up the report, using reporting techniques and skills.
2.2		Editing; Layout and Design	After the completion of the course, students will be able to: • Understand the concepts of editing, layout and design and learn the process as well. • Apply page layout and design in the teaching-learning process and develop the visual content for a desired target audience. • Critically apply acquired knowledge to design projects with multiple levels of information across one or more editions.
2.3		Basics of Camera, Light and Sound	After the completion of the course, students will be able to: • Understand the basics of video, camera, light and sound. • Describe camera movements, mounts, shots, angles and compositions. • Understand techniques of lighting for video production. • Understand methods of recording and in-cam editing.
2.4		Indian Constitution, Politics and Economy	After the completion of the course, students will be able to: • Describe the functioning and structure of the state, legislature, executive and the judiciary. • Identify forms of government, coalitions and alliances. • Analyze political issues in the overall context of the Indian political system.
2..5		Computer for Mass Communication	After the completion of the course, students will be able to: • Understand the basic concepts of computer fundamentals. • Work on MS Office tools, Photoshop and Internet for the professional world. • Learn theories and practicals, practicing MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design in the computer lab.
3.1		Media, Society and Culture	After the completion of the course, students will be able to: • Write and discuss on the issues related to media, culture and society and recognize

			the impact of mass media on culture and society. • Develop competency and efficiency for becoming media and entertainment industry-ready-professional. • Become socially responsible media academician, researcher, and professional with global version.
3.2		Introduction to Electronic Media	After the completion of the course, students will be able to: • Understand introductory concepts with multiple resources in electronic media. • Understand the role of electronic media in mass communication and identify different Radio and TV programmes and their formats of communication. • Learn the skills of script writing for radio and the production of Radio and TV programmes.
3.3		New Media and Cyber Journalism	After the completion of the course, students will be able to: • Explain new media, its origin and evolution and impact on readers, business and society. • Distinguish new media from print and electronic media. • Define important terms of digital world, explaining the role and scope of a new media.
3.4		Introduction to Audio-Visual Media	After the completion of the course, students will be able to: • Understand the history, forms, elements, theories, meaning, and principles of audio-visual media. • Identify the conventions of audio-visual media and learn the process of making audio and video. • Participate actively in class-room discussions and critique ideas and techniques employed by peers in a constructive manner.
3.5		Radio Programme Production	After the completion of the course, students will be able to: • Understand the concept and theories of radio programme production, interpreting the challenges and solutions of the radio industry. • Learn how to practice broadcast journalism. • Prepare radio programs in different formats and style for different audiences.

4.1		World Media Scenario	After the completion of the course, students will be able to: • Understand the concept, importance and scope of world media, covering areas of present studies. • Identify the milestones of print and internet journalism in India and worldwide. • Learn the scenario of global news, news websites, print and online magazines, newspapers, etc.
4.2		Media Ethics and Laws	After the completion of the course, students will be able to: • Identify ethical issues faced by the media and discuss trends in commercialization of news. • Discuss various media laws and their implications on conduct of media. • Analyze the issues of media regulation in India and their impact on media houses.
4.3		Fundamentals of Film	After the completion of the course, students will be able to: • Learn the fundamentals of film, its form and content in theory and practice. • Understand crucial fine points that make cinema, classify various fascinating aspects of cinema and learn its language for captivating the masses. • Create a simple script and implement a shoot based on the same.
4.4		Documentary Production	After the completion of the course, students will be able to: • Identify and explain the major traditions of documentary studies for the past 100 years. • Connect their field-based experiences with appropriate archival sources and literatures. • Communicate effectively with individuals or groups outside.
4.5		Environmental Sciences	After the completion of the course, students will be able to: • Articulate the interconnected and interdisciplinary nature of environmental studies. • Understand and evaluate the global scale of environmental problems. • Use critical thinking, problem-solving devices, and methodological approaches of environmental studies.
5.1		Corporate Communication	After the completion of the course, students will be able to: • Provide basic and emerging concepts and principles in relation to better decision making in corporate communication.

6.1		Communication Research	After the completion of the course, students will be able to: • Develop foundational knowledge of communication research, cultivating communication competence. • Apply human communication strategies in a diverse world. • Evaluate and utilize evidence-based research in the field of mass communication.
6.2		Photo Journalism	After the completion of the course, students will be able to: • Describe the fundamental concept of the medium of photography, combine the science and art on photography, relate the history of the medium, and design storytelling through this visual medium. • Understand the advanced techniques, display exposure of photography and handle the specialized techniques of lighting and composition. • Develop projects that address both the art of the medium as well as the commercial applications.
6.3		Non-linear Video Editing	After the completion of the course, students will be able to: • Understand how to generate a video by applying knowledge of mass media. • Present the edited video to the specific audiences. • Record short clips by using camera and edit these clips by using softwares.
6.4		Event Management	After the completion of the course, students will be able to: • Comprehend EM companies' functions as independent organizations and develop understanding of the events as prevalent tools of marketing. • Analyze the role of events in building/developing corporate image and get an insight into the important aspects of crisis/risk management in such events. • Learn how to manage an event and how to frame it as well.
6.5		National Security and Media	After the completion of the course, students will be able to: • Identify and explain journalistic process and how it intersects with the national security, applying appropriate research in press freedom and national security, applying appropriate research principles and methods. • Demonstrate autonomy, critical thinking and analysis skills and expert judgement

			and responsibility in the field of press freedom and national security, with an eye to giving clear conclusions on law reform options. • Have the cognitive and technical skills to independently examine, research and analyze existing and emerging legal issues relating to press freedom and national security.

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BOS

Ref. No.: BIU/CHJ/187

Aug 10, 2023

Office Circular / Notice

The meeting of Board of Studies/ Board of Faculty, BIU College of Humanities & Journalism, for the session 2023-24 is proposed to be convened as under –

Date	:	Aug 11, 2023
Venue	:	Board Room
Time	:	10 a.m. onwards

Agenda of Meeting

The following agenda is being proposed for discussion and approval in the meeting of Board of Studies/ Board of Faculty for the course of B.A. Mass Communication (Academic Session 2023-2024):

Proposed Agenda:

1. Proposed Academic Calendar/ Planner - B.A. (Mass Communication)
2. Ordinance – B.A. (Mass Communication)
3. Examination Ordinance (Including Eligibility Criteria & Scheme for Internal Assessment)
4. POs & COs
5. Syllabus of the course- B.A. (Mass Communication)
6. Plan for Residency in Media House
7. Result Analysis
8. Academic Events
9. Panel of External and Internal Examiners – B.A. (Mass Communication)
10. Question Paper Format – B.A. (Mass Communication)

Monika

(Monika)
Convener

Copy to:

- All the members of the Board of Studies / BOF

Ref. No.: BIU/CHJ/190

Aug 11, 2023

ATTENDANCE SHEET

Date : Aug 11, 2023
Venue : Board Room
Time : 10 a.m. onwards

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Assistant Professor, BIUCM	Member	
5.	Ms Shivani Saxena	Assistant Professor, BIUCM	Member	

Monika

(Monika)
Convener

Ref. No.: BIU/CHJ/191 Aug 11, 2023

Minutes of Meeting

The meeting of Board of Studies/ Board of Faculty for the session of 2023-24 was held on Aug 11, 2023 at 10 a.m. onwards at College Board Room to discuss the matters as listed in the agenda:

The following members of Board of Studies/ Board of Faculty were present:

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Asstt Professor, BIUCM	Member	
5.	Ms Shivani Saxena	Asstt Professor, BIUCM	Member	

The Minutes of the Meeting are as under:

1. The meeting was chaired by Dr Abnish Singh.
2. The review of the present BOS/ BOF meeting, for the session 2023-24, on the topics of academic calendar, syllabus and examination have been made accordingly.
3. The Academic Calendar of B.A. (Mass Communication) program was discussed and approved without any change.
4. The POs & Cos along with the syllabus of the course- B.A. (Mass Communication), Plan for Residency in Media House, Result Analysis and Academic Events were discussed and approved without any change.
5. Panel of examiners (Internal & External) for Theory Evaluation and Question Paper Setting (subject-wise) of were discussed for B.A. (Mass Communication) program. The panel is approved and recommended to be forwarded to the Controller of Examination/ the Registrar.
6. The Question Paper Format - B.A. (Mass Communication) was discussed and approved without any change. The format is recommended to be forwarded to the Controller of Examination/ the Registrar.
7. The Ordinance – B.A. (Mass Communication) was discussed and approved without any change. The Ordinance is recommended to be forwarded to the Controller of Examination/ the Registrar.

8. Examination Ordinance (Including Eligibility Criteria & Scheme for Internal Assessment)– B.A. (Mass Communication) was discussed and approved without any change. The Criteria and the scheme are recommended to be forwarded to the Controller of Examination/ the Registrar.
9. No other item/matter is raised by any member and proceeding is declared as closed with vote of thanks.

Monika

(Monika)
Convener

BIU College of Humanities & Journalism

Academic Calendar

Sr. No.	Particulars	Period of Time
1.	Commencement of Classes (Odd Sem)	Third week of Aug 2023
2.	Last date of submission of University Form	As per notification
3.	First Internal Examination (on completion of two units)	Last week of Sep 2023
4.	Second Internal Examination (on completion of all units)	Last week of Nov 2023
5.	University Examination (Odd Sem)	First week of Jan 2024
6.	Commencement of Classes (Even Sem)	Last week of Feb 2024
7.	First Internal Examination (on completion of two units)	First week of April 2024
8.	Second Internal Examination (on completion of all units)	Third week of May 2024
	University Examination (Even Sem)	Second week of June 2024

Regular class tests, mock tests, presentations and tutorials will be held as per the Lecture Plan of each subject.

(Monika) (Shivani) (Dr Ashish) (Dr Pushpendra)

(Abdul Bakar) (Dr. Sumit Kr Singh)

BIU College of Management
BIU, Bareilly

Ordinance

Course: BA (Mass Communication)
Duration: (3 Years)
Academic Session: 2023-24

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(Monika) (Shivan) (Dr Abhinav) (Dr Puspendra)

(Atul Babu) (Dr Sunil Kr Singh)

1. Scope

This ordinance shall apply to the program leading to Bachelor of Arts (Mass Communication) degree.

2. Admission Criteria (1st year of the Program)

A candidate seeking admission to Bachelor of Arts (Mass Communication) should have passed 10+2 level examination in any stream.

A candidate must have obtained minimum 45% marks in the qualifying examination. The candidate belongs to the schedule cast and the schedule tribe must have obtained minimum 40 % instead of 45%.

3. Program Duration

a) The duration of the program leading to the award of Bachelor of Arts (Mass Communication) degree shall be of three academic years.
b) The maximum duration for successfully completion of program shall not exceed six years.

4. Annual Intake

The annual intake to 1st year of the program shall be 30 or as approved by the executive council of the university.

5. Medium of Instruction

The medium of instruction for all subjects of study and examination shall be English.

6. Attendance

a) Each candidate is required to obtain minimum 75% attendance in all Theory subjects so as to be eligible to appear in the University Examination.
b) Further relaxation of attendance up to 5% to the student can be given by the Dean/Principal of the institution on genuine/compassionate grounds with prior permission under special circumstances.
c) No student will be allowed to appear in the university examination if he/she does not satisfy the overall average attendance requirements of clauses- a) and b).
d) The names of the students who are not eligible to appear in the university examinations are to be intimated to the Controller of Examination and the concerned students before the commencement of the examination.

7. Organization of the Program

a) Each academic year shall comprise of two parts. First part shall be termed as odd semester and second part as even semester.
b) There shall be minimum 16 weeks devoted to academic activities, excluding 4 weeks for examination and their preparations.
c) The academic activities shall be carried for minimum 30 hours per week.

(Monika) (Shivani) (Dr Ashish) (Dr Pushpendra)

(T. Atul Babu) (Dr Sunil Kr Singh)

d) The course delivery in each semester shall be carried out in accordance with minimum hours assigned to each theory subject

8. Internship (Residency)

In each semester, each student shall undertake 80 hours or five hours per day for 16 days internship in a media house (residency in media house) for practical exposure. On undertaking the internship (residency), he/she shall submit observation modules and certificate duly signed by the authority of training organization to the head/coordinator of the department. However, no marks would be awarded to the internship (residency).

9. Examination Criteria

A student must obtain 40% marks in the examinations to pass the concerned subject(s)/ professional. 75% and above marks in a subject will indicate distinction in the subject.

Classification of Results

- Distinction 75% marks in a single attempt and above in the aggregate.
- 1st Division 60% marks in a single attempt and above in the aggregate.
- 2nd Division 50% marks in a single attempt and above but less than 60% in the aggregate.

10. Curriculum

The 3 year curriculum has been divided into 6 semesters and shall include lectures, tutorials, etc. in addition to internship/ residency in media house as defined in the scheme. 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.

Curriculum Outlet:

First Semester (0-6 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication and Mass Media	04	01	-	05	5
2	Mass Communication: Concepts and Processes	04	01	-	05	5
3	Introduction to Print Media	04	01	-	05	5
4	Communicative English	04	01	-	05	5
5	Communicative Hindi	04	01	-	05	5
	Internship					
6	Residency in Media House -I	-	-	05	05	
	Contact Hours per Semester	400 hrs		80 hrs	Total Hrs: 480	Total Cr: 25

Monika Shivani (Monika) (Shivani)

Asingh (Dr Anurag) (Dr Pushpendra)

(Atul Babu) (Dr Sunil Kr Singh)

Second Semester (07-12 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Reporting Techniques and Skills	04	01	-	05	5
2	Editing, Layout and Design	04	01	-	05	5
3	Basics of Camera, Light and Sound	04	01	-	05	5
4	Indian Constitution, Politics and Economy	04	01	-	05	5
5	Computer for Mass Communication	04	01	-	05	5
Internship						
6	Residency in Media House -II	-	-	05	05	
	Contact Hours per Semester	400 hrs		80 hrs	**Total Hrs:** 480	**Total Cr:** 25

Third Semester (03-18 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Media, Society and Culture	04	01	-	05	5
2	Introduction to Electronic Media	04	01	-	05	5
3	New Media and Cyber Journalism	04	01	-	05	5
4	Introduction to Audio-Visual Media	04	01	-	05	5
5	Radio Programme Production	04	01	-	05	5
Internship						
6	Residency in Media House – III	-	-	05	05	
	Contact Hours per Semester	400 hrs		80 hrs	**Total Hrs:** 480	**Total Cr:** 25

Fourth Semester (19-24 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	World Media Scenario	04	01	-	05	5

(Monika) (Shivani) (Dr Abhishek) (Dr Pushpendra)

(Asad Babu) (Dr. Sunil Kr. Singh)

2	Media Industry and Management	04	01	-	05	5
3	Media Ethics and Laws	04	01	-	05	5
4	Fundamentals of Film	04	01	-	05	5
5	Documentary Production	04	01	-	05	5
	Subsidiary Subject					
6	Environmental Sciences	04	01	-	05	
	Internship					
7	Residency in Media House – IV	-	-	05	05	
	Contact Hours per Semester	400 hrs		80 hrs	**Total Hrs:** 480	**Total Cr:** 25

Fifth Semester (25-30 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Corporate Communication	04	01	-	05	5
2	Development Communication	04	01	-	05	5
3	Advertising	04	01	-	05	5
4	Public Relations	04	01	-	05	5
5	Television Programme Production	04	01	-	05	5
	Internship					
6	Residency in Media House -V	-	-	05	05	
	Contact Hours per Semester	400 hrs		80 hrs	**Total Hrs:** 480	**Total Cr:** 25

Sixth Semester (31-36 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication Research	04	01	-	05	5
2	Photo Journalism	04	01	-	05	5
3	Non-linear Video Editing	04	01	-	05	5
4	Event Management	04	01	-	05	5
5	National Security and Media	04	01	-	05	5
	Internship					
6	Residency in Media House – VI	-	-	05	05	
	Contact Hours per Semester	400 hrs		80 hrs	**Total Hrs:** 480	**Total Cr:** 25

(Monika) (Shivani) (Dr Asnige) (Dr Pushpendra)

(Atul Babu) (Dr. Sunil Kr Singh)

11. Marks Distribution

First Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1	18001	Communication and Mass Media	30	70	100
2	18002	Mass Communication: Concepts and Processes	30	70	100
3	18003	Introduction to Print Media	30	70	100
4	18004	Communicative English	30	70	100
5	18005	Communicative Hindi	30	70	100
				Total	500

Second Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1	18006	Reporting Techniques and Skills	30	70	100
2	18007	Editing, Layout and Design	30	70	100
3	18008	Basics of Camera, Light and Sound	30	70	100
4	18009	Indian Constitution, Politics and Economy	30	70	100
5	18010	Computer for Mass Communication	30	70	100
				Total	500

Third Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1	18011	Media, Society and Culture	30	70	100
2	18012	Introduction to Electronic Media	30	70	100
3	18013	New Media and Cyber Journalism	30	70	100
4	18014	Introduction to Audio-Visual Media	30	70	100
5	18015	Radio Programme Production	30	70	100
				Total	500

Monika Shivani
(Monika) (Shivani)
(Dr Ashish) (Dr Pradeependra)
(Atul Babu)

Fourth Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1	18016	World Media Scenario	30	70	100
2	18017	Media Industry and Management	30	70	100
3	18018	Media Ethics and Laws	30	70	100
4	18019	Fundamentals of Film	30	70	100
5	18020	Documentary Production	30	70	100
		Subsidiary Subject			
6	18021	Environmental Sciences	20	30	50
The subsidiary examination shall be non-University examination only and will not be the part of the grand total					
				Total	500

Fifth Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1	18022	Corporate Communication	30	70	100
2	18023	Development Communication	30	70	100
3	18024	Advertising	30	70	100
4	18025	Public Relations	30	70	100
5	18026	Television Programme Production	30	70	100
				Total	500

Sixth Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1	18027	Communication Research	30	70	100
2	18028	Photo Journalism	30	70	100
3	18029	Non-linear Video Editing	30	70	100
4	18030	Event Management	30	70	100
5	18031	National Security and Media	30	70	100
				Grand Total	500
				Grand Total (All Semesters)	3000

Monika Shivani (Monika) (Shivani)
Asingh (Dr Abnish)
(Dr Pushpendra)
Tarfull Baker
(Dr Sunil Kr Singh)

12. Schedule of Examination

There shall be an End Term University Examination at the end of each semester.

13. Internal Assessment

It shall be based on evaluation of periodic tests (internal tests), assignments, presentations, etc. The Periodic tests will be conducted during each semester. However, minimum of two internal tests will be conducted. Moreover, the Internal assessment shall be submitted to the University before the commencement of the University Examinations.

14. Promotional Rules

A student shall be declared pass in a semester when he/she is pass in all the theory subjects. A student shall not be promoted to next year if he/she fails to clear minimum five subjects in both the semesters and result shall be declared as 'Promoted with back paper/s'.

A student shall appear in the forthcoming odd/ even semester examinations to clear back paper(s) only. A student, who fails in the theory examination, shall have to re-appear in the University examination.

15. Supplementary Examinations

The University will conduct one Main Examination and one Supplementary Examination in each semester. Supplementary Examinations will be held along with forthcoming odd/even semester examinations, as applicable.

16. Grace Marks

No grace mark will be awarded.

17. Declaration of Result

The result of a candidate shall be declared by the University on the basis of the performance of Theory examination. In an individual subject the minimum pass marks (including internal assessment) shall be 40% in theory subject. The marks obtained in the University Examination and in the internal assessment of the subject shall be added to compute subject percentage.

18. Award of Rank

The merit list shall be drawn on the basis of commutation result of all semesters. On the basis of Final result, the topper shall be awarded rank according to his/her merit, provided he/she passes all examinations in the first attempt.

19. Award of Degree

The student shall be eligible for award of BA (Mass Communication) degree on successful completion of prescribed course of study and have been declared pass in the final result.

(Monika) (Shivani) (Dr. Abhijit Singh) (Dr. Pushpendra) (Dr. Sunil Kr. Singh) (Atul Babu)

20. **Scrutiny/Re-evaluation**

Scrutiny/re-evaluation shall be allowed for only theory papers, subject to maximum two subjects.

21. **Cancellation of Admission**

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

a) He/she is not found qualified as per norms or guidelines or the eligibility criteria prescribed by the University.
b) He/she is found involved in creating indiscipline in the Institution/College or in the University.
c) He/she is involved in an act of ragging.

22. **Power to Amend the Ordinance**

The 'Academic Council' shall have the power to relax, amend any or all the provisions of the Ordinances, subject to the approval of the 'Executive Council' of the University.

Monika Shivani
(Monika) (Shivani)

(Dr Abhishek) (Dr Pushpendra)

(Abdul Babu) (Dr. Sunil Kr Singh)

Eligibility Criteria for Examiners

(3 Years Undergraduate Course- B.A. – Mass Communication)

1. **Examiner – Paper-setter (External)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

2. **Examiner – Answer Script Evaluation (External)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the allied subject with minimum one year teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.

3. **Examiner – Paper-setter (Internal)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

4. **Examiner – Answer Script Evaluation (Internal)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) or any other professional degree in the allied subject and teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.

Monika Shivani (Monika) (Shivani)

A Singh (Dr Abnish)

(Dr Rishpendra)

(Dr Sunil Kr Singh)

(Atul Bubey)

BIU College of Humanities & Journalism

BA (Mass Communication)

Scheme for Internal Assessment

1. Internal Assessment marks shall be shown separately in the Marks Sheet issued by the University and these marks shall be added to the semester examination marks for determining the division of the student.
2. 30% of the maximum marks in each paper in undergraduate courses shall be assigned for Internal Assessment and the remaining 70% marks for the semester University Examination; the time duration and other modalities of the semester Examination with respect to this 70% component shall remain as per existing schemes of examination for various undergraduate courses.
3. There shall be 5% weightage assigned to the First Internal Examination and 5% weightage assigned to the Second Internal Examination to be conducted by the college, for all subjects in Pass course.
4. Each student shall be assessed on the basis of written assignments/tutorials as well as on the basis of project reports/ term papers/ seminars. There shall be 5% weightage for such written assignments/ project reports/ presentations/ term papers/ seminars. Each student shall be given at least one written assignment per unit in each paper, subject to a maximum of 10 written assignments per semester for each paper.
5. Each student shall also be assessed on the basis of internship/ residency in a media house. There shall be 5% weightage for internship/ residency in a media house.
6. There shall be 10% weightage for regularity in attending lectures, tutorials and residency in a media house, and the credit for regularity in each paper including internship shall be on the basis of the percentage of attendance.

[Medical certificates shall be excluded while calculating credit towards marks to be awarded for regularity, though such certificates shall continue to be taken into account for the purpose of calculating eligibility to appear for examinations as per the existing provisions of Ordinance]

Monika Shivani
(Monika) (Shivani)

(Dr Abhishek)

(Dr Pushpendra)

(Atul Babu)

(Dr. Sunil Kr. Singh)

B.A. (Mass Communication)

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- Gain knowledge of Mass Communication and the related avenues.
- Acquire the knowledge related to various avenues of Mass Communication and their impact.
- Get skills enough to excel in professional techniques of media industry.
- Empower himself by journalistic, communicative and professional skills.
- Become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press Style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTIVES

The programme (BA in Mass Communication) will enable the learner to:

- Impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.
- Develop the student into skillful, competitive and responsible professional for media industry.
- Empower learners by soft skills, life skills and journalistic skills.
- Impart media literacy and competency with new media technologies.
- Inculcate the student with values, ethics and legal knowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND SKILLS

Upon completion of this undergraduate programme (BA in Mass communication) the student shall:

- Be equipped with skills in information and communication technologies (ICT) including new media literacy.
- Acquire the primary research skills, employability and incubation abilities.
- Become ethically committed media professionals and entrepreneurs adhering to the human values.
- Have an understanding of acquiring knowledge throughout life.
- Acquire the understanding of importance of cooperation and teamwork.

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Course Outcomes

Sr. No.	Name of the Programme	Name of the Course	Course Outcomes
1.1	B A (Mass Communication)	Communication and Mass Media	After the completion of the course, students will be able to: • Understand the importance of communication. • Learn various aspects of mass communication in various mediums. • Know the process of communication in different situations as well as different theories of communication, which are applied or used in various scenarios.
1.2		Mass Communication: Concepts and Processes	After the completion of the course, students will be able to: • Understand the concepts of communication and implement them in their professions and everyday life. • Identify the use of media in providing meaningful information. • Explain and review the theories of mass communication.
1.3		Introduction to Print Media	After the completion of the course, Student will be able to: • Identify news values and comprehend the news process in print media. • Demonstrate interviewing and newsgathering skills, organize a news story according to the news structure and write different leads, the body text and ending. • Display editing skills including proof reading and headline writing.
1.4		Communicative English	After the completion of the course, students will be able to: • Learn and use verbal and non-verbal communication in English. • Understand various aspects of English language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
1.5		Communicative Hindi	After the completion of the course, students will be able to: • Learn and use verbal and non-verbal communication in Hindi. • Understand various aspects of Hindi language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
2.1		Reporting Techniques and Skills	After the completion of the course, students will be able to: • Recognize how to plan and complete

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			reports for maximum impact in mass communication. • Understand concept and theories of reporting techniques and skills and learn who, what, when, where, why and how type questions for making reports. • Know how to tailor a report for a specific audience and recognize when to use data back up the report, using reporting techniques and skills.
2.2		Editing; Layout and Design	After the completion of the course, students will be able to: • Understand the concepts of editing, layout and design and learn the process as well. • Apply page layout and design in the teaching-learning process and develop the visual content for a desired target audience. • Critically apply acquired knowledge to design projects with multiple levels of information across one or more editions.
2.3		Basics of Camera, Light and Sound	After the completion of the course, students will be able to: • Understand the basics of video, camera, light and sound. • Describe camera movements, mounts, shots, angles and compositions. • Understand techniques of lighting for video production. • Understand methods of recording and in-cam editing.
2.4		Indian Constitution, Politics and Economy	After the completion of the course, students will be able to: • Describe the functioning and structure of the state, legislature, executive and the judiciary. • Identify forms of government, coalitions and alliances. • Analyze political issues in the overall context of the Indian political system.
2..5		Computer for Mass Communication	After the completion of the course, students will be able to: • Understand the basic concepts of computer fundamentals. • Work on MS Office tools, Photoshop and Internet for the professional world. • Learn theories and practicals, practicing MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design in the computer lab.
3.1		Media, Society and Culture	After the completion of the course, students will be able to: • Write and discuss on the issues related to media, culture and society and recognize

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			the impact of mass media on culture and society. • Develop competency and efficiency for becoming media and entertainment industry-ready-professional. • Become socially responsible media academician, researcher, and professional with global version.
3.2		Introduction to Electronic Media	After the completion of the course, students will be able to: • Understand introductory concepts with multiple resources in electronic media. • Understand the role of electronic media in mass communication and identify different Radio and TV programmes and their formats of communication. • Learn the skills of script writing for radio and the production of Radio and TV programmes.
3.3		New Media and Cyber Journalism	After the completion of the course, students will be able to: • Explain new media, its origin and evolution and impact on readers, business and society. • Distinguish new media from print and electronic media. • Define important terms of digital world, explaining the role and scope of a new media.
3.4		Introduction to Audio-Visual Media	After the completion of the course, students will be able to: • Understand the history, forms, elements, theories, meaning, and principles of audio-visual media. • Identify the conventions of audio-visual media and learn the process of making audio and video. • Participate actively in class-room discussions and critique ideas and techniques employed by peers in a constructive manner.
3.5		Radio Programme Production	After the completion of the course, students will be able to: • Understand the concept and theories of radio programme production, interpreting the challenges and solutions of the radio industry. • Learn how to practice broadcast journalism. • Prepare radio programs in different formats and style for different audiences.

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4.1		World Media Scenario	After the completion of the course, students will be able to: • Understand the concept, importance and scope of world media, covering areas of present studies. • Identify the milestones of print and internet journalism in India and worldwide. • Learn the scenario of global news, news websites, print and online magazines, newspapers, etc.
4.2		Media Ethics and Laws	After the completion of the course, students will be able to: • Identify ethical issues faced by the media and discuss trends in commercialization of news. • Discuss various media laws and their implications on conduct of media. • Analyze the issues of media regulation in India and their impact on media houses.
4.3		Fundamentals of Film	After the completion of the course, students will be able to: • Learn the fundamentals of film, its form and content in theory and practice. • Understand crucial fine points that make cinema, classify various fascinating aspects of cinema and learn its language for captivating the masses. • Create a simple script and implement a shoot based on the same.
4.4		Documentary Production	After the completion of the course, students will be able to: • Identify and explain the major traditions of documentary studies for the past 100 years. • Connect their field-based experiences with appropriate archival sources and literatures. • Communicate effectively with individuals or groups outside.
4.5		Environmental Sciences	After the completion of the course, students will be able to: • Articulate the interconnected and interdisciplinary nature of environmental studies. • Understand and evaluate the global scale of environmental problems. • Use critical thinking, problem-solving devices, and methodological approaches of environmental studies.
5.1		Corporate Communication	After the completion of the course, students will be able to: • Provide basic and emerging concepts and principles in relation to better decision making in corporate communication.

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			• Integrate various functions with organizational goals and strategies to provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant softwares, especially in media planning and production of campaigns.
5.2		Development Communication	After the completion of the course, students will be able to: • Recognize and explain the concept and importance of development communication. • Distinguish between communication and development communication with special reference to mass media. • Use of different media in development communication and their utility for the masses.
5.3		Advertising	After the completion of the course, students will be able to: • Discuss the meaning, nature, concept and tools of different types of advertising for various mediums of mass communication. • Comprehend the role and importance of advertising in society and develop and demonstrate strategic plans and planning methods in advertising for brand building. • Compose ad copy in a variety of media, as demonstrated through critical evaluation of visuals, graphics and the written words and designing the practice kit.
5.4		Public Relations	After the completion of the course, students will be able to: • Understand various theoretical perspectives of public relations. • Critically assess the use of rhetoric in an array of public relation materials, as demonstrated through successful completion of quizzes and critical analyses. • Online and offline critiques of PR campaign materials, closely monitoring numerous media channels for public comment about a company or product image.
5.5		Television Programme Production	After the completion of the course, students will be able to: • Comprehend the evolution of TV industry and its growth in India and illustrate the basics of TV genres and essentials of TV journalism. • Explain the handling and operating video camera and sound controlling equipments used in TV production. • Create the projects which will be beneficial for their career growth.

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6.1		Communication Research	After the completion of the course, students will be able to: • Develop foundational knowledge of communication research, cultivating communication competence. • Apply human communication strategies in a diverse world. • Evaluate and utilize evidence-based research in the field of mass communication.
6.2		Photo Journalism	After the completion of the course, students will be able to: • Describe the fundamental concept of the medium of photography, combine the science and art on photography, relate the history of the medium, and design storytelling through this visual medium. • Understand the advanced techniques, display exposure of photography and handle the specialized techniques of lighting and composition. • Develop projects that address both the art of the medium as well as the commercial applications.
6.3		Non-linear Video Editing	After the completion of the course, students will be able to: • Understand how to generate a video by applying knowledge of mass media. • Present the edited video to the specific audiences. • Record short clips by using camera and edit these clips by using softwares.
6.4		Event Management	After the completion of the course, students will be able to: • Comprehend EM companies' functions as independent organizations and develop understanding of the events as prevalent tools of marketing. • Analyze the role of events in building/developing corporate image and get an insight into the important aspects of crisis/risk management in such events. • Learn how to manage an event and how to frame it as well.
6.5		National Security and Media	After the completion of the course, students will be able to: • Identify and explain journalistic process and how it intersects with the national security, applying appropriate research in press freedom and national security, applying appropriate research principles and methods. • Demonstrate autonomy, critical thinking and analysis skills and expert judgement

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			and responsibility in the field of press freedom and national security, with an eye to giving clear conclusions on law reform options. • Have the cognitive and technical skills to independently examine, research and analyze existing and emerging legal issues relating to press freedom and national security.

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B.A. (Mass Communication) – Semester I

Communication and Mass Media

Unit I

Communication: Definition, Meaning and Concept; Importance, Functions and Process of Communication; Levels of Communication; Types of Communication: Verbal and Non-verbal, Barriers of Communication, 7 C's of Communication

Unit II

Communication Theories: Concept, Need and Importance; Types of Theory: Two Step and Multi Step Theory, Bullet Theory, Hypodermic Needle Theory, Normative Theory and Seibert Theory; Communication Models: Concept, Need and Importance; Types of Model: Models of Aristotle, Shannon and Weaver, Harold D. Lasswell, Osgood, Wilber Schramm, George Gerbner

Unit III

Mass Media: Meaning, Concept and Types; Role, Objectives and Functions of Mass Media; Introduction to Indian Press; Origin and Development of Newspaper and Magazine in India; Brief History of Electronic Media in India: Radio, TV, Audio, Video, Internet, Mobile Phone

Unit IV

Dimensions of Mass Media: Mass Media as Fourth Pillar of Democracy; Mass Media in Rural-Urban Divide; Mass Culture: Meaning and Concept; Perspectives, Objectives and Features of Mass Culture; Relation between Mass Media and Mass Culture and their Development

Unit V

Mass Media and New Age: Changing Trends under the Process of Globalization; Private and Public Mass Media; Technology in the Development of Mass Media; Mass Media and Market: Nature, Relation and Expansion; Mass Media and Social Issues; Mass Media and Ethical Issues

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Andal N and Rangarajan C : *Communications Theories And Models*
- K.B. Dutta : *Mass Media in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Kewal J Kumar : *Mass Communication in India*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

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B.A. (Mass Communication) – Semester I

Mass Communication: Concepts and Processes

Unit I

Mass Communication: Definition, Concept, Characteristics and Process; Functions of Mass Communication: Persuade, Inform, Educate and Entertain; Other Functions of Mass Communication; Impact and Influence of Mass Communication

Unit II

Mass Communication and Effects Paradigms: Meaning and Concept; Types of Effects Paradigms: Direct Effects, Mass Society Effects, Propaganda Limited Effects, Individual Difference Effects, Personal Influence Theory

Unit III

Mass Communication and Mass Culture: Meaning and Concept, Agenda Setting, Spiral of Silence, Cultivation Analysis, Critiques of the Effects Paradigm; Emergence of Alternative Paradigm and Mass Culture

Unit IV

Theories of Mass Communication: Meaning and Concept; Types of Theories: Cognitive, Dissonance, Agenda Setting, Cultivation, Authoritarian, Libertarian, Social Responsibility, Soviet Communist, Uses and Gratification Theory

Unit V

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, Mobiles. Advertising, Public Relations and Public Affairs, Traditional and Folk Media, Media and Modern Society, Media and Democracy

Readings:

- Baldev Raj Gupta : *Mass Communication and Development*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Denis McQuali : *Mass Communication Theory*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

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B.A. (Mass Communication) – Semester I

Introduction to Print Media

Unit I

Introduction to Print Media: Meaning, Concept and Brief History; Printing Technologies in Early Ages: Mesopotamian, China, Egypt; Gutenberg and Printing Press; Print Media as a Propaganda Tool for Religion; Evolution of Print as News Medium

Unit II

Anglo-Indian Press: Concept and Perspectives; James Augustus Hicky and the Bengal Gazette, Other Early Newspapers of Calcutta, Madras and Bombay; British Control on Freedom of Press; Role of Newspaper in India's Struggle for Independence; Indian Language Press (Early Years); Bangla, Marathi, Hindi, Tamil and Urdu: Prominent Newspapers and Magazines and their Editors

Unit III

Development of Print Media: Evolution during Initial Years of Freedom; Indian Government's Take On Freedom of Press: Objectionable Matters Act; Growth of National Press: English and Hindi; Press Censorship during Emergency; Underground Press and Literature; During Emergency: Over Ground Publishers; Take On Emergency; Press Code and Ethics in India

Unit IV

News Agencies in India (History, Functions and Role): PTI, UNI, UNI-Varta, Bhasa; International News Agencies and Transnational Dominance: Reuters, AP, AFP, UPI, and TASS; Government Media Organizations: PIB, Photo Division, DAVP, RNI; Other Media Related Organizations: ABC, INS, Editors Guild, IFWJ, NUJ, PII, NBA

Unit V

Economics of Print Media: Concept and Current Perspectives; Indian Newspaper Industry's Growth; Statistics of Indian Print Media; Ownership Pattern of Newspapers in India; The Great Migration of Print Media; The Future of Print Media in India

Readings:

- Abhijit Gupta and Chakravorty Swapan : *Print Areas: Book History in India*
- K.B. Dutta : *Mass Media in India*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*

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B.A. (Mass Communication) – Semester I

Communicative English

Unit I
Remedial Grammar: Sentence and its Kinds; Subject and Predicate; Tense and its Kinds, Usage of Tenses; Voice: Active and Passive; Degrees of Comprehension; Communicative Exercises on these Topics

Unit II
Communication: Meaning, Concept and Process; Types of Communication; Verbal Communication and LSRW; Listening and Speaking: Meaning, Concept and Characteristics; Reading and Writing: Meaning, Concept and Characteristics

Unit III
Non-verbal Communication: Kinesics, Proxemics, Chronemics, Haptics; Skimming and Scanning; Note-taking and Note-making; Writing Short Messages and E Mails; Preparing Notes and Reports based on Visuals; Preparing Notice, Agenda, Minutes of Meeting

Unit IV
Writing of Small Articles; Writing of Summaries and Reviews of Movies and Books; Vocabulary Building: Words Often Confused and Misused, Synonyms, Antonyms, One Word Substitution

Unit V
Translation of Short and Simple Passages: From Hindi into English; Providing Captions for Photos and Pictures; Providing Titles for Unseen Passages; Presenting Different Aspects of Debatable Topics

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Lina Mukhopadhyay, et al. : *Polyskills: A Course in Communication Skills and Life Skills*
- Michael Swan : *Practical English Usage*
- Daniel Jones : *English Pronouncing Dictionary*
- H.H. Stern : *Fundamental Concepts of Language Teaching*

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B.A. (Mass Communication) – Semester I

Communicative Hindi

Unit I

भाषा : परिभाषा, महत्व, विशेषताएँ, संक्षिप्त इतिहास; भाषा एवं समाज; भाषा एवं संस्कृति; शब्द रचना एवं प्रयोग; शब्द और वाक्य।

Unit II

वाक्य-रचना एवं प्रकार; सामान्य विधियाँ; संज्ञा, सर्वनाम, क्रिया, विशेषण; वाक्य और कल्पना; वाक्य और अनुभव।

Unit III

कहावतें, मुहावरे, अलंकार; हिंदी की प्रमुख बोलियाँ- अवधी, ब्रजभाषा, छत्तीसगढ़ी, मालवी, बुंदेलखंडी, बघेली, राजस्थानी, भोजपुरी, मैथिली आदि से संक्षिप्त परिचय।

Unit IV

मीडिया की भाषा; मीडिया में भाषा का उपयोग एवं महत्व; मीडिया की भाषा की प्रकृति एवं विशेषताएँ; समाचारों में प्रयोग होने वाले शब्द; विज्ञापन में उपयोग होने वाले लोकप्रिय शब्द; मीडिया की भाषा; भाषा : नए प्रचलन एवं प्रयोग; मीडिया भाषा में अंतर; मीडिया की भाषायी समस्या।

Unit V

भाषा व्यवहार : सरकारी पत्राचार, टिप्पणी तथा मसौदा-लेखन, सरकारी तथा व्यावसायिक पत्र-लेखन।

Readings:

- डॉ धीरेंद्र वर्मा : *हिंदी भाषा का इतिहास*
- डॉ उदय नारायण तिवारी : *हिंदी भाषा का उद्भव और विकास*
- राम विनायक सिंह : *हिंदी में सरकारी कामकाज*
- डॉ पूरणचंद्र टंडन : *भाषा अनुप्रयोग*
- भोलानाथ तिवारी : *अनुवाद विज्ञान*

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B.A. (Mass Communication) – Semester II

Reporting Techniques and Skills

Unit I

Gathering the News: Concept, Perspectives, Functions and News Sources; Reporter: Training and Qualifications to be a Reporter; News Reporting: Taking Notes, Interviews and Data Collection; Main Elements of News; Methods of News Reporting: Investigative or Interpretative Reporting; Organizing the Information: Writing and Editing

Unit II

Skills for Writing News: Concept and Perspectives; Basic Formula for Writing: The Inverted Pyramid; News Lead: Meaning and Concept; Types of Lead: The Summary Lead and No News Lead; Thinking through the Lead: Finding the Appropriate Verb, Organizing the Facts, Time Elements

Unit III

Some Other Aspects of the Lead: Datelines, Credit Lines, Bylines; Headline: Meaning and Concept; Four Functions of a Headline; Techniques for Making Headline; Organization of Topics of Mass Media

Unit IV

Reporting: Concept and Features; Types of Reporting: Crime Reporting, Court Reporting, Health Reporting, Civic Reporting, Political Reporting, Business Reporting, Science and Technology Reporting, Sports Reporting, Culture Reporting, Education Reporting; Reporting Techniques and Skills; Development Reporting

Unit V

Writing the Story: Concept, Attribution, Identification, Time and Timeliness; Process of Writing the Story; Magazine Writing; Obituary Writing; Article Writing; Editorial Writing; Writing Letter to Editor; Writing Critique; Writing Review; New Paradigm Features

Readings:

- George Hough : *News Writing*
- M.V. Kamath : *The Professional Journalism*
- M.V. Kamath : *The Journalist's Handbook*
- Miles Maguire : *Advanced Reporting: Essential Skills for 21st Century Journalism*
- Ted White : *Broadcast News: Writing, Reporting, and Producing*

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B.A. (Mass Communication) – Semester II

Editing, Layout and Design

Unit I

Editing: Meaning and Concept; Nature and Need for Editing; Principles of Editing; Editorial Desk; Functions of Editorial Desk; Copy-editing: Preparation of Copy for Media, Style Sheet, Editing Symbols, Proof Reading Symbols and their Significance

Unit II

Editorial Board: Meaning and Motives; Functions and Qualifications of Editor-in-Chief, Editor, Associate Editor, Assistant Editor and Technical Staff; Copy Selection and Copy Testing; Structure and Functions of Newsroom of a Daily/Weekly Newspaper, Periodical, News Channel, Online News Portal; Different Sections of Newsroom and their Functions

Unit III

Text Designing: Meaning, Concept, Principles and Techniques; Photo Designing: Meaning, Concept, Principles and Techniques; Audio-Video Designing: Meaning, Concept, Principles and Techniques; Web Designing and Colour Techniques

Unit IV

Layout and Design: Concept and Functions; Principles of Layout and Design; Printing/Publishing Technology: DTP, Page Making, Calligraphy and Typography, Video Making; Role and Responsibility of Designers

Unit V

Printing: Meaning and Concept; Types of Printing: Digital Printing, Offset Printing, Flexography, Letterpress Printing, Screen Printing; Stages of Making a Newspaper, Magazine, Web Pages; Relationship between Editing, Layout and Designing

Readings:

- Jan White : *Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers*
- The Society for News Design : *The Best of News Design*
- F.W. Hodgson : *New Subediting: For Quark Users* (Media Manuals Series)
- K.V. Krishnaswamy : *Writing and Editing News (Studies in Journalism)*
- Jessica Glaser : *Graphic Design Exercise Book*

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B.A. (Mass Communication) – Semester II

Basics of Camera, Light and Sound

Unit I

Camera: Meaning, Concept and Functions; Video Camera; Workings and Types of Video Camera; Different Types of Shots: Extreme Wide Shot, Very Wide Shot, Wide Shot, Medium Shot, Medium Close Up, Close Up, Extreme Close Up; Cutaway Shot, Cut-in Shot, Noddy Shot, Point of View Shot, Weather Shot, Aerial Shot; Camera Angles

Unit II

Camera Movements: Zoom, Pan, Tilt, Dolly, Truck, Pedestal, Track, Rack Focus; Lenses: Definition, Features and Functions; Different Types of Lenses: Wide Angle Lenses, Fisheye Lenses, Telephoto Lenses, Macro Lenses, Tilt Shift Lenses; Applications of Lenses; Camera and Creativity

Unit III

Lighting: Meaning, Concept and Functions; Types of Lighting; Basics of Lighting: Studio Lighting, Modeling Lamp, Consistency, Power; Techniques of Lighting; Videography and Photography Lighting: Direction, Lighting Set-up, Lighting Rules; Multi-Temp, Use of Filters and Reflectors; Difference between Lighting (Ultra-soft Lighting) and Lights (Hard and Soft)

Unit IV

Light: Definition and Perspectives; Kinds of Light; Basics of Light; Light for Photography or Videography; Essentials for Light Control: Coherence Quality, Color Temperature and Intensity; Multi-Temp Light for Photography or Videography; Lights for Different Jobs

Unit V

Sound: Meaning, Concept and Functions; Unit of Sound; Voicing; Sound Editing Techniques; Use of Audio Mixers for Recording and Editing of Sound; Microphones and its Types; Major Microphone Designs; Sound and Camera

Readings:

- G.C. Awasthy : *Broadcasting in India*
- K.R. Mullick : *Tangled Tapes: The Inside Story of Indian Broadcasting*
- Srinivas Melkote and Binod C. Agarwal : *Satellite Television in Asia*
- Gerald Millerson : *Video Camera Techniques*
- Fil Hunter, Steven Biver, et al : *Light Science and Magic: An Introduction to Photographic Lighting*

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B.A. (Mass Communication) – Semester II

Indian Constitution, Politics and Economy

Unit I
Indian Constitution: Concept and Characteristics; Preamble to the Constitution of India: An Insight; Requisites of the Preamble: Sovereign, Socialist, Secular, Democratic, Republic, Justice, Liberty, Equality, Fraternity; Indian Constitution and National Goals; Important Sources of the Indian Constitution

Unit II
Directive Principles of State Policy: Concept, Characteristics, Directives and Implementation; Fundamental Rights: Concept, Characteristics and Implementation; Fundamental Duties: Concept, Characteristics and Implementation; Citizenship; Grass Root Democracy; Procedure for Amendments in Indian Constitution

Unit III
Structure of Government: The Executive, The Judiciary, The Legislature- Concepts, Powers and Functions; The President and The Prime Minister: Powers, Functions and Responsibilities; Election Commission of India: Electoral System, Electoral Process, Eligibility to be an Elector, Electoral Rolls; Need for Electoral Reforms

Unit IV
Indian Politics: Concept and Features; Political Parties and Alliances: Types of Political Parties, Party Proliferation, Alliances, Candidate Selection; Local Governance; Role of Political Parties; Political Issues: Social Issues, Economic Issues, Law and Order; High Political Offices in India; State Governments; Dynasties in Indian Politics; Lobbying, Trade Unionism, Internal Freedom

Unit V
Indian Economy: Concept and Current Trends; Economic Development: Concept and General Perspectives; Characteristics of Development; India as a Developing Economy; Strategies of Development; Developed vs. Undeveloped Economy; Aspects of Human Development: Education, Poverty and Inequality of Income Distribution with special reference to India

Readings:
- D.D. Basu : *Indian Constitution*
- Peu Ghosh : *Indian Government and Politics*
- M. Laxmikant : *Indian Polity*
- Bipin Chandra : *History of Modern India*
- Gaurav Datt and Ashwani Mahajan : *Indian Economy*
- Ramesh Singh : *Indian Economy: For UPSC Civil Services & Other State PSC Examinations*

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BIU College of Humanities & Journalism
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B.A. (Mass Communication) – Semester II

Computer for Mass Communication

Unit I

Computer: Concepts, Importance and Characteristics; Computer Applications: Computer Applications in Business, Finance, Marketing, Production, Office Automation and Mass Communication; Computer and Human Mind

Unit II

Computer: Fundamentals and Terminologies; Classification of Computers; Basic Principles of Operation of Digital Computer: Input Unit, Central Processing Unit, Output Unit, Computer System, Computer Virus; Development of Computers and Computer Generations; Computer Number System

Unit III

Windows: Concept, Characteristics and Basic Commands; Components of MS-Office, MS-Word, MS-Excel and MS-Power Point; Basic Applications of MS-Office, MS-Word, MS-Excel and MS-Power Point

Unit IV

Page Maker: Concept and Components; Interfacing, Working with Text, Page Setup, Printing, Formatting Techniques; Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines, Text Creation and Alignment, Bitmap Graphics, Conversions, Graphs, COREL SHOW, Cartoons; Use of Colors in Publishing Concepts

Unit V

Page Layout: Concept and Characteristics; Adobe Page Maker, MS Publisher, Quark Press; Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for Presentations, Macro Media Free Hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media Fireworks

Readings:

- R. Sarvana Kumar : *Introduction to Information Technology*
- V.K. Jain : *'O' Level*
- P.K. Sinha : *Computer Fundamental*
- Foster D. Coburn : *Corel Draw*
- D.P. Mukherjee : *Fundamentals of Computer Graphics*

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BIU College of Humanities & Journalism
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B.A. (Mass Communication) – Semester III

Media, Society and Culture

Unit I
Media and Society: Concept and Characteristics; Media and Social Change; Media and Development; Political Economy of Media; Media Literacy; Media on Education; Media and Family; Media and National Integration; Media and Gender; Media and Human Rights; Media and Environmental Issues

Unit II
Media and Culture: Concept and Characteristics; Culture as a Social Institution; Popular Culture and Mass Culture; Mass Society; Culture Industry; Cultural Communication: Inter and Intra Cultural Communication; Media and Cultural Manufacture

Unit III
Corporate Culture and Media; Medium as the Message; Technological Transitions and Media Industries; Media and Consumerism, Communication Industries and Cultural Imperialism; Cultural Pluralism

Unit IV
Media and Representations: Concept and Characteristics; Media and Men; Media and Women; Media and Children; Media and the Youth; Media and the Marginalized; Media in the Era of Information Age; Social Media and Protest Movements

Unit V
Information and Communication as a Tool of Equality and Exploitation; International News Flow; Issues in International Communication; International News Agencies and Syndicates; Mac Bride's Commission Report; Impact of Globalization on Media Systems; Trans-national Media Ownership; Gaming Industry

Readings:

- John B Thompson : *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*
- Michael Gurevitch and Tony Bennet : *Culture, Media and Society*
- John Fiske : *Introduction to Communication Studies*
- John Heartly : *Communication, Culture and Media Studies: Key Concepts*
- Om Gupta : *Media Society and Culture*

BIU College of Humanities & Journalism
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B.A. (Mass Communication) – Semester III

Introduction to Electronic Media

Unit I

Electronic Media: Concept, Characteristics and Current Trends; Brief History of Electronic Media; Broadcast in India- A Retrospect; Objectives and Policies of A.I.R; Committees on Broadcasting: Chanda Committee, Vargeese Committee, etc; Prasar Bharti Act; Radio Programme Format and Composition of News Bulletins

Unit II

Familiarization with AIR Station; News Studio and News Room including Recorders and Microphones; Elements of News Reporting; Writing and Functioning of AIR News Services; Traits of News Reporter and News Editor; A.I.R. Code and General Guidelines; Art of Interviewing and Conduction of News Discussions; Special Audience Programmes

Unit III

T.V. Broadcasting: Concept and Characteristics; Brief History of T.V.; B'casting in India and the World; SITE Experiment; General Activities and a T.V. Centre; Expansion and Reach of T.V. Media; Programme Pattern of Different D.D. Channels; Private News Channels

Unit IV

Elements of T.V. News and General Guidelines; Concept of Credibility in News Reporting; Technicalities of T.V. News Script; Art of T.V. Interviews and Discussions; T.V. News Presentation Skills

Unit V

Web Journalism: Concept and Characteristics; Internet and its Functions; Major News Portals of the Country; Major Newspapers, Magazines and tlieir E-Papers on Internet; Competitive Role of Print Medium; Channel Medium and Internet Medium in our Society

Readings:

- Musburger and Robert B. : *An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres*
- P.C. Chattergee : *Broadcasting in India*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- U.L Baruah : *This is ALL India Radio*
- George A. Hough : *News Writing*
- Jim Foust : *Online Journalism: Principles and Practices of News for the Web*

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BIU College of Humanities & Journalism
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B.A. (Mass Communication) – Semester III

New Media and Cyber Journalism

Unit I

New Media: Concept and Characteristics; Internet, World Wide Web (WWW), Search Engines; Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks; Overview of the New Media Industry; Digital Tools for Journalists; Overview of Open Source Culture and Software; Open Source Licenses (Creative Commons); Security Issues in using Digital Technology (Malware, Phishing, Identity Theft)

Unit II

New Media Journalism: News on the Web; Emerging News delivery Vehicles; Integrated Newsroom; Data Journalism: Computer Assisted Reporting (CAR), Visualization of Data, Open Source Data Collection and Analysis; Challenges and Opportunities for a Newsman: Gatekeepers to News Guides; Awareness regarding Techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit III

Social Media and Citizen Journalism: Social Networking; Social Profile Management Products: Twitter, Facebook, LinkedIn, Whatsapp; Social Collaboration: Virtual Community, Wikis, Blogs, Instant Messaging, Collaborative Office and Crowd Sourcing; Social Publishing: Flickr, Instagram, YouTube, Sound Cloud; Blogging: A Brief History of Blogs, Blogs as Narratives

Unit IV

Writing for New Media: Digital Story-telling Formats; Content Writing, Editing, Reporting and its Management; Structure of a Web Report; Content for Different Delivery Vehicles; Multi-Media and Interactivity; Writing with Hyperlinks; Content Management and Content Management Systems; Storyboarding and Planning; Planning and Designing of WebPages, E-newspaper, E-magazine

Unit V

Mobile Journalism: Concept and Characteristics; Mobile Story-telling; Shooting on and for Mobile Phones; Overcoming Limitations of Mobile Phones; Editing on Mobile Phones; Ethics and Best Practices in Mobile Journalism; Workshops: Data Journalism, Digital Marketing, Mobile Journalism, Google News-lab

Readings:

- P.D. Marshall : *New Media Cultures*
- Dewdney and P. Ride : *The New Media Handbook*
- M. Ward : *Journalism Online*
- K.M. Shrivastava : *Social Media in Business and Governance*
- S. Narayan : *India Connected: Mapping the Impact of New Media*

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B.A. (Mass Communication) – Semester III

Introduction to Audio-Visual Media

Unit I

Audio-radio: Concept, Characteristics and Historical Perspectives (with Special Reference to India); Major Types: Commercial Radio and Educational Radio; Emerging Trends: AM, FM, Franchising, Community Radio; Ownership and its Types; Audience Analysis

Unit II

Television: Concept, Characteristics and Historical Background (with Special Reference to India); Ownership and Organizational Structures of Doordarshan, Satellite Television Channels, Cable Television, Educational Television, Commercial Television

Unit III

Films: Concept, Characteristics and Historical Background (with Special Reference to India); Technical Aspects of Film Production; Film Industry in India: Status Issues and other Problems; Regional Cinema and its Future Prospects

Unit IV

Writing for Radio: Finer Aspects of Radio Language; Production Methods for Radio; Finer Aspects of Television Script Writing; Narration–Production Techniques; Film Language and Grammar

Unit V

Media Language: Concept and Current Trends; Impact of New Technology on News, Features, Talks, Commercials and Interviews; Writing Techniques for News, Interviews, Documentaries, Short Talks and Film Script

Readings:

- Shipra Kundra : *Basic Audio-visual Media*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- Lúcia Nagib and Cecília Mello : *Realism and the Audiovisual Media*
- Louise Fryer : *An Introduction to Audio Description: A Practical Guide (Translation Practices Explained)*
- Scott K Halbritter and Bump Halbritter : *Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers (New Media Theory)*

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BIU College of Humanities & Journalism
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B.A. (Mass Communication) – Semester III

Radio Programme Production

Unit I
Radio: Meaning and Concept; Characteristics of Radio as a Mass Communication Medium; Radio Studio Set-Up; Audio Equipments: Microphone, Console, Recording Equipment; Nature and Scope of Radio Production; Nature of Sound; Sound Effects; Sound Recording Techniques

Unit II
Radio Programmes: Need and Significance; Requisites for Writing and Production of Different Radio Programmes: Talk, Interview, Discussion, Play, Feature, Documentary, Phone–in, Radio Bridges, etc; Radio Broadcast Facilities and Nature of Transmission

Unit III
Radio News: Meaning and Concept; Characteristics of Radio News: How it is Different from Print and TV News; Techniques for News Gathering; Essentials for News Editing; Newsroom and its Functioning; News Pool, Actualities, Raw Sound, Voice Over, Sound Byte

Unit IV
Radio Stations: Structure and Functioning; Introduction to AIR and Private Radio Stations; Special Audience Programmes on AIR; Audio Editing Techniques for Different Programmes; Codes related to Broadcasting

Unit V
Projects on Radio Programme Production: Commercial/PSA Package: Produce a 60sec. and a 30sec. spot package using the theme of your choice. Typed script and tapes/minidisks must be submitted IN 15pts; Midnight Special: Produce a 10-15 minute radio "Midnight Special" featuring the songs of a favorite performer; Radio Play: Write and Produce an original radio play (comedy or drama) lasting a minimum of eight minutes and not more than 30 minutes

Readings:

- Jan R Hakemulder, et al : *Radio and TV Journalism*
- Stanley R. Alten : *Audio in Media*
- Robert McLeish : *Radio Production*
- Vir Bala Aggarwal & V.S. Gupta : *Handbook of Journalism and Mass Communications*
- K.M. Srivastava : *Radio and TV Journalism*

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B.A. (Mass Communication) – Semester IV

World Media Scenario

Unit I
World Media Scenario: Meaning and Concept; Historical Background (Since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non-Aligned Block and its Relevance); Colonization of Communication: 10% Population dominating 90% of Global News Agencies

Unit II
Integration between Information and Armament: Close Encounters between Information and Armament/Media and Military; Use of Media by Power Blocks, Super Power; Demand for a New Information Order by Developing Countries; Bilateral, Multi-lateral and Regional Information Corporation

Unit III
Non-Aligned News Pool; Struggle for News between Developing and Developed Countries; Barriers to the Flow of News; International Practices on Visual Coverage and Regulation in Media Exchange

Unit IV
UN Resolutions on Media related Issues; The Gandhian Approach; The New Information Age; Media Migrants dominating Global Media; Reality of Global Media

Unit V
Global Campaign; Global Consumer Research; Global Media Environment: Global Electronic Media, Global Print Media, Global New Media; Ethical and Legal Considerations in Global Media Environment; Impact of Technology on Ethical Perspectives

Readings:

- Lee Artz, Yahya R. Kamalipour, et al : *The Media Globe: Trends in International Mass Media* M.K. Rampal : *Global Comparative Media*
- Ratnesh Dwivedi : *Mass Media and Communication in Global Scenario*
- Toby Miller and Marwan M. Kraidy : *Global Media Studies*
- De Prato, et al. : *Digital Media Worlds: The New Economy of Media*

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B.A. (Mass Communication) – Semester IV

Media Industry and Management

Unit I
Media Management: Concept, Origin and Growth; Fundamentals of Management; Management School of Thought; Media Management Practices followed by Indian and Global Media Organizations

Unit II
Media Industry as Manufacturer: Meaning and Concept; Manufacturing Consent and Process; News and Content Management; Market Forces, Performance Evaluation (TAM, TRP, BARC and HITS) and Market Shifts; Changing Ownership Patterns

Unit III
Structure of News Media Organizations in India: Role, Responsibilities and Hierarchy; Workflow and Need of Management; Shift Patterns, Circulation and Guidelines; Equipments and Personnel; Problems of Finance

Unit IV
Media Economics: Meaning and Concept; Economic Thought; Theoretical Foundations; Issue and Concerns; Capital Inflow; Budgeting; Media Management: Financial Management, Personnel Management, Strategic Management; Marketing: Process, Promotion and Evaluation; Media Audiences and Credibility

Unit V
Visionary Leadership: Meaning and Concept, Essentials for a Good Leader; Qualities and Functions of Media Managers; Case Studies: Indian and International Media Giants; Cross-media Platforms: Issues and Impediments; Corporate Ties and Audience Centric Approaches

Readings:
- Vinita Kohli Khandeka : *Indian Media Business*
- Pradip Ninan Thomas : *Political Economy of Communications in India*
- Lucy Kung : *Strategic Management in Media*
- Dennis F. Herrick : *Media Management in the Age of Giants*
- Jennifer Holt and Alisa Perren (Ed.) : *Media Industries: History, Theory and Method*
- John M. Lavine and Daniel B. Wackman : *Managing Media Organizations*

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B.A. (Mass Communication) – Semester IV

Media Ethics and Laws

Unit I

Ethical Framework and Media Practice: Concept and Characteristics; Freedom of Expression (Article 19(1)(a) and Article 19(1)2); Freedom of Expression and Defamation; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media Ethics and Cultural Dependence; Attack on Freedom of Artists and Authors

Unit II

Media Technology and Ethical Parameters: Concept and Characteristics; Live Reporting and Ethics; Legality and Ethicality of Sting Operations; Ethical Issues in Social Media (IT Act 2000, Sec 66 A and the Verdict of the Supreme Court); Discussion of Important Cases; Some Related Laws: Relevant Sections of Broadcast Bill, NBA Guidelines

Unit III

Representation and Ethics: Concept and Characteristics; Advertisement and Women Pornography; Related Laws and Case Studies: Indecent Representation of Women Act (1986 and 1987), Protection of Women against Sexual Harassment Bill (2007, Sec 67 of IT Act 2000 and 292 IPC)

Unit IV

Media and Regulation: Concept and Characteristics; Regulatory Bodies; Codes and Ethical Guidelines; Self Regulation; Media Content: Debates on Morality and Accountability– Taste, Culture and Taboo; Censorship and Media Debates

Unit V

Media and Social Responsibility: Concept and Characteristics; Economic Pressures; Media Reportage of Marginalized Sections: Children, Dalits, Tribals, Gender; Media Coverage of Violence and Related Laws– Inflammatory Writing (IPC 353), Sedition— Incitement to Violence, Hate Speech; Relevant Case Studies– Muzaffarpur Riots, Attack on Civil Liberties of Individuals and Social Activists

Readings:

- Thakurta and Paranjoy Guha : *Media Ethics*
- Austin Sarat : *Where Law Meets Popular Culture*
- Vikram Raghvan : *Communication Law in India*
- Iyer Vekat : *Mass Media Laws and Regulations in India*
- Raminder Kaur and William Mazzarella : *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*

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B.A. (Mass Communication) – Semester IV

Fundamentals of Film

Unit I
Language of Film: Concept and Objectives; Focus on Visual Language– Shot, Scene, Mis-en-scene, Deep Focus, Continuity Editing, Montage; Focus on Sound and Colour– Diegetic and Non-diegetic Sound; Off Screen Sound, Sync and Non-sync Sound; Use of Colour as a Stylistic Element (Reference Films: Rear Window, Battleship and Man with a Movie Camera)

Unit II
Film Form and Style: Concept and Principles; Classical Hollywood Cinema: Style, Genre and Historical Perspectives; German Expressionism and Film Noir; Italian Neo-realism; French New-Wave (Reference Films: Germany Year Zero, Metropolis and Double Indemnity)

Unit III
Alternative Visions: Concept and Principles; Third Cinema and Non-fiction Cinema; Introduction to Feminist Film Theory; Auteur–Film Authorship with a special focus on Ray or Kurusawa (Reference Film: Pather Panchali and The Hour of the Furnaces)

Unit IV
Hindi Film: Concept and Principles; Early Cinema and the Studio Era; 1950s– Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema; Film Culture (Reference Films: Nishant, Aakrosh and Pyaasa)

Unit V
Silent Film: Primitive and Pioneers– Films from 1895-1910 (Reference Films: Films by Lumiere Bros: A Trip To The Moon, The Great Train Robbery); Narrative Cinema and Institutional Mode of Representation– D.W. Griffith (Reference Films: The Birth of a Nation)

Readings:
- Andre Bazin : *What is Cinema*
- Sergei Eisenstein : *Film Form: Essays in Film*
- Philip Rosen, ed. : *Narrative, Apparatus, Ideology*
- Paul Schraeder : *Movies and Mass Culture*
- Richard Dyer : *Film and Theory: An Anthology*
- Madhava Prasad : *Ideology of Hindi Film*
- Anandam P. Kavoori and Aswin Punanthambekar, eds. : *Global Bollywood*

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B.A. (Mass Communication) – Semester IV

Documentary Production

Unit I
Documentary: Concept and Characteristics; Introduction to Realism Debate; Observational and Verite Documentary; Introduction to Shooting Styles; Introduction to Editing Styles; Structure and Scripting the Documentary

Unit II
Documentary Production: Concept and Characteristics; Pre-Production; Researching the Documentary– Research: Library, Archives, Location, Life Stories, Ethnography; Writing a Concept; Telling a Story; Treatment; Writing a Proposal and Budgeting

Unit III
World Documentary: Concept and Historical Journey (Reference Documentary: Dziga Vertov: Man with the Movie Camera, Robert Flaherty: Nanook of the North, Joris Ivens: Spanish Earth, Bart Hanstra: Zoo, Glass

Unit IV
Indian Documentary: Historical Journey, Films Division, Independent Filmmakers; Direct Cinema; Cinema Verite; British Documentary; Propaganda Documentary (Reference Film: The Triumph of the Will)

Unit V
Ethics and Aesthetics of Documentary: Concept and Characteristics; Film Analysis: Tips and Techniques; Film Analysis of Night and Fog, Rabindranath Tagore, Planet Earth (TV Series); Shooting a Short Film (5-6 minutes) and Editing the same

Readings:
Erik Barnow and Krishnaswamy Documentary
Charles Musser : *The Oxford History of World Cinema*
Michael Renov, ed. : *Theorizing Documentary*
Trisha Das : *How to Write a Documentary*

Suggested Screenings:
Michael Moore: *Roger and Me*
Robert J Flaherty : *Nanook of the North*
Basil Wright : *Nightmail*
Anand Patwardhan : *Bombay Our City*
Nishtha Jain : *City of Photos*

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B.A. (Mass Communication) – Semester IV
Environmental Sciences

Hours: 2

Max Marks: 30

Unit I
Introduction to Earth: Surface, and Structure; Atmosphere: Composition and Structure; Ocean, Land, Rivers and Glaciers; Air, Water and Soil; Environment- Elements, Scope; Social Inequalities: Inequalities of Race, Class, Gender, Region, State and Nation; Introduction to Soil, Structure, Resources of Soil, Soil Pollution and Degradation: Causes, Types and Solutions, Recycling of Soil Nutrients, Effect of Soil Pollution on Environment, Vegetation and other Life Forms, Control Strategies

Unit II
Air: Pollution Sources, Types of Pollutants (primary and secondary), Monitoring and Standards (National Ambient Air Quality Standards of India), Air Quality Index and associate Health Impact, Smog, Effects of different pollutants on Human Health and Control Measures, Indoor Air Pollution: Sources and Effects, Noise Pollution: Sources and Permissible Ambient Noise Levels; Effect on Communication, Impacts on Life Forms and Humans, Control Measures

Unit III
Water: Surface and Ground Water; Water Table; Vertical Distribution of Water, Groundwater Recharge; River Structure and Patterns; Rain Water Harvesting in Urban Settings; Surface and Ground Water Pollution; Pollution Sources: Freshwater, Surface Water and Ground Water Pollution; Water Quality Parameters and Standards; COD, BOD, DO; Effect of Water Contaminants on Human Health; Water-borne Diseases

Unit IV
Ecology: Basic Concepts and Definitions, Ecology of Populations and Communities, Concept of Population and Meta-population; Population Growth: Ecological Succession; Ecosystems, Resistance and Resilience; Ecosystem: Definition, Components of Ecosystem, Types of Ecosystem: Forest, Grassland, Estuarine, Marine, Desert, Wetlands; Global Warming and Climate Change; Ozone Layer: Importance, Depletion and Causes; Effects of Ozone Depletion

Unit V
Urbanization and Environment: Production and Consumption oriented Approaches to Environmental Issues in Indian as well as Global Context; Impact of Industry and Technology on Environment: Urban Sprawl, Traffic and Social-economic Problems; Legislation in India- National Green Tribunal, Legal Definitions: Environmental Pollution, Natural Resource, Biodiversity, Forest, and Sustainable Development, Environmental Ethics, Environmental, Ecological and Social Justice

Readings:

- Kishor R Pawar and Sachin B Narkhede: *Environmental Sciences*
- Benny Joseph: *Environmental Science and Engineering*
- Anubha Kaushik and C. P. Kaushik: *Perspectives in Environmental Studies*
- R. Rajagopalan: *Environmental Studies: From Crisis To Cure*
- Dr Avnish Chauhan: *Environmental Science*

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B.A. (Mass Communication) – Semester V

Corporate Communication

Unit I
Corporate Communication: Concept, Characteristics and Process; Historical Background of CC; Growth of CC in India; CC as a Management Function; Campaign Planning, Management and Execution; Role of CC in Crisis Communication and Disaster Management

Unit II
Stages of CC: Planning, Implementation, Research, Evaluation; CC Practitioners and Media Relations: Press Interview, Press Releases, Organizing Press Conferences, Facility Visits and other CC tools; Proactive and Reactive Media Relations; Ethical Aspects in Media Relations

Unit III
Communication with Publics: Internal and External; Community Relations; Employee Relations; Shareholder Relations; Dealer Relations; CC for MNCs; CC for Hospitals; CC for Charitable Institutions; CC for NGOs; CC for Educational Institutions

Unit IV
Corporate Identity Building: Concepts, Variables and Process; Making of House Styles (Logo, Lettering and Process); CC and Advertising; CC for Media Institutions; Stakeholders and Media Selection: Study of Symmetrical and Asymmetrical Models in Handling Crises; Corporate Branding; Internal Branding and Social Branding

Unit V
CC Research: Concept, Requisites, Techniques; CC and Law; CC and New Technology; Code of Ethics for CC; International CC; Professional Organizations of CC; Emerging Trends in CC; Role of Technology in CC, Issues of Globalizations

Readings:

- Joep P. Cornelissen : *Corporate Communication: A Guide to Theory and Practice*
- Paul Argenti : *Corporate Communication*
- John Cass : *Strategies and Tools for Corporate Blogging*
- Charles J. Fombrun : *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*
- Stephen Denning : *The Secret Language of Leadership: How Leaders Inspire Action Through Narrative*

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B.A. (Mass Communication) – Semester V

Development Communication

Unit I
Development: Concept, Concerns, Paradigms and Measurement; Development vs. Growth; Human Development; Development as Freedom; Models of Development; Basic Needs Model: Nehruvian Model and Gandhian Model; Developing Countries vs. Developed Countries; United Nations' Millennium Development Goals

Unit II
Development Communication: Concept and Approaches; Paradigms of Development: Dominant Paradigm, Dependency Paradigm, Alternative Paradigm; Types: Sustainable Development, Participatory Development, Inclusive Development; Gender and Development; Communication as a Tool for Development; Communication in the Present Age: Trends, Tools and Technologies

Unit III
Role and Performance of each Media: Print, Radio, TV, Video, Traditional Media; Role of Development Agencies and NGOs and Journalism; Programmes and Govt. Schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Development Support Communication in India in the areas of: Agriculture, Health and Family Welfare, Population, Women Empowerment, Poverty, Unemployment, Energy and Environment, Literacy, Consumer Awareness

Unit IV
Development Communication Strategies for Designing Messages for Print Media, Community Radio and Television Programmes for Rural India (Krishi Darshan) using New Media Technologies for Development; Development Communication, Research and Rural Reporting in India

Unit V
Rural Communication: Information Needs in Rural Areas; Use of Traditional Media for Development in Rural Areas; Rural Newspapers; Reportage on Rural Problems and Issues; Specific Features on Tribal Society; Information Needs in Tribal Setting; Reportage on Tribal Problems and Issues

Readings:
- D.V.R. Murthy : *Development Journalism, What Next?*
- Anil Kumar : *Mass Media and Development Issues*
- UNDP : *Human Development Report* (published every year by OUP)
- World Bank : *World Development Report* (published every year by OUP)
- Wilbur Schramm : *Mass Media and National Development: The Role of Info. in Dev. Countries*
- Ghosh and Pramanik : *Panchayat System in India*
- Shivani Dharmarajan : *NGOs as Prime Movers*

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B.A. (Mass Communication) – Semester V

Advertising

Unit I

Advertisement: Meaning, Concept and Objectives; Importance, Role and Functions of Advertising; History and Growth of Advertising in India; Advantages and Disadvantages of Advertising in Broadcast Media (Television and Radio) and Print Media (Newspaper and Magazines)

Unit II

Advertising Theories and Models: Concept and Characteristics; Major Advertising Theories and Models: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, and Communication Theory; Advertising as a Tool of Communication

Unit III

Aspects of Advertising: Economic, Cultural, Psychological, Social, Ethical and Regulatory; Apex Bodies in Advertising: AAAI, ASCI and their Codes; Advertising in Marketing and Public Relations; Advertising Consumer Welfare; Advertising Standard of Living; Advertising and Cultural Values

Unit IV

Advertising Essentials: Tips and Techniques for Print, Electronic and Online Advertising; Requisites for Advertising: Selection, Planning, Scheduling, Marketing, Research and Branding; Advertising Department vs. Agency-Structure; Advertising Budget

Unit V

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising: Analyze two Advertisements (Print, Electronic and Online); Critically evaluate two Ads (Print, Electronic and Online) of Competing Brands; Design Display Advertisement: Classified and Non-classified (one each)

Readings:

- C.H. Sandage and Fryburger Vernon : *Advertising Theory and Practice*
- Mahender Mohan : *Advertising Management: Concepts and Cases*
- Ogilvy David : *Ogilvy on Advertising*
- Lewis Herschell Gordion : *The Complete Advertising and Marketing Handbook*
- Roderick White : *Advertising: What It Is and How To Do It*

(Monika) (Shivani) (Dr Avnish) (Dr Rishpendra)

(Atul Babu) (Dr. Sunil Kr Singh)

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

Public Relations

Unit I
Public Relations: Meaning and Concept; Objectives of Public Relations; Need, Nature and Scope of Public Relations; History and Growth of PR in India; PR, Publicity, Propaganda and Public Opinion; PR as a Management Function

Unit II
Stages of PR: Research, Planning, Execution and Evaluation; Tools and Techniques of Public Relations; Media Relations: Press Conference, Press Release, Press Tour and other PR tools; Importance and Need of Public Interactions; PR and Advertising

Unit III
Communication with Publics: Concept and Characteristics; Modes of Communication: Internal and External, Regular and Irregular, Static and Dynamic; Communication and Relations; Types of Relations: Client Relations, Community Relations, Employee Relations, Employer Relations

Unit IV
Internal and External PR Tools: House Journal, Annual Report, Corporate Film, Speech Writing, Minutes and Official Memo; Role and Organizational Set-up of PR Agency and Department; Effects of Public Relations; Role of PR in Government Organization; Role of PR in Public Sector; Role of PR in Private Sector

Unit V
PR for Media Institutions; PR for Hospitals; PR for Charitable Institutions; PR for Defence; PR for NGOs; PR for Political Parties; PR and Research; PR and Law; PR and New Technology; Code of Ethics for PR; International PR; PR Agencies; Emerging Trends in PR

Readings:

- Black Sam and Melvin L. Sharpe : *Practical Public Relations*
- J.R. Henry and A. Rene : *Marketing Public Relations*
- Jefkins Frank : *Public Relations Techniques*
- S.M. Cutlip and A.H. Center : *Effective Public Relations*
- J.M. Kaul : *Public Relation in India*

(Monika) (Shivani) (CDR Abhishek) (CDR Pushpendra)

(Abdul Babu) (Dr. Sunil Kr. Singh)

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

Television Programme Production

Unit I

Introduction to TPP: Concept and Characteristics; TV Studio Set-up; Single and Multi-camera Shooting; Cues and Commands; Planning for TV Programmes; Narrowcasting and Outside Coverage; Agenda Setting Techniques used by TV Channels; TV as a Mass Communication Medium

Unit II

TV Reporting: Concept and Characteristics; Process of TV Reporting; Reporting Skills; Ethics for TV Reporting; Writing and Reporting for TV News; Principles of News Writing; A Piece to Camera; Voice Over; News Package; Sound Bites; Anchoring Live Shows; Interviews and Discussions

Unit III

Television Programme Formats: Concept and Characteristics; Various Types of Formats; Production Techniques; Stages of Production: Pre-Production, Production, Post-Production, Live/Studio Production Phases; Graphics and Special Effects; Camera Positioning; Use of Clippings; Viewership Rating: TAM, TRP

Unit IV

Editing Techniques: Concept and Characteristics; Types of Editing: Linear and Non-linear Editing; Online and Offline Editing; Editing on Different Softwares; Editing for Commercial TV, Satellite TV, Cable TV; Visual Text; Basics of Visual; Process of Visualization and its Importance; Visual Grammar and Visual Language

Unit V

Real Lives in Television: Concept, Characteristics and Presentation Techniques; Constructing Reality in Reality Shows; TV Talk Shows: Hosting, Legal Pitfalls, Audience Responses; Soap, Talks, News Magazines; Television Documentaries: Understanding, Writing a Concept, Script Writing and Shooting; **Practical Exercise:** Producing a Documentary Film (Duration: 8-15 Minutes) or Producing a Feature Film (Duration: 5 Minutes)

Readings:

- Herbert Zettl : *Handbook of Television Production*
- Fred Shook : *Television Field Production and Reporting*
- Eric. K.Gormly : *Writing and Producing Television News*
- John Riber : *Writing and Production for Television and Film*
- Ivor Yorke : *Television Journalism*
- Robert c Allen and Annette Hill : *The Television Reader*

(Monika) (Shivani) (Dr Ashish) (Dr Pushpendra)

(Dr Sunil Kr Singh)

(Atul Babu)

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Communication Research

Unit I

Communication Research: Meaning and Characteristics; Role, Function, Scope and Importance of Communication Research; Process of Research; Research and Communication Theories: Argumentation Theory; Attribution Theory; Computer-mediated Communication; Information Theories; Language Expectancy Theory; Media Richness Theory; Social Presence Theory

Unit II

Research Design: Concept and Characteristics; Components of Research Designs: Experimental, Quasi-experimental, Benchmark, Longitudinal Studies, Simulation, Panel Studies, Co-relational Designs; Methods of Communication Research: Census Method, Survey Method, Observation Method; Clinical Studies, Case Studies, Content Analysis

Unit III

Data Collection: Concept and Characteristics; Sources of Data Collection: Media Source Books, Questionnaire and Schedules, People's Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone Surveys, Online Polls, Random Sampling Methods and Representativeness of the Samples; Sampling Errors and Distributions in the Findings.

Unit IV

Data Analysis and Interpretation: Concept and Characteristics; Data Analysis Techniques; Coding and Tabulation; Non-statistical Methods: Descriptive and Historical; Statistical Analysis: Parametric and Non-Parametric, Uni-Variate, Bi-Variate, Multi-Variate, Tests of Significance; Levels of Measurement: Central Tendency, Tests of Reliability and Validity, SPSS and other Statistical Packages

Unit V

Research Report Preparation: Concept and Characteristics; Preparation of Research Reports, Project Reports, Dissertations, Theses; Thesis Preparation: Introduction; Literature Review, Hypothesis, Research Methodology, Research Objectives, Chapter-Scheme, Conclusions and Recommendations, Bibliography, Appendix; Style of Writing; Writing Research Paper; Ethical Perspectives of Communication Research

Readings:

- Lawrence R. Frey : *Investigating Communication*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Arthur Asha Berger : *Media Analysis Techniques*
- Nancy Signorielli : *Cultivation Analysis: New Directions in Media Effect*
- Marcus Banks : *Visual Methods in Social Research*

(Monika) (Shivani) (Dr Abhishek) (Dr Pushpendra)

(Afzal Baba) (Dr Sunil Kr Singh)

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Event Management

Unit I
Event and Event Management: Concept, Characteristics and Historical Perspectives; Attending Various Types of Events and Observing Event Management; Understanding how to Organize Events like Exhibitions, Seminars and Conventions, Trade Shows, Wedding Celebrations, Sports Events, Government Civic and Political Events; Getting Training with Organizers, Sponsors, and Logistics

Unit II
Conceptualization and Planning: Meaning and Objectives; Techniques for Event Planning; Planning the Setting, Location and Site of the Event; Planning Correctly for Right Type of Event; Process of Planning: Demand Analysis, Setting up an Event Organization Structure, the Committee Systems, Developing a Program Portfolio, Programme Life Cycle and Scheduling, Planning Assessment

Unit III
Human Resource Management: Concept, Characteristics and Objectives; Tips and Techniques for Human Resource Management; Skills, Training, Roles and Functions of Manager/Leader; Assessing the Event Team Leadership and Goal; Team Building and Work Distribution; Recruitment and Motivation; Ethics of Human Resource Management

Unit IV
Financial and Risk Management: Concept, Characteristics and Objectives; Foundations of Risk Management; Qualitative and Quantitative Analysis; Financial Markets and Products; Valuation and Risk Models; Market Risk Measurement and Management; Making of the Budget with Cost-Revenue Analysis; Practical understanding of Accounting; Current Issues in Financial Markets

Unit V
Market Research: Concept, Characteristics and Objectives; Active Participation in an Event of Marketing; Generate an Event Marketing Process; Learning the Need of Client; Targeting Clients; Selecting Event Categories; Collaborating with Event Management and Media; Brand Building and Management; Case Studies; Current Trends in Market Research

Readings:
- Wagen : *Event Management*
- S.R. Singh : *Event Management*
- Raymond Noe, John Hollenbeck, et al. : *Human Resource Management*
- R.P. Rustagi : *Financial Management- Theory, Concepts, Problems*
- Paul Hague : *Market Research*

Monika Shivani
(Monika) (Shivani)

Asingh
(Dr Ashish)

(Dr Rishpendra)

(Abul Babu)

(Dr. Sudhir Singh)

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Non-linear Video Editing

Unit I
Digital Editing: Concept and Characteristics; Process of Digital Editing; Methods for Post-Production Workflow; Techniques for Video Formats and Time-codes; Challenges of Digital Editing; Current Trends in Digital Editing

Unit II
Linear and Nonlinear Editing: Concept and Characteristics; Brief History: First Non-linear Editor, The 1980s, The 1990s, DV, HD, 4K, 8K; Basic Techniques of Image and Video Editing; Requisites for Online and Offline Editing; Analysis of Film Sequences from Editing Point of View

Unit III
Editing Software: Concept and Characteristics; Useful Softwares: Premier 6.5 and Pro, Pinnacle 9, FCP; Introduction of Tools; Video Signals and Connectors; Connecting Professional Video Devices; Capturing Raw Data; Editing– Action Sequence, Match Cut, Continuity Match; Trim Clips; Insert or Replace Clips in a Sequence; Navigating in the Viewer and Canvas; Adjust Clips in a Sequence

Unit IV
Editing Practices: Concept and Characteristics; Sound Dubbing and Synchronizing Punch; Sound Editing; Working with Multi-layers Effects; Applying Transitions; Compositing; Chroma Cutting; Video Output; Market Research and Analysis for the Editing Practices

Unit V
Script-based Editing: Concept, Characteristics, Process and Techniques; Soft Story Editing and Hard Story Editing: Concept, Characteristics, Process and Techniques; News Editing: Concept, Characteristics, Process and Techniques; Film Editing and Ad Editing: Concept, Characteristics, Process and Techniques (Make 30sec., 1mnt. or 5mnt. Clips on each heading)

Readings:

- Sonja Schenk : *Digital Non-linear Desktop Editing*
- Patrick Morris : *Nonlinear Editing (Media Manuals)*
- Steven E. Brbwne : *Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing*
- Thomas Ohanian : *Digital Nonlinear Editing: Editing Film and Video on the Desktop*
- Ken Dancyger : *The Technique of Film and Video Editing: History, Theory, and Practice*
- Aaron Goold : *The Video Editing Handbook*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Photo Journalism

Contents

Unit I
Introduction to Photography: Concept and Characteristics; General History of Photography: Camera Obscura to Daguerreotype Process; Technical History of Photography: Persistence of Vision, Camera Obscura, Muybridge Experiment; Photographic Process (The Silver Hallide Photography Process); Dark Room Development of a Photograph; Modernization of Photography and its Use in Mass Communication

Unit II
Understanding the Mechanism of Photography: Concept and Characteristics; Types of Photographic Cameras and their Structures (Pin-hole, SLR, TLR, D-SLR); Lenses: Types and their Perspective/Angle of View; Aperture: F-stop and T-stop; Shutters: Focal Plane and Lens Shutter; Light Meters: Incident, Reflected and Through Lens; Focus and Depth of Field

Unit III
Understanding Light and Shadow: Concept and Characteristics; Natural Light and Artificial Light; Nature of Light: Direct Light, Soft Light, Hard Light and Directional Light; Brightness, Contrast, Mid Tones, Highlights, Shadow and Silhouettes; Lighting Equipments: Soft Boxes, Umbrellas, Fresnels, Skimmers, Reflectors, etc; Three Point Lighting Technique and Metering for Light; Filters and Use of a Flash Unit

Unit IV
Digital Photography and Editing: Concept and Characteristics; Sensor Sizes, Formats and Storage; Editing and Digital Manipulation; Brightness, Contrast, Mid Tones, Highlights, Colour Tones; Basics of Photoshop; Photo Editing Softwares: Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop Creative Cloud

Unit V
Photojournalism: Concept, Characteristics and Historical Perspectives; Photo Developing and Printing Techniques; Approaches to Documenting Reality: (Discussion on Capa's 'The Falling Soldier', its Objective Truth or Staged Representation); War Photojournalism; Photo Essays and Photo Features; Photo Wire Services; Ethics and Laws in PJ; Emerging Trends in Photo Journalism

Readings:
- Kenneth Cobre : *Photo Journalism: The Professional Approach*
- Michael Langford : *Basic Photography*
- Ashok Dilwali : *All About Photography*
- O.P. Sharma : *Practical Photography*
- Freeman John Collins and Brown : *The Photographer's Guide to Light*

(Monika) (Shivraj) (CDR Ashish) (CDR Pushpendra)

(Dr. Sunil Kr Singh)

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

National Security and Media

Unit I
National Security: Concept, Objectives and Historical Perspectives; Strategic Approach for National Security; Means of Achieving National Security; Foreign Policy Components of National Security; Current National Security Issues

Unit II
National Security Challenges: Concept and Perspectives; India's Relationship with Neighboring Countries; India's Internal Security Challenges: Terrorism, Maoism and Separatism, Cyber Security; Developing National Security Strategies

Unit III
National Security Components: Concept and Characteristics; Dimensions of National Security: Physical, Political, Economic, Ecological, Energy and Natural Resources, Computer and Infrastructure; Basics of National Security; The Military Component of National Security; The Paramilitary Component of National Security

Unit IV
War Reporting: Concept, Characteristics and Objectives; Types of War; War Reporting/ Embedded Journalism: Essentials, Strategies and Preventative Measures; Preparation of Defense Briefs and News; Ethics of War Reporting

Unit V
PR in Defence Forces: Concept and Objectives; Public Relations in Maintenance of Public Order and Internal Security; Techniques for Interaction with Media/Defence Forces; Image Building; Highlights of Major Projects undertaken by Defense Forces for strengthening National Security

Readings:
- Rhea Abraham : *Media and National Security*
- P. W. Singer and Allan Friedman : *Cybersecurity and Cyberwar: What Everyone Needs to Know*
- Shivendra Shahi and Amar Singh : *Perspectives on India's National Security Challenges: External and Internal Dimensions*
- Vappala Balachandran : *National Security and Intelligence Management– A New Paradigm*
- K.P. Bajpai and H.V. Pant: *India's National Security: A Reader*
- Stuart Allan and Barbie Zelizer, ed. : *Reporting War: Journalism in Wartime*

(Monika) (Shivani) (Dr Avnish) (Dr Pushpendra)

(Atul Bansal) (Dr. Sunil Kr Singh)

Plan for Residency in Media House

(for Practical Exposure)

Sr.No.	Semester	Activities to be Performed
	First	**Postings in a Media House:**
1		Editorial Department
2		Department of Human Recourses
3		Marketing Department
4		Digital Department
5		Account Department
6		Circulation Department
7		Advertisement Department
8		IT Department
9		Feature Department
1	Second	Graphics Production Cell
2		Photography & Picture Editing Cell
3		Audio & Video Making and Editing
1	Third	Field Reporting
2		News Making for a Media House
1	Fourth	Usage of Digital Media Platforms
2		Presentation of News Online
1	Fifth	Pre-Production Cell
2		Production Cell
1	Sixth	Post-Production Cell
2		Distribution Cell

Monika Shivani Asingh Pushpendra

(Monika) (Shivani) (Dr Abhishek) (Dr Pushpendra)

(Dr Sunil Kr Singh)

BIU COLLEGE OF HUMANITIES & JOURNALISM

BA (Mass Comm.)-Sem.–I

(Batch 2022)

S.No.	Roll No.	Enrolment No.	Student Name	Father Name	Marks (500)	Status
1	231801001	220012	Km Barshani Gupta	Avdhesh Kumar Gupta	267	Promoted with Back
2	231801002	220013	Km Yusra Zaidi	Syed Muzaffar Raza Zaidi	262	Promoted with Back
3	231801003	220014	Vanshika Patel	Japan Singh	249	Promoted with Back

(Monika) (Shivani) (Dr Abhinav) Dr Pushpendra

(Atul Babu) (Dr. Sudhir Singh)

ACADEMIC EVENTS

S.No.	Name of Event	Date
01	Orientation Program	16th Aug 2022
02	Amrit Mahotsava	16th Aug 2022
03	Teacher's Day Celebration	5th Sept 2022
04	Constitution Day: Pledge Taking Ceremony	26th Nov 2022
05	Road Safety: Pledge Taking Ceremony	09th Dec 2022
06	Road Safety Awareness - Poster Making Competitions	19th Jan 2023
07	Road Safety Awareness - Essay Writing Competitions	20th Jan 2023
08	Road Safety Awareness - Rangoli Making Competitions	21st Jan 2023
09	Felicitation Ceremony (Supporting Staff)	19th April 2023
10	Felicitation Ceremony (Guest Faculty)	29th April 2023
11	International Yoga Week (Poster Making, Essay Writing & Yog Asanas)	15 -21 June 2023
12	Guest Lecture on Goal Determination	22nd June 2023

(Monika) (Shivani) (CDr Abhishek) (CDr Pushpendra)

(Atul Babu) (Dr. Sudhir Singh)

Bareilly International University, Bareilly

BA (Mass Communication)

Panel of External Examiners for Paper-setting and Evaluation (Session 2023-24)

A	B	C	D	E	F	G	H	I	J
Sr. No	Name of Teacher	Date of Birth	Qualification	Designation	Department/ Faculty/ School	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1.	Dr. Aditya K Shukla	26/2/1988	PhD	Associate Professor	Journalism & Mass Communication	Directorate of Online Education, Manipal University, Jaipur	12	08707492816	dr.akshukla26@gmail.com
2.	Dr Kranti Kushwaha	20/5/1985	Ph.D	Assistant Professor	Journalism & Mass Communication	Chaudhary Bansi Lal University, Bhiwani, Haryana	5	9451301581	krantikushwaha98@gmail.com
3.	Dr. Amit Sharma	15/1/1988	PhD	Assistant Professor	Journalism & Mass Communication	Manipal University Jaipur	6	9460241234	jmcamit@gmail.com
4.	Dr. Vikram Kaushik	24/03/72	PhD	Professor	Faculty of Media Studies	Guru Jambheswar University of Science and Technology, Hisar	25	9415495905	vkaushik24@gmail.com
5.	Ashutosh Kumar Pandey	15/9/1989	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	JECRC University, Jaipur	3	8789450075	jmcashutosh@gmail.com
6.	Ms Zoya Abrar Khan	4/3/1991	Ph.D (Pursuing)	Assistant Professor & HOD	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	2.5	8126302382	zoya.k@invertis.org
7.	Dr. Sandeep Kumar	2/2/1982	PhD	Assistant Professor	Amity School of Communication	Amity University, Gwalior	7	7000945315	drsandeepkumar153@gmail.com
8.	Dr Umesh Kumar Saxena	3/6/1969	Ph.D	Assistant Professor	Mass Communication & Electronic Journalism	MJPR University, Bareilly, U.P.	11	9359788275	usaxena73@gmail.com
9.	Ms Asha Sharma	6/11/1986	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	1	9410200336	asha.s@invertis.org
10.	Dr Nageshwar Prasad	23/01/1955	Ph.D, D.Litt	Ret. Professor	Deptt of Political Science	R.P. (PG) College, Meerganj, Bareilly, U.P.	42	9412604221	081nageshwar@gmail.com
11.	Dr D.P. Yadav	31/12/1965	Ph.D,	Professor	Deptt of Political Science	Gayatri Vidyapeeth (PG) College, Risiya, Bahraich, U.P.	28	9411221562	dryadav9411@gmail.com
12.	Dr Shailendra Singh	07/03/1974	Ph.D,	Asso Professor	Deptt of Political Science	Om Sterling Global University, Hisar, Haryana	19	9416893856	Sksksingh999@gmail.com
13.	Arvind Kumar Shukla	20/5/1980	Ph.D	Asso. Professor	Deptt of Computer Application	IFTM University, Moradabad, U.P.	14	9319160550	arvindshukla.india@gmail.com
14	Dr B.S. Rawat	9/7/1979	Ph.D	Asso. Professor	Computer Science	Invertis University, Bareilly	15	8218220386	rawat.bhupender@gmail.com
15.	Mr Gaurav Singh	15/7/1985	M.Tech	Asstt Prof	Computer Science	Rakshpal Bahadur College of Engg & Tech., Bareilly	12	9897391097	gauravexperience@gmail.com

(Monika) (Shivani) (Dr Abuisl) (Dr Pushpendra) (Atul Babu) (Dr. Sunil Kr. Singh)

Panel of Internal Examiners for Paper-setting and Evaluation (Session 2023-24)

A	C	D	E	F	G	H	I	J	
Sr. No	Name of Teacher	Date of Birth	Qualification	Designation	Department/ College	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1	Dr Abnish Singh	4/6/1979	M.Phil & PhD	Professor	BIU College of Humanities & Journalism	Bareilly International University	18	9456011560	abnishsinghchauhan@gmail.com
2	Mr Ankit Yadav	30/9/1982	MA (APR), PGDM	Guest Faculty	BIU College of Humanities & Journalism	Bareilly International University	6	9760353530	ank.yad@gmail.com
3	Dr Sunil Kumar Singh	05/8/1972	PhD (Pol. Sc.)	Professor	BIU College of Humanities & Journalism	Bareilly International University	20	8218622744	sunil5augnmc@gmail.com
4	Mr Atul Babu	10/8/1994	MBA	Assistant Professor	BIU College of Management	Bareilly International University	4	7906726994	atul.babu9675@gmail.com
5	Ms Shivani Saxena	23/1/1990	MBA, M.Com, M.A. (Eco)	Assistant Professor	BIU College of Humanities & Journalism	Bareilly International University	5	9068230094	shivani90saxenajune@gmail.com
6	Ms Monika	11/3/1992	M.Com, MA (Eng), Diploma CCC & ADCA	Lecturer	BIU College of Management	Bareilly International University	3	8006376946	godofhydron@gmail.com

Monika Shivani (Monika) (Shivani)

(Dr Abnish)

CDR Pushpendra

(Atul Babu)

(Dr Sunil Kr. Singh)

BA (Mass Communication)
Semester— ...
Paper Code & Paper Name

Duration: 3 Hours
Note: All questions are compulsory

Max Marks: 70

Q1. Very Short Answer Type Questions — 5 Questions x 3 Marks Each = 15

a.
b.
c.
d.
e.
f.

Q2. Short Answer Type Questions — 5 Questions x 5 Marks Each = 25

a.
b.
c.
d.
e.
f.

Q3. Long Answer Type Questions — 3 Questions x 10 Marks Each = 30

a.
b.
c.
d.

(Monika) (Shivani) (Dr Abhishek) (Dr. Pushpendra)

(Abul Babar) (Dr Sudhakar Singh)

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2

BOS

Ref. No.: BIU/CHJ/373A

May 13, 2024

Office Circular / Notice

The meeting of Board of Studies, BIU College of Humanities & Journalism, for the session 2024-25 is proposed to be convened as under –

Date : June 04, 2024
Venue : Conference Room
Time : 10 a.m. onwards

Agenda of Meeting

The following agenda is being proposed for discussion and approval in the meeting of Board of Studies for the degree programme of B.A. Mass Communication (Academic Session 2024-2025) under CBCS:

Proposed Agenda:

1. Proposed Academic Calendar
2. Ordinance – B.A. (Mass Communication) Degree Programme under CBCS
3. Admission Ordinance
4. Examination Ordinance (Eligibility Criteria & Scheme for Internal Assessment, Credit-based Grading System for Assessment of Students)
5. POs & COs
6. CBCS-based syllabus of B.A. (Mass Communication)
7. Plan for Residency in Media House
8. Guidelines relating to Project Work
9. Panel of External and Internal Examiners
10. Question Paper Format
11. Result Analysis
12. Academic Events

(Mrs Monika)
Convener

Copy to:

- All the members of the Board of Studies

Ref. No.: BIU/CHJ/390A

June 04, 2024

ATTENDANCE SHEET

Date : June 04, 2024
Venue : Conference Room
Time : 10 a.m. onwards

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Assistant Professor, BIUCM	Member	
5.	Mrs Shweta Singh	Assistant Professor, BIUCM	Member	
6.	Ms Shalini Singh	Assistant Professor, BIUCM	Member	

(Mrs Monika)
Convener

Ref. No.: BIU/CHJ/390B June 04, 2024

Minutes of Meeting

The meeting of Board of Studies for the session of 2024-25 was held on June 04, 2024 at 10 a.m. onwards at College Board Room to discuss the matters as listed in the agenda:

The following members of Board of Studies/~~Board of Faculty~~ were present:

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Assistant Professor, BIUCM	Member	
5.	Mrs Shweta Singh	Assistant Professor, BIUCM	Member	
6.	Ms Shalini Singh	Assistant Professor, BIUCM	Member	

The Minutes of the Meeting are as under:

1. The meeting was chaired by Dr Abnish Singh.
2. The review of the present BOS meeting, for the session 2024-25, on the points of Proposed Academic Calendar, Ordinance – B.A. (Mass Communication) Degree Programme under CBCS, Admission Ordinance, Examination Ordinance (Eligibility Criteria & Scheme for Internal Assessment, Credit-based Grading System for Assessment of Students), POs & COs, CBCS-based syllabus of B.A. (Mass Communication), Plan for Residency in Media House, Guidelines relating to Project Work, Panel of External and Internal Examiners, Question Paper Format, Result Analysis and Academic Events have been made accordingly.
3. All the above-mentioned points were discussed and approved without any change by the members of BOS. All the contents are recommended to be forwarded to the Controller of Examination/ the Registrar.
4. No other item/matter is raised by any member and proceeding is declared as closed with vote of thanks.

(Mrs Monika)
Convener

BIU College of Humanities & Journalism

Academic Calendar

Sr. No.	Particulars	Period of Time
1.	Commencement of Classes (Odd Sem)	Third week of Aug 2024
2.	Last date of submission of University Form	As per notification
3.	First Internal Examination (on completion of two units)	Second week of Oct 2024
4.	Second Internal Examination (on completion of all units)	Last week of Dec 2024
5.	University Examination (Odd Sem)	Third week of Jan 2025
6.	Commencement of Classes (Even Sem)	Last week of Feb 2025
7.	First Internal Examination (on completion of two units)	Last week of April 2025
8.	Second Internal Examination (on completion of all units)	Third week of June 2025
9.	University Examination (Even Sem)	Third week of July 2025

Regular class tests, presentations and other activities will be held as per the Lecture Plan of each subject.

ORDINANCE

Course: BA (Mass Communication)

Duration: (3 Years)

Academic Session: 2024-25

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8.	Residency in Media House	2
9.	Internship	2
10.	Project	2
11.	Examination Criteria	2
12.	Curriculum (Curriculum Outlet: Credit Distribution, Titles of the Courses, Semester-wise Structure)	2
13.	Contact Hours with Credits	5
14.	Marks Distribution	8
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1. Scope

This ordinance shall apply to the degree program leading to Bachelor of Arts (Mass Communication) under CBCS.

2. Admission Criteria (1st year of the Program)

A candidate seeking admission to Bachelor of Arts (Mass Communication) should have passed 10+2 level examination in any stream. The other rules will be followed and practiced as per the admission ordinance.

3. Program Duration

a) The duration of the degree program leading to the award of Bachelor of Arts (Mass Communication) under CBCS shall be of three academic years.

b) The maximum duration for successfully completion of program shall not exceed six years.

4. Annual Intake

The annual intake to 1st year of the program shall be 10 or as approved by the governing bodies of the university.

5. Medium of Instruction

The medium of instruction in the class-room for all subjects of study shall be English and Hindi both as per the guidelines of NEP2020, but the medium of examination shall be English only.

6. Attendance

a) Each candidate is required to obtain minimum 75% attendance in all Theory subjects so as to be eligible to appear in the University Examination.

b) Further relaxation of attendance up to 5% to the student can be given by the Dean/Principal of the institution on genuine/compassionate grounds with prior permission under special circumstances.

c) No student will be allowed to appear in the university examination if he/she does not satisfy the overall average attendance requirements of clauses- a) and b).

d) The names of the students who are not eligible to appear in the university examinations are to be intimated to the Controller of Examination and the concerned students before the commencement of the examination.

7. Organization of the Program

a) Each academic year shall comprise of two parts. First part shall be termed as odd semester and second part as even semester.

b) There shall be minimum 15 weeks devoted to academic activities, excluding 5 weeks for examination and their preparations.

c) The practical/ Residency in a Media House shall be carried for minimum 05 hours per week.

d) The course delivery in each semester shall be carried out in accordance with minimum hours assigned to each theory subject.

8. Residency in Media House

In each semester, each student shall undertake 75 hours or five hours per day for 15 days internship in a media house (residency in media house) on any day(s) of the semester for practical exposure. On undertaking the residency in media house, he/she shall submit the certificate duly signed by the authority of the training center/ media house to the head/coordinator of the department. However, no marks would be awarded to the residency in media house.

9. Internship

At the end of fifth semester, each student shall undertake one month's internship in a media house for practical exposure (If there is the need of the extension of the duration of the internship, the student can get the permission from the college authority for the same). It would be of 04 Credits (100 marks). The student has to submit the completion certificate duly signed by the authority of the training center/ media house with a report (2500 words) on the internship. The report must be checked and approved by the internal subject expert and the class coordinator for awarding the credits (marks).

10. Project

In the sixth semester, each student will submit it (Minimum 60 pages) to the department and it will be evaluated through the presentation and viva-voce on his work, by a duly constituted expert committee. It would be of 04 Credits (100 marks).

11. Examination Criteria

A student must obtain 40% marks in the examinations to pass the concerned course(s)/ subject(s) as per the Credit-Based-Grading-System for the assessment of students.

12. Curriculum

The 3 year curriculum has been divided into 6 semesters (6 months term) and shall include lectures, tutorials, etc. in addition to residency in media house and internship as defined in the scheme. 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. The curriculum outlet is given thus:

Curriculum Outlet

A. Credit Distribution:

Courses	No. of Courses (a)	Credits per Course (b)	Total Credits (a) x (b)
Major (Core)	14	4	56
Minor	3	4	12
Multidisciplinary	3	4	12
AEC	3	4	12
SEC	3	4	12

VAC	2	4	08
Internship			4
Project			4
Total	28		120

B. Titles of the Courses:

Core (Major) Courses (CC)

CC 1: Communication and Mass Media
CC 2: Mass Communication: Concepts and Processes
CC 3: Introduction to Print Media
CC 4: Reporting Techniques and Skills
CC 5: Editing, Layout and Design
CC 6: Basics of Camera, Light and Sound
CC 7: Introduction to Electronic Media
CC 8: New Media and Cyber Journalism
CC 9: Introduction to Audio-visual Media
CC 10: Media Industry and Management
CC 11: Media Ethics and Laws
CC 12: Fundamentals of Film
CC 13: Communication Research
CC 14: Corporate Communication

Minor Courses (MC)

Group A: Any Two

MC 1: Non-linear Video Editing
MC 2: Media, Society and Culture
MC 3: World Media Scenario
MC 4: Public Relation

Group B: Any One

MC 5: Development Communication
MC 6: Photo Journalism
MC 7: National Security and Media
MC 8: Advertising

Multi-Disciplinary Courses (MDC)

MDC 1: Indian Constitution, Politics and Economy
MDC 2: Event Management
MDC 3: Environmental Science

Ability Enhancement Courses (AEC)

AEC 1: Communicative English
AEC 2: Communicative Hindi
AEC 3: Computer for Mass Communication

Skill Enhancement Courses (SEC)

SEC 1: Radio Programme Production
SEC 2: Documentary Production
SEC 3: Television Programme Production

Value-Added Courses (VAC)

VAC 1: Human Values and Professional Ethics
VAC 2: Indian Knowledge System

Internship: 4 – Credits
Project: 4 – Credits

C. **Semester-wise Structure:**

	Core Courses (CC)	Minor Courses (MC)	Multi-Disciplinary Courses (MDC)	Ability Enhancement Courses (AEC)	Skill Enhancement Courses (SEC)	Value Added Courses (VAC)	Internship / Project
	CC 1: Communication and Mass Media **CC 2:** Mass Communication: Concepts and Processes **CC 3:** Introduction to Print Media			**AEC 1:** Communicative English **AEC 2:** Communicative Hindi			
I	**CC 4:** Reporting Techniques and Skills **CC 5:** Editing, Layout and Design		**MDC 1:** Indian Constitution, Politics and Economy	**AEC 3:** Computer for Mass Communication		**VAC 1:** Human Values and Professional Ethics	
II	**CC 6:** Basics of Camera, Light and Sound **CC 7:** Introduction to Electronic Media **CC 8:** New Media and Cyber Journalism		**MDC 2:** Event Management		**SEC 1:** Radio Programme Production		
IV	**CC 9:** Introductions to Audio-visual Media **CC 10:** Media		**MDC 3:** Environmental Science		**SEC 2:** Documentary Production		

	Industry and Management **CC 11:** Media Ethics and Laws						
	CC 12: Fundamentals of Film	**MC 1:** Non-linear Video Editing **MC 2:** Media, Society and Culture **MC 3:** World Media Scenario **MC 4:** Public Relation **(Any Two)**			**SEC 3:** Television Programme Production	**VAC 2:** Indian Knowledge System	
1	**CC 13:** Communication Research **CC 14:** Corporate Communication	**MC 5:** Development Communication **MC 6:** Photo Journalism **MC 7:** National Security and Media **MC 8:** Advertising **(Any One)**					Internship (4 - Credits) Project (4 - Credits)

13. Contact Hours with Credits:

First Semester (0-6 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication and Mass Media	03	01	-	04	4
2	Mass Communication: Concepts and Processes	03	01	-	04	4

3	Introduction to Print Media	03	01	-	04	4
4	Communicative English	03	01	-	04	4
5	Communicative Hindi	03	01	-	04	4
	Residency (Training)					
6	Residency in Media House -I	-	-	05	05	
	Contact Hours per Semester	300 hrs		75 hrs	**Total Hrs:** 375	**Total Cr:** 20

Second Semester (07-12 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Reporting Techniques and Skills	03	01	-	04	4
2	Editing, Layout and Design	03	01	-	04	4
3	Indian Constitution, Politics and Economy	03	01	-	04	4
4	Computer for Mass Communication	03	01	-	04	4
5	Human Values and Professional Ethics	03	01	-	04	4
	Residency (Training)					
6	Residency in Media House -II	-	-	05	05	
	Contact Hours per Semester	300 hrs		75 hrs	**Total Hrs:** 375	**Total Cr:** 20

Third Semester (13-18 months)

S.No.	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Basics of Camera, Light and Sound	03	01	-	04	4
2	Introduction to Electronic Media	03	01	-	04	4
3	New Media and Cyber Journalism	03	01	-	04	4
4	Event Management	03	01	-	04	4
5	Radio Programme Production	03	01	-	04	4
	Residency (Training)					
6	Residency in Media House – III	-	-	05	05	
	Contact Hours per Semester	300 hrs		75 hrs	**Total Hrs:** 375	**Total Cr:** 20

Fourth Semester (19-24 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Introduction to Audio-Visual Media	03	01	-	04	4
2	Media Industry and Management	03	01	-	04	4
3	Media Ethics and Laws	03	01	-	04	4
4	Environmental Science	03	01	-	04	4
5	Documentary Production	03	01	-	04	4
	Residency (Training)					
7	Residency in Media House – IV	-	-	05	05	
	Contact Hours per Semester	300 hrs		75 hrs	**Total Hrs:** 375	**Total Cr:** 20

Fifth Semester (25-30 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Fundamentals of Film	03	01	-	04	4
2 & 3	**Group A: Any Two** MC 1: Development Communication MC 2: Media, Society and Culture MC 3: World Media Scenario MC 4: Public Relation	03	01	-	04	4
4	Television Programme Production	03	01	-	04	4
5	Indian Knowledge System	03	01	-	04	4
	Residency (Training)					
6	Residency in Media House -V	-	-	05	05	
	Contact Hours per Semester	300 hrs		75 hrs	**Total Hrs:** 375	**Total Cr:** 20

Sixth Semester (31-36 months)

S.No	Subjects Name	Hours			Weekly Contact Hours	Credits
		Lecture	Tutorial	Practical		
1	Communication Research	03	01	-	04	4
2	Corporate Communication	03	01	-	04	4
3	**Group B: Any One** MC 5: Development	03	01	-	04	4

	Communication MC 6: Photo Journalism MC 7: National Security and Media MC 8: Advertising					
	Internship & Project					
4	Internship	-	-	-	150	4
5	Project	-	-	-	-	4
	Residency (Training)					
6	Residency in Media House – VI	-	-	05	05	
	Contact Hours per Semester	300 hrs		75+150 = 225 hrs	**Total Hrs:** 525	**Total Cr:** 20

1. Marks Distribution

First Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1		Communication and Mass Media	30	70	100
2		Mass Communication: Concepts and Processes	30	70	100
3		Introduction to Print Media	30	70	100
4		Communicative English	30	70	100
5		Communicative Hindi	30	70	100
				Total	**500**

Second Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1		Reporting Techniques and Skills	30	70	100
2		Editing, Layout and Design	30	70	100
3		Indian Constitution, Politics and Economy	30	70	100
4		Computer for Mass Communication	30	70	100
5		Human Values and Professional Ethics	30	70	100
				Total	**500**

Third Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1		Basics of Camera, Light and Sound	30	70	100
2		Introduction to Electronic Media	30	70	100
3		New Media and Cyber Journalism	30	70	100
4		Event Management	30	70	100
5		Radio Programme Production	30	70	100
				Total	**500**

Fourth Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1		Introduction to Audio-visual Media	30	70	100
2		Media Industry and Management	30	70	100
3		Media Ethics and Laws	30	70	100
4		Environmental Science	30	70	100
5		Documentary Production	30	70	100
				Total	**500**

Fifth Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1		Fundamentals of Film	30	70	100
2 & 3		**Group A: Any Two** MC 1: Non-linear Video Editing MC 2: Media, Society and Culture MC 3: World Media Scenario MC 4: Public Relation	30 30	70 70	100 100
4		Television Programme Production	30	70	100
5		Indian Knowledge System	30	70	100
				Total	**500**

Sixth Semester

Sr.No.	Paper Code	Course Title	Marks Distribution (Theory)		Total
			Internal	External	
1		Communication Research	30	70	100
2		Corporate Communication	30	70	100
3		**Group B: Any One** MC 6: Development Communication MC 7: Photo Journalism MC 8: National Security and Media MC 9: Advertising	30	70	100
4		Internship	-	-	100
5		Project	-	-	100
				Grand Total	**500**
				Grand Total (All Semesters)	**3000**

15. Schedule of Examination

There shall be an End Term University Examination at the end of each semester.

16. Internal Assessment

It shall be based on evaluation of internal examinations (periodic tests), assignments, practicals, presentations, reports, participations in activities, attendance, etc. The internal examinations will be conducted during each semester. However, minimum of two internal examinations will be conducted. Moreover, the internal assessment shall be submitted to the University before the commencement of the University Examinations.

17. Promotional Rules

A student failing to satisfy the qualifying standards of one or more subjects in any semester shall be permitted to pursue the next semester and has to clear the back papers in the subsequent university examination(s) and, therefore, the result shall be declared as 'Promoted with back paper/s'. But, a student shall not be promoted to the next year if he/she fails to clear minimum five subjects in both the semesters. A student shall be declared pass in a semester when he/she is pass in all the subjects, including the marks of internal and external assessment.

18. Supplementary Examinations

The University will conduct the Main Examination and the Supplementary Examination, as per the university norms.

19. Declaration of Result

As per the Credit-based Grading System for the assessment of a student, the result of a candidate shall be declared by the University on the basis of the performance in the examination. In an individual subject, the minimum pass marks (including internal assessment) shall be 40%. The marks obtained in the University Examination and in the internal assessment of the subject shall be added to compute subject percentage.

20. Award of Rank

The merit list shall be drawn on the basis of commutation result of all semesters. On the basis of the final result, the topper shall be awarded rank according to his/her merit, provided he/she passes all examinations in the first attempt.

21. Award of Degree

The student shall be eligible for award of BA (Mass Communication) degree on the successful completion of prescribed programme of study and have been declared pass in the final result.

The undergraduate degree should be of 3-year duration, with multiple entry and exit options within this period, with appropriate certifications. Hence, a certificate will be issued after completing one year in a discipline/ field or a diploma degree after studying for two years or a bachelor's degree after a 3-year programme.

22. Scrutiny/Re-evaluation

Scrutiny/re-evaluation shall be allowed for only theory papers, subject to maximum two subjects in a semester or as per the university norms/ guidelines.

23. Cancellation of Admission

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

a) He/she is not found qualified as per the norms, guidelines or eligibility criteria prescribed by the University.
b) He/she is found involved in creating indiscipline in the College or in the University.
c) He/she is involved in an act of ragging.

24. Power to Amend the Ordinance

The 'Academic Council' shall have the power to relax, amend any or all the provisions of the Ordinances, subject to the approval of the 'Executive Council' of the University.

ADMISSION ORDINANCE

1. A student shall be eligible for admission to any course of study offered by the college if she/he fulfils the eligibility criteria and follows the admission process prescribed by this College/University for that particular course of study.

2. A student shall be eligible for admission to any course of study of this College/University on migration from any other University or Board if he has passed an examination equivalent to the examination of this College/University prescribed by the ordinances for admission to the concerned course of this University:

Provided that the application for admission shall be supported by:-

(a) A migration certificate or a no objection certificate from the concerned University or Board; and

(b) Provided further that the application of a student who has not completed his course of study of any other University may be considered for admission to a course of this College/University, if the pattern and syllabi are similar, subject to fulfilment of conditions and provisions, if any, regarding transfer of credits etc., which may be prescribed by the regulations in this regard.

2. Every student admitted to the college maintained by the University shall be enrolled by the University on receipt of an application for enrolment from him/her duly forwarded by the concerned Head of the college:

Provided that the application for enrolment shall be supported by:-

(a) Mark sheet of qualifying examination, in original

(b) Migration certificate or no objection certificate, in original; and

(c) Fee, as prescribed by the university.

3. A student enrolled by the University shall be allotted an enrolment number.

4. A student desiring to seek admission in any other university or institution on completion of a course of study or otherwise may apply to the University for issue of a migration certificate. On receipt of such an application the University shall issue the migration certificate, provided that

(a) The application is accompanied by the prescribed fee;

(b) All the outstanding dues have been cleared and a no dues certificate has been obtained; and;

(c) An entry to this effect has been made in the Enrolment Register by the Officer of the University issuing the migration certificate.

5. Application form for admission to the various programmes offered by College/University shall be as prescribed by the Academic Council of the University from time to time.

6. The last date for the receipt of applications for admission to various Departments of the College/University shall be fixed each year by the Academic Council of the University.

7. The last date for admission to the various departments of the college/ University shall be fixed each year by the Academic Council of the University.

8. The number of students to be admitted in the college of the University in the coming session shall be prescribed each year by the Academic Council of the University.

9. Admission of students shall be made as per the university norms, aimed at assessing knowledge, comprehension and aptitude of the student to pursue higher studies through written test/viva/group discussion /personal interview or a combination of these or as per the situation.

10. However, provided that in case of courses where the intake of students is small, admission may be made on the basis of the merit adjudged through the marks obtained in the qualifying examination. The decision to this effect will be taken by the Academic Council on the recommendation of the concerned Department/College.

11. Minimum qualifications for admission to the programmes in various Departments of the college shall be prescribed by the Academic Council in consultation with the Principal of the College/Heads of the Departments each year, subject to the concessions provided for by the Regulations.

12. Only such candidates who have passed an examination of an Indian University/Board established or recognized by State/Central governments or such other examination as has been recognized equivalent by State/Central governments/university shall be considered for admission.

13. The University shall follow reservation policy prescribed by the State Government for private universities from time to time for admissions to various courses.

14. The 10% of seats over and above the normal intake shall be for the students of foreign nationality/international students for admission to the programmes.

15. The commencement of classes for all courses, other than professional courses, shall be governed by the UGC norms concerning Minimum Standards of Instruction for the Grant of Degrees as issued and amended from time to time.

16. The minimum and maximum duration for the programmes offered by the College/University shall be prescribed by the Academic Council in conformity with requirements of regulations prescribed by national regulatory bodies from time to time.

17. A candidate shall be admitted to the programme in a Department/College on his/her enrolment as a student of the University after paying the fee prescribed by the University.

18. If, at any time, it is discovered that a candidate has made a false or incorrect statement or other fraudulent means have been used for securing admission his/her name shall be removed from the rolls of the University.

Eligibility Criteria for Examiners

(3 Years Undergraduate Course- B.A. – Mass Communication)

1. **Examiner – Paper-setter (External)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) /NET/PhD or any other relevant professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

2. **Examiner – Answer Script Evaluation (External)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) /NET/PhD or any other relevant professional degree in the allied subject with minimum one year teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.

3. **Examiner – Paper-setter (Internal)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) /NET/PhD or any other relevant professional degree in the related subject with minimum three years teaching the subject/s, whether in service, practicing or retired at the time of appointment as Paper-setter.

4. **Examiner – Answer Script Evaluation (Internal)**
   A person holding MA (Journalism and Mass Communication)/ M.A. (English)/ M.A. (Hindi) /NET/PhD or any other relevant professional degree in the allied subject and teaching the subject/s, whether in service, practicing or retired at the time of appointment as Examiner.

BIU College of Humanities & Journalism

BA (Mass Communication)

Scheme for Internal Assessment

1. Internal Assessment marks shall be shown separately in the Marks Sheet issued by the University and these marks shall be added to the semester examination marks for determining the division of the student.
2. 30% of the maximum marks in each paper in undergraduate courses shall be assigned for Internal Assessment and the remaining 70% marks for the semester University Examination; the time duration and other modalities of the semester Examination with respect to this 70% component shall remain as per existing schemes of examination for various undergraduate courses.
3. There shall be 5% weightage assigned to the First Internal Examination and 5% weightage assigned to the Second Internal Examination to be conducted by the college, for all subjects in Pass course.
4. Each student shall be assessed on the basis of written assignments/tutorials/practicals as well as on the basis of project reports/ term papers/ seminars, and other activities. There shall be 10% weightage for such written assignments/ project reports/ presentations/ term papers/ seminars. Each student shall be given at least one written assignment per unit in each paper, subject to a maximum of 10 written assignments per semester for each paper.
5. There shall be 10% weightage for regularity in attending lectures, tutorials, practicals and residency in a media house, and the credit for regularity in each paper including internship shall be on the basis of the percentage of attendance.

[Medical certificates shall be excluded while calculating credit towards marks to be awarded for regularity, though such certificates shall continue to be taken into account for the purpose of calculating eligibility to appear for examinations as per the existing provisions of Ordinance]

Credit-Based-Grading-System for Assessment of Students

The Scenario

Currently an important concern, which is strongly mentioned in recent times by the University Grants Commission (UGC), the National Assessment and Accreditation Council (NAAC), is the need to develop a Choice-Based Credit System (CBCS) in tune with global trends and the adoption of a proper grading system for measuring performance of the learner. Recommendation of the UGC in its Action Plan for Academic and Administrative Reforms "..... Curricular flexibility and learners' mobility is an issue that warrants our urgent attention. These can be addressed by introducing credit based courses and credit accumulation. In order to provide with some degree of flexibility to learners, we need to provide for course duration in terms of credit hours and also a minimum as well as a maximum permissible span of time in which a course can be completed by a learner...Choice-Based Credit System (CBCS) imminently fits into the emerging socioeconomic milieu, and could effectively respond to the educational and occupational aspirations of the upcoming generations. In view of this, institutions of higher education in India would do well to invest thought and resources into introducing CBCS. Aided by modern communication and information technology, CBCS has a high probability to be operational efficiently and effectively — elevating learners, institutions and higher education system in the country to newer heights...".

The major system engaged in Higher Education in the global scenario is operating a system of credits. The European Credit Transfer System (ECTS), the 'National Qualifications Framework' in Australia, the Pan-Canadian Protocol on the Transferability of University Credits, the Credit Accumulation and Transfer System (CATS) in the UK as well as the systems operating in the US, Japan, etc are already in a system of credit to measure the level of competency.

In tune of the above scenario the college has adopted a credit-based-grading- system for the purpose of assessment of the students, which will be acceptable to the global universities.

Advantages of the Credit-Based-Grading-System

- **Respects 'Student Autonomy':** Represents a shift in focus from teaching based to learning education since the workload is based on the investment of time in learning.
- **Records student's workload realistically:** It calculates not only the time spend by the students in lectures or seminars but also the time they need for individual learning and the preparation of examinations etc.

- **Helps self-learning.**

- **Students may undertake as many credits as they can cope with** without repeating all the courses (papers) in a given semester if they unsuccessful in one or more courses (papers).

- **Offers more flexibility to the students** allowing them to choose inter-disciplinary (known as Extra-Departmental papers) courses along with major courses, which makes education more broad-based.

- **Facilitates students' mobility.** Providing opportunity to transfer the credit earned at one institution to another. Provide more transparency and compatibility between different educational structures.

Some Salient Features of Credit-Based-Grading-System in the College

1. The amount of learning indicated by a credit value is based on an estimate using the idea of hours of learning. The number of hours of learning provides a rough guide to how long it will take a typical student, on average, to achieve the learning outcomes specified for the module or programme. The estimate of notional hours of learning doesn't just include formal classes, but estimates the amount of time spent in preparation for these classes, along with private or independent reading and study, plus revision and the completion of course-work required on the module.

2. The university shall also formulate policy for credit transfer that can allow a student to transfer credits which have already been awarded to the student (vide clause 37 of the Regulation).

3. A student may be able to transfer credits to another programme within the university, or may be able to transfer credit towards a programme in a different institution with which the university has a formal agreement of mutual credit transfer. Credit transfer depends on whether the accumulated credit is relevant to the programme to which the student wants to transfer.

4. Grade, SGPA & CGPA: Student shall be graded in each course with 7 deferent grades in a scale of 10. Based on marks obtained in aggregate in each paper of UG/PG degree course following grade and grade points shall be awarded (given in 5). Student(s) failing to obtain minimum D-grade in individual module/paper will be declared as unsuccessful irrespective of SGPA/CGPA value to qualify in each semester. Students will be awarded SGPA/CGPA values considering both honours and other courses in bachelor's degree courses and post-graduate degree courses.

5. Classification of Grades:

% marks obtained	Grade	Grade Point	Performance
90 and above	O	10	Outstanding
80 to 89	A+	9	Excellent
70 to 79	A	8	Very Good
60 to 69	B+	7	Good
50 to 59	B	6	Above Average
45 to 49	C	5	Average
40 to 44	D	4	Pass
Less than 40	F/RA	0	Fail
Absent	AB	0	Fail
Detained	DT	0	Fail

Provided further a student securing 39.1 % to 40% of marks in any paper or in aggregate may be deemed to have obtained 40% of marks while considering the award of grade and grade point. There will be a **Semester Grade Points Average (SGPA)** calculated for each semester on the basis of grades obtained in that semester. The SGPA for the semester is calculated as:

$$\text{SGPA} = \frac{\text{Grade Point} \times \text{Credit}}{\text{Credit}}$$

For Example:

Consider the grade point and credit of a student given in the table below:

Course	Course I	Course II	Course-III	Course-IV	Course-V
Credit	5	5	5	5	2
Grade Point	6	7	7	8	7

SGPA for the Semester is calculated as:

$$SGPA = \frac{6 \times 5 + 7 \times 5 + 7 \times 5 + 8 \times 5 + 7 \times 5}{5 + 5 + 5 + 5 + 5} = \frac{175}{25} = 7$$

Cumulative Grade Point Average (CGPA) for k semesters is given as:

For example, consider the SGPA's obtained by a student in four semesters along with total credit in each semester is given as follows:

Semester	I	II	III	IV	V	VI
SGPA	7	6	8	7	6	8
Total Credit	25	25	25	25	25	20

CGPA for the Course is calculated as:

$$CGPA = \frac{7 \times 25 + 6 \times 25 + 8 \times 25 + 7 \times 25 + 6 \times 25 + 8 \times 20}{25 + 25 + 25 + 25 + 25 + 20} = \frac{1010}{145} = 6.97$$

6. Each course has the adequate relevance in the respective programme according to its credits. The credit points earned in the courses will be counted to calculate the final CGPA.

7. A student shall be provided with a final record of total marks obtained along with the final grade at the end of the respective degree course.

B.A. (Mass Communication)

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- Gain knowledge of Mass Communication and the related avenues.
- Acquire the knowledge related to various avenues of Mass Communication and their impact.
- Get skills enough to excel in professional techniques of media industry.
- Empower himself by journalistic, communicative and professional skills.
- Become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES (4)

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press Style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTIVES

The programme (BA in Mass Communication) will enable the learner to:

- Impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.
- Develop the student into skillful, competitive and responsible professional for media industry.
- Empower learners by soft skills, life skills and journalistic skills.
- Impart media literacy and competency with new media technologies.
- Inculcate the student with values, ethics and legal knowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND SKILLS

Upon completion of this undergraduate programme (BA in Mass communication) the student shall:

- Be equipped with skills in information and communication technologies (ICT) including new media literacy.
- Acquire the primary research skills, employability and incubation abilities.
- Become ethically committed media professionals and entrepreneurs adhering to the human values.
- Have an understanding of acquiring knowledge throughout life.
- Acquire the understanding of importance of cooperation and teamwork.

COURSE OUTCOMES

Sr. No.	Name of the Programme	Name of the Course	Course Outcomes
1.1	B A (Mass Communication)	Communication and Mass Media	After the completion of the course, students will be able to: • Understand the importance of communication. • Learn various aspects of mass communication in various mediums. • Know the process of communication in different situations as well as different theories of communication, which are applied or used in various scenarios.
1.2		Mass Communication: Concepts and Processes	After the completion of the course, students will be able to: • Understand the concepts of communication and implement them in their professions and everyday life. • Identify the use of media in providing meaningful information. • Explain and review the theories of mass communication.
1.3		Introduction to Print Media	After the completion of the course, Student will be able to: • Identify news values and comprehend the news process in print media. • Demonstrate interviewing and newsgathering skills, organize a news story according to the news structure and write different leads, the body text and ending. • Display editing skills including proof reading and headline writing.
1.4		Communicative English	After the completion of the course, students will be able to: • Learn and use verbal and non-verbal communication in English. • Understand various aspects of English language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
1.5		Communicative Hindi	After the completion of the course, students will be able to: • Learn and use verbal and non-verbal communication in Hindi. • Understand various aspects of Hindi language and communication skills. • Display listening, speaking, reading and writing skills in the professional world.
2.1		Reporting Techniques and Skills	After the completion of the course, students will be able to: • Recognize how to plan and complete

			reports for maximum impact in mass communication. • Understand concept and theories of reporting techniques and skills and learn who, what, when, where, why and how type questions for making reports. • Know how to tailor a report for a specific audience and recognize when to use data back up the report, using reporting techniques and skills.
2.2		Editing; Layout and Design	After the completion of the course, students will be able to: • Understand the concepts of editing, layout and design and learn the process as well. • Apply page layout and design in the teaching-learning process and develop the visual content for a desired target audience. • Critically apply acquired knowledge to design projects with multiple levels of information across one or more editions.
2.3		Indian Constitution, Politics and Economy	After the completion of the course, students will be able to: • Describe the functioning and structure of the state, legislature, executive and the judiciary. • Identify forms of government, coalitions and alliances. • Analyze political issues in the overall context of the Indian political system.
2.4		Computer for Mass Communication	After the completion of the course, students will be able to: • Understand the basic concepts of computer fundamentals. • Work on MS Office tools, Photoshop and Internet for the professional world. • Learn theories and practicals, practicing MS Office tools like word, excel, PowerPoint, Photoshop, CorelDraw and In Design in the computer lab.
2.5		Human Values and Professional Ethics	After the completion of the course, students will be able to: • Equip students with a foundational understanding of ethical principles and moral reasoning. • Foster their ability to navigate complex professional scenarios with integrity. • Explore core values such as honesty, respect, and fairness, and learn how to apply these principles in real-world situations. • Emphasize the development of critical thinking skills to assess ethical

			dilemmas and make responsible decisions.
3.1		Basics of Camera, Light and Sound	After the completion of the course, students will be able to: • Understand the basics of video, camera, light and sound. • Describe camera movements, mounts, shots, angles and compositions. • Understand techniques of lighting for video production. • Understand methods of recording and in-cam editing.
3.2		Introduction to Electronic Media	After the completion of the course, students will be able to: • Understand introductory concepts with multiple resources in electronic media. • Understand the role of electronic media in mass communication and identify different Radio and TV programmes and their formats of communication. • Learn the skills of script writing for radio and the production of Radio and TV programmes.
3.3		New Media and Cyber Journalism	After the completion of the course, students will be able to: • Explain new media, its origin and evolution and impact on readers, business and society. • Distinguish new media from print and electronic media. • Define important terms of digital world, explaining the role and scope of a new media.
3.4		Event Management	After the completion of the course, students will be able to: • Comprehend EM companies' functions as independent organizations and develop understanding of the events as prevalent tools of marketing. • Analyze the role of events in building/developing corporate image and get an insight into the important aspects of crisis/risk management in such events. • Learn how to manage an event and how to frame it as well.
3.5		Radio Programme Production	After the completion of the course, students will be able to: • Understand the concept and theories of radio programme production, interpreting the challenges and solutions of the radio industry. • Learn how to practice broadcast

			journalism. • Prepare radio programs in different formats and style for different audiences.
4.1		Introduction to Audio-Visual Media	After the completion of the course, students will be able to: • Understand the history, forms, elements, theories, meaning, and principles of audio-visual media. • Identify the conventions of audio-visual media and learn the process of making audio and video. • Participate actively in class-room discussions and critique ideas and techniques employed by peers in a constructive manner.
4.2		Media Industry and Management	After the completion of the course, students will be able to: • Understand the landscape of media industry and management. • Analyze media management principles. • Understand media regulation and ethics. • Learn about audience analysis and market research
4.3		Media Ethics and Laws	After the completion of the course, students will be able to: • Identify ethical issues faced by the media and discuss trends in commercialization of news. • Discuss various media laws and their implications on conduct of media. • Analyze the issues of media regulation in India and their impact on media houses.
4.4		Environmental Science	After the completion of the course, students will be able to: • Articulate the interconnected and interdisciplinary nature of environmental studies. • Understand and evaluate the global scale of environmental problems. • Use critical thinking, problem-solving devices, and methodological approaches of environmental studies.
4.5		Documentary Production	After the completion of the course, students will be able to: • Identify and explain the major traditions of documentary studies for the past 100 years. • Connect their field-based experiences with appropriate archival sources and literatures. • Communicate effectively with individuals or groups outside.

5.1		Fundamentals of Film	After the completion of the course, students will be able to: • Learn the fundamentals of film, its form and content in theory and practice. • Understand crucial fine points that make cinema, classify various fascinating aspects of cinema and learn its language for captivating the masses. • Create a simple script and implement a shoot based on the same.
5.2 & 5.3 (Group A: Any Two)		Non-linear Video Editing	After the completion of the course, students will be able to: • Understand how to generate a video by applying knowledge of mass media. • Present the edited video to the specific audiences. • Record short clips by using camera and edit these clips by using software.
		Media, Society and Culture	After the completion of the course, students will be able to: • Write and discuss on the issues related to media, culture and society and recognize the impact of mass media on culture and society. • Develop competency and efficiency for becoming media and entertainment industry-ready-professional. • Become socially responsible media academician, researcher, and professional with global version.
		World Media Scenario	After the completion of the course, students will be able to: • Understand the concept, importance and scope of world media, covering areas of present studies. • Identify the milestones of print and internet journalism in India and worldwide. • Learn the scenario of global news, news websites, print and online magazines, • newspapers, etc.
		Public Relation	After the completion of the course, students will be able to: • Understand various theoretical perspectives of public relations. • Critically assess the use of rhetoric in an array of public relation materials, as demonstrated through successful completion of quizzes and critical analyses. • Online and offline critiques of PR campaign materials, closely monitoring

			numerous media channels for public comment about a company or product image.
5.4		Television Programme Production	After the completion of the course, students will be able to: • Comprehend the evolution of TV industry and its growth in India and illustrate the basics of TV genres and essentials of TV journalism. • Explain the handling and operating video camera and sound controlling equipments used in TV production. • • Create the projects which will be beneficial for their career growth.
5.5		Indian Knowledge System	• Understand historical and philosophical foundations. • Explore diverse traditional knowledge areas. • Analyze the integration of Indian knowledge in contemporary contexts. • Apply theoretical knowledge to real-world scenarios.
6.1		Communication Research	After the completion of the course, students will be able to: • Develop foundational knowledge of communication research, cultivating communication competence. • Apply human communication strategies in a diverse world. • Evaluate and utilize evidence-based research in the field of mass communication.
6.2		Corporate Communication	After the completion of the course, students will be able to: • Provide basic and emerging concepts and principles in relation to better decision making in corporate communication. • Integrate various functions with organizational goals and strategies to provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant softwares, especially in media planning and production of campaigns.
6.3 **(Group B: Any One)**		Development Communication	After the completion of the course, students will be able to: • Recognize and explain the concept and importance of development communication. • Distinguish between communication and development communication with special reference to mass media.

			• Use of different media in development communication and their utility for the masses.
		Photo Journalism	After the completion of the course, students will be able to: • Describe the fundamental concept of the medium of photography, combine the science and art on photography, relate the history of the medium, and design storytelling through this visual medium. • Understand the advanced techniques, display exposure of photography and handle the specialized techniques of lighting and composition. • Develop projects that address both the art of the medium as well as the commercial applications.
		National Security and Media	After the completion of the course, students will be able to: • Identify and explain journalistic process and how it intersects with the national security, applying appropriate research in press freedom and national security, applying appropriate research principles and methods. • Demonstrate autonomy, critical thinking and analysis skills and expert judgement and responsibility in the field of press freedom and national security, with an eye to giving clear conclusions on law reform options. • Have the cognitive and technical skills to independently examine, research and analyze existing and emerging legal issues relating to press freedom and national security.
		Advertising	After the completion of the course, students will be able to: • Discuss the meaning, nature, concept and tools of different types of advertising for various mediums of mass communication. • Comprehend the role and importance of advertising in society and develop and demonstrate strategic plans and planning methods in advertising for brand building. • Compose ad copy in a variety of media, as demonstrated through critical evaluation of visuals, graphics and the written words and designing the practice kit.
6.4		Internship	After the completion of the Internship, students will be able to: • Gain hands-on experience in writing,

			editing, reporting, and media production, while applying theoretical knowledge to real-world scenarios. • Develop a deeper understanding of the media landscape, including trends, challenges, and ethical standards within journalism and mass communication. • Build connections with industry professionals, mentors, and peers, fostering relationships that can enhance future career opportunities. • Improve critical communication skills such as interviewing, content creation, digital media tools, and multimedia storytelling.
6.5		Project	After the completion of the Project, students will be able to: • Develop practical project management skills. • Enhance collaboration and teamwork. • Refine project presentation and evaluation techniques. • Promote critical thinking and research skills.

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BA (Mass Communication) Degree Programme under CBCS w.e.f. 2024-25

Purpose:

To produce media professionals with high quality competencies to work in the field of television, radio, film, and other media establishments with a sound knowledge of media related communications that can be applied to develop and produce content for documentaries, television programmes, ad films, corporate videos, radio programmes, magazines and newspapers.

Careers and Opportunities:

At the end of the Undergraduate Programme the students will be well-versed with contemporary Electronic Media Productions and will be ready to enter into careers in Television, Radio, Film and other related media industries.

1. In the TV Industry: TV News Producers, Anchors, Scriptwriter, Research Persons, Video Editors and Audio Engineers.
2. In the Radio Industry: Radio Jockeys, Audio Engineers and Program Producers.
3. In the Film Industry: Assistant Directors, Assistant Producers and Camerapersons.
4. In the Advertising, PR and Corporate Industry: Media Programmers, Copy writers, Creative executives, Campaign Planners.
5. Freelancers for Documentary Filmmaking.
6. Print Media Personnel
7. Academicians and Research Scholars at the Post-graduate Level.

The Programme is crafted to offer a comprehensive grasp of Mass Communication both as a practice and an enterprise. It begins by immersing students in skill-based tasks and hands-on exercises, ensuring they gain practical experience. Over the course of Six Semesters, the curriculum is structured to progressively build expertise, blending theoretical insights with real-world applications to provide an ultimate and well-rounded education in the field.

1.	Core Courses	Practical Work
	CC 1 Communication and Mass Media	Seminar Presentation
	CC 2 Mass Communication: Concepts and Processes	Three Minutes Programme Anchoring
	CC 3 Introductions to Print Media	PPT on its History
	CC 4 Reporting Techniques and Skills	Writing Scripts (500 words) on any Social, Political and Cultural topic
	CC 5 Editing, Layout and Design	Design a news item for Print or Electronic Media
	CC 6 Basics of Camera, Light and Sound	Poster Presentation
	CC 7 Introductions to Electronic Media	Scripts Writing for a Product and Services
	CC 8 New Media and Cyber Journalism	Project Creation of a Blog with minimum five Posts
	CC 9 Introduction to Audio-visual Media	Creation of Three Minute Audio or Video with Special Features
	CC 10 Media Industry and Management	Project, Case Study Presentation
	CC 11 Media Ethics and Laws	Seminar Presentation
	CC 12 Fundamentals of Film	Creation of One Film Review (300 words)
	CC 13 Corporate Communication	Poster Presentation
	CC 14 Communication Research	Poster Presentation on Communication Research
2.	**Minor Courses (MC)**	
	Group A: Any Two	
	MC 1 Non Linear Video Editing	Creation of a Three Minute Video
	MC 2 Media Society and Culture	Term Paper (1000 words)
	MC 3 World Media Scenario	Presentation on any Topic
	MC 4 Public Relation	Module Presentation
	Group B: Any One	
	MC 5 Development Communication	PPT on any Social or Corporate Paining (five Slate)
	MC 6 Photo Journalism	Theme based Photography Assignment
	MC 7 National Security and Media	Seminar Presentation
	MC 8 Advertising	Paining and Designing and Ad. Copy
3.	**Multi-Disciplinary Courses (MDC)**	
	MDC 1 Indian Constitution, Politics and Economy	Project, Applications of Constitution in Mass Communication (500 words)
	MDC 2 Event Management	Event Schedule and Execution Plan on PPT
	MDC 3 Environmental Science	Poster Presentation
4.	**Ability Enhancement Courses (AEC)**	
	AEC 1 Communicative English	Letter writing on any Topic of Mass Communication Project

	AEC 2 Communicative Hindi	Letter writing on any Topic of Mass Communication Project
	AEC 3 Computer for Mass Communication	PPT on use of any one Software
5.	**Skill Enhancement Courses (SEC)**	
	SEC 1 Radio Programme Production	Script on Music Presentation
	SEC 2 Documentary Production	Script writing
	SEC 3 Television Programme Production	Presentation of Commercial Chanel Function
6	**Value-Added Courses (VAC)**	
	VAC 1 Human Values and Professional Ethics	Poster Presentation
	VAC 2 Indian Knowledge System	Seminar Presentation
7	**Internship**	Report Writing
8	**Project**	Report Writing

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B.A. (Mass Communication) – Semester I

CC 1: Communication and Mass Media

(L-3, T-1, P-0)

Unit I **(12 hours)**

Communication: Definition, Meaning and Concept; Importance, Functions and Process of Communication; Levels of Communication; Types of Communication: Verbal and Non-verbal, Barriers of Communication, 7 C's of Communication

Unit II **(12 hours)**

Communication Theories: Concept, Need and Importance; Types of Theory: Two Step and Multi Step Theory, Bullet Theory, Hypodermic Needle Theory, Normative Theory and Seibert Theory; Communication Models: Concept, Need and Importance; Types of Model: Models of Aristotle, Shannon and Weaver, Harold D. Lasswell, Osgood, Wilber Schramm, George Gerbner

Unit III **(12 hours)**

Mass Media: Meaning, Concept and Types; Role, Objectives and Functions of Mass Media; Introduction to Indian Press; Origin and Development of Newspaper and Magazine in India; Brief History of Electronic Media in India: Radio, TV, Audio, Video, Internet, Mobile Phone

Unit IV **(12 hours)**

Dimensions of Mass Media: Mass Media as Fourth Pillar of Democracy; Mass Media in Rural-Urban Divide; Mass Culture: Meaning and Concept; Perspectives, Objectives and Features of Mass Culture; Relation between Mass Media and Mass Culture and their Development

Unit V **(12 hours)**

Mass Media and New Age: Changing Trends under the Process of Globalization; Private and Public Mass Media; Technology in the Development of Mass Media; Mass Media and Market: Nature, Relation and Expansion; Mass Media and Social Issues; Mass Media and Ethical Issues

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Andal N and Rangarajan C : *Communications Theories And Models*
- K.B. Dutta : *Mass Media in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Kewal J Kumar : *Mass Communication in India*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

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B.A. (Mass Communication) – Semester I

CC 2: Mass Communication: Concepts and Processes

(L-3, T-1, P-0)

Unit I **(12 hours)**

Mass Communication: Definition, Concept, Characteristics and Process; Functions of Mass Communication: Persuade, Inform, Educate and Entertain; Other Functions of Mass Communication; Impact and Influence of Mass Communication

Unit II **(12 hours)**

Mass Communication and Effects Paradigms: Meaning and Concept; Types of Effects Paradigms: Direct Effects, Mass Society Effects, Propaganda Limited Effects, Individual Difference Effects, Personal Influence Theory

Unit III **(12 hours)**

Mass Communication and Mass Culture: Meaning and Concept, Agenda Setting, Spiral of Silence, Cultivation Analysis, Critiques of the Effects Paradigm; Emergence of Alternative Paradigm and Mass Culture

Unit IV **(12 hours)**

Theories of Mass Communication: Meaning and Concept; Types of Theories: Cognitive, Dissonance, Agenda Setting, Cultivation, Authoritarian, Libertarian, Social Responsibility, Soviet Communist, Uses and Gratification Theory

Unit V **(12 hours)**

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, Mobiles. Advertising, Public Relations and Public Affairs, Traditional and Folk Media, Media and Modern Society, Media and Democracy

Readings:

- Baldev Raj Gupta : *Mass Communication and Development*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Denis McQuali : *Mass Communication Theory*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

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B.A. (Mass Communication) – Semester I
CC 3: Introduction to Print Media
(L-3, T-1, P-0)

Unit I **(12 hours)**

Introduction to Print Media: Meaning, Concept and Brief History; Printing Technologies in Early Ages: Mesopotamian, China, Egypt; Gutenberg and Printing Press; Print Media as a Propaganda Tool for Religion; Evolution of Print as News Medium

Unit II **(12 hours)**

Anglo-Indian Press: Concept and Perspectives; James Augustus Hicky and the Bengal Gazette, Other Early Newspapers of Calcutta, Madras and Bombay; British Control on Freedom of Press; Role of Newspaper in India's Struggle for Independence; Indian Language Press (Early Years); Bangla, Marathi, Hindi, Tamil and Urdu: Prominent Newspapers and Magazines and their Editors

Unit III **(12 hours)**

Development of Print Media: Evolution during Initial Years of Freedom; Indian Government's Take On Freedom of Press: Objectionable Matters Act; Growth of National Press: English and Hindi; Press Censorship during Emergency; Underground Press and Literature; During Emergency: Over Ground Publishers; Take On Emergency; Press Code and Ethics in India

Unit IV **(12 hours)**

News Agencies in India (History, Functions and Role): PTI, UNI, UNI-Varta, Bhasa; International News Agencies and Transnational Dominance: Reuters, AP, AFP, UPI, and TASS; Government Media Organizations: PIB, Photo Division, DAVP, RNI; Other Media Related Organizations: ABC, INS, Editors Guild, IFWJ, NUJ, PII, NBA

Unit V **(12 hours)**

Economics of Print Media: Concept and Current Perspectives; Indian Newspaper Industry's Growth; Statistics of Indian Print Media; Ownership Pattern of Newspapers in India; The Great Migration of Print Media; The Future of Print Media in India

Readings:

- Abhijit Gupta and Chakravorty Swapan : *Print Areas: Book History in India*
- K.B. Dutta : *Mass Media in India*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*

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B.A. (Mass Communication) – Semester I

AEC 1: Communicative English

(L-3, T-1, P-0)

Unit I **(12 hours)**

Basic Language Skills: Vocabulary Building; Sentence: Assertive, Interrogative, Imperative, Exclamatory, Subject and Predicate, Sequence of Words in a Sentence (Word Order), Tense: Kinds and Structures, Usage of Tenses, Voice: Active and Passive

Unit II **(12 hours)**

General Principles of Writing: Tips and Techniques, Essentials of Good Style, Paragraph Writing: Unity, Coherence and Emphasis; Model Paragraphs and their Analysis; Precise Writing: Concepts and Essentials, Comprehension: Themes, Issues, Arguments and Structural Devices

Unit III **(12 hours)**

Communication: Meaning, Nature and Scope; Types of Communication: Verbal and Non-verbal, Communication Process, Communication Flows: Upward, Downward, Horizontal and Diagonal, Principles of Communication, Communication Barriers, Measures to Overcome the Barriers to Communication

Unit IV **(12 hours)**

Verbal Communication: Meaning, Significance, Types and Usage, Types of Verbal Communication, Non-verbal Communication: Meaning, Significance, Types and Usage, Difference between Business Communication and General Communication

Unit V **(12 hours)**

Drafting Patterns: Business Letters: Structures, Types of Business Letters: Enquiry, Complaint, Request, Job Application, Notice, Agenda, Minutes of Meeting, Report Writing: Concept, Importance and Scope; Steps in Report Writing; Structure of Report; CV and Resume; E-mail: Principles and Etiquettes

Readings:

A.S. Hornby: *Advanced Learners' Dictionary of Current English*

Wren & Martin: *High School English Grammar and Composition*

S. Kamlesh and Susheela Punitha: *Spoken English: A Foundation Course* (Part I & II)

Sanjay Kumar and Pushp Lata: *Communication Skills*

Meenakshi Raman & Sangeeta Sharma: *Professional Communication*

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B.A. (Mass Communication) – Semester I

AEC 2: Communicative Hindi

(L-3, T-1, P-0)

Unit I **(12 hours)**

भाषा : परिभाषा, महत्व, विशेषताएँ, संक्षिप्त इतिहास; भाषा एवं समाज; भाषा एवं संस्कृति; शब्द रचना एवं प्रयोग; शब्द और वाक्य।

Unit II **(12 hours)**

वाक्य-रचना एवं प्रकार; सामान्य विधियाँ; संज्ञा, सर्वनाम, क्रिया, विशेषण; वाक्य और कल्पना; वाक्य और अनुभव।

Unit III **(12 hours)**

कहावतें, मुहावरे, अलंकार; हिंदी की प्रमुख बोलियाँ- अवधी, ब्रजभाषा, छत्तीसगढ़ी, मालवी, बुंदेलखंडी, बघेली, राजस्थानी, भोजपुरी, मैथिली आदि से संक्षिप्त परिचय।

Unit IV **(12 hours)**

मीडिया की भाषा; मीडिया में भाषा का उपयोग एवं महत्व; मीडिया की भाषा की प्रकृति एवं विशेषताएँ; समाचारों में प्रयोग होने वाले शब्द; विज्ञापन में उपयोग होने वाले लोकप्रिय शब्द; मीडिया की भाषा; भाषा : नए प्रचलन एवं प्रयोग; मीडिया भाषा में अंतर; मीडिया की भाषायी समस्या।

Unit V **(12 hours)**

भाषा व्यवहार : सरकारी पत्राचार, टिप्पणी तथा मसौदा-लेखन, सरकारी तथा व्यावसायिक पत्र-लेखन।

Readings:

- डॉ धीरेंद्र वर्मा : *हिंदी भाषा का इतिहास*
- डॉ उदय नारायण तिवारी : *हिंदी भाषा का उद्भव और विकास*
- राम विनायक सिंह : *हिंदी में सरकारी कामकाज*
- डॉ पूरणचंद्र टंडन : *भाषा अनुप्रयोग*
- भोलानाथ तिवारी : *अनुवाद विज्ञान*

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B.A. (Mass Communication) – Semester II

CC 4: Reporting Techniques and Skills
(L-3, T-1, P-0)

Unit I **(12 hours)**

Gathering the News: Concept, Perspectives, Functions and News Sources; Reporter: Training and Qualifications to be a Reporter; News Reporting: Taking Notes, Interviews and Data Collection; Main Elements of News; Methods of News Reporting: Investigative or Interpretative Reporting; Organizing the Information: Writing and Editing

Unit II **(12 hours)**

Skills for Writing News: Concept and Perspectives; Basic Formula for Writing: The Inverted Pyramid; News Lead: Meaning and Concept; Types of Lead: The Summary Lead and No News Lead; Thinking through the Lead: Finding the Appropriate Verb, Organizing the Facts, Time Elements

Unit III **(12 hours)**

Some Other Aspects of the Lead: Datelines, Credit Lines, Bylines; Headline: Meaning and Concept; Four Functions of a Headline; Techniques for Making Headline; Organization of Topics of Mass Media

Unit IV **(12 hours)**

Reporting: Concept and Features; Types of Reporting: Crime Reporting, Court Reporting, Health Reporting, Civic Reporting, Political Reporting, Business Reporting, Science and Technology Reporting, Sports Reporting, Culture Reporting, Education Reporting; Reporting Techniques and Skills; Development Reporting

Unit V **(12 hours)**

Writing the Story: Concept, Attribution, Identification, Time and Timeliness; Process of Writing the Story; Magazine Writing; Obituary Writing; Article Writing; Editorial Writing; Writing Letter to Editor; Writing Critique; Writing Review; New Paradigm Features

Readings:

- George Hough : *News Writing*
- M.V. Kamath : *The Professional Journalism*
- M.V. Kamath : *The Journalist's Handbook*
- Miles Maguire : *Advanced Reporting: Essential Skills for 21st Century Journalism*
- Ted White : *Broadcast News: Writing, Reporting, and Producing*

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B.A. (Mass Communication) – Semester II

CC 5: Editing, Layout and Design
(L-3, T-1, P-0)

Unit I **(12 hours)**

Editing: Meaning and Concept; Nature and Need for Editing; Principles of Editing; Editorial Desk; Functions of Editorial Desk; Copy-editing: Preparation of Copy for Media, Style Sheet, Editing Symbols, Proof Reading Symbols and their Significance

Unit II **(12 hours)**

Editorial Board: Meaning and Motives; Functions and Qualifications of Editor-in-Chief, Editor, Associate Editor, Assistant Editor and Technical Staff; Copy Selection and Copy Testing; Structure and Functions of Newsroom of a Daily/Weekly Newspaper, Periodical, News Channel, Online News Portal; Different Sections of Newsroom and their Functions

Unit III **(12 hours)**

Text Designing: Meaning, Concept, Principles and Techniques; Photo Designing: Meaning, Concept, Principles and Techniques; Audio-Video Designing: Meaning, Concept, Principles and Techniques; Web Designing and Colour Techniques

Unit IV **(12 hours)**

Layout and Design: Concept and Functions; Principles of Layout and Design; Printing/Publishing Technology: DTP, Page Making, Calligraphy and Typography, Video Making; Role and Responsibility of Designers

Unit V **(12 hours)**

Printing: Meaning and Concept; Types of Printing: Digital Printing, Offset Printing, Flexography, Letterpress Printing, Screen Printing; Stages of Making a Newspaper, Magazine, Web Pages; Relationship between Editing, Layout and Designing

Readings:

- Jan White : *Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers*
- The Society for News Design : *The Best of News Design*
- F.W. Hodgson : *New Subediting: For Quark Users* (Media Manuals Series)
- K.V. Krishnaswamy : *Writing and Editing News (Studies in Journalism)*
- Jessica Glaser : *Graphic Design Exercise Book*

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B.A. (Mass Communication) – Semester II

MDC 1: Indian Constitution, Politics and Economy
(L-3, T-1, P-0)

Unit I **(12 hours)**

Indian Constitution: Concept and Characteristics; Preamble to the Constitution of India: An Insight; Requisites of the Preamble: Sovereign, Socialist, Secular, Democratic, Republic, Justice, Liberty, Equality, Fraternity; Indian Constitution and National Goals; Important Sources of the Indian Constitution

Unit II **(12 hours)**

Directive Principles of State Policy: Concept, Characteristics, Directives and Implementation; Fundamental Rights: Concept, Characteristics and Implementation; Fundamental Duties: Concept, Characteristics and Implementation; Citizenship; Grass Root Democracy; Procedure for Amendments in Indian Constitution

Unit III **(12 hours)**

Structure of Government: The Executive, The Judiciary, The Legislature- Concepts, Powers and Functions; The President and The Prime Minister: Powers, Functions and Responsibilities; Election Commission of India: Electoral System, Electoral Process, Eligibility to be an Elector, Electoral Rolls; Need for Electoral Reforms

Unit IV **(12 hours)**

Indian Politics: Concept and Features; Political Parties and Alliances: Types of Political Parties, Party Proliferation, Alliances, Candidate Selection; Local Governance; Role of Political Parties; Political Issues: Social Issues, Economic Issues, Law and Order; High Political Offices in India; State Governments; Dynasties in Indian Politics; Lobbying, Trade Unionism, Internal Freedom

Unit V **(12 hours)**

Indian Economy: Concept and Current Trends; Economic Development: Concept and General Perspectives; Characteristics of Development; India as a Developing Economy; Strategies of Development; Developed vs. Undeveloped Economy; Aspects of Human Development: Education, Poverty and Inequality of Income Distribution with special reference to India

Readings:

- D.D. Basu : *Indian Constitution*
- Peu Ghosh : *Indian Government and Politics*
- M. Laxmikant : *Indian Polity*
- Bipin Chandra : *History of Modern India*
- Gaurav Datt and Ashwani Mahajan : *Indian Economy*
- Ramesh Singh : *Indian Economy: For UPSC Civil Services & Other State PSC Examinations*

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B.A. (Mass Communication) – Semester II

AEC 3: Computer for Mass Communication

(L-3, T-1, P-0)

Unit I **(12 hours)**

Computer: Concepts, Importance and Characteristics; Computer Applications: Computer Applications in Business, Finance, Marketing, Production, Office Automation and Mass Communication; Computer and Human Mind

Unit II **(12 hours)**

Computer: Fundamentals and Terminologies; Classification of Computers; Basic Principles of Operation of Digital Computer: Input Unit, Central Processing Unit, Output Unit, Computer System, Computer Virus; Development of Computers and Computer Generations; Computer Number System

Unit III **(12 hours)**

Windows: Concept, Characteristics and Basic Commands; Components of MS-Office, MS-Word, MS-Excel and MS-Power Point; Basic Applications of MS-Office, MS-Word, MS-Excel and MS-Power Point

Unit IV **(12 hours)**

Page Maker: Concept and Components; Interfacing, Working with Text, Page Setup, Printing, Formatting Techniques; Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines, Text Creation and Alignment, Bitmap Graphics, Conversions, Graphs, COREL SHOW, Cartoons; Use of Colors in Publishing Concepts

Unit V **(12 hours)**

Page Layout: Concept and Characteristics; Adobe Page Maker, MS Publisher, Quark Press; Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for Presentations, Macro Media Free Hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media Fireworks

Readings:

- *K. Sarvana Kumar : Introduction to Information Technology*
- *V.K. Jain : 'O' Level*
- *P.K. Sinha : Computer Fundamental*
- *Foster D. Coburn : Corel Draw*
- *D.P. Mukherjee : Fundamentals of Computer Graphics*

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B.A. (Mass Communication) – Semester II

VAC 1: Human Values and Professional Ethics
(L-3, T-1, P-0)

UNIT –I **(12 hours)**

Value Education: Meaning and Concept. Self-exploration: What is it? Its content and process; Natural Acceptance and Experiential Validation- as the mechanism for self-exploration. Continuous Happiness and Prosperity- A look at basic Human Aspirations. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario.

UNIT-II **(12 hours)**

Understanding Harmony in the Human Being - Harmony in Myself! Understanding human being as a co-existence of the sentient 'I' and the material 'Body'. Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer). Understanding the characteristics and activities of 'I' and harmony in 'I'. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail. Programs to ensure Sanyam and Swasthya.

UNIT-III **(12 hours)**

Understanding Harmony in the family – the basic unit of human interaction. Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. Understanding the meaning of Vishwas; Difference between intention and competence. Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship. Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals.

UNIT-IV **(12 hours)**

Understanding the harmony in the Nature. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space. Holistic perception of harmony at all levels of existence. Practice Exercises and Case Studies will be taken up in Practice Sessions.

UNIT-V **(12 hours)**

Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in professional ethics: Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems.

Readings:

- R.R Gaur, R Sangal, G P Bagaria: *A Foundation Course in Human Values and Professional Ethics*
- B L Bajpai: *Indian Ethos and Modern Management*
- PL Dhar, RR Gaur: *Science and Humanism.*
- A.N. Tripathy: *Human Values*
- A.S. Chauhan: *The Fictional World of Arun Joshi: Paradigm Shift in Values*

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B.A. (Mass Communication) – Semester III
CC 6: Basics of Camera, Light and Sound
(L-3, T-1, P-0)

Unit I **(12 hours)**

Camera: Meaning, Concept and Functions; Video Camera; Workings and Types of Video Camera; Different Types of Shots: Extreme Wide Shot, Very Wide Shot, Wide Shot, Medium Shot, Medium Close Up, Close Up, Extreme Close Up; Cutaway Shot, Cut-in Shot, Noddy Shot, Point of View Shot, Weather Shot, Aerial Shot; Camera Angles

Unit II **(12 hours)**

Camera Movements: Zoom, Pan, Tilt, Dolly, Truck, Pedestal, Track, Rack Focus; Lenses: Definition, Features and Functions; Different Types of Lenses: Wide Angle Lenses, Fisheye Lenses, Telephoto Lenses, Macro Lenses, Tilt Shift Lenses; Applications of Lenses; Camera and Creativity

Unit III **(12 hours)**

Lighting: Meaning, Concept and Functions; Types of Lighting; Basics of Lighting: Studio Lighting, Modeling Lamp, Consistency, Power; Techniques of Lighting; Videography and Photography Lighting: Direction, Lighting Set-up, Lighting Rules; Multi-Temp, Use of Filters and Reflectors; Difference between Lighting (Ultra-soft Lighting) and Lights (Hard and Soft)

Unit IV **(12 hours)**

Light: Definition and Perspectives; Kinds of Light; Basics of Light; Light for Photography or Videography; Essentials for Light Control: Coherence Quality, Color Temperature and Intensity; Multi-Temp Light for Photography or Videography; Lights for Different Jobs

Unit V **(12 hours)**

Sound: Meaning, Concept and Functions; Unit of Sound; Voicing; Sound Editing Techniques; Use of Audio Mixers for Recording and Editing of Sound; Microphones and its Types; Major Microphone Designs; Sound and Camera

Readings:

- G.C. Awasthy : *Broadcasting in India*
- K.R. Mullick : *Tangled Tapes: The Inside Story of Indian Broadcasting*
- Srinivas Melkote and Binod C. Agarwal : *Satellite Television in Asia*
- Gerald Millerson : *Video Camera Techniques*
- Fil Hunter, Steven Biver, et al : *Light Science and Magic: An Introduction to Photographic Lighting*

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B.A. (Mass Communication) – Semester III

CC 7: Introduction to Electronic Media

(L-3,T-1, P-0)

Unit I **(12 hours)**

Electronic Media: Concept, Characteristics and Current Trends; Brief History of Electronic Media; Broadcast in India- A Retrospect; Objectives and Policies of A.I.R; Committees on Broadcasting: Chanda Committee, Vargeese Committee, etc; Prasar Bharti Act; Radio Programme Format and Composition of News Bulletins

Unit II **(12 hours)**

Familiarization with AIR Station; News Studio and News Room including Recorders and Microphones; Elements of News Reporting; Writing and Functioning of AIR News Services; Traits of News Reporter and News Editor; A.I.R. Code and General Guidelines; Art of Interviewing and Conduction of News Discussions; Special Audience Programmes

Unit III **(12 hours)**

T.V. Broadcasting: Concept and Characteristics; Brief History of T.V.; B'casting in India and the World; SITE Experiment; General Activities and a T.V. Centre; Expansion and Reach of T.V. Media; Programme Pattern of Different D.D. Channels; Private News Channels

Unit IV **(12 hours)**

Elements of T.V. News and General Guidelines; Concept of Credibility in News Reporting; Technicalities of T.V. News Script; Art of T.V. Interviews and Discussions; T.V. News Presentation Skills

Unit V **(12 hours)**

Web Journalism: Concept and Characteristics; Internet and its Functions; Major News Portals of the Country; Major Newspapers, Magazines and their E-Papers on Internet; Competitive Role of Print Medium; Channel Medium and Internet Medium in our Society

Readings:

- Musburger and Robert B. : *An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres*
- P.C. Chattergee : *Broadcasting in India*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- U.L Baruah : *This is ALL India Radio*
- George A. Hough : *News Writing*
- Jim Foust : *Online Journalism: Principles and Practices of News for the Web*

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B.A. (Mass Communication) – Semester III

CC 8: New Media and Cyber Journalism
(L-3, T-1, P-0)

Unit I **(12 hours)**

New Media: Concept and Characteristics; Internet, World Wide Web (WWW), Search Engines; Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks; Overview of the New Media Industry; Digital Tools for Journalists; Overview of Open Source Culture and Software; Open Source Licenses (Creative Commons); Security Issues in using Digital Technology (Malware, Phishing, Identity Theft)

Unit II **(12 hours)**

New Media Journalism: News on the Web; Emerging News delivery Vehicles; Integrated Newsroom; Data Journalism: Computer Assisted Reporting (CAR), Visualization of Data, Open Source Data Collection and Analysis; Challenges and Opportunities for a Newsman: Gatekeepers to News Guides; Awareness regarding Techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit III **(12 hours)**

Social Media and Citizen Journalism: Social Networking; Social Profile Management Products: Twitter, Facebook, LinkedIn, Whatsapp; Social Collaboration: Virtual Community, Wikis, Blogs, Instant Messaging, Collaborative Office and Crowd Sourcing; Social Publishing: Flickr, Instagram, YouTube, Sound Cloud; Blogging: A Brief History of Blogs, Blogs as Narratives

Unit IV **(12 hours)**

Writing for New Media: Digital Story-telling Formats; Content Writing, Editing, Reporting and its Management; Structure of a Web Report; Content for Different Delivery Vehicles; Multi-Media and Interactivity; Writing with Hyperlinks; Content Management and Content Management Systems; Storyboarding and Planning; Planning and Designing of WebPages, E-newspaper, E-magazine

Unit V **(12 hours)**

Mobile Journalism: Concept and Characteristics; Mobile Story-telling; Shooting on and for Mobile Phones; Overcoming Limitations of Mobile Phones; Editing on Mobile Phones; Ethics and Best Practices in Mobile Journalism; Workshops: Data Journalism, Digital Marketing, Mobile Journalism, Google News-lab

Readings:

- P.D. Marshall : *New Media Cultures*
- Dewdney and P. Ride : *The New Media Handbook*
- M. Ward : *Journalism Online*
- K.M. Shrivastava : *Social Media in Business and Governance*
- S. Narayan : *India Connected: Mapping the Impact of New Media*

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B.A. (Mass Communication) – Semester III

MDC 2: Event Management
(L-3, T-1, P-0)

Unit I **(12 hours)**

Event and Event Management: Concept, Characteristics and Historical Perspectives; Attending Various Types of Events and Observing Event Management; Understanding how to Organize Events like Exhibitions, Seminars and Conventions, Trade Shows, Wedding Celebrations, Sports Events, Government Civic and Political Events; Getting Training with Organizers, Sponsors, and Logistics

Unit II **(12 hours)**

Conceptualization and Planning: Meaning and Objectives; Techniques for Event Planning; Planning the Setting, Location and Site of the Event; Planning Correctly for Right Type of Event; Process of Planning: Demand Analysis, Setting up an Event Organization Structure, the Committee Systems, Developing a Program Portfolio, Programme Life Cycle and Scheduling, Planning Assessment

Unit III **(12 hours)**

Human Resource Management: Concept, Characteristics and Objectives; Tips and Techniques for Human Resource Management; Skills, Training, Roles and Functions of Manager/Leader; Assessing the Event Team Leadership and Goal; Team Building and Work Distribution; Recruitment and Motivation; Ethics of Human Resource Management

Unit IV **(12 hours)**

Financial and Risk Management: Concept, Characteristics and Objectives; Foundations of Risk Management; Qualitative and Quantitative Analysis; Financial Markets and Products; Valuation and Risk Models; Market Risk Measurement and Management; Making of the Budget with Cost-Revenue Analysis; Practical understanding of Accounting; Current Issues in Financial Markets

Unit V **(12 hours)**

Market Research: Concept, Characteristics and Objectives; Active Participation in an Event of Marketing; Generate an Event Marketing Process; Learning the Need of Client; Targeting Clients; Selecting Event Categories; Collaborating with Event Management and Media; Brand Building and Management; Case Studies; Current Trends in Market Research

Readings:

- Wagen : *Event Management*
- S.R. Singh : *Event Management*
- Raymond Noe, John Hollenbeck, et al. : *Human Resource Management*
- R.P. Rustagi : *Financial Management- Theory, Concepts, Problems*
- Paul Hague : *Market Research*

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B.A. (Mass Communication) – Semester III

SEC 1: Radio Programme Production

(L-3, T-1, P-0)

Unit I **(12 hours)**

Radio: Meaning and Concept; Characteristics of Radio as a Mass Communication Medium; Radio Studio Set-Up; Audio Equipments: Microphone, Console, Recording Equipment; Nature and Scope of Radio Production; Nature of Sound; Sound Effects; Sound Recording Techniques

Unit II **(12 hours)**

Radio Programmes: Need and Significance; Requisites for Writing and Production of Different Radio Programmes: Talk, Interview, Discussion, Play, Feature, Documentary, Phone–in, Radio Bridges, etc; Radio Broadcast Facilities and Nature of Transmission

Unit III **(12 hours)**

Radio News: Meaning and Concept; Characteristics of Radio News: How it is Different from Print and TV News; Techniques for News Gathering; Essentials for News Editing; Newsroom and its Functioning; News Pool, Actualities, Raw Sound, Voice Over, Sound Byte

Unit IV **(12 hours)**

Radio Stations: Structure and Functioning; Introduction to AIR and Private Radio Stations; Special Audience Programmes on AIR; Audio Editing Techniques for Different Programmes; Codes related to Broadcasting

Unit V **(12 hours)**

Projects on Radio Programme Production: Commercial/PSA Package: Produce a 60sec. and a 30sec. spot package using the theme of your choice. Typed script and tapes/minidisks must be submitted IN 15pts; Midnight Special: Produce a 10-15 minute radio "Midnight Special" featuring the songs of a favorite performer; Radio Play: Write and Produce an original radio play (comedy or drama) lasting a minimum of eight minutes and not more than 30 minutes

Readings:

- Jan R Hakemulder, et al : *Radio and TV Journalism*
- Stanley R. Alten : *Audio in Media*
- Robert McLeish : *Radio Production*
- Vir Bala Aggarwal & V.S. Gupta : *Handbook of Journalism and Mass Communications*
- K.M. Srivastava : *Radio and TV Journalism*

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B.A. (Mass Communication) – Semester IV

CC 10: Media Industry and Management

(L-3, T-1, P-0)

Unit I **(12 hours)**

Media Management: Concept, Origin and Growth; Fundamentals of Management; Management School of Thought; Media Management Practices followed by Indian and Global Media Organizations

Unit II **(12 hours)**

Media Industry as Manufacturer: Meaning and Concept; Manufacturing Consent and Process; News and Content Management; Market Forces, Performance Evaluation (TAM, TRP, BARC and HITS) and Market Shifts; Changing Ownership Patterns

Unit III **(12 hours)**

Structure of News Media Organizations in India: Role, Responsibilities and Hierarchy; Workflow and Need of Management; Shift Patterns, Circulation and Guidelines; Equipments and Personnel; Problems of Finance

Unit IV **(12 hours)**

Media Economics: Meaning and Concept; Economic Thought; Theoretical Foundations; Issue and Concerns; Capital Inflow; Budgeting; Media Management: Financial Management, Personnel Management, Strategic Management; Marketing: Process, Promotion and Evaluation; Media Audiences and Credibility

Unit V **(12 hours)**

Visionary Leadership: Meaning and Concept, Essentials for a Good Leader; Qualities and Functions of Media Managers; Case Studies: Indian and International Media Giants; Cross-media Platforms: Issues and Impediments; Corporate Ties and Audience Centric Approaches

Readings:

- Vinita Kohli Khandeka : *Indian Media Business*
- Pradip Ninan Thomas : *Political Economy of Communications in India*
- Lucy Kung : *Strategic Management in Media*
- Dennis F. Herrick : *Media Management in the Age of Giants*
- Jennifer Holt and Alisa Perren (Ed.) : *Media Industries: History, Theory and Method*
- John M. Lavine and Daniel B. Wackman : *Managing Media Organizations*

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B.A. (Mass Communication) – Semester IV

CC 9: Introduction to Audio-visual Media
(L-3, T-1, P-0)

Unit I **(12 hours)**

Audio-radio: Concept, Characteristics and Historical Perspectives (with Special Reference to India); Major Types: Commercial Radio and Educational Radio; Emerging Trends: AM, FM, Franchising, Community Radio; Ownership and its Types; Audience Analysis

Unit II **(12 hours)**

Television: Concept, Characteristics and Historical Background (with Special Reference to India); Ownership and Organizational Structures of Doordarshan, Satellite Television Channels, Cable Television, Educational Television, Commercial Television

Unit III **(12 hours)**

Films: Concept, Characteristics and Historical Background (with Special Reference to India); Technical Aspects of Film Production; Film Industry in India: Status Issues and other Problems; Regional Cinema and its Future Prospects

Unit IV **(12 hours)**

Writing for Radio: Finer Aspects of Radio Language; Production Methods for Radio; Finer Aspects of Television Script Writing; Narration–Production Techniques; Film Language and Grammar

Unit V **(12 hours)**

Media Language: Concept and Current Trends; Impact of New Technology on News, Features, Talks, Commercials and Interviews; Writing Techniques for News, Interviews, Documentaries, Short Talks and Film Script

Readings:

- Shipra Kundra : *Basic Audio-visual Media*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- Lúcia Nagib and Cecília Mello : *Realism and the Audiovisual Media*
- Louise Fryer : *An Introduction to Audio Description: A Practical Guide (Translation Practices Explained)*
- Scott K Halbritter and Bump Halbritter : *Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers (New Media Theory)*

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B.A. (Mass Communication) – Semester IV

CC 11: Media Ethics and Laws

(L-3, T-1, P-0)

Unit I **(12 hours)**

Ethical Framework and Media Practice: Concept and Characteristics; Freedom of Expression (Article 19(1)(a) and Article 19(1)2); Freedom of Expression and Defamation; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media Ethics and Cultural Dependence; Attack on Freedom of Artists and Authors

Unit II **(12 hours)**

Media Technology and Ethical Parameters: Concept and Characteristics; Live Reporting and Ethics; Legality and Ethicality of Sting Operations; Ethical Issues in Social Media (IT Act 2000, Sec 66 A and the Verdict of the Supreme Court); Discussion of Important Cases; Some Related Laws: Relevant Sections of Broadcast Bill, NBA Guidelines

Unit III **(12 hours)**

Representation and Ethics: Concept and Characteristics; Advertisement and Women Pornography; Related Laws and Case Studies: Indecent Representation of Women Act (1986 and 1987), Protection of Women against Sexual Harassment Bill (2007, Sec 67 of IT Act 2000 and 292 IPC)

Unit IV **(12 hours)**

Media and Regulation: Concept and Characteristics; Regulatory Bodies; Codes and Ethical Guidelines; Self-regulation; Media Content: Debates on Morality and Accountability– Taste, Culture and Taboo; Censorship and Media Debates

Unit V **(12 hours)**

Media and Social Responsibility: Concept and Characteristics; Economic Pressures; Media Reportage of Marginalized Sections: Children, Dalits, Tribals, Gender; Media Coverage of Violence and Related Laws– Inflammatory Writing (IPC 353), Sedition— Incitement to Violence, Hate Speech; Relevant Case Studies– Muzaffarpur Riots, Attack on Civil Liberties of Individuals and Social Activists

Readings:

- Thakurta and Paranjoy Guha : *Media Ethics*
- Austin Sarat : *Where Law Meets Popular Culture*
- Vikram Raghvan : *Communication Law in India*
- Iyer Vekat : *Mass Media Laws and Regulations in India*
- Raminder Kaur and William Mazzarella : *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*

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B.A. (Mass Communication) – Semester IV
MDC 3: Environmental Science
(L-3, T-1, P-0)

Unit I **(12 hours)**

Introduction to Earth: Surface, and Structure; Atmosphere: Composition and Structure; Ocean, Land, Rivers and Glaciers; Air, Water and Soil; Environment- Elements, Scope; Social Inequalities: Inequalities of Race, Class, Gender, Region, State and Nation; Introduction to Soil, Structure, Resources of Soil, Soil Pollution and Degradation: Causes, Types and Solutions, Recycling of Soil Nutrients, Effect of Soil Pollution on Environment, Vegetation and other Life Forms, Control Strategies

Unit II **(12 hours)**

Air: Pollution Sources, Types of Pollutants (primary and secondary), Monitoring and Standards (National Ambient Air Quality Standards of India), Air Quality Index and associate Health Impact, Smog, Effects of different pollutants on Human Health and Control Measures, Indoor Air Pollution: Sources and Effects, Noise Pollution: Sources and Permissible Ambient Noise Levels; Effect on Communication, Impacts on Life Forms and Humans, Control Measures

Unit III **(12 hours)**

Water: Surface and Ground Water; Water Table; Vertical Distribution of Water, Groundwater Recharge; River Structure and Patterns; Rain Water Harvesting in Urban Settings; Surface and Ground Water Pollution; Pollution Sources: Freshwater, Surface Water and Ground Water Pollution; Water Quality Parameters and Standards; COD, BOD, DO; Effect of Water Contaminants on Human Health; Water-borne Diseases

Unit IV **(12 hours)**

Ecology: Basic Concepts and Definitions, Ecology of Populations and Communities, Concept of Population and Meta-population; Population Growth: Ecological Succession: Ecosystems, Resistance and Resilience; Ecosystem: Definition, Components of Ecosystem, Types of Ecosystem: Forest, Grassland, Estuarine, Marine, Desert, Wetlands; Global Warming and Climate Change; Ozone Layer: Importance, Depletion and Causes; Effects of Ozone Depletion

Unit V **(12 hours)**

Urbanization and Environment: Production and Consumption oriented Approaches to Environmental Issues in Indian as well as Global Context; Impact of Industry and Technology on Environment: Urban Sprawl, Traffic and Social-economic Problems; Legislation in India- National Green Tribunal, Legal Definitions: Environmental Pollution, Natural Resource, Biodiversity, Forest, and Sustainable Development, Environmental Ethics, Environmental, Ecological and Social Justice

Readings:

- Kishor R Pawar and Sachin B Narkhede: *Environmental Sciences*
- Benny Joseph: *Environmental Science and Engineering*
- Anubha Kaushik and C. P. Kaushik: *Perspectives in Environmental Studies*
- R. Rajagopalan: *Environmental Studies: From Crisis To Cure*
- Dr Avnish Chauhan: *Environmental Science*

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B.A. (Mass Communication) – Semester IV
SEC 2: Documentary Production
(L-3, T-1, P-0)

Unit I **(12 hours)**
Documentary: Concept and Characteristics; Introduction to Realism Debate; Observational and Verite Documentary; Introduction to Shooting Styles; Introduction to Editing Styles; Structure and Scripting the Documentary

Unit II **(12 hours)**
Documentary Production: Concept and Characteristics; Pre-Production; Researching the Documentary– Research: Library, Archives, Location, Life Stories, Ethnography; Writing a Concept: Telling a Story; Treatment; Writing a Proposal and Budgeting

Unit III **(12 hours)**
World Documentary: Concept and Historical Journey (Reference Documentary: Dziga Vertov: Man with the Movie Camera, Robert Flaherty: Nanook of the North, Joris Ivens: Spanish Earth, Bart Hanstra: Zoo, Glass

Unit IV **(12 hours)**
Indian Documentary: Historical Journey, Films Division, Independent Filmmakers; Direct Cinema; Cinema Verite; British Documentary; Propaganda Documentary (Reference Film: The Triumph of the Will)

Unit V **(12 hours)**
Ethics and Aesthetics of Documentary: Concept and Characteristics; Film Analysis: Tips and Techniques; Film Analysis of Night and Fog, Rabindranath Tagore, Planet Earth (TV Series); Shooting a Short Film (5-6 minutes) and Editing the same

Readings:
Erik Barnow and Krishnaswamy Documentary
Charles Musser : *The Oxford History of World Cinema*
Michael Renov, ed. : *Theorizing Documentary*
Trisha Das : *How to Write a Documentary*

Suggested Screenings:
Michael Moore: *Roger and Me*
Robert J Flaherty : *Nanook of the North*
Basil Wright : *Nightmail*
Anand Patwardhan : *Bombay Our City*
Nishtha Jain : *City of Photos*

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B.A. (Mass Communication) – Semester V

CC 12: Fundamentals of Film

(L-3, T-1, P-0)

Unit I **(12 hours)**

Language of Film: Concept and Objectives; Focus on Visual Language– Shot, Scene, Mis-en-scene, Deep Focus, Continuity Editing, Montage; Focus on Sound and Colour– Diegetic and Non-diegetic Sound, Off Screen Sound, Sync and Non-sync Sound; Use of Colour as a Stylistic Element (Reference Films: Rear Window, Battleship and Man with a Movie Camera)

Unit II **(12 hours)**

Film Form and Style: Concept and Principles; Classical Hollywood Cinema: Style, Genre and Historical Perspectives; German Expressionism and Film Noir; Italian Neo-realism; French New-Wave (Reference Films: Germany Year Zero, Metropolis and Double Indemnity)

Unit III **(12 hours)**

Alternative Visions: Concept and Principles; Third Cinema and Non-fiction Cinema; Introduction to Feminist Film Theory; Auteur–Film Authorship with a special focus on Ray or Kurusawa (Reference Film: Pather Panchali and The Hour of the Furnaces)

Unit IV **(12 hours)**

Hindi Film: Concept and Principles; Early Cinema and the Studio Era; 1950s– Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema; Film Culture (Reference Films: Nishant, Aakrosh and Pyaasa)

Unit V **(12 hours)**

Silent Film: Primitive and Pioneers– Films from 1895-1910 (Reference Films: Films by Lumiere Bros: A Trip To The Moon, The Great Train Robbery); Narrative Cinema and Institutional Mode of Representation– D.W. Griffith (Reference Films: The Birth of a Nation)

Readings:

- Andre Bazin : *What is Cinema*
- Sergei Eisenstein : *Film Form: Essays in Film*
- Philip Rosen, ed. : *Narrative, Apparatus, Ideology*
- Paul Schraeder : *Movies and Mass Culture*
- Richard Dyer : *Film and Theory: An Anthology*
- Madhava Prasad : *Ideology of Hindi Film*
- Anandam P. Kavoori and Aswin Punanthambekar, eds. : *Global Bollywood*

BIU College of Humanities & Journalism

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B.A. (Mass Communication) – Semester VI

MC 1: Non-linear Video Editing

(L-3, T-1, P-0)

Unit I

(12 hours)

Digital Editing: Concept and Characteristics; Process of Digital Editing; Methods for Post-Production Workflow; Techniques for Video Formats and Time-codes; Challenges of Digital Editing; Current Trends in Digital Editing

Unit II

(12 hours)

Linear and Nonlinear Editing: Concept and Characteristics; Brief History: First Non-linear Editor, The 1980s, The 1990s, DV, HD, 4K, 8K; Basic Techniques of Image and Video Editing; Requisites for Online and Offline Editing; Analysis of Film Sequences from Editing Point of View

Unit III

(12 hours)

Editing Software: Concept and Characteristics; Useful Softwares: Premier 6.5 and Pro, Pinnacle 9, FCP; Introduction of Tools; Video Signals and Connectors; Connecting Professional Video Devices; Capturing Raw Data; Editing– Action Sequence, Match Cut, Continuity Match; Trim Clips; Insert or Replace Clips in a Sequence; Navigating in the Viewer and Canvas; Adjust Clips in a Sequence

Unit IV

(12 hours)

Editing Practices: Concept and Characteristics; Sound Dubbing and Synchronizing Punch; Sound Editing; Working with Multi-layers Effects; Applying Transitions; Compositing; Chroma Cutting; Video Output; Market Research and Analysis for the Editing Practices

Unit V

(12 hours)

Script-based Editing: Concept, Characteristics, Process and Techniques; Soft Story Editing and Hard Story Editing: Concept, Characteristics, Process and Techniques; News Editing: Concept, Characteristics, Process and Techniques; Film Editing and Ad Editing: Concept, Characteristics, Process and Techniques (Make 30sec., 1mnt. or 5mnt. Clips on each heading)

Readings:

- Sonja Schenk : *Digital Non-linear Desktop Editing*
- Patrick Morris : *Nonlinear Editing (Media Manuals)*
- Steven E. Browne : *Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing*
- Thomas Ohanian : *Digital Nonlinear Editing: Editing Film and Video on the Desktop*
- Ken Dancyger : *The Technique of Film and Video Editing: History, Theory, and Practice*
- Aaron Goold : *The Video Editing Handbook*

BIU College of Humanities & Journalism

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B.A. (Mass Communication) – Semester V

MC 2: Media, Society and Culture

(L-3, T-1, P-0)

Unit I **(12 hours)**

Media and Society: Concept and Characteristics; Media and Social Change; Media and Development; Political Economy of Media; Media Literacy; Media on Education; Media and Family; Media and National Integration; Media and Gender; Media and Human Rights; Media and Environmental Issues

Unit II **(12 hours)**

Media and Culture: Concept and Characteristics; Culture as a Social Institution; Popular Culture and Mass Culture; Mass Society; Culture Industry; Cultural Communication: Inter and Intra Cultural Communication; Media and Cultural Manufacture

Unit III **(12 hours)**

Corporate Culture and Media; Medium as the Message; Technological Transitions and Media Industries; Media and Consumerism, Communication Industries and Cultural Imperialism; Cultural Pluralism

Unit IV **(12 hours)**

Media and Representations: Concept and Characteristics; Media and Men; Media and Women; Media and Children; Media and the Youth; Media and the Marginalized; Media in the Era of Information Age; Social Media and Protest Movements

Unit V **(12 hour)**

Information and Communication as a Tool of Equality and Exploitation; International News Flow; Issues in International Communication; International News Agencies and Syndicates; Mac Bride's Commission Report; Impact of Globalization on Media Systems; Trans-national Media Ownership; Gaming Industry

Readings:

- John B Thompson : *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*
- Michael Gurevitch and Tony Bennet : *Culture, Media and Society*
- John Fiske : *Introduction to Communication Studies*
- John Heartly : *Communication, Culture and Media Studies: Key Concepts*
- Om Gupta : *Media Society and Culture*

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B.A. (Mass Communication) – Semester V

MC 3: World Media Scenario

(L-3, T-1, P-0)

Unit I **(12 hours)**

World Media Scenario: Meaning and Concept; Historical Background (Since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non-Aligned Block and its Relevance); Colonization of Communication: 10% Population dominating 90% of Global News Agencies

Unit II **(12 hours)**

Integration between Information and Armament: Close Encounters between Information and Armament/Media and Military; Use of Media by Power Blocks, Super Power; Demand for a New Information Order by Developing Countries; Bilateral, Multi-lateral and Regional Information Corporation

Unit III **(12 hours)**

Non-Aligned News Pool; Struggle for News between Developing and Developed Countries; Barriers to the Flow of News; International Practices on Visual Coverage and Regulation in Media Exchange

Unit IV **(12 hours)**

UN Resolutions on Media related Issues; The Gandhian Approach; The New Information Age; Media Migrants dominating Global Media; Reality of Global Media

Unit V **(12 hours)**

Global Campaign; Global Consumer Research; Global Media Environment: Global Electronic Media, Global Print Media, Global New Media; Ethical and Legal Considerations in Global Media Environment; Impact of Technology on Ethical Perspectives

Readings:

- Lee Artz, Yahya R. Kamalipour, et al : *The Media Globe: Trends in International Mass Media* M.K. Rampal : *Global Comparative Media*
- Ratnesh Dwivedi : *Mass Media and Communication in Global Scenario*
- Toby Miller and Marwan M. Kraidy : *Global Media Studies*
- De Prato, et al : *Digital Media Worlds: The New Economy of Media*

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BIU, Bareilly

B.A. (Mass Communication) – Semester V

MC 4: Public Relation

(L-3, T-1, P-0)

Unit I **(12 hours)**

Public Relation: Meaning and Concept; Objectives of Public Relations; Need, Nature and Scope of Public Relation; History and Growth of PR in India; PR, Publicity, Propaganda and Public Opinion; PR as a Management Function

Unit II **(12 hours)**

Stages of PR: Research, Planning, Execution and Evaluation; Tools and Techniques of Public Relation; Media Relations: Press Conference, Press Release, Press Tour and other PR tools; Importance and Need of Public Interactions; PR and Advertising

Unit III **(12 hours)**

Communication with Publics: Concept and Characteristics; Modes of Communication: Internal and External, Regular and Irregular, Static and Dynamic; Communication and Relations; Types of Relations: Client Relations, Community Relations, Employee Relations, Employer Relations

Unit IV **(12 hours)**

Internal and External PR Tools: House Journal, Annual Report, Corporate Film, Speech Writing, Minutes and Official Memo; Role and Organizational Set-up of PR Agency and Department; Effects of Public RelationS; Role of PR in Government Organization; Role of PR in Public Sector; Role of PR in Private Sector

Unit V **(12 hours)**

PR for Media Institutions; PR for Hospitals; PR for Charitable Institutions; PR for Defence; PR for NGOs; PR for Political Parties; PR and Research; PR and Law; PR and New Technology; Code of Ethics for PR; International PR; PR Agencies; Emerging Trends in PR

Readings:

- Black Sam and Melvin L. Sharpe : *Practical Public Relations*
- J.R. Henry and A. Rene : *Marketing Public Relations*
- Jefkins Frank : *Public Relations Techniques*
- S.M. Cutlip and A.H. Center : *Effective Public Relations*
- J.M. Kaul : *Public Relation in India*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester V

SEC 3: Television Programme Production
(L-3, T-1, P-0)

Unit I **(12 hours)**

Introduction to TPP: Concept and Characteristics; TV Studio Set-up; Single and Multi-camera Shooting; Cues and Commands; Planning for TV Programmes; Narrowcasting and Outside Coverage; Agenda Setting Techniques used by TV Channels; TV as a Mass Communication Medium

Unit II **(12 hours)**

TV Reporting: Concept and Characteristics; Process of TV Reporting; Reporting Skills; Ethics for TV Reporting; Writing and Reporting for TV News; Principles of News Writing; A Piece to Camera; Voice Over; News Package; Sound Bites; Anchoring Live Shows; Interviews and Discussions

Unit III **(12 hours)**

Television Programme Formats: Concept and Characteristics; Various Types of Formats; Production Techniques; Stages of Production: Pre-Production, Production, Post-Production, Live/Studio Production Phases; Graphics and Special Effects; Camera Positioning; Use of Clippings; Viewership Rating: TAM, TRP

Unit IV **(12 hours)**

Editing Techniques: Concept and Characteristics; Types of Editing: Linear and Non-linear Editing; Online and Offline Editing; Editing on Different Softwares; Editing for Commercial TV, Satellite TV, Cable TV; Visual Text; Basics of Visual; Process of Visualization and its Importance; Visual Grammar and Visual Language

Unit V **(12 hours)**

Real Lives in Television: Concept, Characteristics and Presentation Techniques; Constructing Reality in Reality Shows; TV Talk Shows: Hosting, Legal Pitfalls, Audience Responses; Soap, Talks, News Magazines; Television Documentaries: Understanding, Writing a Concept, Script Writing and Shooting; **Practical Exercise:** Producing a Documentary Film (Duration: 8-15 Minutes) or Producing a Feature Film (Duration: 5 Minutes).

Readings:

- Herbert Zettl : *Handbook of Television Production*
- Fred Shook : *Television Field Production and Reporting*
- Eric. K.Gormly : *Writing and Producing Television News*
- John Riber : *Writing and Production for Television and Film*
- Ivor Yorke : *Television Journalism*
- Robert c Allen and Annette Hill : *The Television Reader*

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B.A. (Mass Communication) – Semester V

VAC 2: Indian Knowledge System

(L-3, T-1, P-0)

UNIT -I: Bhāratīya Civilization and Development of Knowledge System **(12 hours)**

Genesis of the land, Antiquity of civilization, On the Trail of the Lost River, Discovery of the Saraswatī River, the Saraswatī-Sindhu Civilization, Traditional Knowledge System, The Vedas, Main Schools of Philosophy (6+3), Ancient Education System, the Takṣaśilā University, the Nālandā University, Alumni, Knowledge Export from Bhārata.

UNIT-II: Arts, Literature, and Scholars **(12 hours)**

Art, Music, and Dance, Naṭarāja– A Masterpiece of Bhāratīya Art, Literature, Life and works of Agastya, Lopāmudrā, Ghoṣā, Vālmīki, Patañjali, Vedavyāsa, Yājñavalkya, Gārgī, Maitreyī, Bodhāyana, Caraka, Suśruta, Jīvaka, Nāgārjuna, Kaṇāda, Patañjali, Kauṭīlya, Pāṇini, Thiruvalluvar, Āryabhaṭa, Varāhamihira, Ādi Śaṅkarācārya, Bhāskarācārya, Mādhavācārya.

UNIT-III: Science, Astronomy, and Mathematics **(12 hours)**

Concept of Matter, Life and Universe, Gravity, Sage Agastya's Model of Battery, Velocity of Light, Vimāna: Aeronautics, Vedic Cosmology and Modern Concepts, Bhāratīya Kāla-garanā, Kerala School for Mathematics and Astronomy, History and Culture of Astronomy, Sun, Earth, Moon, and Eclipses, Earth is Spherical and Rotation of Earth, Archaeostronomy; Concepts of Zero and Pi, Number System, Pythagoras Theorem, and Vedic Mathematics.

UNIT-IV: Engineering, Technology, and Architecture **(12 hours)**

Pre-Harappan and Sindhu Valley Civilization, Laboratory and Apparatus, Juices, Dyes, Paints and Cements, Glass and Pottery, Metallurgy, Engineering Science and Technology in the Vedic Age and Post-Vedic Records, Iron Pillar of Delhi, Rakhigaihi, Mehrgarh, Sindhu Valley Civilization, Marine Technology, and Bet–Dwārkā.

UNIT-V: Life, Environment, and Health **(12 hours)**

Ethnic Studies, Life Science in Plants, Anatomy, Physiology, Agriculture, Ecology and Environment, Āyurveda, Integrated Approach to Healthcare, Medicine, Microbiology, Medicine, Surgery, Yoga, Kautilya's Niti, Five Tales of Panchatantra: The Enchanted Brahman's Son, The Foolish Friend, The Gold-Giving Snake, The Old Husband and His Young Wife, The Brahman's Wife and the Mongoose.

Text Books:

1. B. Mahadevan et al.: *Introduction To Indian Knowledge System: Concepts And Applications*
2. Bhag Chand Chauhan: *The Knowledge System of Bhārata*
3. Sibaji Raha et. al.: *Histrory of Science in India* (Volume-1, Part-I, Part-II, Volume VIII), National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata

4. Vishnu Sharma: *Panchatantra*

Reference Books:

1. Pradeep Kohle: *Pride of India- A Glimpse of India's Scientific Heritage*
2. Keshav Dev Verma: *Vedic Physics*
3. Suresh Soni: *India's Glorious Scientific Tradition*
4. Mohan Raghavan et al.: *Elements of Indic Knowledge Systems & Heritage*
5. Priyanka Chauhan: *Vedic Vangmay mein Vigyan aur Prodyogiki* (Hindi)

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B.A. (Mass Communication) – Semester VI

CC 13: Communication Research
(L-3, T-1, P-0)

Unit I **(12 hours)**

Communication Research: Meaning and Characteristics; Role, Function, Scope and Importance of Communication Research; Process of Research; Research and Communication Theories: Argumentation Theory; Attribution Theory; Computer-mediated Communication; Information Theories; Language Expectancy Theory; Media Richness Theory; Social Presence Theory

Unit II **(12 hours)**

Research Design: Concept and Characteristics; Components of Research Designs: Experimental, Quasi-experimental, Benchmark, Longitudinal Studies, Simulation, Panel Studies, Co-relational Designs; Methods of Communication Research: Census Method, Survey Method, Observation Method; Clinical Studies, Case Studies, Content Analysis

Unit III **(12 hours)**

Data Collection: Concept and Characteristics; Sources of Data Collection: Media Source Books, Questionnaire and Schedules, People's Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone Surveys, Online Polls, Random Sampling Methods and Representativeness of the Samples; Sampling Errors and Distributions in the Findings.

Unit IV **(12 hours)**

Data Analysis and Interpretation: Concept and Characteristics; Data Analysis Techniques; Coding and Tabulation; Non-statistical Methods: Descriptive and Historical; Statistical Analysis: Parametric and Non-Parametric, Uni-Variate, Bi-Variate, Multi-Variate, Tests of Significance; Levels of Measurement: Central Tendency, Tests of Reliability and Validity, SPSS and other Statistical Packages

Unit V **(12 hours)**

Research Report Preparation: Concept and Characteristics; Preparation of Research Reports, Project Reports, Dissertations, Theses; Thesis Preparation: Introduction; Literature Review, Hypothesis, Research Methodology, Research Objectives, Chapter-Scheme, Conclusions and Recommendations, Bibliography, Appendix; Style of Writing; Writing Research Paper; Ethical Perspectives of Communication Research

Readings:

- Lawrence R. Frey : *Investigating Communication*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Arthur Asha Berger : *Media Analysis Techniques*
- Nancy Signorielli : *Cultivation Analysis: New Directions in Media Effect*
- Marcus Banks : *Visual Methods in Social Research*

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B.A. (Mass Communication) – Semester VI

CC 14: Corporate Communication
(L-3, T-1, P-0)

Unit I **(12 hours)**

Corporate Communication: Concept, Characteristics and Process; Historical Background of CC; Growth of CC in India; CC as a Management Function; Campaign Planning, Management and Execution; Role of CC in Crisis Communication and Disaster Management

Unit II **(12 hours)**

Stages of CC: Planning, Implementation, Research, Evaluation; CC Practitioners and Media Relations: Press Interview, Press Releases, Organizing Press Conferences, Facility Visits and other CC tools; Proactive and Reactive Media Relations; Ethical Aspects in Media Relations

Unit III **(12 hours)**

Communication with Publics: Internal and External; Community Relations; Employee Relations; Shareholder Relations; Dealer Relations; CC for MNCs; CC for Hospitals; CC for Charitable Institutions; CC for NGOs; CC for Educational Institutions

Unit IV **(12 hours)**

Corporate Identity Building: Concepts, Variables and Process; Making of House Styles (Logo, Lettering and Process); CC and Advertising; CC for Media Institutions; Stakeholders and Media Selection: Study of Symmetrical and Asymmetrical Models in Handling Crises; Corporate Branding; Internal Branding and Social Branding

Unit V **(12 hours)**

CC Research: Concept, Requisites, Techniques; CC and Law; CC and New Technology; Code of Ethics for CC; International CC; Professional Organizations of CC; Emerging Trends in CC; Role of Technology in CC, Issues of Globalizations

Readings:

- Joep P. Cornelissen : *Corporate Communication: A Guide to Theory and Practice*
- Paul Argenti : *Corporate Communication*
- John Cass : *Strategies and Tools for Corporate Blogging*
- Charles J. Fombrun : *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*
- Stephen Denning : *The Secret Language of Leadership: How Leaders Inspire Action Through Narrative*

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B.A. (Mass Communication) – Semester VI

MC 5: Development Communication

(L-3, T-1, P-0)

Unit I **(12 hours)**

Development: Concept, Concerns, Paradigms and Measurement; Development vs. Growth; Human Development; Development as Freedom; Models of Development; Basic Needs Model: Nehruvian Model and Gandhian Model; Developing Countries vs. Developed Countries; United Nations' Millennium Development Goals

Unit II **(12 hours)**

Development Communication: Concept and Approaches; Paradigms of Development: Dominant Paradigm, Dependency Paradigm, Alternative Paradigm; Types: Sustainable Development, Participatory Development, Inclusive Development; Gender and Development; Communication as a Tool for Development; Communication in the Present Age: Trends, Tools and Technologies

Unit III **(12 hours)**

Role and Performance of each Media: Print, Radio, TV, Video, Traditional Media; Role of Development Agencies and NGOs and Journalism; Programmes and Govt. Schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Development Support Communication in India in the areas of: Agriculture, Health and Family Welfare, Population, Women Empowerment, Poverty, Unemployment, Energy and Environment, Literacy, Consumer Awareness

Unit IV **(12 hours)**

Development Communication Strategies for Designing Messages for Print Media, Community Radio and Television Programmes for Rural India (Krishi Darshan) using New Media Technologies for Development; Development Communication, Research and Rural Reporting in India

Unit V **(12 hours)**

Rural Communication: Information Needs in Rural Areas; Use of Traditional Media for Development in Rural Areas; Rural Newspapers; Reportage on Rural Problems and Issues; Specific Features on Tribal Society; Information Needs in Tribal Setting; Reportage on Tribal Problems and Issues

Readings:

- D.V.R. Murthy : *Development Journalism, What Next?*
- Anil Kumar : *Mass Media and Development Issues*
- UNDP : *Human Development Report* (published every year by OUP)
- World Bank : *World Development Report* (published every year by OUP)
- Wilbur Schramm : *Mass Media and National Development: The Role of Info. in Dev. Countries*
- Ghosh and Pramanik : *Panchayat System in India*
- Shivani Dharmarajan : *NGOs as Prime Movers*

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B.A. (Mass Communication) – Semester VI

MC 6: Photo Journalism

(L-3, T-1, P-0)

Contents

Unit I **(12 hours)**

Introduction to Photography: Concept and Characteristics; General History of Photography: Camera Obscura to Daguerreotype Process; Technical History of Photography: Persistence of Vision, Camera Obscura, Muybridge Experiment; Photographic Process (The Silver Hallide Photography Process); Dark Room Development of a Photograph; Modernization of Photography and its Use in Mass Communication

Unit II **(12 hours)**

Understanding the Mechanism of Photography: Concept and Characteristics; Types of Photographic Cameras and their Structures (Pin-hole, SLR, TLR, D-SLR); Lenses: Types and their Perspective/Angle of View; Aperture: F-stop and T-stop; Shutters: Focal Plane and Lens Shutter; Light Meters: Incident, Reflected and Through Lens; Focus and Depth of Field

Unit III **(12 hours)**

Understanding Light and Shadow: Concept and Characteristics; Natural Light and Artificial Light; Nature of Light: Direct Light, Soft Light, Hard Light and Directional Light; Brightness, Contrast, Mid Tones, Highlights, Shadow and Silhouettes; Lighting Equipments: Soft Boxes, Umbrellas, Fresnels, Skimmers, Reflectors, etc; Three Point Lighting Technique and Metering for Light; Filters and Use of a Flash Unit

Unit IV **(12 hours)**

Digital Photography and Editing: Concept and Characteristics; Sensor Sizes, Formats and Storage; Editing and Digital Manipulation; Brightness, Contrast, Mid Tones, Highlights, Colour Tones; Basics of Photoshop; Photo Editing Softwares: Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop Creative Cloud

Unit V **(12 hours)**

Photojournalism: Concept, Characteristics and Historical Perspectives; Photo Developing and Printing Techniques; Approaches to Documenting Reality: (Discussion on Capa's 'The Falling Soldier', its Objective Truth or Staged Representation); War Photojournalism; Photo Essays and Photo Features; Photo Wire Services; Ethics and Laws in PJ; Emerging Trends in Photo Journalism

Readings:

- Kenneth Cobre : *Photo Journalism: The Professional Approach*
- Michael Langford : *Basic Photography*
- Ashok Dilwali : *All About Photography*
- O.P. Sharma : *Practical Photography*
- Freeman John Collins and Brown : *The Photographer's Guide to Light*

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B.A. (Mass Communication) – Semester VI

MC 7: National Security and Media
(L-3, T-1, P-0)

Unit I **(12 hours)**

National Security: Concept, Objectives and Historical Perspectives; Strategic Approach for National Security; Means of Achieving National Security; Foreign Policy Components of National Security; Current National Security Issues

Unit II **(12 hours)**

National Security Challenges: Concept and Perspectives; India's Relationship with Neighboring Countries; India's Internal Security Challenges: Terrorism, Maoism and Separatism, Cyber Security; Developing National Security Strategies

Unit III **(12 hours)**

National Security Components: Concept and Characteristics; Dimensions of National Security: Physical, Political, Economic, Ecological, Energy and Natural Resources, Computer and Infrastructure; Basics of National Security; The Military Component of National Security; The Paramilitary Component of National Security

Unit IV **(12 hours)**

War Reporting: Concept, Characteristics and Objectives; Types of War; War Reporting/ Embedded Journalism: Essentials, Strategies and Preventative Measures; Preparation of Defense Briefs and News; Ethics of War Reporting

Unit V **(12 hours)**

PR in Defence Forces: Concept and Objectives; Public Relations in Maintenance of Public Order and Internal Security; Techniques for Interaction with Media/Defence Forces; Image Building; Highlights of Major Projects undertaken by Defense Forces for strengthening National Security

Readings:

- Rhea Abraham : *Media and National Security*
- P. W. Singer and Allan Friedman : *Cybersecurity and Cyberwar: What Everyone Needs to Know*
- Shivendra Shahi and Amar Singh : *Perspectives on India's National Security Challenges: External and Internal Dimensions*
- Vappala Balachandran : *National Security and Intelligence Management– A New Paradigm*
- K.P. Bajpai and H.V. Pant: *India's National Security: A Reader*
- Stuart Allan and Barbie Zelizer, ed. : *Reporting War: Journalism in Wartime*

Plan for Residency in Media House

(for Practical Exposure)

Sr.No.	Semester	Activities to be Performed
	First	**Postings in a Media House:**
1		Editorial Department
2		Department of Human Recourses
3		Marketing Department
4		Digital Department
5		Account Department
6		Circulation Department
7		Advertisement Department
8		IT Department
9		Feature Department
1	Second	Graphics Production Cell
2		Photography & Picture Editing Cell
3		Audio & Video Making and Editing
1	Third	Field Reporting
2		News Making for a Media House
1	Fourth	Usage of Digital Media Platforms
2		Presentation of News Online
1	Fifth	Pre-Production Cell
2		Production Cell
1	Sixth	Post-Production Cell
2		Distribution Cell

Guidelines relating to Project Work

(Report 70% Weightage + Viva-Voce 30% Weightage)

- Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.
- Language of Project Report and Viva-Voce Examination would be English. The Project Report must be typed and bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination (within the time period as per the university rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by duly appointed expert(s).
- A candidate has to qualify in the Project Work separately, obtaining minimum marks (Project Report and Viva-Voce taken together)
- Marking Scheme for Project Report and Viva-Voce Examination:

Project Report (70% Weightage)

Chapter 1: Introduction – 15% weightage
Chapter 2: Conceptual Framework– 5% weightage
Chapter 3: Presentation, Analysis & Findings -- 35% weightage
Chapter 4: Conclusion & Recommendations -- 15% weightage

Viva-Voce (30% Weightage)

In course of Viva-Voce Examination, the question may be asked in the following areas:

1. Importance / relevance of the Study, Objective of the Study, Methodology of the Study / Mode of Enquiry through power point presentation -- 10% weightage
2. Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study through power point presentation-- 10% weightage
3. Overall Impression (including Communication Skill) -- 10% weightage

THE COMPONENTS OF A PROJECT REPORT

The outcome of Project Work is the Project Report. A project report should have the following components:

1) **Cover Page:** This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.

2) **Acknowledgement:** Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.

3) **Table of Content:** Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.

4) **Body of the Report:** The body of the report should have these four logical divisions
a) ***Introduction:*** This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
b) ***Conceptual Framework / National and International Scenario*:** (relating to the topic of the Project).
c) ***Presentation of Data, Analysis and Findings*:** (using the tools and techniques mentioned in the methodology).
d) ***Conclusion and Recommendations:*** In this section, the concluding observations based on the main findings and suggestions are to be provided.

5) **Bibliography or References:** This section will include the list of books and articles which have been used in the project work, and in writing a project report.

6) Annexures: Questionnaires (if any), relevant reports, etc.

(The main text of the Project should normally be in the range of 60 to 100 pages. However, there may be annexure in addition to the main text)

THE STEPS OF PROJECT WORK

STEP I : Selection of the topic for the project by taking following points into consideration:

- Suitability of the topic.
- Relevance of the topic
- Time available at the disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

STEP II: Finalisation of the Topic and preparation of Synopsis/ Project Proposal in consultation with the Supervisor.

TEP III: Collection of information and data relating to the topic and analysis of the same.

STEP IV: Writing the report dividing it into suitable chapters, viz.,
Chapter 1: Introduction,
Chapter 2: Conceptual Framework / National & International Scenario,
Chapter 3: Analysis & Findings
Chapter 4: Conclusion and Recommendations.
Annexures, References / Bibliography

STEP V: The following documents are to be attached with the Final Project Report.
1) Approval letter from the supervisor (Annexure-IA)
2) Student's declaration (Annexure-IB)
3) Certificate from the Competent Authority of the Organisation / Institution, if the student undertakes the Project Work in any Organisation / Institution.

Cover Page / Title page

Project Work

(Submitted for the Degree of ....
..... under Bareilly International University)

Title of the Project

XXXXXXXXXXXXXXXXX

Submitted by

Name of the Candidate :.....
Registration No. .....
Name of the College .....
College Roll No. .....

Supervised by

Name of the Supervisor:
Name of the College:

Month & Year of Submission

Annexure- IA

Supervisor's Certificate

This is to certify that Mr./Ms ..... a student of .....(programme name) of .....(Name of the College) under the Bareilly International University has worked under my supervision and guidance for his/her Project Work and prepared a Project Report with the title

.....

which he/she is submitting, is his/her genuine and original work to the best of my knowledge.

Place:
Date:

Signature
Name:
Designation:
Name of the College

Annexure- IB

Student's Declaration

I hereby declare that the Project Work with the title (in block letters) .....

.....

submitted by me for the partial fulfilment of the degree of .....(programme name) is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature
Name:
Address:

Registration No.

Place:
Date:

SCHEDULE TO BE FOLLOWED (TENTATIVE)

- A few interactions should be offered on **Project Planning** in order to motivate the students to take up self-employment afterwards and also help the students knowing the guidelines for preparing their Project Work.
- Project Topics and Synopsis/ Project Proposals should be finalised in the beginning of the semester so as to enable the students collecting relevant information and data during this period.
- The Report should be finalised through the interaction between the Students and Supervisors during the period.
- The final Project Report should be submitted by the **end of the semester.**
- The evaluation of the Project Report and Viva-Voce Examination should be conducted with the help of duly appointed Examiners. Marks should be submitted to the University afterwards.
- Four Copies of the Project Report should be prepared of which Three copies to be submitted to the College authorities and one copy to be retained by the student which he/she must bring at the time of examination.

TEACHERS OF THE COLLEGE GUIDING THE STUDENTS FOR THEIR PROJECT WORK SHOULD STRICTLY DISCOURAGE AND ENFORCE GUIDELEINES AS TO ENSURE THAT STUDENTS DO NOT RESORT TO ACTS LIKE 'PLAGIARISM' AND 'CUT AND PASTE' TECHNIQUES FROM WEBSITES, INTERNET OR OTHER SOURCES.

Bareilly International University, Bareilly

BA (Mass Communication)

Panel of External Examiners for Paper-setting and Evaluation (Session 2024-25)

A	B	C	D	E	F	G	H	I	J
Sr. No	Name of Teacher	Date of Birth	Qualification	Designation	Department/ Faculty/ School	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1	Dr. Aditya K Shukla	26/2/1988	PhD	Associate Professor	Journalism & Mass Communication	Directorate of Online Education, Manipal University, Jaipur	12	08707492816	dr.akshukla26@gmail.com
	Dr Kranti Kushwaha	20/5/1985	Ph.D	Assistant Professor	Journalism & Mass Communication	Chaudhary Bansi Lal University, Bhiwani, Haryana	5	9451301581	krantikushwaha98@gmail.com
	Dr. Amit Sharma	15/1/1988	PhD	Assistant Professor	Journalism & Mass Communication	Manipal University Jaipur	6	9460241234	jmcamit@gmail.com
2	Dr. Vikram Kaushik	24/03/72	PhD	Professor	Faculty of Media Studies	Guru Jambheswar University of Science and Technology, Hisar	25	9415495905	vkaushik24@gmail.com
	Ashutosh Kumar Pandey	15/9/1989	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	JECRC University, Jaipur	3	8789450075	jmcashutosh@gmail.com
	Ms Zoya Abrar Khan	4/3/1991	Ph.D (Pursuing)	Assistant Professor & HOD	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	2.5	8126302382	zoya.k@invertis.org
3	Dr. Sandeep Kumar	2/2/1982	PhD	Assistant Professor	Amity School of Communication	Amity University, Gwalior	7	7000945315	drsandeepkumar153@gmail.com
	Dr Umesh Kumar Saxena	3/6/1969	Ph.D	Assistant Professor	Mass Communication & Electronic Journalism	MJPR University, Bareilly, U.P.	11	9359788275	usaxena73@gmail.com
	Ms Asha Sharma	6/11/1986	Ph.D (Pursuing)	Assistant Professor	Journalism & Mass Communication	Invertis University, Bareilly, U.P.	1	9410200336	asha.s@invertis.org
4	Dr Nageshwar Prasad	23/01/1955	Ph.D, D.Litt	Ret. Professor	Deptt of Political Science	R.P. (PG) College, Meerganj, Bareilly, U.P.	42	9412604221	081nageshwar@gmail.com
	Dr D.P. Yadav	31/12/1965	Ph.D,	Professor	Deptt of Political Science	Gayatri Vidyapeeth (PG) College, Risiya, Bahraich, U.P.	28	9411221562	dryadav9411@gmail.com
	Dr Shailendra Singh	07/03/1974	Ph.D,	Asso Professor	Deptt of Political Science	Om Sterling Global University, Hisar, Haryana	19	9416893856	Sksksingh999@gmail.com
5	Arvind Kumar Shukla	20/5/1980	Ph.D	Asso. Professor	Deptt of Computer Application	IFTM University, Moradabad, U.P.	14	9319160550	arvindshukla.india@gmail.com
	Dr B.S. Rawat	9/7/1979	Ph.D	Asso. Professor	Computer Science	Invertis University, Bareilly	15	8218220386	rawat.bhupender@gmail.com
	Mr Gaurav Singh	15/7/1985	M.Tech	Asstt Prof	Computer Science	Rakshpal Bahadur College of Engg & Tech., Bareilly	12	9897391097	gauravexperience@gmail.com

Bareilly International University, Bareilly

BA (Mass Communication)

Panel of Internal Examiners for Paper-setting and Evaluation (Session 2024-25)

A	C	D	E	F	G	H	I	J	
Sr. No	Name of Teacher	Date of Birth	Qualification	Designation	Department/ College	Institution	Teaching Experience (Years)	Contact No.	E-mail ID
1	Dr Abnish Singh	4/6/1979	M.Phil & PhD	Professor	BIU College of Humanities & Journalism	Bareilly International University	18	9456011560	abnishsinghchauhan@gmail.com
2	Dr Sunil Kumar Singh	05/8/1972	PhD (Pol. Sc.)	Professor	BIU College of Humanities & Journalism	Bareilly International University	20	8218622744	sunil5augnmc@gmail.com
3	Mr Ankit Yadav	30/9/1982	MA (APR), PGDM	Guest Faculty	BIU College of Humanities & Journalism	Bareilly International University	6	9760353530	ank.yad@gmail.com
4	Mr Atul Babu	10/8/1994	MBA	Assistant Professor	BIU College of Management	Bareilly International University	4	7906726994	atul.babu9675@gmail.com
5	Mr Shivanshu Agnihotri	21/08/1994	MA (Mass Comm), M.Phil., Dip in Photography	Guest Faculty	BIU College of Humanities & Journalism	Bareilly International University	3	9506666990	shivenduagnihotri@gmail.com
6	Ms Monika	11/3/1992	M.Com, MA (Eng), Diploma CCC & ADCA	Lecturer	BIU College of Management	Bareilly International University	3	8006376946	godofhydron@gmail.com

BA (Mass Communication)
Semester— …
Paper Code & Paper Name

Duration: 3 Hours | **Max Marks: 70**

Note: All questions are compulsory

Q1. Very Short Answer Type Questions (MCQs) — 5 Questions x 2 Marks Each = 10

a.
b.
c.
d.
e.

Q2. Short Answer Type Questions — 5 Questions x 3 Marks Each = 15

a.
b.
c.
d.
e.
f.

Q3. Long Answer Type Questions — 3 Questions x 15 Marks Each = 45

a.
b.
c.
d.

BIU COLLEGE OF HUMANITIES & JOURNALISM

BA (Mass Comm.)-Sem.–I

(Batch 2023)

S. No.	Roll No.	Enrolment No.	Student Name	Father Name	Marks (500)	Status
1	241801002	230005	Saloni Gupta	Vinay Gupta	358	Pass
2	241801003	230006	Tanya Singh	Naveen Kumar Singh	312	Pass
3	241801004	230010	Yanka Gangwar	Ravindra Kumar	311	Pass

BIU COLLEGE OF HUMANITIES & JOURNALISM

BA (Mass Comm.)-Sem.–III

(Batch 2022)

S.No.	Roll No.	Enrolment No.	Student Name	Father Name	Marks (500)	Status
1	231801001	220012	Km Barshani Gupta	Avdhesh Kumar Gupta	352	Pass
2	231801002	220013	Km Yusra Zaidi	Syed Muzaffar Raza Zaidi	348	Pass
3	231801003	220014	Vanshika Patel	Japan Singh	351	Pass

BIU COLLEGE OF HUMANITIES & JOURNALISM

List of Academic/Non-Academic Events
Session: 2023-24

S.No.	Name of Event	Date
01	Orientation Program	17th Aug 2023
02	Teacher's Day Celebration	5th Sept 2023
03	Student Participation in Job Fair	28th Oct 2023
04	Rangoli Competition	10th Nov 2023
05	Awareness Programme on Commodity Derivatives	20th Nov 2023
06	Awareness Program on Health and Hygiene for Girls	01st Dec 2023
07	Awareness Program on National Board of Examinations in Media Sciences	06th Dec 2023
08	Awareness Program on Viksit Bharat@2047	11th Dec 2023
09	Live Telecast of Pran Pratishtha	22nd Jan 2024
10	Rangoli Making Competition and Sports Meet	22nd Mar 2024
11	Freshers' Day Celebration	4th May 2024
12	Guest Lecture on "How to get Success"	13th July 2024

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI

MC 8: Advertising
(L-3, T-1, P-0)

Unit I **(12 hours)**

Advertisement: Meaning, Concept and Objectives; Importance, Role and Functions of Advertising; History and Growth of Advertising in India; Advantages and Disadvantages of Advertising in Broadcast Media (Television and Radio) and Print Media (Newspaper and Magazines)

Unit II **(12 hours)**

Advertising Theories and Models: Concept and Characteristics; Major Advertising Theories and Models: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, and Communication Theory; Advertising as a Tool of Communication

Unit III **(12 hours)**

Aspects of Advertising: Economic, Cultural, Psychological, Social, Ethical and Regulatory; Apex Bodies in Advertising: AAAI, ASCI and their Codes; Advertising in Marketing and Public Relations; Advertising Consumer Welfare; Advertising Standard of Living; Advertising and Cultural Values

Unit IV **(12 hours)**

Advertising Essentials: Tips and Techniques for Print, Electronic and Online Advertising; Requisites for Advertising: Selection, Planning, Scheduling, Marketing, Research and Branding; Advertising Department vs. Agency-Structure; Advertising Budget

Unit V **(12 hours)**

Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising: Analyze two Advertisements (Print, Electronic and Online); Critically evaluate two Ads (Print, Electronic and Online) of Competing Brands; Design Display Advertisement: Classified and Non-classified (one each)

Readings:

- C.H. Sandage and Fryburger Vernon : *Advertising Theory and Practice*
- Mahender Mohan : *Advertising Management: Concepts and Cases*
- Ogilvy David : *Ogilvy on Advertising*
- Lewis Herschell Gordion : *The Complete Advertising and Marketing Handbook*
- Roderick White : *Advertising: What It Is and How To Do It*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester VI
Internship

Each student will undertake an internship in a media house for practical exposure. He/she will submit the completion certificate duly signed by the authority of the training center/ media house with a report (2500 words) on the internship. The report must be checked and approved by the internal subject expert and the class coordinator for awarding the marks/ credits.

BIU College of Humanities & Journalism

BIU, Bareilly

B.A. (Mass Communication) – Semester VI

Project

Each student will submit a project in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the project is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Mass Communication.

Page Limit: Minimum 60 pages

Mode of Evaluation: Full write-up along with power point presentation and Viva Voce

MAPPING OF COs, POs and PSOs

Programme Name-B A (Mass Communication)

Course Name-Communication and Mass Media

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	3	1	1	1	1	2
CO2	3	2	3	1	3	1	3	2	2	3
CO3	2	2	3	1	2	2	1	1	3	2
Avg.	2.3	1.6	2.3	1.3	2.6	1.3	1.6	1.3	2	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Mass Communication: Concepts and Processes

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	3	3	2	2	1	2	3
CO2	3	2	3	3	3	3	2	2	1	3
CO3	3	3	2	1	2	1	1	3	1	3
Avg.	2.6	2	2.3	2.3	2.6	2	1.6	2	1.3	3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Print Media

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	2	1	3	3	2	1
CO2	1	2	1	2	3	1	2	2	3	3
CO3	2	2	2	3	3	3	3	3	3	2
Avg.	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Communicative English

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	2	3	2	3	2	2	2
CO2	3	3	3	2	3	2	3	1	2	2
CO3	2	2	2	1	2	2	2	2	1	1
Avg.	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Communicative Hindi

Semester – 1st

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	2	3	2	3	2	1	1
CO2	2	2	2	1	2	2	2	2	2	1
CO3	3	3	3	2	3	1	3	1	2	2
Avg.	2.6	2	2	1.6	2.6	1.6	2.6	1.6	1.6	1.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Reporting Techniques and Skills

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2	3	2	3	3	2	2
CO2	3	2	1	2	2	1	3	3	2	3
CO3	1	2	2	1	2	1	2	1	1	2
Avg.	2.3	2	2	1.6	2.3	1.3	2.6	2.3	1.6	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Editing Layout and Design

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	1	2	1	2	2	2	3
CO2	2	2	1	2	1	1	3	3	3	2
CO3	2	2	1	2	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Indian Constitution, Politics and Economy

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	2	3	2	1	1	3
CO2	2	1	1	1	2	3	2	2	1	3
CO3	1	2	2	1	2	3	2	2	2	3
Avg.	1.3	1.6	1.6	1	2	3	2	1.6	1.3	3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Computer for Mass Communication

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3	2	2	3	3	3	3
CO2	3	2	1	2	3	1	3	3	1	2
CO3	3	1	3	2	1	2	1	2	1	2
Avg.	2.6	2	2.3	2.3	2	1.6	2.3	2.6	1.6	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Human Values and Professional Ethics

Semester – 2nd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	2	3	3	1	1	1	2
CO2	3	1	1	2	3	2	3	2	2	2
CO3	1	3	2	2	1	2	3	2	2	1
CO4	1	2	2	1	2	3	1	3	2	1
Avg.	1.5	2	1.7	1.7	2.2	2.5	2	2	1.7	1.5

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Basics of Camera, Light and Sound

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	1	2	2	3	3
CO2	1	3	1	2	1	1	3	2	3	2
CO3	2	2	1	1	2	1	2	3	2	2
CO4	2	1	1	2	2	3	1	2	2	3
Avg.	1.5	2	1.2	2	1.7	1.5	2	2.2	2.5	2.5

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Electronic Media

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	2	2	1	2	3	2	2
CO2	1	3	1	3	3	2	3	3	1	2
CO3	3	1	3	2	1	2	1	2	2	1
Avg.	2	2	2.3	2.3	2	1.6	2	2.6	1.6	1.6

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-New Media and Cyber Journalism

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	3	3	3	2	3	3	3	3
CO2	3	2	1	2	3	1	3	3	2	2
CO3	2	1	3	3	1	2	1	2	1	2
Avg.	2	1.6	2.3	2.6	2.3	1.6	2.3	2.6	2	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Event Management

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	2	2	1	3	2	3	2
CO2	2	3	2	2	2	2	2	3	2	2
CO3	2	2	1	1	1	2	1	2	2	3
Avg.	1.6	2.3	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Radio Programme Production

Semester – 3rd

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	3	1	3	2	2	3
CO2	1	2	2	2	3	1	2	3	3	1
CO3	3	2	2	3	2	3	3	3	3	2
Avg.	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Introduction to Audio-Visual Media

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	1	3	2	2	3
CO2	2	2	1	1	2	3	2	3	2	2
CO3	1	3	2	2	2	1	1	2	3	2
Avg.	1.6	2	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Media Industry and Management

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	1	2	2	3	2
CO2	1	3	1	2	2	1	2	2	3	2
CO3	2	2	2	2	2	2	3	3	2	2
CO4	2	2	1	1	1	2	1	2	2	3
Avg.	1.5	2.2	1.5	2	1.7	1.5	2	2.2	2.5	2.2

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Media Ethics and Laws

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	1	3	2	1	2	3
CO2	1	1	1	1	2	3	2	2	1	3
CO3	1	1	2	1	2	3	1	2	2	3
Avg.	1	1.3	1.6	1	1.6	3	1.6	1.6	1.6	3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Environmental Science

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	1	2	2	1	1	2
CO2	1	2	2	1	1	3	2	2	1	2
CO3	2	2	2	1	1	2	2	1	1	2
Avg.	1.3	2	2	1	1	2.3	2	1.3	1	2

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Documentary Production

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	1	2	1	3	2	2	2
CO2	1	2	1	2	1	1	2	3	2	3
CO3	2	2	1	2	2	3	1	2	3	2
Avg.	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3

MAPPING OF COs, POs and PSOs

Program Name- B A (Mass Communication)

Course Name-Fundamentals of Film

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	2	2	2	1	3	2	2	3
CO2	2	2	1	1	2	-	2	2	3	2
CO3	2	1	1	2	-	3	1	3	2	2
Avg.	1.6	2	1.3	1.6	1.3	1.3	2	2.3	2.3	2.3

MAPPING OF COs, POs and PSOs

Program Name- B A (Mass Communication)

Course Name – World Media Scenario

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	2	2	1	3	2	3	3
CO2	2	2	2	2	2	2	2	3	2	2
CO3	2	2	2	1	1	2	1	2	2	3
Avg.	1.6	2.3	1.6	1.6	1.6	1.6	2	2.3	2.3	2.6

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name - Media Society and Culture

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	1	3	2	3	1
CO2	2	2	1	1	2	2	2	3	2	2
CO3	1	2	2	2	1	2	1	2	1	2
Avg.	1.6	2	1.6	1.6	1.3	1.6	2	2.3	2	1.6

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Television Programme Production

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	1	1	2	2	1	2	1
CO2	1	2	2	2	1	2	2	1	1	2
CO3	1	2	2	1	1	3	2	2	1	2
CO4	2	2	2	1	1	2	2	1	1	2
Avg.	1.2	2	2	1.2	1	2.2	2	1.2	1.2	1.7

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Indian Knowledge System

Semester – 5th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	2	3	2	3	2	2	2
CO2	3	3	3	2	3	2	3	2	1	2
CO3	2	2	2	1	2	2	2	1	2	1
Avg.	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Communication Research

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	2	3	2	3	2	1	1
CO2	1	2	1	2	2	2	3	2	2	2
CO3	1	3	2	1	2	3	1	3	3	2
Avg.	1.6	2	1.6	1.6	2.3	2.3	2.3	2.3	2	1.6

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Corporate Communication

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	1	2	2	3	2
CO2	2	3	1	2	1	1	3	3	2	3
CO3	2	2	1	1	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Development Communication

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	1	2	2	3	2
CO2	2	3	1	2	1	1	3	3	2	3
CO3	2	2	1	1	2	3	1	2	2	2
Avg.	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Internship

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	3	2	3	2	3
CO2	2	2	2	2	3	2	3	2	2	3
CO3	3	3	3	2	1	2	2	2	3	2
CO4	3	2	2	2	3	2	1	2	3	2
Avg.	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- Project

Semester – 6th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	2	3	3	3	2
CO2	2	3	2	2	1	2	2	2	3	2
CO3	3	2	3	2	3	3	2	2	2	3
CO4	3	2	2	2	3	2	1	2	2	3
Avg.	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5

02. Once entered for Cos, Pos& PSOs, calculate the average. The score of Each course average would require during the mapping of the Cos, Pos, and PSOs of the Program. As depicted below:

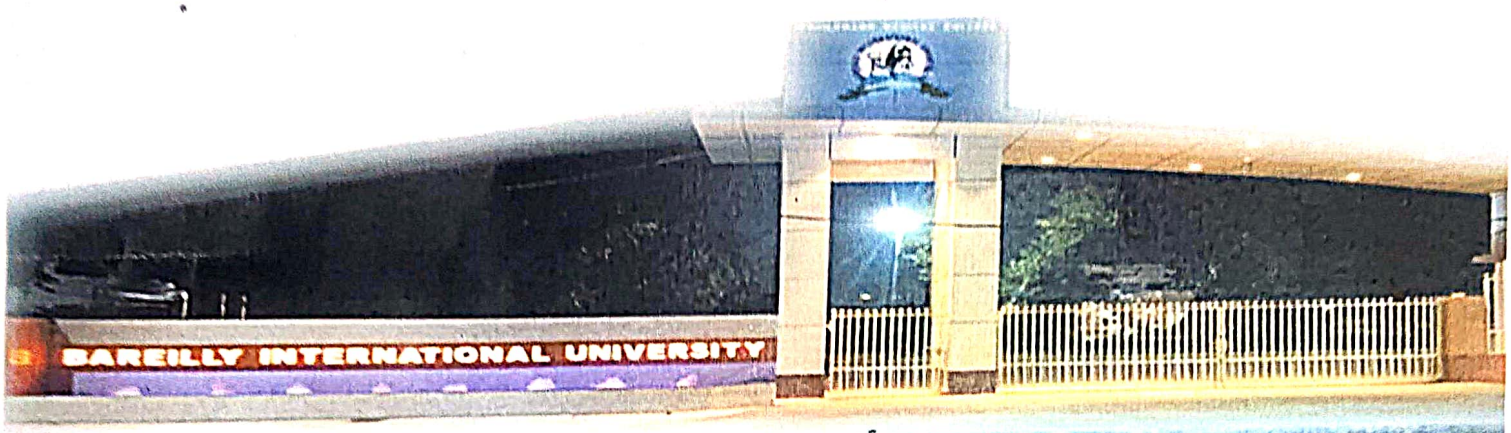
Sem.	Course Code	Course Title	Credit	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4
I	1801101	Communication and mass media	4	2.3	1.6	2.3	1.3	2.6	1.3	1.6	1.3	2	2.3
	1801102	Mass communication: concepts and processes	4	2.6	2	2.3	2.3	2.6	2	1.6	2	1.3	3
	1801103	Introduction to print media	4	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2
	1801104	Communicative English	4	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6
	1801105	Communicative Hindi	4	2.6	2	2	1.6	2.6	1.6	2.6	1.6	1.6	1.3
II	1801201	Reporting techniques and skills	4	2.3	2	2	1.6	2.3	1.3	2.6	2.3	1.6	2.3
	1801202	Editing , layout and design	4	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801203	Indian constitution , politics and economy	4	1.3	1.6	1.6	1	2	3	2	1.6	1.3	3
	1801204	Computer for mass communication	4	2.6	2	2.3	2.3	2	1.6	2.3	2.6	1.6	2.3
	1801205	Human values and professional ethics	4	1.5	2	1.7	1.7	2.2	2.5	2	2	1.7	1.5
III	1801301	Basics of camera, light and sound	4	1.5	2	1.2	2	1.7	1.5	2	2.2	2.5	2.5
	1801302	Introduction to electronic media	4	2	2	2.3	2.3	2	1.6	2	2.6	1.6	1.6

	1801303	New media and cyber journalism	4	2	1.6	2.3	2.6	2.3	1.6	2.3	2.6	2	2.3
	1801304	Event management	4	1.6	2.3	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801305	Radio Program production	4	2	2	1.6	2	2.6	1.6	2.6	2.6	2.6	2
IV	1801401	Introduction to audio - visual media	4	1.6	2	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801402	Media industry and management	4	1.5	2.2	1.5	2	1.7	1.5	2	2.2	2.5	2.2
	1801403	Media ethics and laws	4	1	1.3	1.6	1	1.6	3	1.6	1.6	1.6	3
	1801404	Documentary production	4	1.6	2.3	1	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801405	Environmental science	4	1.3	2	2	1	1	2.3	2	1.3	1	2
V	1801501	Fundamentals of film	4	1.6	2	1.3	1.6	1.6	1.6	2	2.3	2.3	2.3
	1801506	Television Program Production	4	1.6	2.3	1.6	1.6	1.6	1.6	2	2.3	2.3	2.6
	1801503	Media, society and culture	4	1.6	2	1.6	1.6	1.3	1.6	2	2.3	2	1.6
	1801504	World media scenario	4	1.2	2	2	1.2	1	2.2	2	1.2	1.2	1.7
	1801507	Indian Knowledge System	4	2.6	2	2	1.6	2.6	2	2.6	1.6	1.6	1.6
VI	1801601	Communication research	4	1.6	2	1.6	1.6	2.3	2.3	2.3	2.3	2	1.6
	1801602	Corporate communication	4	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3
	1801603	Development communication	4	1.6	2.3	1	1.3	1.6	1.6	2	2.3	2.3	2.3

	1801607	Internship	4	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5
	1801608	Project	4	2.7	2.2	2.2	2	2.5	2.2	2	2.2	2.5	2.5
Avg.				1.8	2	1.7	1.6	1.9	1.8	2.1	2	1.9	2.1

Note: C – Credits, Program Outcome, PSO - Outcome

CRITERION 1 - CURRICULAR ASPECTS





CRITERION 1- CURRICULAR ASPECTS

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global healthcare needs which are visible in Programme Outcomes (POs), and Course Outcomes (COs) offered by the University,as per the norms of the Regulatory Bodies





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Curricula Relevance to Healthcare and Societal Needs: A Comprehensive Overview for NAAC

The curricula developed and implemented by the University are designed to address the evolving healthcare needs at local, national, regional, and global levels. This is reflected in the Programme Outcomes (POs) and Course Outcomes (COs) that align with the objectives of ensuring students are equipped with the necessary knowledge, skills, and competencies to contribute effectively to diverse healthcare contexts.

The **Academic Council (AC)** and **Board of Studies (BOS)** are responsible for overseeing the development, revision, and implementation of the curriculum, ensuring that it meets the prescribed standards set by the regulatory bodies. The governance structure, through the constitution of the AC and BOS, plays a key role in shaping curricula that are relevant to contemporary healthcare challenges, while also taking into account regional, national, and global perspectives.

A robust **Standard Operating Procedure (SOP)** for curriculum development and revision is in place, ensuring transparency, consistency, and alignment with both emerging healthcare needs and regulatory standards. Detailed **Minutes of Meeting (MOM)** of both the AC and BOS are maintained to document discussions and decisions on curriculum changes, which provides clarity and accountability in the process.

Salient features of the curriculum are designed to foster a holistic understanding of healthcare, integrating aspects of medical science, ethics, social responsibility, and global health issues. The **syllabus copies** for all programs offered by the University emphasize interdisciplinary knowledge, ensuring students are well-equipped to meet the dynamic healthcare needs across different societies.

The **list of courses** offered are specifically curated to address the pressing social, regional, national, and global healthcare challenges. For example, in programs related to **Humanities and Journalism**, the courses are designed to raise awareness about public health issues, enhance communication skills for reporting on health-related topics, and provide students with a platform for contributing to societal well-being through media and policy advocacy. Courses like "Health Journalism," "Ethics in Healthcare Reporting," and "Global Health Policy" are included in the curriculum, allowing students to engage with topics that have immediate relevance to both local and global health needs.

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The **sample course files** for these programs further outline the intended learning outcomes, content coverage, instructional strategies, and assessment methods, ensuring that the curriculum is consistently evaluated and refined to meet both academic and societal objectives.

Program-wise **Program Outcomes (POs)** and **Program Specific Outcomes (PSOs)** are meticulously formulated, and the approval process involves comprehensive discussions by the academic council and the Board of Studies. The **approved POs and PSOs** of the programs reflect the university's commitment to fostering academic excellence while preparing students to address contemporary challenges in healthcare and related fields, particularly through the lens of the Humanities and Journalism.

In conclusion, the curriculum structure, guided by the academic bodies and the adherence to regulatory standards, plays a pivotal role in shaping healthcare professionals who are not only well-versed in their technical expertise but also in understanding the broader societal implications of healthcare in a global context. Through a combination of theory, practice, and interdisciplinary perspectives, the university ensures that its graduates are capable of making meaningful contributions to the healthcare sector at multiple levels.

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Towards Professional Excellence

Standard Operating Procedure for Curriculum Development of BA (Mass Communication)

This Standard Operating Procedure (SOP) outlines the systematic process for the design, development, approval, implementation, and review of the Bachelor of Arts (BA) in Mass Communication curriculum. It aims to ensure the curriculum is relevant, industry-aligned, outcome-based, and meets the standards set by regulatory bodies in India, such as the University Grants Commission (UGC).

Objective: To establish a clear, consistent, and quality-assured process for curriculum development that produces graduates equipped with the necessary knowledge, skills, and ethical values for the dynamic field of mass communication.

Scope: This SOP applies to all stages of the BA (Mass Communication) curriculum lifecycle, from initial conceptualization to ongoing review and revision.

Roles and Responsibilities:

- **Department of Mass Communication:** Initiates and drives the curriculum development process, forms the Curriculum Development Committee, conducts needs assessments, develops course content, and proposes the curriculum to higher authorities.
- **Curriculum Development Committee (CDC):** A diverse body comprising senior faculty from the department, subject matter experts from academia and industry, alumni, and potentially current students. Responsible for drafting, reviewing, and recommending the curriculum.
- **Board of Studies (BoS):** Reviews and approves the curriculum from an academic perspective, ensuring quality and adherence to university standards. Includes internal and external subject experts.
- **Faculty of Arts/Humanities (or equivalent):** Provides oversight and further review of the curriculum before it is presented to the Academic Council.
- **Academic Council:** The supreme academic body of the university responsible for the final approval of the curriculum.
- **University Administration:** Provides administrative support and ensures the process adheres to university regulations.
- **Regulatory Bodies (e.g., UGC):** Provide overarching guidelines and frameworks for higher education curricula in India.

Procedure:

The curriculum development process typically involves the following phases:

Phase 1: Needs Assessment and Stakeholder Consultation

1.1 **Identify the need for a new curriculum or revision:** This can be triggered by changes in the industry, new regulatory guidelines, feedback from existing students or alumni, advancements in the field, or a scheduled review cycle.

1.2 Form a Curriculum Development Committee (CDC): The Head of the Department, in consultation with senior faculty, constitutes the CDC, ensuring representation from relevant areas of mass communication and external expertise.

1.3 Conduct a comprehensive needs analysis: * Gather feedback from current students, alumni, and employers regarding the relevance and effectiveness of the existing curriculum (if applicable) and the skills required in the industry. * Analyze industry trends, emerging technologies, and future demands in various mass communication domains (journalism, advertising, public relations, digital media, film and television production, etc.). * Benchmark with curricula of reputed national and international universities offering similar programs. * Review the latest guidelines and recommendations from regulatory bodies like the UGC.

1.4 Consult with stakeholders: Organize workshops, meetings, or surveys to solicit input from faculty, industry professionals, alumni, and students on the program's objectives, structure, and content.

Phase 2: Defining Program Educational Objectives (PEOs) and Program Outcomes (POs)

2.1 Define clear and measurable Program Educational Objectives (PEOs): These are broad statements describing the expected career and professional accomplishments of graduates within a few years of graduation. PEOs should align with the institution's mission and the needs identified in Phase 1.

2.2 Define specific and measurable Program Outcomes (POs): These are statements describing what students are expected to know and be able to do by the time of graduation. POs should be aligned with the PEOs and cover the necessary knowledge, skills (including technical, critical thinking, and communication), and attitudes. Refer to UGC's learning outcomes-based curriculum framework (LOCF) guidelines if available for mass communication.

Phase 3: Curriculum Design and Content Development

3.1 Structure the curriculum: * Determine the overall structure of the program, including the number of semesters, credit distribution across core courses, elective courses, practical components, internships, and projects. * Ensure a logical progression of courses, building from foundational concepts to more specialized and advanced topics. * Allocate sufficient credits for practical training, workshops, and industry exposure.

3.2 Develop detailed syllabi for each course: * For each course, define clear Course Learning Outcomes (COs) that align with the POs. * Outline the course content, including topics, sub-topics, and required readings. * Suggest appropriate pedagogical approaches (lectures, discussions, practical exercises, case studies, guest lectures, industry visits, etc.). * Specify assessment methods (internal assessments, end-semester examinations, practical evaluations, projects, presentations, etc.). * Recommend learning resources (textbooks, reference books, online resources, software).

3.3 Incorporate flexibility and specialization: Include a range of elective courses allowing students to specialize in areas of interest within mass communication.

3.4 **Integrate cross-cutting issues:** Ensure the curriculum addresses relevant contemporary issues such as media ethics, media law, digital literacy, media convergence, diversity and inclusion in media, and sustainable development.

Phase 4: Review and Approval

4.1 **Internal Review:** The CDC reviews the drafted curriculum and syllabi for consistency, completeness, and alignment with PEOs and POs.

4.2 **Departmental Committee Review:** The curriculum is reviewed by the entire Departmental Committee, incorporating feedback and suggestions.

4.3 **Board of Studies (BoS) Approval:** The proposed curriculum is presented to the BoS for detailed review and approval. The BoS may suggest modifications based on their expertise and external perspectives.

4.4 **Faculty Level Review:** The curriculum, after BoS approval, is submitted for review at the Faculty level.

4.5 **Academic Council Approval:** The final curriculum proposal is presented to the Academic Council for formal approval.

Phase 5: Implementation

5.1 **Develop teaching plans:** Faculty members develop detailed teaching plans for their assigned courses based on the approved syllabi.

5.2 **Resource allocation:** Ensure necessary infrastructure, equipment (labs, studios), and learning resources are available for effective curriculum delivery.

5.3 **Faculty training:** Provide training to faculty on new pedagogical approaches, technologies, and assessment methods outlined in the curriculum.

5.4 **Student orientation:** Conduct orientation programs for students to inform them about the new curriculum, program objectives, and learning outcomes.

Phase 6: Evaluation and Review

6.1 **Continuous monitoring:** Regularly monitor the implementation of the curriculum and gather feedback from students and faculty.

6.2 **Outcome assessment:** Develop and implement mechanisms to assess the attainment of Course Outcomes (COs) and Program Outcomes (POs). This may involve analyzing student performance data, conducting exit interviews with graduating students, and seeking feedback from employers.

6.3 **Periodic comprehensive review:** Conduct a comprehensive review of the curriculum at regular intervals (e.g., every 3-5 years) or as needed, based on feedback, outcome assessment results, industry changes, and regulatory updates.

6.4 **Curriculum Revision:** Based on the review findings, initiate the revision process (returning to Phase 1 or 2 as necessary) to update the curriculum and ensure its continued relevance and effectiveness.

Documentation:

Maintain detailed records of all stages of the curriculum development process, including:

- Needs assessment reports.
- Minutes of CDC, BoS, Faculty, and Academic Council meetings related to curriculum.
- Draft and approved versions of the curriculum structure and syllabi.
- Feedback received from stakeholders.
- Outcome assessment reports.
- Records of curriculum revisions.

This SOP provides a framework for the systematic development of a high-quality BA (Mass Communication) curriculum that prepares students for successful careers in the media industry. Adherence to this procedure ensures transparency, stakeholder involvement, and continuous improvement.

Salient Features of a BA (Mass Communication) Curriculum

A Bachelor of Arts (Mass Communication) program is designed to equip students with a comprehensive understanding of the dynamic field of mass media and communication. The curriculum typically strikes a balance between theoretical knowledge and practical skills, preparing graduates for a variety of roles in journalism, advertising, public relations, film, television, digital media, and more.

Key features of a BA (Mass Communication) curriculum commonly include:

- **Foundational Concepts:** Students are introduced to the fundamental theories and principles of communication, the history and evolution of media, and the role of mass media in society and democracy. This includes understanding various communication models and their impact.
- **Core Media Forms:** The curriculum delves into the specifics of different media platforms, offering in-depth knowledge and practical training in:
    - **Print Media:** Reporting, news writing, editing, page design, and the business of print journalism.
    - **Broadcast Media:** Radio production, television journalism, news presentation, video production, and understanding the technical aspects of broadcasting.
    - **New Media/Digital Media:** Online journalism, web content creation, social media management, digital marketing, multimedia production, and understanding cyber laws and the digital landscape.
- **Specialized Areas:** Most programs offer specializations or elective courses allowing students to focus on specific areas of interest, such as:
    - Advertising
    - Public Relations and Corporate Communication
    - Film Studies and Production
    - Event Management
    - Photojournalism
    - Anchoring and Broadcast Presentation
- **Practical Training and Skill Development:** A significant emphasis is placed on hands-on learning. This includes:
    - **Writing and Editing:** Developing strong writing skills for various media formats and mastering editing techniques.
    - **Reporting and News Gathering:** Learning the principles of news reporting, interviewing techniques, and news verification.

- **Production Skills:** Gaining proficiency in using equipment and software for audio, video, and digital content creation (e.g., camera operation, video editing software, graphic design tools).
- **Project Work:** Engaging in individual and group projects that simulate real-world media production scenarios, such as creating newspapers, news bulletins, short films, or advertising campaigns.

- **Media Laws and Ethics:** A crucial component of the curriculum is the study of media laws, regulations, and ethical considerations that govern the practice of journalism and mass communication. This instills a sense of responsibility and awareness of the legal framework.
- **Media Research:** Students are often introduced to basic research methodologies to analyze media trends, audience behavior, and the impact of media on society.
- **Industry Interaction and Internship:** Many programs facilitate industry interaction through guest lectures, workshops, and mandatory internships. Internships provide valuable practical exposure and networking opportunities within media organizations.
- **Communication and Soft Skills:** The curriculum often includes courses aimed at enhancing communication skills, presentation abilities, critical thinking, and other soft skills essential for professional success in the media industry.
- **Contemporary Issues:** The syllabus is regularly updated to include emerging trends, technologies, and contemporary issues in the media landscape, such as the impact of social media, data journalism, and the challenges of misinformation.

In essence, a BA (Mass Communication) curriculum aims to produce well-rounded media professionals who possess a strong theoretical foundation, practical expertise in various media forms, an understanding of ethical and legal considerations, and the adaptability to thrive in a constantly evolving media environment.

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BIU/REG/151

Date: 28 December 2024

Notification

18th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, **18th Academic Council Meeting** is scheduled to be held on **04th January 2025(Saturday).**

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before **30th December 2024.**

All Principal/HOIs kindly submit the MoM of the Board of Studies (BOS) and Board of Faculty (BOF) for AY: 2024-25 before **30 December 2024** for further approval from academic council.

This is for your information and compliance please.

Thanking You!

Registrar

Copy to:

i. All Principal/HOIs/AC-Members
ii. Controller of Examination
iii. Hon'ble Vice Chancellor (For information please)
iv. Hon'ble Pro - Vice Chancellor (For information please)
v. Hon'ble Pro - Chancellor (For information please)
vi. All the concerned members
vii. Guard File

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18th Academic Council Meeting
(04 January 2025)
Agenda List

Sr. No.	Institution	Agenda Point
1	Institute of Dental Sciences (IDS) (BOS)	Proposal for the approval of no change in syllabus & examination pattern for PG course as per DCI.
2		Proposal for the Result Analysis of PG for the session2023-2024.
3		Proposal for the approval of Academic/Examination Calendar for 2024-25 session for UG, PG & Diploma Courses(1st Year).
4		Proposal for the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session.
1	Faculty of Paramedical Sciences BOS (M.SC. CLINICAL EMBRYOLOGY)	Proposal for the approval of Curriculum/syllabus of M.Sc. clinical Embryology as per Choice Based Credit System for 2024-25 session.
2		Proposal for approval of Internal and External Examiners for 2024-25 session.
3		Proposal for approval of Question Paper Format.
4		Proposal for approval of academic calendar for the 2024-25.
5		Proposal for approval of academic events status/calendar/extra activities etc. for 2024-25 session.
1	Faculty of Paramedical Sciences BOF (M.SC. CLINICAL EMBRYOLOGY)	Proposal for approval of Faculty Development programme/Research Publication/Book Publish for the session 2024-25.
2		Proposal for the approval of academic events status/calendar/ Extra Activities for session 2024-25.
3		Proposal for approval of Academic Audit of last session 2024-25.
4		Proposal for approval of best practice for academic enrichment for session 2024-25.
1	BIU College of Management BOF	Proposal for the approval of Implementation of NEP – 2020 in the college.
2		Proposal for the approval of Faculty Development Programs.
3		Proposal for the approval of best practices for academic Enrichment.
4		Proposal for the approval of 5-Year Development Plan 2024-25
1	BIU College of Management BOS(For BCA-IT & Multimedia)	Proposal for approval of academic calendar of BCA (IT & Multimedia) course for session 2024-25.
2		Proposal for the approval of Ordinance BCA (IT & Multimedia) Programme under CBCS for session 2024-25.
3		Proposal for the approval of admission ordinance for session 2024-25.
4		Proposal for the approval of Examination ordinance for session 2024-25.
5		Proposal for the approval of POs & COs for these programs for session 2024-25.
6		Proposal for the approval of CBSE – Based syllabus BCA (IT & Multimedia) Programme for session 2024-25.
7		Proposal for the approval of Guidelines relating to project work for session 2024-25.

8		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
9		Proposal for the approval of Question paper formats for session 2024-25.
1	BIU College of Management BOS(For BBA(F&T)	Proposal for approval of academic calendar of BBA(F&T) course for session 2024-25.
2		Proposal for the approval of Ordinance BBA(F&T) Programme under CBCS for session 2024-25.
3		Proposal for the approval of admission ordinance for session 2024-25.
4		Proposal for the approval of Examination ordinance for session 2024-25.
5		Proposal for the approval of POs & COs for these programs for session 2024-25.
6		Proposal for the approval of CBSE – Based syllabus BBA(F&T) Programme for session 2024-25.
7		Proposal for the approval of Guidelines relating to project work for session 2024-25.
8		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
9		Proposal for the approval of Question paper formats for session 2024-25.
10		Proposal for approval of result analysis
11		Proposal for the approval of Academic Activities for session 2024-25.
1	BIU College of Management BOS(For B.COM(Honours)	Proposal for approval of academic calendar of B.COM(Honours) course for session 2024-25.
2		Proposal for the approval of Ordinance B.COM(Honours) Programme under CBCS for session 2024-25.
3		Proposal for the approval of admission ordinance for session 2024-25.
4		Proposal for the approval of Examination ordinance for session 2024-25.
5		Proposal for the approval of POs & COs for these programs for session 2024-25.
6		Proposal for the approval of CBSE – Based syllabus B.COM(Honours) Programme for session 2024-25.
7		Proposal for the approval of Guidelines relating to project work for session 2024-25.
8		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
9		Proposal for the approval of Question paper formats for session 2024-25.
10		Proposal for approval of result analysis
11		Proposal for the approval of Academic Activities for session 2024-25.

Bareilly International University

18th Academic Council

Minutes of Meeting

As per schedule, the 18th Academic Council meeting was held on 04 January 2025 at 11:00 AM in the BIU Administrative Building (Conference hall) to discuss various agenda points as under:

Members present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. Digvijay Singh
4	Dr. Sathyajith Naik.N
5	Dr. Pushpendra Kannojia
6	Dr. Priyanka A Masih
7	Dr. R.K Tiwari
8	Dr. Abnish Singh
9	Mrs. Nidhi Gangwar
10	Dr. Prashant Gupta
11	Dr. Sharad Seth
12	Dr. Gokkula Krishna
13	Dr. Shivangi Sharma
14	Dr. Vernika Saxena
15	Ms. Shivani Sharma
16	Dr. S.K. Thakur

Member Absent:-

1. Dr. H.K Premi
2. Dr. Sanasam Birjeni Devi

Proceedings for 18th Academic Council Meeting held 4th January, 2025.

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting.
Thereafter, the Chairperson directed Registrar, the Member-Secretary of the Academic council to brief the council about agenda items one by one and to conduct the proceedings of the meeting for the deliberation, consideration and approval.

Following agenda points were discussed for further recommendation and approval.

Agenda Point No 1:	Ratification of all resolutions/ATR of the Minutes of Meeting of the 17th Academic Council Meeting held on 31st July, 2024.
Resolution:	All resolutions of 17th Academic Council Meeting held on 31st July, 2024 ratified and Confirmed by all members and approved by the Chairperson. **(Annexure-1) ATR form 17th AC meeting**
Agenda Point No 2:	Proposal for the approval of no change in syllabus & examination pattern for PG course as per DCI.
Resolution:	All the members unanimously agreed the proposal of no change in syllabus & examination pattern for PG course as per DCI and approved by the Chairperson. This agenda point is taken from the IDS BOS for AY 2024-25. **(Annexure-2 Refer to BOS IDS 2024-25)**
Agenda Point No 3:	Proposal for the approval of Result Analysis of PG for the session2023-2024.
Resolution:	All the members unanimously approved Proposal for Result Analysis of PG for the session2023-2024.This agenda point is taken from the IDS BOS for AY 2024-25. **(Annexure-3 Refer to BOS IDS 2024-25)**
Agenda Point No 4:	Proposal for the approval of Academic/Examination Calendar for 2024-25 session for UG, PG & Diploma Courses (1st Year).
Resolution:	The Academic /Examination Calendar discussed by the all members and input from also obtained. With valuable inputs from the members, the Academic /Examination Calendar is unanimously agreed and approved by the Chairperson. **(Annexure-4 Refer to BOS IDS 2024-25)**
Agenda Point No5:	Proposal for the approval of the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session.
Resolution:	All the members unanimously agreed Proposal for the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session and approved by the Chairperson. This agenda point is taken from the RMCH BOS for AY 2024-25. **(Annexure-5 Refer to BOS IDS 2024-25)**

Agenda Point No6: Proposal for the approval of Curriculum/syllabus of M.Sc. clinical Embryology as per Choice Based Credit System for 2024-25 session.

Resolution: All the members unanimously agreed Proposal Curriculum/syllabus of M.Sc. clinical Embryology as per Choice Based Credit System for 2024-25 session and approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure-7 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 7: Proposal for the approval of Internal and External Examiners for 2024-25 session.

Resolution: All the members unanimously agreed on Proposal of Internal and External Examiners for 2024-25 session and approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure-8 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 8: Proposal for the approval of Proposal for approval of Question Paper Format.

Resolution: All the members unanimously approved Proposal for approval of Question Paper Format. This agenda point is taken from FOPS BOS for 2024- 25.

(Annexure-9 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 9: Proposal for the approval of Academic Calendar for the 2024-25.

Resolution: The Academic Calendar discussed by the Academic Council's members and inputs from all members obtained. With valuable inputs from members, of Academic Calendar for the 2024-25 is unanimously approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024-25.

(Annexure-10 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 10: Proposal for the approval of academic events status/calendar/extra activities etc. For 2024-25 session.

Resolution: All the members discussed and unanimously agreed to Proposal of academic events status/calendar/extra activities etc. for 2024-25 session and approved by the Chairperson. This agenda point is taken from the FOPS BOS for 2024-25.

(Annexure-11 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 11: Proposal for the approval of Faculty Development programme/Research Publication/Book Publish for the session 2024-25.

Resolution: All the members discussed and unanimously agreed Proposal for the Faculty Development programme/Research Publication/Book Publish for the session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-12 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 12: Proposal for the the approval of academic events status/calendar/ Extra Activities for session 2024-25.

Resolution: All the members highly recommended and unanimously agreed to Proposal for academic events status/calendar/ Extra Activities for session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-13 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 13: Proposal for the approval of Academic Audit of last session 2024-25.

Resolution: All the members unanimously agreed to the Proposal for Academic Audit of last session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-14 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 14: Proposal for the approval of best practice for academic enrichment for session 2024-25.

Resolution: All the members unanimously agreed to the Proposal for best practice for academic enrichment for session 2024-25 and approved by the Chairperson. This agenda point is taken from the FOPS BOF for 2024-25.

(Annexure-15 Refer to BOS (M.Sc. clinical Embryology) FOPS 2024-25)

Agenda Point No 15: Proposal for the approval of Implementation of NEP – 2020 in the college.

Resolution: All the members unanimously approved the Proposal for the approval of Implementation of NEP – 2020 in the college. This agenda point is taken from the BIUCOM BOF for 2024-25.

(Annexure-16 Refer to BOF BIUCOM 2024-25)

Agenda Point No 16: Proposal for the approval of Faculty Development Programs.

Resolution: All the members unanimously approved the Proposal for of Faculty Development Programs. This agenda point is taken from the **BIUCOM** BOF for 2024-25.

(Annexure-17 Refer to BOF BIUCOM 2024-25)

Agenda Point No 17: Proposal for the approval of best practices for academic Enrichment.

Resolution: All the members unanimously approved the Proposal for of best practices for academic Enrichment. This agenda point is taken from the **BIUCOM** BOF for 2024-25.

(Annexure-18 Refer to BOF BIUCOM 2024-25)

Agenda Point No 18: Proposal for the approval of 5-Year Development Plan 2024-25.

Resolution All the members unanimously approved the Proposal for 5-Year Development Plan 2024-25.

(Annexure-19 Refer to BOF BIUCOM 2024-25)

Agenda Point No 19: Proposal for approval of academic calendar of BCA (IT & Multimedia) course for session 2024-25.

Resolution: All the members unanimously approved the Proposal academic calendar of BCA (IT & Multimedia) course for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-20 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 20: Proposal for the approval of Ordinance BCA (IT & Multimedia) Programme under CBCS for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Ordinance BCA (IT & Multimedia) Programme under CBCS for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-21 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 21: Proposal for the approval of Admission & Examination ordinance for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Admission & Examination ordinance for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-22 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 22: Proposal for the approval of POs & COs for these programs for session 2024-25.

Resolution: All the members unanimously approved the Proposal for POs & COs for these programs for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-23 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 23: Proposal for the approval of CBSE – Based syllabus BCA (IT & Multimedia) Programme for session 2024-25.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus BCA (IT & Multimedia) Programme for session 2024-25.This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-24 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 24: Proposal for the approval of Guidelines relating to project work for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to project work for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-25 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 25: Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners for session 2024-25. This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-26 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 26: Proposal for approval of Implementation Question paper formats for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Question paper formats for session 2024-25 This agenda point is taken from the BIUCOM BOS (BCA) for AY 2024- 25.

(Annexure-27 Refer to BOS (BCA) BIUCOM 2024-2025)

Agenda Point No 27: Proposal for the approval of academic calendar of BBA (F&T) course for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar of BBA(F&T) course for session 2024-25.. This agenda point is taken from the BIUCOM BOS(BBA) for AY 2024- 25.

(Annexure-28 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 28: Proposal for the approval of Ordinance BBA(F&T) Programme under CBCS for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Ordinance BBA (F&T) Programme under CBCS for session 2024-25. This agenda point is taken from the BIUCOM BOS(BBA) for AY 2024- 25.

(Annexure-29 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 29: Proposal for the approval of Admission & Examination ordinance for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Admission & Examination ordinance for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-30 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 30: Proposal for the approval of POs & COs for these programs for session 2024-25.

Resolution: All the members unanimously approved the Proposal for POs & COs for these programs for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-31 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 31: Proposal for the approval of CBSE – Based syllabus BBA (F & T) Programme for session 2024-25.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus BBA (F & T) Programme for session 2024-25.This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-32 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No32: Proposal for the approval of Guidelines relating to project work for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to project work for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-33 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 33: Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners for session 2024-25. This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-34 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 34: Proposal for approval of Implementation Question paper formats for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Question paper formats for session 2024-25 This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-35 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 35: Proposal for the approval of Result Analysis .

Resolution: All the members unanimously approved Proposal for Result.This agenda point is taken from the BIUCOM BOS (BBA) for AY 2024- 25.

(Annexure-36 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 36: Proposal for the approval of academic Activities for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic Activities for session 2024-25. This agenda point is taken from the BIUCOM BOS(BBA) for AY 2024- 25.

(Annexure-37 Refer to BOS (BBA) BIUCOM 2024-2025)

Agenda Point No 37: Proposal for the approval of academic calendar of B.COM (Honours) course for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar of B.COM(Honours) course for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25

(Annexure-38 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 38: Proposal for the approval of Ordinance B.COM(Honours) Programme under CBCS for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Ordinance B.COM(Honours) Programme under CBCS for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25.

(Annexure-39 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 39: Proposal for the approval of Admission & Examination ordinance for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Admission & Examination ordinance for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25.

(Annexure-40 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 40: Proposal for the approval of POs & COs for these programs for session 2024-25.

Resolution: All the members unanimously approved the Proposal for POs & COs for these programs for session 2024-25. This agenda point is taken from the BIUCOM BOS(B.COM(Honours)) for AY 2024- 25.

(Annexure-41 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 41: Proposal for the approval of CBSE – Based syllabus B.COM(Honours) Programme for session 2024-25.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus B.COM(Honours) Programme for session 2024-25.This agenda point is taken from the BIUCOM BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-42 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 42: Proposal for the approval of Guidelines relating to project work for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to project work for session 2024-25. This agenda point is taken from the BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-43 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 43: Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners for session 2024-25. This agenda point is taken from the BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-44 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 44: Proposal for approval of Implementation Question paper formats for session 2024-25.

Resolution: All the members unanimously approved the Proposal for Question paper formats for session 2024-25 This agenda point is taken from the BOS (B.COM(Honours) for AY 2024- 25.

(Annexure-45 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 45: Proposal for the approval of Result Analysis .

Resolution: All the members unanimously approved Proposal for Result .This agenda point is taken from BOS (B.COM (Honours) for AY 2024- 25.

(Annexure-46 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Agenda Point No 46: Proposal for the approval of academic Activities for session 2024-25.

Resolution: All the members unanimously approved the Proposal for academic Activities for session 2024-25. This agenda point is taken from the BOS (B.COM (Honours) for AY 2024- 25.

(Annexure-47 Refer to BOS (B.COM(Honours) BIUCOM 2024-25)

Registrar

Bareilly International University

ATR of 17th Academic Council

(Annexure – 1)

Agenda Point No.	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 16th Academic Council Meeting held on 29th Dec, 2023.	Not applicable.	Already taken in the 16th Academic Council Meeting held on 29th Dec, 2023.
2	Proposal for the approval of synopsis submission of Medical PG students for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-2 of 17th AC)
3	Proposal for the approval of panel of examiners UG & PG medical programs for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-3 of 17th AC)
4	Proposal for the approval of syllabus as per NMC for Medical UG & PG programs For 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-4 of 17th AC)
5	Proposal for the approval of book list of Medical UG & PG programs for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-5 of 17th AC)
6	Proposal for the approval of Panel of Examiners for 2024-25 session for UG, PG And Diploma dental programs for 2024-25 Academic Session.	Recommended and approved	Implemented (Refer to agenda point-6 of 17th AC)
7.	Proposal for the approval of Academic/Examination Calendar for 2024-25 Session for dental programs.	Recommended and approved	Implemented (Refer to agenda point-7 of 17th AC)
8.	Proposal for the approval of new syllabus for BAMS program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-8 of 17th AC)
9.	Proposal for the approval of new BAMS batch admission (Batch – 2023) process.	Recommended and approved	Implemented (Refer to agenda point-9 of 17th AC)
10	Proposal for the approval of Transitional Curriculum of Batch 2023 for BAMS Program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-10 of 17th AC)

11	Proposal for the University Main and Supplementary exam result of batch 2021 of BAMS program.	Recommended and approved	Implemented (Refer to agenda point-11 of 17th AC)
12	Proposal for the approval of Curriculum/Syllabus updation of BAMS program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-12 of 17th AC)
13.	Proposal for the approval of Examination ordinance/Scheme updation/Revision Of nursing programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-13 of 17th AC)
14.	Proposal for the approval of result analysis of previous year of nursing programs.	Recommended and approved	Implemented (Refer to agenda point-14 of 17th AC)
15.	Proposal for the approval of Implementation of NEP – 2020 for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-15 of 17th AC)
16.	Proposal for the approval of the academic calendar for 2024-25 session of all Nursing Programs.	Recommended and approved	Implemented (Refer to agenda point-16 of 17th AC)
17.	Proposal for the approval of internal/external examiners for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-17 of 17th AC)
18.	Proposal for approval of the research/innovation status.	Recommended and approved	Implemented (Refer to agenda point-18 of 17th AC)
19.	Proposal for the approval of Faculty development programme, Research Publication/Book publish for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-19 of 17th AC)
20.	Proposal for the approval of Academic events/calendar/extra activities for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-20 of 17th AC)
21.	Proposal for the approval of program expansion/starting of new programs for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-21 of 17th AC)
22.	Proposal for the approval of Collaboration with the different bodies (National/International) For AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-22 of 17th AC)

23.	Proposal for the approval of Academic Audit for the last academic session 2023-24.	Recommended and approved	Implemented (Refer to agenda point-23 of 17th AC)
24.	Proposal for the approval of Best practices for academic enrichment for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-24 of 17th AC)
25(A).	Proposal for approval of Implementation of Choice Based Credit System (CBCS) for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-25(A) of 17th AC)
25(B).	Proposal for the approval of the Curriculum design committee formation for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-25(B) of 17th AC)
26.	Proposal for the approval of the Result analysis of last year for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-26 of 17th AC)
27.	Proposal for the approval of the Conference and Faculty development programs (FDP)/Workshop Conduction for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-27 of 17th AC)
28.	Proposal for the approval of the Research/Innovation status/Book/Research Publication for the 2024-25 session.	Reviewed and Discussed	Implemented (Refer to agenda point-28 of 17th AC)
29.	Proposal for the approval of the Organization of Curricular and Co-Curricular Activities for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-29 of 17th AC)
30.	Proposal for the approval of the Industry & Academic National Collaboration for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-30 of 17th AC)
31.	Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-31 of 17th AC)
32.	Proposal for the approval of the Curriculum updation/Syllabus updation for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-32 of 17th AC)
33.	Proposal for the approval of the Examination ordinance/Admission Ordinance/Scheme updation/revision for AY 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-33 of 17th AC)

34.	Proposal for the approval of the internal/external examiners for AY 2024-25.	Recommended and approved	Implemented (Refer to agenda point-34 of 17th AC)
35.	Proposal for the approval of the academic calendar of D.Pharm program for 2024-25.	Recommended and approved	Implemented (Refer to agenda point-35 of 17th AC)
36.	Proposal for the approval of the Expenditure Budget for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-36 of 17th AC)
37.	Proposal for the approval of the Question paper pattern for D. Pharm for the 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-37 of 17th AC)
38.	Proposal for the approval of Programme expansion/starting of new programmes For next academic session.	Recommended and approved	Implemented (Refer to agenda point-38 of 17th AC)
39.	Proposal for the approval of Curriculum updated/syllabus updation of B.Sc Forensic Science for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-39 of 17th AC)
40.	Proposal for the approval of Examination ordinance/Scheme for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-40 of 17th AC)
41.	Proposal for the approval of Admission ordinance of B.Sc Forensic Science for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-41 of 17th AC)
42.	Proposal for approval of the result analysis of last academic year B.Sc Forensic Science.	Recommended and approved	Implemented (Refer to agenda point-42 of 17th AC)
43.	Proposal for approval of Implementation of NEP – 2020 in the faculty of forensic Science for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-43 of 17th AC)
44.	Proposal for Panel of Examiners (internal & External) for AY 2024-25.	Recommended and approved	Implemented (Refer to agenda point-44 of 17th AC)
45.	Proposal for approval of academic events/calendar/extra activity was approved For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-45 of 17th AC)
46.	Proposal for the approval of ordinance and curriculum of M.Sc. Forensic Science For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-46 of 17th AC)
47.	Proposal for the approval of new Diploma program (Forensic Science, Questioned Documents And Fingerprinting) may be proposed to introduce in new academic Session.	Recommended and approved	Implemented (Refer to agenda point-46 of 17th AC)
48.	Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-48 of 17th AC)

49.	Proposal for the approval of Curriculum updation/syllabus for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-49 of 17th AC)
50.	Proposal for the approval of Examination Ordinance/Schemes of paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-50 of 17th AC)
51.	Proposal for the approval of Admission ordinance of paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-51 of 17th AC)
52.	Proposal for the approval of panel of examiners of all paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-52 of 17th AC)
53.	Proposal for the approval of academic calendar of all paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-53 of 17th AC)
54.	Proposal for approval of academic events etc. of all paramedical Programs for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-54 of 17th AC)
55.	Proposal for the approval of Ordinance of new course M.Sc. clinical Embryology For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-55 of 17th AC)
56.	Proposal for the approval of new program like M.Sc (MLT), MPT & B.Sc (OT) may Be proposed to Introduced in new academic session.	Recommended and approved	Implemented (Refer to agenda point-56 of 17th AC)
57.	Proposal for the approval of academic calendar of all paramedical programs for 2024-25.	Recommended and approved	Implemented (Refer to agenda point-57 of 17th AC)
58.	Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-58 of 17th AC)
59.	Proposal for the approval of Examination Ordinances for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-59 of 17th AC)
60.	Proposal for the approval of POs & COs for the above mentioned programmes For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-60 of 17th AC)
61.	Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science) for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-61 of 17th AC)
62.	Proposal for the approval of Guidelines relating to project work for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-62 of 17th AC)
63.	Proposal for approval of Panel of External and Internal Examiners for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-63 of 17th AC)

64.	Proposal for approval of Question paper formats for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-64 of 17th AC)
65.	Proposal for approval of Result analysis of B.A. (Mass Communication) of last Year.	Recommended and approved	Implemented (Refer to agenda point-65 of 17th AC)
66.	Proposal for approval of academic Events for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-66 of 17th AC)
67.	Proposal for approval of examination ordinance and scheme for MHA program For 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-67 of 17th AC)
68.	Proposal for the approval of admission ordinance for MHA program for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-68 of 17th AC)
69.	Proposal for the approval of implementation of NEP – 2020 for MHA program for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-69 of 17th AC)
70.	Proposal for the approval of academic calendar of MHA program for 2024-25 Session of MHA program.	Recommended and approved	Implemented (Refer to agenda point-70 of 17th AC)
71.	Proposal for the approval of academic events etc. for MHA program for 2024-25 Session.	Recommended and approved	Implemented (Refer to agenda point-71 of 17th AC)
72.	Proposal for the approval of academic calendar for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-72 of 17th AC)
73.	Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS.	Recommended and approved	Implemented (Refer to agenda point-73 of 17th AC)
74.	Proposal for the approval of Examination Ordinances for 2024-25 session.	Recommended and approved	Implemented (Refer to agenda point-74 of 17th AC)
75.	Proposal for the approval of POs & COs for the above mentioned programmes.	Recommended and approved	Implemented (Refer to agenda point-75 of 17th AC)
76.	Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science).	Recommended and approved	Implemented (Refer to agenda point-76 of 17th AC)
77.	Proposal for the approval of Guidelines relating to project work for AY: 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-77 of 17th AC)
78.	Proposal for the approval of Panel of External and Internal Examiners for AY: 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-78 of 17th AC)
79.	Proposal for the approval of Question paper formats AY: 2024- 25.	Recommended and approved	Implemented (Refer to agenda point-79 of 17th AC)

80.	Proposal for the approval of Result analysis of B.A. (Mass Communication) of last Year.	Recommended and approved	Implemented (Refer to agenda point-80 of 17th AC)
81	Proposal for the approval of academic Events for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-81 of 17th AC)
82.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-82 of 17th AC)
83.	Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-83 of 17th AC)
84.	Proposal for the approval of internal/external examiners for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-84 of 17th AC)
85.	Proposal for the approval of academic calendar for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-85 of 17th AC)
86.	Proposal for the approval of Research/innovation status AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-86 of 17th AC)
87.	Proposal for the approval of Faculty development programme, Research Publication/Book Publish for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-87 of 17th AC)
88.	Proposal for the approval of Academic events/calendar/extra activities for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-88 of 17th AC)
89.	Proposal for the approval of Programme expansion/starting of new programmes For next academic session	Recommended and approved	Implemented (Refer to agenda point-89 of 17th AC)
90.	Proposal for the approval of Collaboration (National/International) for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-90 of 17th AC)
91.	Proposal for the approval of Academic Audit of last academic year.	Recommended and approved	Implemented (Refer to agenda point-91 of 17th AC)
92.	Proposal for the approval of Expenditure Budget for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-92 of 17th AC)
93.	Proposal for the approval of Best practices for academic enrichment for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-93 of 17th AC)
94.	Proposal for the approval of Research/innovation status for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-94 of 17th AC)
95.	Proposal for the approval of the Faculty development programme, Research Publication/Book Publish for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-95 of 17th AC)

96.	Proposal for the approval of the Implementation of Choice Based Credit System (CBCS) for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-96 of 17th AC)
97.	Proposal for the approval of Curriculum design committee formation for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-97 of 17th AC)
98.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-98 of 17th AC)
99.	Proposal for the approval of Conference and Faculty development programs (FDP)/Workshop Conduction for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-99 of 17th AC)
100.	Proposal for the approval of Research/Innovation status/Book/Research Publication for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-100 of 17th AC)
101.	Proposal for the approval of Organization of Curricular and Co-Curricular Activities for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-101 of 17th AC)
102.	Proposal for the approval of Industry & Academic National Collaboration for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-102 of 17th AC)
103.	Proposal for the approval of Best Practices for Academic enrichment for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-103 of 17th AC)
104.	Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-104 of 17th AC)
105.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-105 of 17th AC)
106.	Proposal for the approval of result analysis of last year.	Recommended and approved	Implemented (Refer to agenda point-106 of 17th AC)
107.	Proposal for the approval of Conference and Faculty development programme For AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-107 of 17th AC)
108.	Proposal for the approval of Research/innovation status/Book/Research Publication for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-108 of 17th AC)
109.	Proposal for the approval of Best practices for academic enrichment For AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-109 of 17th AC)
110.	Proposal for the approval of result of last year.	Recommended and approved	Implemented (Refer to agenda point-110 of 17th AC)
111.	Proposal for the approval of research in subject specialization and Interdisciplinary for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-111 of 17th AC)

112.	Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-112of 17th AC)
113.	Proposal for the approval of academic events etc. for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-113of 17th AC)
114.	Proposal for the approval of Collaboration/MoUs for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-114 of 17th AC)
115.	Proposal for the approval of best practice for academic enrichment for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-115 of 17th AC)
116.	Proposal for the approval of result of last year.	Recommended and approved	Implemented (Refer to agenda point-116 of 17th AC)
117.	Proposal for the approval of research in subject specialization and Interdisciplinary for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-117 of 17th AC)
118.	Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-118 of 17th AC)
119.	Proposal for the approval of academic events etc. for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-119 of 17th AC)
120.	Proposal for the approval of Collaboration/MoUs for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-120 of 17th AC)
121.	Proposal for the approval of Academic audit report and expenditure budget for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-121 of 17th AC)
122.	Proposal for the approval of Best practice for academic enrichment for AY: 2024-25	Recommended and approved	Implemented (Refer to agenda point-122 of 17th AC)
123.	Proposal for the approval of result analysis of last year of MHA program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-123 of 17th AC)
124.	Proposal for the approval of Research/Innovation status/Book/Research Publication for MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-124 of 17th AC)
125.	Proposal for the approval of Faculty development programs/Research/Booklist For MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-125 of 17th AC)
126.	Proposal for the approval of academic audit for MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-126 of 17th AC)
127.	Proposal for the approval of Best Practices for Academic enrichment for MHA Program for AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-127 of 17th AC)

128.	Proposal for the starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.	Recommended and approved	Implemented (Refer to agenda point-128 of 17th AC)
129.	Proposal for the approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.	Recommended and approved	Implemented (Refer to agenda point-129 of 17th AC)

Bareilly International University
18th Academic Council Meeting
Attendance Sheet

Date: 04 January, 2025
Time: 11: 00 AM
Venue: BIU Administrative Building (Conference Hall)

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. Digvijay Singh	Principal, RMCH	Member	
4	Dr. H.K Premi	C.O.E	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
8	Dr. R.K. Tiwari	Principal, RAMCH	Member	
9	Dr. Abnish Singh	Principal, BIUCHJ	Member	
10	Mrs. Nidhi Gangwar	Principal KCOP	Member	
11	Dr. Prashant Gupta	Principal, Faculty of Paramedical Sciences	Member	
12	Dr. Sharad Seth	Prof. RMCH	Member	
13	Dr Gokkula Krishna	Prof. IDS	Member	
14	Dr Shivangi Sharma	Associate Prof. IDS	Member	
15	Dr. Sanasam Birjeni Devi	Associate Prof. RCN	Member	
16	Dr Vernika Saxena	Assistant Professor, IDS	Member	
17	Ms. Shivani Sharma	Assistant Professor, FOFS	Member	
18	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

BAREILLY INTERNATIONAL UNIVERSITY
Pilibhit Bypass Road, Bareilly, Uttar Pradesh (U.P.) 243006
Phone: 0581-2526051 Fax: 0581-2526054
E-mail: info@biu.edu.in website : www.biu.edu.in

BIU/REG/151/3693

Date: 23rd July, 2024

Notification

17th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, 17th Academic Council Meeting is scheduled to be held on 31st July, 2024(Wednesday).

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before 25th July, 2024.

All Principal/HOIs kindly submit the MoM of the Board of Studies (BOS) and Board of Faculty (BOF) for AY: 2024-25 before 25th July, 2024 for further approval from academic council.

- This is for your information and compliance please.

Thanking You!

Registrar

Copy to:

i. All Principal/HOIs/AC-Members
ii. Controller of Examination
iii. Hon'ble Vice Chancellor (For information please)
iv. Hon'ble Pro - Vice Chancellor (For information please)
v. Hon'ble Pro - Chancellor (For information please)
vi. All the concerned members
vii. Guard File

BAREILLY INTERNATIONAL UNIVERSITY

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17th Academic Council Meeting

Agenda List

Sr. No.	Institution	Agenda Point
1	Rohilkhand Medical College & Hospital (RMCH)	Board of Studies (BOS) Proposal for the approval of syllabus for medical UG & PG programs as per NMC for session 2024-25.
2		Proposal for the approval of panel of examiners of medical UG & PG programs for session 2024-25.
3		Proposal for the approval of synopsis submission of medical PG students for session 2024-25.
4		Proposal for the approval of book list of medical UG & PG programs for session 2024-25.
1	Institute of Dental Sciences (IDS)	Proposal for the approval of Academic/Examination Calendar for 2024-25 session.
2		Proposal for the Panel of Examiners for UG, PG & Diploma programs for 2024-25 session.
1	Rohilkhand Ayurvedic Medical & Hospital (RAMCH)	Proposal for the approval of new syllabus for BAMS program for 2024-25 session.
2		Proposal for the approval of new BAMS batch admission (Batch – 2023) process for 2024-25 session.
3		Proposal for the approval of Transitional Curriculum of Batch 2023 for 2024-25 session.
4		Proposal for the approval of University Main and Supplementary exam result of batch 2021.
1	Rohilkhand College of Nursing (RCN)	Proposal for the approval of Curriculum /Syllabus updation 2024-25 session.
2		Proposal for academic calendars of all nursing programs for 2024-25 session.
3		Proposal for Academic events/calendar/extra activities for 2024-25 session.
4		Proposal for the Implementation of NEP – 2020 for 2024-25 session.
5		Proposal for the Result Analysis of previous year for 2024-25 session.
6		Proposal for the approval of internal/external examiners of nursing programs for 2024-25 session.
7		Proposal for the approval of research/innovation actions for 2024-25 session.
8		Proposal for the approval of Faculty development programme, Research publication/Book publish for 2024-25 session.
9		Proposal for the approval of Examination ordinance/Scheme updation/Revision for 2024-25 session.
10		Proposal for the approval of program expansion/starting of new programs next session 2025-26.
11		Proposal for the approval of the Collaboration (National/International) session 2023-24.
12		Proposal for the approval of Academic Audit of last session 2023-24.
13		Proposal for the approval of Best practices for academic enrichment for 2024-25 session.

Sr.No.	Institution	Agenda Point
1	BIU College of Pharmacy	Proposal for the approval of Implementation of Choice Based Credit System (CBCS) for 2024-25 session.
2		Proposal for the approval of Curriculum design committee formation for 2024-25 session.
3		Proposal for the approval of Result analysis of last year pass out students for 2024-25 session.
4		Proposal for the approval of Conference and Faculty development programs (FDP)/Workshop conduction for 2024-25 session.
5		Proposal for the approval of Research/Innovation status/Book/Research publication for 2024-25 session.
6		Proposal for the approval of Organization of Curricular and Co-Curricular activities for 2024-25 session.
7		Proposal for the approval of Industry & Academic National Collaboration for 2024-25 session.
8		Proposal for the approval of Best Practices for Academic enrichment for 2024-25 session.
1	Keshlata College of Pharmacy	Proposal for the approval of Curriculum updation/Syllabus updation for 2024-25 session.
2		Proposal for the approval of Examination ordinance/Admission ordinance/Scheme updation/revision for 2024-25 session.
3		Proposal for the approval of internal/external examiners for 2024-25 session.
4		Proposal for the approval of academic calendar 2024-25 session.
5		Proposal for the approval of Expenditure Budget for 2024-25 session.
6		Proposal for the approval of Question paper pattern for D.Pharm for 2024-25 session
7		Proposal for the approval of Programme expansion/starting of new programmes for 2024-25 session.
1	Faculty of Forensic Sciences	Proposal for the approval of Curriculum updated/syllabus updation of B.Sc Forensic Science.
2		Proposal for the approval of Examination ordinance/Scheme for 2024-25 session.
3		Proposal for the approval of Admission ordinance for 2024-25 session.
4		Proposal for the approval of result of last year pass out students for 2024-25 session.
5		Proposal for the approval of Implementation of NEP – 2020 for 2024-25 session.
6		Proposal for the approval of Panel of Examiners (internal & External) for 2024-25 session.
7		Proposal for the approval of academic events/calendar/extra activity was approved for 2024-25 session.
8		Proposal for the approval of academic calendar for the 2024-25.
9		Proposal for the approval of the ordinance and curriculum of M. Sc Forensic Science is prepared and discussed for 2024-25 session.
10		Proposal for the approval of new Diploma program (Forensic Science, Questioned Documents and Fingerprinting) may be proposed to introduce in new academic session 2025-26.
11		Proposal for the approval of Best Practices for Academic enrichment for 2024-25 session.
1		Proposal for the approval of Curriculum updation/syllabus for 2024-25 session.

2	Faculty of Paramedical Sciences	Proposal for approval of Examination Ordinance/Schemes for 2024-25 session.
3		Proposal for approval of Admission ordinance for 2024-25 session.
4		Proposal for panel of examiners for 2024-25 session.
5		Proposal for approval of academic calendar for the 2024-25.
6		Proposal for approval of academic events etc. for 2024-25 session.
7		Proposal for approval of Ordinance for the new course M.Sc. clinical Embryology for 2024-25 session.
8		Proposal for the approval of new program like M.Sc (MLT), MPT & B.Sc (OT) may be proposed to introduce in new academic session 2025-26.
1	BIU College of Management	Proposal for the approval of academic calendar for session 2024-25.
2		Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS for session 2024-25.
3		Proposal for the approval of Examination Ordinances.
4		Proposal for the approval of POs & COs for these programs for session 2024-25.
5		Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science) for session 2024-25.
6		Proposal for the approval of Guidelines relating to project work for session 2024-25.
7		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.
8		Proposal for the approval of Question paper formats for session 2024-25.
9		Review and discussion on Result analysis of B.A. (Mass Communication) for session 2024-25.
10		Proposal for the approval of academic Events for session 2024-25.
1	BIU College of Management	Proposal for the approval of examination ordinance and scheme for session 2024-25.
2		Proposal for the approval of admission ordinance for session 2024-25.
3		Proposal for the approval of Implementation of NEP – 2020 for session 2024-25.
4		Proposal for the approval of academic calendar for session 2024-25.
5		Proposal for the approval of academic events etc. for session 2024-25.
1	BIU College of Humanities & Journalism	Proposal for the approval of academic calendar for session 2024-25.
2		Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS for session 2024-25.
3		Proposal for the approval of Examination Ordinances for session 2024-25.
4		Proposal for the approval of POs & COs for these programmes for session 2024-25.
5		Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science) for session 2024-25.
6		Proposal for the approval of Guidelines relating to project work for session 2024-25.
7		Proposal for the approval of Panel of External and Internal Examiners for session 2024-25.

8		Proposal for the approval of BAMC Question paper formats for session 2024-25.
9		Proposal for the approval of Result of BAMC of last pass out students for session 2024-25.
10		Proposal for the approval of academic Events for session 2024-25.
1	Rohilkhand College of Nursing (RCN)	Board of Faculty (BOF) Proposal for the approval of result analysis of last year pass out students.
2		Proposal for the approval of Implementation of NEP – 2020 for session 2024-25.
3		Proposal for internal/external examiners for session 2024-25.
4		Proposal for approval of academic calendar for session 2024-25.
5		Proposal for approval of Research/innovation status for session 2024-25.
6		Proposal for approval of Faculty development programme, Research publication/Book publish for session 2024-25.
7		Proposal for approval of Academic events/calendar/extra activities for session 2024-25.
8		Proposal for approval of Programme expansion/starting of new programmes for session 2024-25.
9		Proposal for approval of Collaboration (National/International) for session 2024-25.
10		Proposal for approval of Academic Audit of last session 2023-24.
11		Proposal for approval of Expenditure Budget for session 2024-25.
12		Proposal for approval of Best practices for academic enrichment for session 2024-25.
13		Proposal for Research/innovation status for session 2024-25.
14		Proposal for approval of Faculty development programme, Research publication/Book publish for session 2024-25.
1	BIU College of Pharmacy	Proposal for approval of Implementation of Choice Based Credit System (CBCS) for session 2024-25.
2		Proposal for approval of Curriculum design committee formation for session 2024-25.
3		Proposal for approval of result analysis of last year pass out students for session 2024-25.
4		Proposal for approval of Conference and Faculty development programs (FDP)/Workshop conduction for session 2024-25.
5		Proposal for approval of Research/Innovation status/Book/Research publication for session 2024-25.
6		Proposal for approval of Organization of Curricular and Co-Curricular activities for session 2024-25.
7		Proposal for approval of Industry & Academic National Collaboration for session 2024-25.
8		Proposal for approval of Best Practices for Academic enrichment for session 2024-25.
1	Keshlata College of Pharmacy	Proposal for approval of Implementation of NEP – 2020 for session 2024-25.
2		Proposal for approval of result analysis of last year pass out students.
3		Proposal for approval of Conference and Faculty development programme for session 2024-25.
4		Proposal for approval of Research/innovation status/Book/Research publication for session 2024-25.
5		Proposal for approval of Academic events status/Calendar/Extra Activities for session 2024-25.
6		Proposal for approval of Best practices for academic enrichment for session 2024-25.

1	Faculty of Forensic Sciences	Proposal for approval of result of last year pass out students for session 2024-25.
2		Proposal for approval of the research in subject specialization and interdisciplinary for session 2024-25.
3		Proposal for approval of publications in peer reviewed journals of their dissertation work for session 2024-25.
4		Proposal for approval of academic events etc. for session 2024-25
5		Proposal for approval of Collaboration/MoUs. for session 2024-25
6		Proposal for approval of best practice for academic enrichment for session 2024-25.
1	Faculty of Paramedical Sciences	Proposal for approval of result of last year pass out students.
2		Proposal for approval of research in subject specialization and interdisciplinary for session 2024-25.
3		Proposal for approval of publications in peer reviewed journals of their dissertation work for session 2024-25.
4		Proposal for approval of academic events etc. for session 2024-25
5		Proposal for approval of Collaboration/MoUs. for session 2024-25
6		Proposal for approval of Academic audit of last session 2023-24 report and expenditure budget for session 2024-25.
7		Proposal for approval of Best practice for academic enrichment for session 2024-25.
1	BIU College of Management (For MHA)	Proposal for approval of result analysis of last year pass out students.
2		Proposal for approval of Research/Innovation status/Book/Research publication for session 2024-25.
3		Proposal for approval of Faculty development programs/Research/Booklist for session 2024-25.
4		Proposal for the approval of academic audit of last session 2023-24.
5		Proposal for approval of Best Practices for Academic enrichment for session 2024-25.
1	BIU College of Management (For BCA-IT & Multimedia)	Proposal for the starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.
2		Proposal for the approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.
1	Rohilkhand Ayurvedic Medical & Hospital (RAMCH)	Proposal for approval of academic calendar of batch 2022 for session 2024-25.
2		Proposal for approval of implementation of new MESA&R 2024 by NCISM.
3		Proposal for approval of result of 2022-23 session pass out students.

Bareilly International University

17th Academic Council

Minutes of Meeting

As per schedule, the 17th Academic Council meeting was held on 31st July, 2024 at 11:00 AM in the RMCH College Council Room to discuss various agenda points.

Members were present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. Digvijay Singh
4	Dr. H.K Premi
5	Dr. Sathyajith Naik.N
6	Dr. Pushpendra Kannojia
7	Dr. Priyanka A Masih
8	Dr. R.K Tiwari
9	Dr. Abnish Singh
10	Dr. Prashant Gupta
11	Dr. Sharad Seth
12	Dr. Gokkula Krishna
13	Dr. Shivangi Sharma
14	Dr. Sanasam Birjeni Devi
15	Dr. Vernika Saxena
16	Ms. Shivani Sharma
17	Dr. S.K. Thakur

No member absent

Proceedings for 17th Academic Council Meeting held 31st July, 2024.

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 16th Academic Council Meeting held on 29th Dec, 2023.

Resolution: All resolutions of 16th Academic Council Meeting held on 16th Dec, 2023 ratified and Confirmed by all members and approved by the chairperson.

(Annexure-1)

Agenda Point No 2: Proposal for the approval of synopsis submission of Medical PG students for 2024-25 Academic Session.

Resolution: All the members unanimously approved the proposal for synopsis submission of Medical PG students for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 3: Proposal for the approval of panel of examiners UG & PG medical programs for 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for the panel of examiners for Medical UG & PG students for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 4: Proposal for the approval of syllabus as per NMC for Medical UG & PG programs For 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for syllabus as per NMC for Medical UG & PG programs for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 5: Proposal for the approval of book list of Medical UG & PG programs for 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for book list of Medical UG & PG programs for 2024-25 Academic Session. This agenda point is taken from the RMCH BOS for AY 2024-25.

(Annexure: Refer to BOS RMCH)

Agenda Point No 6: Proposal for the approval of Panel of Examiners for 2024-25 session for UG, PG And Diploma dental programs for 2024-25 Academic Session.

Resolution: All the members unanimously approved Proposal for Panel of Examiners for UG, PG and Diploma programs for 2024-25 Academic Session. This agenda point is Taken from the IDS BOS for AY 2024-25.

(Annexure: Refer to BOS IDS)

Agenda Point No 7: Proposal for the approval of Academic/Examination Calendar for 2024-25 Session for dental programs.

Resolution: All the members unanimously approved Proposal for Academic/Examination Calendar for 2024-25 session for dental programs. This agenda point is taken from The IDS BOS for AY 2024-25.

(Annexure: Refer to BOS IDS)

Agenda Point No 8: Proposal for the approval of new syllabus for BAMS program for 2024-25 session.

Resolution: All the members unanimously approved Proposal for the new syllabus for BAMS Program for 2024-25 session. This agenda point is taken from the IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 9: Proposal for the approval of new BAMS batch admission (Batch – 2023) process.

Resolution: All the members unanimously reviewed and discussed on the Proposal for the new Syllabus for BAMS program for 2024-25 session. This agenda point is taken from The IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 10: Proposal for the approval of Transitional Curriculum of Batch 2023 for BAMS Program for 2024-25 session.

Resolution: All the members unanimously approved Proposal for the new syllabus for BAMS Program for 2024-25 session. This agenda point is taken from the IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 11: Proposal for the University Main and Supplementary exam result of batch 2021 of BAMS program.

Resolution: All the members unanimously reviewed and discussed on Proposal for the new Syllabus for BAMS program for 2024-25 session. This agenda point is taken from The IDS BOS for AY 2024-25.

(Annexure: Refer to BOS RAMCH)

Agenda Point No 12: Proposal for the approval of Curriculum /Syllabus updation of BAMS program for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for the new syllabus for Nursing programs for 2024-25 session. This agenda point is taken from the RCN BOS for AY 2024-25.

(Annexure: Refer to BOS RCN)

Agenda Point No 13: Proposal for the approval of Examination ordinance/Scheme updation/Revision Of nursing programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for the Examination Ordinance/Scheme updation/Revision for Nursing programs for 2024-25 session. This agenda point is taken from the RCN BOS for AY 2024-25.

(Annexure: Refer to BOS RCN)

Agenda Point No 14: Proposal for the approval of result analysis of previous year of nursing programs.

Resolution: All the members unanimously reviewed and discussed on the Proposal for result Analysis of previous year. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 15: Proposal for the approval of Implementation of NEP – 2020 for 2024-25 session.

Resolution: All the members unanimously reviewed and discussed and approved the Proposal For Implementation of NEP – 2020. This agenda point is taken from the RCN BOS For AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 16: Proposal for the approval of the academic calendar for 2024-25 session of all Nursing Programs.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25 .This agenda point is taken from the RCN BOS for AY 2024- 25.
(Annexure: Refer to BOS RCN)

Agenda Point No 17: Proposal for the approval of internal/external examiners for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for internal/external Examiners for 2024-25 session.
(Annexure: Refer to BOS RCN)

Agenda Point No 18: Proposal for approval of the research/innovation status.

Resolution: All the members unanimously reviewed and discussed on the Proposal for Research/innovation activities. This agenda point is taken from the RCN BOS for AY 2024- 25.
(Annexure: Refer to BOS RCN)

Agenda Point No 19: Proposal for the approval of Faculty development programme, Research Publication/Book publish for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Faculty development Programme, Research publication/Book publish. This agenda point is taken from The RCN BOS for AY 2024- 25.
(Annexure: Refer to BOS RCN)

Agenda Point No 20: Proposal for the approval of Academic events/calendar/extra activities for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for academic Events/calendar/extra activities. This agenda point is taken from the RCN BOS for AY 2024- 25.
(Annexure: Refer to BOS RCN)

Agenda Point No 21: Proposal for the approval of program expansion/starting of new programs for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for program Expansion/starting of new programs. This agenda point is taken from the RCN BOS For AY 2024- 25.
(Annexure: Refer to BOS RCN)

Agenda Point No 22: Proposal for the approval of Collaboration with the different bodies (National/International) For AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Collaboration (National/International). This agenda point is taken from the RCN BOS for AY 2024- 25.
(Annexure: Refer to BOS RCN)

Agenda Point No 23: Proposal for the approval of Academic Audit for the last academic session 2023-24.

Resolution: All the members unanimously approved the Proposal for Academic Audit last Academic session 2023-24. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 24: Proposal for the approval of Best practices for academic enrichment for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Best practices for Academic enrichment. This agenda point is taken from the RCN BOS for AY 2024- 25.

(Annexure: Refer to BOS RCN)

Agenda Point No 25: Proposal for approval of Implementation of Choice Based Credit System (CBCS) for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Implementation of Choice Based Credit System (CBCS). This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 25: Proposal for the approval of the Curriculum design committee formation for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Curriculum design Committee formation. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 26: Proposal for the approval of the Result analysis of last year for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Result analysis of last Year. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 27: Proposal for the approval of the Conference and Faculty development programs (FDP)/Workshop Conduction for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Conference and Faculty Development programs (FDP)/Workshop Conduction. This agenda point is taken From the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 28: Proposal for the approval of the Research/Innovation status/Book/Research Publication for the 2024-25 session.

Resolution: All the members unanimously reviewed and discussed on the Proposal for Research/Innovation status/Book/Research publication. This agenda point is Taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 29: Proposal for the approval of the Organization of Curricular and Co-Curricular Activities for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Organization of Curricular and Co-Curricular activities. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 30: Proposal for the approval of the Industry & Academic National Collaboration for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Industry & Academic National Collaboration. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 31: Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment. This agenda point is taken from the BIUCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS BIUCOP)

Agenda Point No 32: Proposal for the approval of the Curriculum updation/Syllabus updation for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Curriculum Updation/Syllabus updation. This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 33: Proposal for the approval of the Examination ordinance/Admission Ordinance/Scheme updation/revision for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for Examination Ordinance/Admission ordinance/Scheme updation/revision. This agenda point is Taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 34: Proposal for the approval of the internal/external examiners for AY 2024- 25.

Resolution: All the members unanimously approved the Proposal for internal/external Examiners. This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 35: Proposal for the approval of the academic calendar of D.Pharm program for 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25.This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 36: Proposal for the approval of the Expenditure Budget for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Expenditure Budget for 2024-25.This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 37: Proposal for the approval of the Question paper pattern for D. Pharm for the 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Question paper pattern For D. Pharm for 2024-25.This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 38: Proposal for the approval of Programme expansion/starting of new programmes For next academic session.

Resolution: All the members unanimously approved the Proposal for Programme Expansion/starting of new programmes. This agenda point is taken from the KCOP BOS for AY 2024- 25.

(Annexure: Refer to BOS KCOP)

Agenda Point No 39: Proposal for the approval of Curriculum updated/syllabus updation of B.Sc Forensic Science for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Curriculum Updated/syllabus updation of B.Sc Forensic Science. This agenda point is taken From the FOFS BOS for AY 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 40: Proposal for the approval of Examination ordinance/Scheme for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinance/Scheme. This agenda point is taken from the FOFS BOS for AY 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 41: Proposal for the approval of Admission ordinance of B.Sc Forensic Science for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Admission ordinance. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 42: Proposal for approval of the result analysis of last academic year B.Sc Forensic Science.

Resolution: All the members unanimously approved the Proposal for result analysis of last Academic year. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 43: Proposal for approval of Implementation of NEP – 2020 in the faculty of forensic Science for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 44: Proposal for Panel of Examiners (internal & External) for AY 2024-25.

Resolution: All the members unanimously approved the Proposal for I Panel of Examiners (Internal & External) for AY 2024-25. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 45: Proposal for approval of academic events/calendar/extra activity was approved For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic Events/calendar/extra activity was approved. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 46: Proposal for the approval of ordinance and curriculum of M.Sc. Forensic Science For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for ordinance and Curriculum of M.Sc Forensic Science. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 47: Proposal for the approval of new Diploma program (Forensic Science, Questioned Documents And Fingerprinting) may be proposed to introduce in new academic Session.

Resolution: All the members unanimously approved the Proposal for new Diploma program (Forensic Science, Questioned Documents and Fingerprinting) may be proposed To introduce in new academic session. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 48: Proposal for the approval of the Best Practices for Academic enrichment for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment. This agenda point is taken from the FOFS BOS for 2024- 25.

(Annexure: Refer to BOS FOFS)

Agenda Point No 49: Proposal for the approval of Curriculum updation/syllabus for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Curriculum updation/syllabus. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 50: Proposal for the approval of Examination Ordinance/Schemes of paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinance/Schemes. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 51: Proposal for the approval of Admission ordinance of paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Admission ordinance. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 52: Proposal for the approval of panel of examiners of all paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for panel of examiners. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 53: Proposal for the approval of academic calendar of all paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic calendar for The 2024-25. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 54: Proposal for approval of academic events etc. of all paramedical Programs for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic events etc. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 55: Proposal for the approval of Ordinance of new course M.Sc. clinical Embryology For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Ordinance for the new Course M.Sc. clinical Embryology. This agenda point is taken from the FOPS BOS For 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 56: Proposal for the approval of new program like M.Sc (MLT), MPT & B.Sc (OT) may Be proposed to Introduced in new academic session.

Resolution: All the members unanimously approved the Proposal for new program like M.Sc (MLT), MPT & B.Sc (OT) may be proposed to introduced in new academic session. This agenda point is taken from the FOPS BOS for 2024- 25.

(Annexure: Refer to BOS FOPS)

Agenda Point No 57: Proposal for the approval of academic calendar of all paramedical programs for 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25.This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 58: Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS. This agenda point Is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 59: Proposal for the approval of Examination Ordinances for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinances. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 60: Proposal for the approval of POs & COs for the above mentioned programmes For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for POs & COs for above Mentioned programmes. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 61: Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science) for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science).This agenda point is taken From the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 62: Proposal for the approval of Guidelines relating to project work for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to Project work. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 63: Proposal for approval of Panel of External and Internal Examiners for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 64: Proposal for approval of Question paper formats for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Question paper formats. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 65: Proposal for approval of Result analysis of B.A. (Mass Communication) of last Year.

Resolution: All the members unanimously approved the Proposal for Result analysis of B.A. (Mass Communication) of last year. This agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 66: Proposal for approval of academic Events for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic Events. This Agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 67: Proposal for approval of examination ordinance and scheme for MHA program For 2024-25 session.

Resolution: All the members unanimously approved the Proposal for examination ordinance And scheme for MHA program. This Agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 68: Proposal for the approval of admission ordinance for MHA program for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for admission ordinance for MHA program. This Agenda point is taken from the BIUCOM BOS for 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 69: Proposal for the approval of implementation of NEP – 2020 for MHA program for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020 for MHA program. This Agenda point is taken from the BIUCOM BOS For 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 70: Proposal for the approval of academic calendar of MHA program for 2024-25 Session of MHA program.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25. For MHA program. This Agenda point is taken from the BIUCOM BOS For 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 71: Proposal for the approval of academic events etc. for MHA program for 2024-25 Session.

Resolution: All the members unanimously approved the Proposal for academic events etc. for 2024-25. For MHA program. This Agenda point is taken from the BIUCOM BOS For 2024- 25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 72: Proposal for the approval of academic calendar for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25.This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 73: Proposal for the approval of Ordinance for B.A. (Mass Communication) and MA (Political Science) Under CBCS.

Resolution: All the members unanimously approved the Proposal for Ordinance for B.A. (Mass Communication) and MA (Political Science) under CBCS. This agenda point Is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 74: Proposal for the approval of Examination Ordinances for 2024-25 session.

Resolution: All the members unanimously approved the Proposal for Examination Ordinances. This agenda point is taken from the B BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 75: Proposal for the approval of POs & COs for the above mentioned programmes.

Resolution: All the members unanimously approved the Proposal for POs & COs for above Mentioned programmes. This agenda point is taken from the BIUCHJ BOS for 2024- 25.

(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 76: Proposal for the approval of CBSE – Based syllabus of B.A. (Mass Communication) And MA (Political Science).

Resolution: All the members unanimously approved the Proposal for CBSE – Based syllabus of B.A. (Mass Communication) and MA (Political Science).This agenda point is taken From the BIUCHJ BOS for 2024- 25. **(Annexure: Refer to BOS BIUCHJ)**

Agenda Point No 77: Proposal for the approval of Guidelines relating to project work for AY: 2024- 25.

Resolution: All the members unanimously approved the Proposal for Guidelines relating to Project work. This agenda point is taken from the BIUCHJ BOS for 2024- 25.
(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 78: Proposal for the approval of Panel of External and Internal Examiners for AY: 2024- 25.

Resolution: All the members unanimously approved the Proposal for Panel of External and Internal Examiners. This agenda point is taken from the BIUCHJ BOS for 2024- 25.
(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 79: Proposal for the approval of Question paper formats AY: 2024- 25.

Resolution: All the members unanimously approved the Proposal for Question paper formats. This agenda point is taken from the BIUCHJ BOS for 2024- 25.
(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 80: Proposal for the approval of Result analysis of B.A. (Mass Communication) of last Year.

Resolution: All the members unanimously approved the Proposal for Result analysis of B.A. (Mass Communication) of last year. This agenda point is taken from the BIUCHJ BOS for 2024- 25.
(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 81: Proposal for the approval of academic Events for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic Events. This Agenda point is taken from the BIUCHJ BOS for 2024- 25.
(Annexure: Refer to BOS BIUCHJ)

Agenda Point No 82: Proposal for the approval of result analysis of last year.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year. This Agenda point is taken from the RCN BOF for 2024- 25.
(Annexure: Refer to BOF RCN)

Agenda Point No 83: Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020. Agenda point is taken from the RCN BOF for 2024- 25.
(Annexure: Refer to BOF RCN)

Agenda Point No 84: Proposal for the approval of internal/external examiners for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for internal/external Examiners. Agenda point is taken from the RCN BOF for 2024- 25.
(Annexure: Refer to BOF RCN)

Agenda Point No 85: Proposal for the approval of academic calendar for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic calendar for 2024-25. Agenda point is taken from the RCN BOF for 2024- 25.
(Annexure: Refer to BOF RCN)

Agenda Point No 86: Proposal for the approval of Research/innovation status AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/innovation Status. For 2024-25. Agenda point is taken from the RCN BOF for 2024-25
(Annexure: Refer to BOF RCN)

Agenda Point No 87: Proposal for the approval of Faculty development programme, Research Publication/Book Publish for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Faculty development Programme, Research publication/Book publish. For 2024-25. Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 88: Proposal for the approval of Academic events/calendar/extra activities for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Academic Events/calendar/extra activities. For 2024-25. Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 89: Proposal for the approval of Programme expansion/starting of new programmes For next academic session.

Resolution: All the members unanimously approved the Proposal for Programme Expansion/starting of new programmes. For 2024-25. Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 90: Proposal for the approval of Collaboration (National/International) for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Collaboration (National/International). Agenda point is Taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 91: Proposal for the approval of Academic Audit of last academic year.

Resolution: All the members unanimously approved the Proposal for Academic Audit of last Academic year. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 92: Proposal for the approval of Expenditure Budget for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Expenditure Budget. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 93: Proposal for the approval of Best practices for academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best practices for Academic enrichment. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 94: Proposal for the approval of Research/innovation status for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/innovation Status. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 95: Proposal for the approval of the Faculty development programme, Research Publication/Book Publish for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Faculty development Programme, Research publication/Book publish. Agenda point is taken from the RCN BOF for 2024- 25.

(Annexure: Refer to BOF RCN)

Agenda Point No 96: Proposal for the approval of the Implementation of Choice Based Credit System (CBCS) for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Implementation of Choice Based Credit System (CBCS). Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 97: Proposal for the approval of Curriculum design committee formation for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Curriculum design Committee formation. Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 98: Proposal for the approval of result analysis of last year.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year. Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 99: Proposal for the approval of Conference and Faculty development programs (FDP)/Workshop Conduction for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Conference and Faculty Development programs (FDP)/Workshop conduction. Agenda point is taken from The BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 100: Proposal for the approval of Research/Innovation status/Book/Research Publication for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/Innovation Status/Book/Research publication. Agenda point is taken from the BIUCOP BOF For 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 101: Proposal for Organization of Curricular and Co-Curricular activities for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Organization of Curricular and Co-Curricular activities. Agenda point is taken from the BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 102: Proposal for the approval of Industry & Academic National Collaboration for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Industry & Academic National Collaboration. Agenda point is taken from the BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 103: Proposal for the approval of Best Practices for Academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment. Agenda point is taken from the BIUCOP BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOP)

Agenda Point No 104: Proposal for the approval of Implementation of NEP – 2020 for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Implementation of NEP – 2020. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 105: Proposal for the approval of result analysis of last year.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 106: Proposal for the approval of Conference and Faculty development programme For AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Conference and Faculty Development programme. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 107: Proposal for the approval of Research/innovation status/Book/Research Publication for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/innovation Status/Book/Research publication. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 108: Proposal for the approval of Academic events status/Calendar/Extra Activities For AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Academic events Status/Calendar/Extra Activities. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 109: Proposal for the approval of Best practices for academic enrichment For AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best practices for Academic enrichment. Agenda point is taken from the KCOP BOF for 2024- 25.

(Annexure: Refer to BOF KCOP)

Agenda Point No 110: Proposal for the approval of result of last year.

Resolution: All the members unanimously approved the Proposal for result of last year. This Agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 111: Proposal for the approval of research in subject specialization and Interdisciplinary for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for research in subject Specialization and interdisciplinary. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 112: Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for publications in peer Reviewed journals of their dissertation work. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 113: Proposal for the approval of academic events etc. for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic events Etc. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 114: Proposal for the approval of Collaboration/MoUs for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Collaboration/MoUs. This agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 115: Proposal for the approval of best practice for academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for best practice for Academic enrichment this agenda point is taken from the FOFS BOF for 2024- 25.

(Annexure: Refer to BOF FOFS)

Agenda Point No 116: Proposal for the approval of result of last year.

Resolution: All the members unanimously approved the Proposal for result of last year. This Agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 117: Proposal for the approval of research in subject specialization and Interdisciplinary for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for research in subject Specialization and interdisciplinary. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 118: Proposal for the approval of publications in peer reviewed journals of their Dissertation work for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for publications in peer Reviewed journals of their dissertation work. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 119: Proposal for the approval of academic events etc. for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic events Etc. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 120: Proposal for the approval of Collaboration/MoUs for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Collaboration/MoUs. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 121: Proposal for the approval of Academic audit report and expenditure budget for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Academic audit report And expenditure budget. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 122: Proposal for the approval of Best practice for academic enrichment for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best practice for Academic enrichment. This agenda point is taken from the FOPS BOF for 2024- 25.

(Annexure: Refer to BOF FOPS)

Agenda Point No 123: Proposal for the approval of result analysis of last year of MHA program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for result analysis of last Year of MHA program. This agenda point is taken from the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 124: Proposal for the approval of Research/Innovation status/Book/Research Publication for MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Research/Innovation Status/Book/Research publication for MHA program. This agenda point is taken From the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 125: Proposal for the approval of Faculty development programs/Research/Booklist. For MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Faculty development Programs/Research/Booklist for MHA program. This agenda point is taken from The BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 126: Proposal for the approval of academic audit for MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for academic audit for MHA Program. This agenda point is taken from the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 127: Proposal for the approval of Best Practices for Academic enrichment for MHA Program for AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for Best Practices for Academic enrichment for MHA program. This agenda point is taken from the BIUCOM BOF for 2024- 25.

(Annexure: Refer to BOF BIUCOM)

Agenda Point No 128: Proposal for the starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.

Resolution: All the members unanimously approved the Proposal for starting the BCA (IT & Multimedia) course in BIU College of Management from AY: 2024-25.

(Annexure: Refer to BOS BIUCOM)

Agenda Point No 129: Proposal for the approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.

Resolution: All the members unanimously approved the Proposal for approval of consent letter for the affiliation of BIU College of Management with BCA (IT & Multimedia), BBA (Finance & Taxation), B.Com (Hons.), Master of Public Health (MPH), Master of Hospital Administration (MHA) courses.

(Annexure: Refer to BOS BIUCOM)

No other points were discussed and the meeting ended with the vote of thanks to the chair.

Registrar

Bareilly International University

ATR of 16th Academic Council

(Annexure – 1)

Agenda Point No.	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 16th Academic Council Meeting held on 29th Dec, 2023.	Not applicable.	Already taken in the 16th Academic Council Meeting held on 29th Dec, 2023.
2	Reviewed and discussion on the examination conducted during the year and declaration about the result	Recommended and approved	Implemented (Refer to agenda point-2 of 16th AC)
3	Proposal for the constitution of Convocation committee for organizing the 5th Convocation peacefully.	Recommended and approved	Implemented (Refer to agenda point-3 of 16th AC)
4	Proposal for the establishment of Student Grievance Redressal Cell/ Committee and designation of an Ombudsperson in the University as per UGC norms.	Recommended and approved	Implemented (Refer to agenda point-4 of 16th AC)
5	Review and discussion about the election which was held in the University for University representative in the Dental Council of India (DCI)	Recommended and approved	Implemented (Refer to agenda point-5 of 16th AC)
6	Any other agenda point with the permission of chair.	Recommended and approved	Implemented (Refer to agenda point-6 of 16th AC)

Bareilly International University
17th Academic Council Meeting
Attendance Sheet

Date: 31st July, 2024
Time: 11: 00 AM
Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. Digvijay Singh	Principal, RMCH	Member	
4	Dr. H.K Premi	C.O.E	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
8	Dr. R.K. Tiwari	Principal, RAMCH	Member	
9	Dr. Abnish Singh	Principal, BIUCHJ	Member	
10	Mrs. Nidhi Gangwar	Principal KCOP	Member	
11	Dr. Prashant Gupta	Principal, Faculty of Paramedical Sciences	Member	
12	Dr. Sharad Seth	Prof. RMCH	Member	
13	Dr Gokkula Krishna	Prof. IDS	Member	
14	Dr Shivangi Sharma	Associate Prof. IDS	Member	
15	Dr. Sanasam Birjeni Devi	Associate Prof. RCN	Member	
16	Dr Vernika Saxena	Assistant Professor, IDS	Member	
17	Ms. Shivani Sharma	Assistant Professor, FOFS	Member	
18	Dr. S.K Thakur	Registrar	Member Secretary	

BAREILLY INTERNATIONAL UNIVERSITY

(Established Under Govt. of U.P. act 26 of 2016)
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Constitution of Academic Council

In consonance with the UGC norms and as per the university act,2016 (UP Act,26 of 2016) sec-24(2) the Academic Council is constituted as under:

Date: 22/07/2024

Sr/No.	Name	Designation	Responsibility
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member
3	Dr. H.K Premi	COE	Member
4	Dr. Digvijay Singh	Principal, RMCH	Member
5	Dr. Sathyajith Naik.N	Principal, IDS	Member
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member
7	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member
8	Dr. R.K. Tiwari	Principal, RAMCH	Member
9	Dr. Abnish Singh	Principal, BIUCHJ	Member
10	Mrs. Nidhi Gangwar	Principal KCOP	Member
11	Dr. Prashant Gupta	Principal, Faculty of Paramedical Sciences	Member
12	Dr. Sharad Seth	Prof. RMCH	Member
13	Dr Gokkula Krishna	Prof. IDS	Member
14	Dr Shivangi Sharma	Associate Prof. IDS	Member
15	Dr. Sanasam Birjeni Devi	Associate Prof. RCN	Member
16	Dr Vernika Saxena	Assistant Professor, IDS	Member
17	Ms. Shivani Sharma	Assistant Professor, FOFS	Member
18	Dr. S.K Thakur	Registrar	Member Secretary

Registrar

1/2

BAREILLY INTERNATIONAL UNIVERSITY
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BIU/REG/ 371

Date: 14th Dec, 2023

Notification

16th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, **16th Academic Council Meeting** is scheduled to be held on **29th Dec, 2023(Friday).**

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before **27th Dec, 2023.**

All Principal/HOIs kindly submit the MoM of the Board of Studies by the **27th Dec, 2023** for further approval from academic council.

This is for your information and compliance please.

Thanking You!

Registrar

Copy to:

i. All Principal/HOIs
ii. Controller of Examination
iii. Hon'ble Vice Chancellor (For information please)
iv. Hon'ble Pro - Vice Chancellor (For information please)
v. Hon'ble Pro - Chancellor (For information please)
vi. All the concerned members
vii. Guard File

Bareilly International University ★ Registrar ★ Bareilly

Bareilly International University

16th Academic Council (Held on 29th Dec, 2023)

List of Agenda Points

Sr/No.	Agenda Point
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 15th Academic Council Meeting held on 16th Aug, 2023.
2	Reviewed and discussion on the examination conducted during the year and declaration about the result
3	Proposal for the constitution of Convocation committee for organizing the 5th Convocation peacefully.
4	Proposal for the establishment of Student Grievance Redressal Cell/ Committee and designation of an Ombudsperson in the University as per UGC norms.
5	Review and discussion about the election which was held in the University for University representative in the Dental Council of India (DCI)
6	Any other agenda point with the permission of chair.

Bareilly International University ★ Registrar ★ Bareilly

Registrar

Bareilly International University

16th Academic Council

Minutes of Meeting

As per schedule, the 16th Academic Council meeting was held on 29th Dec, 2023 at 11:00 AM in the RMCH College Council Room to discuss various agenda points.

Members were present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. H.K Premi
4	Dr. Digvijay Singh
5	Dr. Sathyajith Naik.N
6	Dr. Sharad Seth
7	Dr. Pushpendra Kannojia
8	Dr. Priyanka A Masih
9	Ms. Anitha P
10	Dr. Abnish Singh
11	Dr. Mukesh Kumar
12	Dr. S.K Thakur

Members were Absent

Sr/No.	Name
1	Dr. Heerak Bhattacharya

Proceedings for 16th Academic Council Meeting held 29th Dec, 2023.

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 15th Academic Council Meeting held on 16th Aug, 2023.

Resolution: All resolutions of 15th Academic Council Meeting held on 16th Aug, 2023 ratified and Confirmed by all members and approved by the chairperson.

(Annexure-1)

Bareilly International University Registrar Bareilly

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Agenda Point No 2: Reviewed and discussion on the examination conducted during the year and declaration about the result.

Resolution: All the members of academic council discussed on the examination conducted during the year and unanimously given their consent.

Agenda Point No 3: Proposal for the constitution of Convocation committee for organizing the 5th Convocation peacefully.

Resolution: All the members of academic council discussed and reviewed the panel and finally given their consent.

Agenda Point No 4: Proposal for the establishment of Student Grievance Redressal Cell/ Committee and designation of an Ombudsperson in the University as per UGC norms.

Resolution: All the members of academic council discussed and reviewed and finally given their consent.

Agenda Point No 5: Review and discussion about the election which was held in the University for University representative in the Dental Council of India (DCI).

Resolution: All the members of academic council discussed and reviewed the panel and finally given their consent.

No other points were discussed and the meeting ended with the vote of thanks to the chair.

Bareilly International University
Registrar
Bareilly

Registrar

Bareilly International University

ATR of 15th Academic Council

Agenda Point No.	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 14th Academic Council Meeting held on 20th Dec, 2022.	Not applicable.	Already taken in the 15th Academic Council Meeting held on 16th Aug, 2023.
2	Ratificationof all resolutions/ATR of the Minutes of Meeting of the 14thAcademicCouncil Meeting held on 20th Dec, 2022.	Recommended and approved	Implemented (Refer to agenda point-2 of 15th AC)
3	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BDS 1st, 2nd& 3rd year, for Diploma in Dental Hygienist (DH) 1st& 2nd year, for Diploma in Dental Mechanics (DM) 1st& 2nd year the agenda point is taken from the 2nd agenda point of 13th BOS of the IDS.	Recommended and approved	Implemented (Refer to agenda point-3 of 15th AC)
4	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BAMS program this agenda point is taken from the 2nd agenda point of 3rd BOS of RAMCH.	Recommended and approved	Implemented (Refer to agenda point-4 of 15th AC)
5	Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022 this agenda point is taken from the 4th agenda point of 3rd BOS of RAMCH.	Recommended and approved	Implemented (Refer to agenda point-5 of 15th AC)
6	Proposal for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of (2022-23) this point is taken from the 1st agenda point of 9th BOS of RMCH.	Recommended and approved	Implemented (Refer to agenda point-6 of 15th AC)
7	Proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council this point is taken from the 2nd agenda point of 9th BOS of RMCH.	Recommended and approved	Implemented (Refer to agenda point-7 of 15th AC)
8	Proposal for the panel of examiners for UG/PG programs for all departments this point is taken from the 4th agenda point of 9th BOS of RMCH.	Recommended and approved	Implemented (Refer to agenda point-8 of 15th AC)
9	Proposal for the academic calendar for the current academic session (2023 – 24) as per INC for all nursing programs this point is taken from the 1st agenda point of	Recommended and approved	Implemented (Refer to agenda point-9 of 15th AC)

Bareilly International University Registrar Bareilly

	point is taken from the 7th BOS of Keshlata College of Pharmacy.		
20	Proposal for Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-20 of 15th AC)
21	Proposal for Result analysis of the students of D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-21 of 15th AC)
22	Proposal for implementation NEP – 202 in D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-22 of 15th AC)
23	Proposal for Panel of examiners (internal & external) for the D.Pharm program this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-23 of 15th AC)
24	Proposal for Academic calendar of D.Pharm program for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-24 of 15th AC)
25	Proposal for Calendar of event for D.Pharm program for the 2023-24 academic session was discussed and approved.for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.	Recommended and approved	Implemented (Refer to agenda point-25 of 15th AC)
26	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session was discussed and approved this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-26 of 15th AC)
27	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-27 of 15th AC)
28	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-28 of 15th AC)
29	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..	Recommended and approved	Implemented (Refer to agenda point-29 of 15th AC)

Bareilly International University ★ Registrar ★ Bareilly

39	Proposal for the Academic calendar for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.	Recommended and approved	Implemented (Refer to agenda point-39 of 15th AC)
40	Proposal for the It was discussed that proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.	Recommended and approved	Implemented (Refer to agenda point-40 of 15th AC)

Bareilly International University ★ Bareilly ★ Registrar

Registrar

Bareilly International University

16th Academic Council Meeting

Attendance Sheet

Date: 29th Dec, 2023

Time: 11: 00 AM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agrawal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agarwal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member .	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Sharad Seth	Professor, RMCH	Member	
8	Dr. Heerak Bhattacharya	Professor, IDS	Member	
9	Ms. Anitha P	Vice-Principal, RSN	Member	
10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

Bareilly International University Registrar Bareilly

Registrar

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E-mail: info@biu.edu.in website : www.biu.edu.in

BIU/REG/ 371

Date: 1st July, 2023

Notification

15th Academic Council Meeting

In accordance with UGC compliance and as per norms of the University Act, **15th Academic Council Meeting** is scheduled to be held on **16th Aug, 2023(Wednesday).**

With reference to this all Principals/HOIs are kindly informed and requested to send the agenda points for further recommendations and approval by the Academic council & further Higher Governing Body on or before **12th Aug, 2023.**

All Principal/HOIs kindly submit the MoM of the Board of Studies by the **12th Aug, 2023**for further approval from academic council.

This is for your information and compliance please.

Thanking You!

Bareilly International University * Registrar * Bareilly

Registrar

Copy to:

i. **All Principal/HOIs**
ii. **Controller of Examination**
iii. **Hon'ble Vice Chancellor (For information please)**
iv. **Hon'ble Pro - Vice Chancellor (For information please)**
v. **Hon'ble Pro - Chancellor (For information please)**
vi. **All the concerned members**
vii. **Guard File**

Bareilly International University

15th Academic Council (Held on 16th Aug, 2023)

List of Agenda Points

Sr/No.	Agenda Point
1	Ratificationof all resolutions/ATR of the Minutes of Meeting of the 14thAcademicCouncil Meeting held on 20th Dec, 2022.
2	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BDS 1st, 2nd& 3rd year, for Diploma in Dental Hygienist (DH) 1st& 2nd year, for Diploma in Dental Mechanics (DM) 1st& 2nd year the agenda point is taken from the 2nd agenda point of 13th BOS of the IDS.
3	Proposal for the panel of examiners for paper setting, evaluation and practical examination for BAMS program this agenda point is taken from the 2nd agenda point of 3rd BOS of RAMCH.
4	Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022 this agenda point is taken from the 4th agenda point of 3rd BOS of RAMCH.
5	Proposal for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of (2022-23) this point is taken from the 1st agenda point of 9th BOS of RMCH.
6	Proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council this point is taken from the 2nd agenda point of 9th BOS of RMCH.
7	Proposal for the Booklist for UG/PG programs for all departments this point is taken from the 3rd agenda point of 9th BOS of RMCH.
8	Proposal for the panel of examiners for UG/PG programs for all departments this point is taken from the 4th agenda point of 9th BOS of RMCH.
9	Proposal for the academic calendar for the current academic session (2023 – 24) as per INC for all nursing programs this point is taken from the 1st agenda point of 8th BOS of Rohilkhand College of Nursing (RCN).
10	Proposal for the academic calendar for the current academic session (2023 – 24) for the program B.A. Mass Communication this point is taken from the 3rd agenda point 2nd BOS of BIU College of Humanities & Journalism.
11	Proposal for the ordinance for the current academic session (2023 – 24) for the program B.A. Mass Communication this point is taken from the 7th agenda point of 2nd BOS of BIU College of Humanities & Journalism.
12	Proposal for the academic calendar for the current academic session for the program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management
13	Proposal for the ordinance for the current academic session (2023 – 24) for the Program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management.
14	Proposal for the inclusion of credit point system as CBCS in B.Pharm program for the 2023-24 academic session this agenda point is taken from the 8th BOS of BIU College of Pharmacy.
16	Proposal for Adding of one soft skill courses in B.Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B.Pharm program..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

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16	Proposal for Adding of one soft sill courses in B.Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B.Pharm program..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.
17	Proposal for Panel of examiners internal & externnal) subject-wise were discussed for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy
18	Proposal for the Syllabus, ordinance and question paper setting for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.
19	Proposal for Revision or discussion on the syllabus of D.Pharm program for the 2023-24 academic session.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
20	Proposal for Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
21	Proposal for Result analysis of the students of D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
22	Proposal for implementation NEP – 202 in D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
23	Proposal for Panel of examiners (internal & external) for the D.Pharm program this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
24	Proposal for Academic calendar of D.Pharm program for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
25	Proposal for Calendar of event for D.Pharm program for the 2023-24 academic session was discussed and approved.for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.
26	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session was discussed and approved this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
27	Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
28	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
29	Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..
30	Proposal for Academic calendars of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) programs were discussed this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.
31	Proposal for curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended or approval.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.
32	Proposal for It was discussed that the proposal of new programs like M.Sc(MLT) and MPT may be proposed to introduced in new academic session.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.
33	Proposal for Inclusion of credit system in Paramedical programs as per CBCS in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

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34	Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
35	Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
36	Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
37	Proposal for the syllabus for the course B.Sc Forensic Science Semester - I this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
38	Proposal for the Panel of examiners (internal & external) for practical examination, theory evaluation and question paper setting subject-wise were discssed. for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
39	Proposal for the Academic calendar for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.
40	Proposal for the It was discussed taht proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

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Registrar

Bareilly International University

15th Academic Council

Minutes of Meeting

As per schedule, the 15th Academic Council meeting was held on 16th Aug, 2023 at 11: 00 AM in the RMCH College Council Room to discuss various agenda points.

Members present

Sr/No.	Name
1	Dr. Lata Agarwal
2	Dr. Kiran Agrawal
3	Dr. H.K Premi
4	Dr. Digvijay Singh
5	Dr. Sathyajith Naik.N
6	Dr. Sharad Seth
7	Dr. Pushpendra Kannojia
8	Dr. Priyanka A Masih
9	Ms. Anitha P
10	Dr. Abnish Singh
11	Dr. Mukesh Kumar
12	Dr. S.K Thakur

Members absent

Sr/No.	Name
1	Dr. Heerak Bhattacharya

Proceedings for 15th Academic Council Meeting held 16th Aug, 2023

Chairperson of the Academic Council Meeting, Dr. Lata Agrawal, Vice chancellor, BIU extended a warm welcome to all the Academic Council Members of the meeting. Following agenda points were discussed for further recommendation and approval.

Agenda points were discussed and resolved as under:

Agenda Point No 1: Ratification of all resolutions/ATR of the Minutes of Meeting of the 14th Academic Council Meeting held on 20th Dec, 2022.

Resolution: All resolutions of 14th Academic Council Meeting held on 20th Dec, 2022 ratified and Confirmed by all members and approved by the chairperson.

(Annexure-1)

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Agenda Point No 2: Proposal for the panel of examiners for paper setting, evaluation and practical examination for BDS 1st, 2nd& 3rd year, for Diploma in Dental Hygienist (DH) 1st& 2nd year, for Diploma in Dental Mechanics (DM) 1st& 2nd year the agenda point is taken from the 2nd agenda point of 13th BOS of the IDS.

Resolution: All the members of academic council were unanimously reviewed, discussed and approved the list of Panel of examiners and forwarded to the Executive Council/Board of Management for final approval.

(Refer to annexure-2nd of 13th Examination Committee Meeting)

Agenda Point No 3: Proposal for the panel of examiners for paper setting, evaluation and practical examination for BAMS program this agenda point is taken from the 2nd agenda point of 3rd BOS of RAMCH.

Resolution: All the members of academic council were unanimously reviewed, discussed and approved the list of Panel of examiners and forwarded to the Executive Council/Board of Management for final approval.

(Refer to annexure-4th of 12th Examination Committee Meeting)

Agenda Point No 4: Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022 this agenda point is taken from the 4th agenda point of 3rd BOS of RAMCH.

Resolution: All the members of academic council were unanimously approved the Proposal for the constitution of a committee for the implementation of Transitional Curriculum schedule provided by NCISM for the newly admitted batch 2022and forwarded to the Executive Council/Board of Management for final approval.

Agenda Point No 5: Proposal for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of (2022-23) this point is taken from the 1st agenda point of 9th BOS of RMCH held.

Resolution: All the members of academic council were unanimously approved the proposal

for the thesis protocol of MD/MS and M.Sc. Medical students (admitted in the session of 2022-23) and forwarded to the Executive Council/Board of Management for final approval.

(Ref. to Annexure-5 of 9th BOS of RMCH)

Agenda Point No 6: Proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council this point is taken from the 2nd agenda point of 9th BOS of RMCH.

Resolution: All the members of academic council were unanimously approved the proposal for the syllabus of the UG/PG programs was found according to the norms of the NMC and was accepted by the academic council.

(Refer: Annexure –9th BOS of RMCH)

Agenda Point No 7: Proposal for the Booklist for UG/PG programs for all departments this point is taken from the 3rd agenda point of 9th BOS of RMCH.

Resolution: All the member of academic council unanimously approved the list of books for UG/PG medical programs.

(Refer: Annexure –9th BOS of RMCH)

Agenda Point No 8: Proposal for the panel of examiners for UG/PG programs for all departments this point is taken from the 4th agenda point of 9th BOS of RMCH.

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Resolution: All the member of academic council unanimously approved the list of Panel of examiners for UG/PG medical programs.

(Refer: Annexure –9th BOS of RMCH)

Agenda Point No 9: Proposal for the academic calendar for the current academic session (2023 – 24) as per INC for all nursing programs this point is taken from the 1st agenda point of 8th BOS of Rohilkhand College of Nursing (RCN).

Resolution: All the member of academic council unanimously approved the academic calendar for the current academic session as per INC for all nursing programs.

(Refer: Annexure –1st of 8th BOS of RCN)

Agenda Point No 10: Proposal for the academic calendar for the current academic session (2023–24) for the program B.A. Mass Communication this point is taken from the 3rd agenda point 2nd BOS of BIU College of Humanities & Journalism.

Resolution: All the member of academic council unanimously approved the academic calendar for the current academic session (2023–24) for the program B.A. Mass Communication.

(Refer: Annexure –2nd BOS of BIUHJ)

Agenda Point No 11: Proposal for the ordinance for the current academic session (2023–24) for the program B.A. Mass Communication this point is taken from the 7th agenda point of 2nd BOS of BIU College of Humanities & Journalism.

Resolution: All the member of academic council unanimously approved the ordinance for the current academic session (2023 – 24) for the program B.A. Mass Communication

(Refer: Annexure –2nd BOS of BIUHJ)

Agenda Point No 12: Proposal for the academic calendar for the current academic session for the program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management.

Resolution: All the member of academic council unanimously approved the academic calendar for the current academic session (2023 – 24) for the program B. Com (Hons.).

(Refer: Annexure –3rd BOS of BIUCM)

Agenda Point No 13: Proposal for the ordinance for the current academic session (2023 – 24) for the Program B. Com (Hons.) this point is taken from the 3rd agenda point 3rd BOS of BIU College of Management.

Resolution: All the member of academic council unanimously approved the ordinance for the current academic session (2023 – 24) for the program B. Com (Hons.).

(Refer: Annexure –3rd BOS of BIUCM)

Agenda Point No 14: Proposal for the academic calendars of the D.Pharm, B.Pharm and M.Pharm program for the 2023-24 academic session this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the academic calendars of the D.Pharm, B.Pharm and M. Pharm program for the 2023-24 academic session.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 14: Proposal for the inclusion of credit point system as CBCS in B.Pharm program for the 2023-24 academic session this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

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Resolution: All the members of the academic council unanimously approved the Proposal for the inclusion of credit point system as CBCS in B.Pharm program. for the 2023-24 academic session.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 15: Proposal for Adding of two soft skill courses in B.Pharm program each worth 100 marks and evaluated externally with 02 credit points in Hospital Training & Industrial Training.this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the Adding of two soft skill courses in B.Pharm program each 100 marks and evaluated externally with 02 credit points in Hospital Training & Industrial Training.this agenda point is taken from the 8th BOS of BIU College of Pharmacy for the 2023-24 academic session.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 16: Proposal for adding of one soft skill courses in B. Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B. Pharm program this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Adding of one soft skill courses in B. Pharm program each worth 100 marks and evaluated internally with 01 credit point (Industrial visit) in B. Pharm program..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 17: Proposal for Panel of examiners internal & external) subject-wise were discussed for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Panel of examiners internal & external) subject-wise were discussed for D.Pharm, B.Pharm & M.Pharm programs.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 18: Proposal for the Syllabus, ordinance and question paper setting for D.Pharm, B.Pharm & M.Pharm programs..this agenda point is taken from the 8th BOS of BIU College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the Syllabus, ordinance and question paper setting for D.Pharm, B.Pharm & M.Pharm programs.

(Refer: Annexure –8th BOS of BIUCP)

Agenda Point No 19: Proposal for review or discussion on the syllabus of D.Pharm program for the 2023-24 academic session.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the syllabus of D. Pharm program.

(Refer: Annexure –7th BOS of KCP)

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Agenda Point No 20: Proposal for Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for the Examination ordinance/ Admission ordinance/ Scheme updation/Revision..this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 21: Proposal for Result analysis of the students of D.Pharm program.this agenda is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Result analysis of the students of D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 22: Proposal for implementation NEP – 2020 in D.Pharm program.this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for implementation NEP – 202 in D.Pharm program.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 23: Proposal for Panel of examiners (internal & external) for the D.Pharm program this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Panel of examiners (internal & external) for the D.Pharm program .

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 24: Proposal for Academic calendar of D.Pharm program for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Academic calendar of D.Pharm program for 2023-24 session.

(Refer: Annexure –7th BOS of KCP)

Agenda Point No 25: Proposal for Calendar of event for D.Pharm program for the 2023-24 academic session was discussed and approved.for 2023-24 session this agenda point is taken from the 7th BOS of Keshlata College of Pharmacy.

Resolution: All the members of the academic council unanimously approved the Proposal for Calendar of event for D.Pharm program for the 2023-24 session.

(Refer: Annexure –7th BOS of KCP)

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Agenda Point No 26: Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session was discussed and this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council unanimously approved the Proposal CBCS system for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 27: Proposal for Inclusion of credit system in Paramedical programs as per CBCS for the 2023-24 academic session this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..

Resolution: All the members of the academic council unanimously approved the Proposal CBCS system for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 28: Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..

Resolution: All the members of the academic council unanimously approved the Proposal syllabus and curriculum for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 29: Proposal for The curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended and.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences..

Resolution: All the members of the academic council unanimously approved the Proposal syllabus and curriculum for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 30: Proposal for Academic calendars of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) programs were discussed this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council unanimously approved the Proposal academic calendars for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 31: Proposal for curriculum and syllabus of B.Sc(MLT), BPT,B.Sc (Opto.) & B.Sc (RIT) first semester is proposed to be revised and amended or approval.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council unanimously approved the Syllabus and curriculum for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

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Agenda Point No 32: Proposal for It was discussed that the proposal of new programs like M.Sc(MLT) and MPT may be proposed to introduced in new academic session.this agenda point is taken from the 9th BOS of Rohilkhand College of Paramedical Sciences.

Resolution: All the members of the academic council discussed and reviewed the Proposal for It was discussed that the proposal of new programs like M.Sc(MLT) and MPT may be proposed to introduced in new academic session for paramedical programs for the 2023-24 session.

(Refer: Annexure –9th BOS of RCPS)

Agenda Point No 33: Proposal for Inclusion of credit system in Paramedical programs as per CBCS in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for inclusion of CBCS system in B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 34: Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program
this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for syllabus of B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 35: Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for evaluation system for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 36: Proposal for the evaluation schemes for the course B.Sc Forensic Science Semester - I is proposed to be revised and amended in Forensic Science program this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for evaluation system for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 37: Proposal for the syllabus for the course B.Sc Forensic Science Semester - I this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for syllabus for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

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Agenda Point No 38: Proposal for the Panel of examiners (internal & external) for practical examination, theory evaluation and question paper setting subject-wise were discussed. for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for panel of examiners for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 39: Proposal for the Academic calendar for the course B.Sc Forensic Science this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council unanimously approved the proposal for academic calendar for B.Sc Forensic Science program.

(Refer: Annexure –2nd BOS of FOFS)

Agenda Point No 40: Proposal for the It was discussed taht proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session this agenda point is taken from the 2nd BOS of Faculty of Forensic Sciences.

Resolution: All the members of the academic council reviewed and discussed about proposal for the new program Diploma in Forensic Science, Diploma in Questioned document and fingerprinting may be proposed to introduced in the upcoming session.

(Refer: Annexure –2nd BOS of FOFS)

No, other points were discussed and the meeting ended with the vote of thanks to the chair.

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Registrar

Bareilly International University

(Annexure – 1)

ATR of 14th Academic Council

Agenda Point	Details	Resolution	Action Taken
1	Ratification of all resolutions/ATR of the Minutes of Meeting of the 14th Academic Council Meeting held on 20th Dec, 2022.	Not applicable.	Already taken in the 13th Academic Council Meeting held on 20th Dec, 2022.
2	Approval for Award of Degree to the pass out students for the Academic session 2020-21.	Recommended and approved.	Implemented (Refer to agenda point-2 of 14th AC)
3	Approval for the list of Award for Certificates / Gold/Silver/Bronze Medals to the conferred on 4th Convocation.	Recommended and approved.	Implemented (Refer to agenda point-3 of 14th AC)
4	Proposal and recommendation for the admission procedure, protocols and policy for the new academic session 2023-24.	Recommended and approved.	Implemented (Refer to agenda point-4 of 14th AC)
5	Proposal and recommendation for the revised ordinance of Ph. D for new academic session 2023-24.	Recommended and approved.	Implemented (Refer to agenda point-5 of 14th AC)
6	Proposal and recommendation for the list of guides for Ph. D program for new academic session 2023-24.	Recommended and approved.	Implemented (Refer to agenda point-6 of 14th AC)
7	Proposal for result declaration or announcement for several program for the current academic year.	Recommended and approved.	Implemented (Refer to agenda point-7 of 14th AC)

Bareilly International University Registrar Bareilly

Bareilly International University

15th Academic Council Meeting

Attendance Sheet

Date: 16th Aug, 2023

Time: 11: 00 AM

Venue: RMCH College Council Room

Sr/No.	Name	Designation	Responsibility	Signature
1	Dr. Lata Agarwal	Vice-Chancellor	Chairperson	
2	Dr. Kiran Agrawal	Pro- Vice Chancellor	Member	
3	Dr. H.K Premi	COE	Member	
4	Dr. Digvijay Singh	Principal, RMCH	Member	
5	Dr. Sathyajith Naik.N	Principal, IDS	Member	
6	Dr. Priyanka A Masih	Principal, RNS/RCN	Member	
7	Dr. Sharad Seth	Professor, RMCH	Member	
8	Dr. Heerak Bhattacharya	Professor, IDS	Member	
9	Ms. Anitha P	Vice-Principal, RSN	Member	
10	Dr. Mukesh Kumar	Principal, RAMCH	Member	
11	Dr. Pushpendra Kannojia	Principal, BIU Pharmacy	Member	
12	Dr. Abnish Singh	Principal, (H&J)	Member	
13	Dr. S.K Thakur	Registrar	Member Secretary	

Registrar

Bareilly International University ★ Registrar ★ Bareilly

Ref. No.: BIU/CHJ/373A

May 13, 2024

Office Circular / Notice

The meeting of Board of Studies, BIU College of Humanities & Journalism, for the session 2024-25 is proposed to be convened as under –

Date : June 04, 2024
Venue : Conference Room
Time : 10 a.m. onwards

Agenda of Meeting

The following agenda is being proposed for discussion and approval in the meeting of Board of Studies for the degree programme of B.A. Mass Communication (Academic Session 2024-2025) under CBCS:

Proposed Agenda:

1. Proposed Academic Calendar
2. Ordinance – B.A. (Mass Communication) Degree Programme under CBCS
3. Admission Ordinance
4. Examination Ordinance (Eligibility Criteria & Scheme for Internal Assessment, Credit-based Grading System for Assessment of Students)
5. POs & COs
6. CBCS-based syllabus of B.A. (Mass Communication)
7. Plan for Residency in Media House
8. Guidelines relating to Project Work
9. Panel of External and Internal Examiners
10. Question Paper Format
11. Result Analysis
12. Academic Events

(Mrs Monika)
Convener

Copy to:

- All the members of the Board of Studies

Ref. No.: BIU/CHJ/390A

June 04, 2024

ATTENDANCE SHEET

Date : June 04, 2024
Venue : Conference Room
Time : 10 a.m. onwards

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Assistant Professor, BIUCM	Member	
5.	Mrs Shweta Singh	Assistant Professor, BIUCM	Member	
6.	Ms Shalini Singh	Assistant Professor, BIUCM	Member	

(Mrs Monika)
Convener

Ref. No.: BIU/CHJ/390B

June 04, 2024

Minutes of Meeting

The meeting of Board of Studies for the session of 2024-25 was held on June 04, 2024 at 10 a.m. onwards at College Board Room to discuss the matters as listed in the agenda:

The following members of Board of Studies/Board of Faculty were present:

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Assistant Professor, BIUCM	Member	
5.	Mrs Shweta Singh	Assistant Professor, BIUCM	Member	
6.	Ms Shalini Singh	Assistant Professor, BIUCM	Member	

The Minutes of the Meeting are as under:

1. The meeting was chaired by Dr Abnish Singh.
2. The review of the present BOS meeting, for the session 2024-25, on the points of Proposed Academic Calendar, Ordinance – B.A. (Mass Communication) Degree Programme under CBCS, Admission Ordinance, Examination Ordinance (Eligibility Criteria & Scheme for Internal Assessment, Credit-based Grading System for Assessment of Students), POs & COs, CBCS-based syllabus of B.A. (Mass Communication), Plan for Residency in Media House, Guidelines relating to Project Work, Panel of External and Internal Examiners, Question Paper Format, Result Analysis and Academic Events have been made accordingly.
3. All the above-mentioned points were discussed and approved without any change by the members of BOS. All the contents are recommended to be forwarded to the Controller of Examination/ the Registrar.
4. No other item/matter is raised by any member and proceeding is declared as closed with vote of thanks.

(Mrs Monika)
Convener

Ref. No.: BIU/CHJ/187 Aug 10, 2023

Office Circular / Notice

The meeting of Board of Studies/ Board of Faculty, BIU College of Humanities & Journalism, for the session 2023-24 is proposed to be convened as under –

Date	:	Aug 11, 2023
Venue	:	Board Room
Time	:	10 a.m. onwards

Agenda of Meeting

The following agenda is being proposed for discussion and approval in the meeting of Board of Studies/ Board of Faculty for the course of B.A. Mass Communication (Academic Session 2023-2024):

Proposed Agenda:

1. Proposed Academic Calendar/ Planner - B.A. (Mass Communication)
2. Ordinance – B.A. (Mass Communication)
3. Examination Ordinance (Including Eligibility Criteria & Scheme for Internal Assessment)
4. POs & COs
5. Syllabus of the course- B.A. (Mass Communication)
6. Plan for Residency in Media House
7. Result Analysis
8. Academic Events
9. Panel of External and Internal Examiners – B.A. (Mass Communication)
10. Question Paper Format – B.A. (Mass Communication)

Monika

(Monika)
Convener

Copy to:

- All the members of the Board of Studies/ BOF

Ref. No.: BIU/CHJ/190

Aug 11, 2023

ATTENDANCE SHEET

Date : Aug 11, 2023
Venue : Board Room
Time : 10 a.m. onwards

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Assistant Professor, BIUCM	Member	
5.	Ms Shivani Saxena	Assistant Professor, BIUCM	Member	

Monika

(Monika)
Convener

Aug 11, 2023

Ref. No.: BIU/CHJ/191

Minutes of Meeting

The meeting of Board of Studies/ Board of Faculty for the session of 2023-24 was held on Aug 11, 2023 at 10 a.m. onwards at College Board Room to discuss the matters as listed in the agenda:

The following members of Board of Studies/ Board of Faculty were present:

S.No.	Name	Designation		Signature
1.	Dr. Abnish Singh	Prof. & Principal, BIUCHJ	Chair-person	
2.	Dr. Pushpendra Kannojia	Prof. & Principal, BIUPS	External Member	
3.	Dr Sunil Kumar Singh	Professor, BIUCHJ	Member	
4.	Mr Atul Babu	Asstt Professor, BIUCM	Member	
5.	Ms Shivani Saxena	Asstt Professor, BIUCM	Member	

The Minutes of the Meeting are as under:

1. The meeting was chaired by Dr Abnish Singh.
2. The review of the present BOS/ BOF meeting, for the session 2023-24, on the topics of academic calendar, syllabus and examination have been made accordingly.
3. The Academic Calendar of B.A. (Mass Communication) program was discussed and approved without any change.
4. The POs & Cos along with the syllabus of the course- B.A. (Mass Communication), Plan for Residency in Media House, Result Analysis and Academic Events were discussed and approved without any change.
5. Panel of examiners (Internal & External) for Theory Evaluation and Question Paper Setting (subject-wise) of were discussed for B.A. (Mass Communication) program. The panel is approved and recommended to be forwarded to the Controller of Examination/ the Registrar.
6. The Question Paper Format - B.A. (Mass Communication) was discussed and approved without any change. The format is recommended to be forwarded to the Controller of Examination/ the Registrar.
7. The Ordinance – B.A. (Mass Communication) was discussed and approved without any change. The Ordinance is recommended to be forwarded to the Controller of Examination/ the Registrar.

8. Examination Ordinance (Including Eligibility Criteria & Scheme for Internal Assessment)– B.A. (Mass Communication) was discussed and approved without any change. The Criteria and the scheme are recommended to be forwarded to the Controller of Examination/ the Registrar.
9. No other item/matter is raised by any member and proceeding is declared as closed with vote of thanks.

Monika

(Monika)
Convener

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Communication and Mass Media

Unit I
Communication: Definition, Meaning and Concept; Importance, Functions and Process of Communication; Levels of Communication; Types of Communication: Verbal and Non-verbal, Barriers of Communication, 7 C's of Communication

Unit II
Communication Theories: Concept, Need and Importance; Types of Theory: Two Step and Multi Step Theory, Bullet Theory, Hypodermic Needle Theory, Normative Theory and Seibert Theory; Communication Models: Concept, Need and Importance; Types of Model: Models of Aristotle, Shannon and Weaver, Harold D. Lasswell, Osgood, Wilber Schramm, George Gerbner

Unit III
Mass Media: Meaning, Concept and Types; Role, Objectives and Functions of Mass Media; Introduction to Indian Press; Origin and Development of Newspaper and Magazine in India; Brief History of Electronic Media in India: Radio, TV, Audio, Video, Internet, Mobile Phone

Unit IV
Dimensions of Mass Media: Mass Media as Fourth Pillar of Democracy; Mass Media in Rural-Urban Divide; Mass Culture: Meaning and Concept; Perspectives, Objectives and Features of Mass Culture; Relation between Mass Media and Mass Culture and their Development

Unit V
Mass Media and New Age: Changing Trends under the Process of Globalization; Private and Public Mass Media; Technology in the Development of Mass Media; Mass Media and Market: Nature, Relation and Expansion; Mass Media and Social Issues; Mass Media and Ethical Issues

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Andal N and Rangarajan C : *Communications Theories And Models*
- K.B. Dutta : *Mass Media in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Kewal J Kumar : *Mass Communication in India*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Mass Communication: Concepts and Processes

Unit I
Mass Communication: Definition, Concept, Characteristics and Process; Functions of Mass Communication: Persuade, Inform, Educate and Entertain; Other Functions of Mass Communication; Impact and Influence of Mass Communication

Unit II
Mass Communication and Effects Paradigms: Meaning and Concept; Types of Effects Paradigms: Direct Effects, Mass Society Effects, Propaganda Limited Effects, Individual Difference Effects, Personal Influence Theory

Unit III
Mass Communication and Mass Culture: Meaning and Concept, Agenda Setting, Spiral of Silence, Cultivation Analysis, Critiques of the Effects Paradigm; Emergence of Alternative Paradigm and Mass Culture

Unit IV
Theories of Mass Communication: Meaning and Concept; Types of Theories: Cognitive, Dissonance, Agenda Setting, Cultivation, Authoritarian, Libertarian, Social Responsibility, Soviet Communist, Uses and Gratification Theory

Unit V
Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, Mobiles. Advertising, Public Relations and Public Affairs, Traditional and Folk Media, Media and Modern Society, Media and Democracy

Readings:

- Baldev Raj Gupta : *Mass Communication and Development*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Denis McQuali : *Mass Communication Theory*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Introduction to Print Media

Unit I
Introduction to Print Media: Meaning, Concept and Brief History; Printing Technologies in Early Ages: Mesopotamian, China, Egypt; Gutenberg and Printing Press; Print Media as a Propaganda Tool for Religion; Evolution of Print as News Medium

Unit II
Anglo-Indian Press: Concept and Perspectives; James Augustus Hicky and the Bengal Gazette, Other Early Newspapers of Calcutta, Madras and Bombay; British Control on Freedom of Press; Role of Newspaper in India's Struggle for Independence; Indian Language Press (Early Years); Bangla, Marathi, Hindi, Tamil and Urdu: Prominent Newspapers and Magazines and their Editors

Unit III
Development of Print Media: Evolution during Initial Years of Freedom; Indian Government's Take On Freedom of Press: Objectionable Matters Act; Growth of National Press: English and Hindi; Press Censorship during Emergency; Underground Press and Literature; During Emergency: Over Ground Publishers; Take On Emergency; Press Code and Ethics in India

Unit IV
News Agencies in India (History, Functions and Role): PTI, UNI, UNI-Varta, Bhasa; International News Agencies and Transnational Dominance: Reuters, AP, AFP, UPI, and TASS; Government Media Organizations: PIB, Photo Division, DAVP, RNI; Other Media Related Organizations: ABC, INS, Editors Guild, IFWJ, NUJ, PII, NBA

Unit V
Economics of Print Media: Concept and Current Perspectives; Indian Newspaper Industry's Growth; Statistics of Indian Print Media; Ownership Pattern of Newspapers in India; The Great Migration of Print Media; The Future of Print Media in India

Readings:

- Abhijit Gupta and Chakravorty Swapan : *Print Areas: Book History in India*
- K.B. Dutta ; *Mass Media in India*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Communicative English

Unit I
Remedial Grammar: Sentence and its Kinds; Subject and Predicate; Tense and its Kinds, Usage of Tenses; Voice: Active and Passive; Degrees of Comprehension; Communicative Exercises on these Topics

Unit II
Communication: Meaning, Concept and Process; Types of Communication; Verbal Communication and LSRW; Listening and Speaking: Meaning, Concept and Characteristics; Reading and Writing: Meaning, Concept and Characteristics

Unit III
Non-verbal Communication: Kinesics, Proxemics, Chronemics, Haptics; Skimming and Scanning; Note-taking and Note-making; Writing Short Messages and E Mails; Preparing Notes and Reports based on Visuals; Preparing Notice, Agenda, Minutes of Meeting .

Unit IV
Writing of Small Articles; Writing of Summaries and Reviews of Movies and Books; Vocabulary Building: Words Often Confused and Misused, Synonyms, Antonyms, One Word Substitution

Unit V
Translation of Short and Simple Passages: From Hindi into English; Providing Captions for Photos and Pictures; Providing Titles for Unseen Passages; Presenting Different Aspects of Debatable Topics

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Lina Mukhopadhyay, et al. : *Polyskills: A Course in Communication Skills and Life Skills*
- Michael Swan : *Practical English Usage*
- Daniel Jones : *English Pronouncing Dictionary*
- H.H. Stern : *Fundamental Concepts of Language Teaching*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester I

Communicative Hindi

Unit I

भाषा : परिभाषा, महत्व, विशेषताएँ, संक्षिप्त इतिहास; भाषा एवं समाज; भाषा एवं संस्कृति; शब्द रचना एवं प्रयोग; शब्द और वाक्य।

Unit II

वाक्य-रचना एवं प्रकार; सामान्य विधियाँ; संज्ञा, सर्वनाम, क्रिया, विशेषण; वाक्य और कल्पना; वाक्य और अनुभव।

Unit III

कहावतें, मुहावरे, अलंकार; हिंदी की प्रमुख बोलियाँ- अवधी, ब्रजभाषा, छत्तीसगढ़ी, मालवी, बुंदेलखंडी, बघेली, राजस्थानी, भोजपुरी, मैथिली आदि से संक्षिप्त परिचय।

Unit IV

मीडिया की भाषा; मीडिया में भाषा का उपयोग एवं महत्व; मीडिया की भाषा की प्रकृति एवं विशेषताएँ; समाचारों में प्रयोग होने वाले शब्द; विज्ञापन में उपयोग होने वाले लोकप्रिय शब्द; मीडिया की भाषा; भाषा : नए प्रचलन एवं प्रयोग; मीडिया भाषा में अंतर; मीडिया की भाषायी समस्या।

Unit V

भाषा व्यवहार : सरकारी पत्राचार, टिप्पणी तथा मसौदा-लेखन, सरकारी तथा व्यावसायिक पत्र-लेखन।

Readings:

- डॉ धीरेंद्र वर्मा : *हिंदी भाषा का इतिहास*
- डॉ उदय नारायण तिवारी : *हिंदी भाषा का उद्भव और विकास*
- राम विनायक सिंह : *हिंदी में सरकारी कामकाज*
- डॉ पूरणचंद्र टंडन : *भाषा अनुप्रयोग*
- भोलानाथ तिवारी : *अनुवाद विज्ञान*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester II

Reporting Techniques and Skills

Unit I
Gathering the News: Concept, Perspectives, Functions and News Sources; Reporter: Training and Qualifications to be a Reporter; News Reporting: Taking Notes, Interviews and Data Collection; Main Elements of News; Methods of News Reporting: Investigative or Interpretative Reporting; Organizing the Information: Writing and Editing

Unit II
Skills for Writing News: Concept and Perspectives; Basic Formula for Writing: The Inverted Pyramid; News Lead: Meaning and Concept; Types of Lead: The Summary Lead and No News Lead; Thinking through the Lead: Finding the Appropriate Verb, Organizing the Facts, Time Elements

Unit III
Some Other Aspects of the Lead: Datelines, Credit Lines, Bylines; Headline: Meaning and Concept; Four Functions of a Headline; Techniques for Making Headline; Organization of Topics of Mass Media

Unit IV
Reporting: Concept and Features; Types of Reporting: Crime Reporting, Court Reporting, Health Reporting, Civic Reporting, Political Reporting, Business Reporting, Science and Technology Reporting, Sports Reporting, Culture Reporting, Education Reporting; Reporting Techniques and Skills; Development Reporting

Unit V
Writing the Story: Concept, Attribution, Identification, Time and Timeliness; Process of Writing the Story; Magazine Writing; Obituary Writing; Article Writing; Editorial Writing; Writing Letter to Editor; Writing Critique; Writing Review; New Paradigm Features

Readings:

- George Hough : *News Writing*
- M.V. Kamath : *The Professional Journalism*
- M.V. Kamath : *The Journalist's Handbook*
- Miles Maguire : *Advanced Reporting: Essential Skills for 21st Century Journalism*
- Ted White : *Broadcast News: Writing, Reporting, and Producing*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester II

Editing, Layout and Design

Unit I
Editing: Meaning and Concept; Nature and Need for Editing; Principles of Editing; Editorial Desk; Functions of Editorial Desk; Copy-editing: Preparation of Copy for Media, Style Sheet, Editing Symbols, Proof Reading Symbols and their Significance

Unit II
Editorial Board: Meaning and Motives; Functions and Qualifications of Editor-in-Chief, Editor, Associate Editor, Assistant Editor and Technical Staff; Copy Selection and Copy Testing; Structure and Functions of Newsroom of a Daily/Weekly Newspaper, Periodical, News Channel, Online News Portal; Different Sections of Newsroom and their Functions

Unit III
Text Designing: Meaning, Concept, Principles and Techniques; Photo Designing: Meaning, Concept, Principles and Techniques; Audio-Video Designing: Meaning, Concept, Principles and Techniques; Web Designing and Colour Techniques

Unit IV
Layout and Design: Concept and Functions; Principles of Layout and Design; Printing/Publishing Technology: DTP, Page Making, Calligraphy and Typography, Video Making; Role and Responsibility of Designers

Unit V
Printing: Meaning and Concept; Types of Printing: Digital Printing, Offset Printing, Flexography, Letterpress Printing, Screen Printing; Stages of Making a Newspaper, Magazine, Web Pages; Relationship between Editing, Layout and Designing

Readings:

- Jan White : *Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers*
- The Society for News Design : *The Best of News Design*
- F.W. Hodgson : *New Subediting: For Quark Users* (Media Manuals Series)
- K.V. Krishnaswamy : *Writing and Editing News (Studies in Journalism)*
- Jessica Glaser : *Graphic Design Exercise Book*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester II

Basics of Camera, Light and Sound

Unit I
Camera: Meaning, Concept and Functions; Video Camera; Workings and Types of Video Camera; Different Types of Shots: Extreme Wide Shot, Very Wide Shot, Wide Shot, Medium Shot, Medium Close Up, Close Up, Extreme Close Up; Cutaway Shot, Cut-in Shot, Noddy Shot, Point of View Shot, Weather Shot, Aerial Shot; Camera Angles

Unit II
Camera Movements: Zoom, Pan, Tilt, Dolly, Truck, Pedestal, Track, Rack Focus; Lenses: Definition, Features and Functions; Different Types of Lenses: Wide Angle Lenses, Fisheye Lenses, Telephoto Lenses, Macro Lenses, Tilt Shift Lenses; Applications of Lenses; Camera and Creativity

Unit III
Lighting: Meaning, Concept and Functions; Types of Lighting; Basics of Lighting: Studio Lighting, Modeling Lamp, Consistency, Power; Techniques of Lighting; Videography and Photography Lighting: Direction, Lighting Set-up, Lighting Rules; Multi-Temp, Use of Filters and Reflectors; Difference between Lighting (Ultra-soft Lighting) and Lights (Hard and Soft)

Unit IV
Light: Definition and Perspectives; Kinds of Light; Basics of Light; Light for Photography or Videography; Essentials for Light Control; Coherence Quality, Color Temperature and Intensity; Multi-Temp Light for Photography or Videography; Lights for Different Jobs

Unit V
Sound: Meaning, Concept and Functions; Unit of Sound; Voicing; Sound Editing Techniques; Use of Audio Mixers for Recording and Editing of Sound; Microphones and its Types; Major Microphone Designs; Sound and Camera

Readings:

- G.C. Awasthy : *Broadcasting in India*
- K.R. Mullick : *Tangled Tapes: The Inside Story of Indian Broadcasting*
- Srinivas Melkote and Binod C. Agarwal : *Satellite Television in Asia*
- Gerald Millerson : *Video Camera Techniques*
- Fil Hunter, Steven Biver, et al : *Light Science and Magic: An Introduction to Photographic Lighting*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester II

Indian Constitution, Politics and Economy

Unit I
Indian Constitution: Concept and Characteristics; Preamble to the Constitution of India: An Insight; Requisites of the Preamble: Sovereign, Socialist, Secular, Democratic, Republic, Justice, Liberty, Equality, Fraternity; Indian Constitution and National Goals; Important Sources of the Indian Constitution

Unit II
Directive Principles of State Policy: Concept, Characteristics, Directives and Implementation; Fundamental Rights: Concept, Characteristics and Implementation; Fundamental Duties: Concept, Characteristics and Implementation; Citizenship; Grass Root Democracy; Procedure for Amendments in Indian Constitution

Unit III
Structure of Government: The Executive, The Judiciary, The Legislature- Concepts, Powers and Functions; The President and The Prime Minister: Powers, Functions and Responsibilities; Election Commission of India: Electoral System, Electoral Process, Eligibility to be an Elector, Electoral Rolls; Need for Electoral Reforms

Unit IV
Indian Politics: Concept and Features; Political Parties and Alliances: Types of Political Parties, Party Proliferation, Alliances, Candidate Selection; Local Governance; Role of Political Parties; Political Issues: Social Issues, Economic Issues, Law and Order; High Political Offices in India; State Governments; Dynasties in Indian Politics; Lobbying, Trade Unionism, Internal Freedom

Unit V
Indian Economy: Concept and Current Trends; Economic Development: Concept and General Perspectives; Characteristics of Development; India as a Developing Economy; Strategies of Development; Developed vs. Undeveloped Economy; Aspects of Human Development: Education, Poverty and Inequality of Income Distribution with special reference to India

Readings:

- D.D. Basu : *Indian Constitution*
- Peu Ghosh : *Indian Government and Politics*
- M. Laxmikant : *Indian Polity*
- Bipin Chandra : *History of Modern India*
- Gaurav Datt and Ashwani Mahajan : *Indian Economy*
- Ramesh Singh : *Indian Economy: For UPSC Civil Services & Other State PSC Examinations*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester II

Computer for Mass Communication

Unit I
Computer: Concepts, Importance and Characteristics; Computer Applications: Computer Applications in Business, Finance, Marketing, Production, Office Automation and Mass Communication; Computer and Human Mind

Unit II
Computer: Fundamentals and Terminologies; Classification of Computers; Basic Principles of Operation of Digital Computer: Input Unit, Central Processing Unit, Output Unit, Computer System, Computer Virus; Development of Computers and Computer Generations; Computer Number System

Unit III
Windows: Concept, Characteristics and Basic Commands; Components of MS-Office, MS-Word, MS-Excel and MS-Power Point; Basic Applications of MS-Office, MS-Word, MS-Excel and MS-Power Point

Unit IV
Page Maker: Concept and Components; Interfacing, Working with Text, Page Setup, Printing, Formatting Techniques; Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines, Text Creation and Alignment, Bitmap Graphics, Conversions, Graphs, COREL SHOW, Cartoons; Use of Colors in Publishing Concepts

Unit V
Page Layout: Concept and Characteristics; Adobe Page Maker, MS Publisher, Quark Press; Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for Presentations, Macro Media Free Hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media Fireworks

Readings:

- R. Sarvana Kumar : *Introduction to Information Technology*
- V.K. Jain : *'O' Level*
- P.K. Sinha : *Computer Fundamental*
- Foster D. Coburn : *Corel Draw*
- D.P. Mukherjee : *Fundamentals of Computer Graphics*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester III

Media, Society and Culture

Unit I
Media and Society: Concept and Characteristics; Media and Social Change; Media and Development; Political Economy of Media; Media Literacy; Media on Education; Media and Family; Media and National Integration; Media and Gender; Media and Human Rights; Media and Environmental Issues

Unit II
Media and Culture: Concept and Characteristics; Culture as a Social Institution; Popular Culture and Mass Culture; Mass Society; Culture Industry; Cultural Communication: Inter and Intra Cultural Communication; Media and Cultural Manufacture

Unit III
Corporate Culture and Media; Medium as the Message; Technological Transitions and Media Industries; Media and Consumerism, Communication Industries and Cultural Imperialism; Cultural Pluralism

Unit IV
Media and Representations: Concept and Characteristics; Media and Men; Media and Women; Media and Children; Media and the Youth; Media and the Marginalized; Media in the Era of Information Age; Social Media and Protest Movements

Unit V
Information and Communication as a Tool of Equality and Exploitation; International News Flow; Issues in International Communication; International News Agencies and Syndicates; Mac Bride's Commission Report; Impact of Globalization on Media Systems; Trans-national Media Ownership; Gaming Industry

Readings:

- John B Thompson : *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*
- Michael Gurevitch and Tony Bennet : *Culture, Media and Society*
- John Fiske : *Introduction to Communication Studies*
- John Heartly : *Communication, Culture and Media Studies: Key Concepts*
- Om Gupta : *Media Society and Culture*

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester III

Introduction to Electronic Media

Unit I
Electronic Media: Concept, Characteristics and Current Trends; Brief History of Electronic Media; Broadcast in India- A Retrospect; Objectives and Policies of A.I.R; Committees on Broadcasting: Chanda Committee, Vargeese Committee, etc; Prasar Bharti Act; Radio Programme Format and Composition of News Bulletins

Unit II
Familiarization with AIR Station; News Studio and News Room including Recorders and Microphones; Elements of News Reporting; Writing and Functioning of AIR News Services; Traits of News Reporter and News Editor; A.I.R. Code and General Guidelines; Art of Interviewing and Conduction of News Discussions; Special Audience Programmes

Unit III
T.V. Broadcasting: Concept and Characteristics; Brief History of T.V.; B'casting in India and the World; SITE Experiment; General Activities and a T.V. Centre; Expansion and Reach of T.V. Media; Programme Pattern of Different D.D. Channels; Private News Channels

Unit IV
Elements of T.V. News and General Guidelines; Concept of Credibility in News Reporting; Technicalities of T.V. News Script; Art of T.V. Interviews and Discussions; T.V. News Presentation Skills

Unit V
Web Journalism: Concept and Characteristics; Internet and its Functions; Major News Portals of the Country; Major Newspapers, Magazines and their E-Papers on Internet; Competitive Role of Print Medium; Channel Medium and Internet Medium in our Society

Readings:

- Musburger and Robert B. : *An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres*
- P.C. Chattergee : *Broadcasting in India*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- U.L Baruah : *This is ALL India Radio*
- George A. Hough : *News Writing*
- Jim Foust : *Online Journalism: Principles and Practices of News for the Web*

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B.A. (Mass Communication) – Semester III

New Media and Cyber Journalism

Unit I
New Media: Concept and Characteristics; Internet, World Wide Web (WWW), Search Engines; Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks; Overview of the New Media Industry; Digital Tools for Journalists; Overview of Open Source Culture and Software; Open Source Licenses (Creative Commons); Security Issues in using Digital Technology (Malware, Phishing, Identity Theft)

Unit II
New Media Journalism: News on the Web; Emerging News delivery Vehicles; Integrated Newsroom; Data Journalism: Computer Assisted Reporting (CAR), Visualization of Data, Open Source Data Collection and Analysis; Challenges and Opportunities for a Newsman: Gatekeepers to News Guides; Awareness regarding Techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit III
Social Media and Citizen Journalism: Social Networking; Social Profile Management Products: Twitter, Facebook, LinkedIn, Whatsapp; Social Collaboration: Virtual Community, Wikis, Blogs, Instant Messaging, Collaborative Office and Crowd Sourcing; Social Publishing: Flickr, Instagram, YouTube, Sound Cloud; Blogging: A Brief History of Blogs, Blogs as Narratives

Unit IV
Writing for New Media: Digital Story-telling Formats; Content Writing, Editing, Reporting and its Management; Structure of a Web Report; Content for Different Delivery Vehicles; Multi-Media and Interactivity; Writing with Hyperlinks; Content Management and Content Management Systems; Storyboarding and Planning; Planning and Designing of WebPages, E-newspaper, E-magazine

Unit V
Mobile Journalism: Concept and Characteristics; Mobile Story-telling; Shooting on and for Mobile Phones; Overcoming Limitations of Mobile Phones; Editing on Mobile Phones; Ethics and Best Practices in Mobile Journalism; Workshops: Data Journalism, Digital Marketing, Mobile Journalism, Google News-lab

Readings:

- P.D. Marshall : *New Media Cultures*
- Dewdney and P. Ride : *The New Media Handbook*
- M. Ward : *Journalism Online*
- K.M. Shrivastava : *Social Media in Business and Governance*
- S. Narayan : *India Connected: Mapping the Impact of New Media*

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B.A. (Mass Communication) – Semester III

Introduction to Audio-Visual Media

Unit I
Audio-radio: Concept, Characteristics and Historical Perspectives (with Special Reference to India); Major Types: Commercial Radio and Educational Radio; Emerging Trends: AM, FM, Franchising, Community Radio; Ownership and its Types; Audience Analysis

Unit II
Television: Concept, Characteristics and Historical Background (with Special Reference to India); Ownership and Organizational Structures of Doordarshan, Satellite Television Channels, Cable Television, Educational Television, Commercial Television

Unit III
Films: Concept, Characteristics and Historical Background (with Special Reference to India); Technical Aspects of Film Production; Film Industry in India: Status Issues and other Problems; Regional Cinema and its Future Prospects

Unit IV
Writing for Radio: Finer Aspects of Radio Language; Production Methods for Radio; Finer Aspects of Television Script Writing; Narration–Production Techniques; Film Language and Grammar

Unit V
Media Language: Concept and Current Trends; Impact of New Technology on News, Features, Talks, Commercials and Interviews; Writing Techniques for News, Interviews, Documentaries, Short Talks and Film Script

Readings:

- Shipra Kundra : *Basic Audio-visual Media*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- Lúcia Nagib and Cecília Mello : *Realism and the Audiovisual Media*
- Louise Fryer : *An Introduction to Audio Description: A Practical Guide (Translation Practices Explained)*
- Scott K Halbritter and Bump Halbritter : *Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers (New Media Theory)*

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B.A. (Mass Communication) – Semester III

Radio Programme Production

Unit I
Radio: Meaning and Concept; Characteristics of Radio as a Mass Communication Medium; Radio Studio Set-Up; Audio Equipments: Microphone, Console, Recording Equipment; Nature and Scope of Radio Production; Nature of Sound; Sound Effects; Sound Recording Techniques

Unit II
Radio Programmes: Need and Significance; Requisites for Writing and Production of Different Radio Programmes: Talk, Interview, Discussion, Play, Feature, Documentary, Phone–in, Radio Bridges, etc; Radio Broadcast Facilities and Nature of Transmission

Unit III
Radio News: Meaning and Concept; Characteristics of Radio News: How it is Different from Print and TV News; Techniques for News Gathering; Essentials for News Editing; Newsroom and its Functioning; News Pool, Actualities, Raw Sound, Voice Over, Sound Byte

Unit IV
Radio Stations: Structure and Functioning; Introduction to AIR and Private Radio Stations; Special Audience Programmes on AIR; Audio Editing Techniques for Different Programmes; Codes related to Broadcasting

Unit V
Projects on Radio Programme Production: Commercial/PSA Package: Produce a 60sec. and a 30sec. spot package using the theme of your choice. Typed script and tapes/minidisks must be submitted IN 15pts; Midnight Special: Produce a 10-15 minute radio "Midnight Special" featuring the songs of a favorite performer; Radio Play: Write and Produce an original radio play (comedy or drama) lasting a minimum of eight minutes and not more than 30 minutes

Readings:

- Jan R Hakemulder, et al : *Radio and TV Journalism*
- Stanley R. Alten : *Audio in Media*
- Robert McLeish : *Radio Production*
- Vir Bala Aggarwal & V.S. Gupta : *Handbook of Journalism and Mass Communications*
- K.M. Srivastava : *Radio and TV Journalism*

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B.A. (Mass Communication) – Semester IV

World Media Scenario

Unit I
World Media Scenario: Meaning and Concept; Historical Background (Since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non-Aligned Block and its Relevance); Colonization of Communication; 10% Population dominating 90% of Global News Agencies

Unit II
Integration between Information and Armament; Close Encounters between Information and Armament/Media and Military; Use of Media by Power Blocks, Super Power; Demand for a New Information Order by Developing Countries; Bilateral, Multi-lateral and Regional Information Corporation

Unit III
Non-Aligned News Pool; Struggle for News between Developing and Developed Countries; Barriers to the Flow of News; International Practices on Visual Coverage and Regulation in Media Exchange

Unit IV
UN Resolutions on Media related Issues; The Gandhian Approach; The New Information Age; Media Migrants dominating Global Media; Reality of Global Media

Unit V
Global Campaign; Global Consumer Research; Global Media Environment: Global Electronic Media, Global Print Media, Global New Media; Ethical and Legal Considerations in Global Media Environment; Impact of Technology on Ethical Perspectives

Readings:

- Lee Artz, Yahya R. Kamalipour, et al : *The Media Globe: Trends in International Mass Media* M.K. Rampal : *Global Comparative Media*
- Ratnesh Dwivedi : *Mass Media and Communication in Global Scenario*
- Toby Miller and Marwan M. Kraidy : *Global Media Studies*
- De Prato, et al : *Digital Media Worlds: The New Economy of Media*

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B.A. (Mass Communication) – Semester IV

Media Industry and Management

Unit I
Media Management: Concept, Origin and Growth; Fundamentals of Management; Management School of Thought; Media Management Practices followed by Indian and Global Media Organizations

Unit II
Media Industry as Manufacturer: Meaning and Concept; Manufacturing Consent and Process; News and Content Management; Market Forces, Performance Evaluation (TAM, TRP, BARC and HITS) and Market Shifts; Changing Ownership Patterns

Unit III
Structure of News Media Organizations in India: Role, Responsibilities and Hierarchy; Workflow and Need of Management; Shift Patterns, Circulation and Guidelines; Equipments and Personnel; Problems of Finance

Unit IV
Media Economics: Meaning and Concept; Economic Thought; Theoretical Foundations; Issue and Concerns; Capital Inflow; Budgeting; Media Management: Financial Management, Personnel Management, Strategic Management; Marketing: Process, Promotion and Evaluation; Media Audiences and Credibility

Unit V
Visionary Leadership: Meaning and Concept, Essentials for a Good Leader; Qualities and Functions of Media Managers; Case Studies: Indian and International Media Giants; Cross-media Platforms: Issues and Impediments; Corporate Ties and Audience Centric Approaches

Readings:

- Vinita Kohli Khandeka : *Indian Media Business*
- Pradip Ninan Thomas : *Political Economy of Communications in India*
- Lucy Kung : *Strategic Management in Media*
- Dennis F. Herrick : *Media Management in the Age of Giants*
- Jennifer Holt and Alisa Perren (Ed.) : *Media Industries; History, Theory and Method*
- John M. Lavine and Daniel B. Wackman : *Managing Media Organizations*

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B.A. (Mass Communication) – Semester IV

Media Ethics and Laws

Unit I
Ethical Framework and Media Practice: Concept and Characteristics; Freedom of Expression (Article 19(1)(a) and Article 19(1)2); Freedom of Expression and Defamation; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media Ethics and Cultural Dependence; Attack on Freedom of Artists and Authors

Unit II
Media Technology and Ethical Parameters: Concept and Characteristics; Live Reporting and Ethics; Legality and Ethicality of Sting Operations; Ethical Issues in Social Media (IT Act 2000, Sec 66 A and the Verdict of the Supreme Court); Discussion of Important Cases; Some Related Laws: Relevant Sections of Broadcast Bill, NBA Guidelines

Unit III
Representation and Ethics: Concept and Characteristics; Advertisement and Women Pornography; Related Laws and Case Studies; Indecent Representation of Women Act (1986 and 1987), Protection of Women against Sexual Harassment Bill (2007, Sec 67 of IT Act 2000 and 292 IPC)

Unit IV
Media and Regulation: Concept and Characteristics; Regulatory Bodies; Codes and Ethical Guidelines; Self Regulation; Media Content: Debates on Morality and Accountability– Taste, Culture and Taboo; Censorship and Media Debates

Unit V
Media and Social Responsibility: Concept and Characteristics; Economic Pressures; Media Reportage of Marginalized Sections: Children, Dalits, Tribals, Gender; Media Coverage of Violence and Related Laws– Inflammatory Writing (IPC 353), Sedition— Incitement to Violence, Hate Speech; Relevant Case Studies– Muzaffarpur Riots, Attack on Civil Liberties of Individuals and Social Activists

Readings:

- Thakurta and Paranjoy Guha : *Media Ethics*
- Austin Sarat : *Where Law Meets Popular Culture*
- Vikram Raghvan : *Communication Law in India*
- Iyer Vekat : *Mass Media Laws and Regulations in India*
- Raminder Kaur and William Mazzarella ; *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*

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B.A. (Mass Communication) – Semester IV

Fundamentals of Film

Unit I
Language of Film: Concept and Objectives; Focus on Visual Language– Shot, Scene, Mis-en-scene, Deep Focus, Continuity Editing, Montage; Focus on Sound and Colour– Diegetic and Non-diegetic Sound, Off Screen Sound, Sync and Non-sync Sound; Use of Colour as a Stylistic Element (Reference Films: Rear Window, Battleship and Man with a Movie Camera)

Unit II
Film Form and Style: Concept and Principles; Classical Hollywood Cinema: Style, Genre and Historical Perspectives; German Expressionism and Film Noir; Italian Neo-realism; French New-Wave (Reference Films: Germany Year Zero, Metropolis and Double Indemnity)

Unit III
Alternative Visions: Concept and Principles; Third Cinema and Non-fiction Cinema; Introduction to Feminist Film Theory; Auteur–Film Authorship with a special focus on Ray or Kurusawa (Reference Film: Pather Panchali and The Hour of the Furnaces)

Unit IV
Hindi Film: Concept and Principles; Early Cinema and the Studio Era; 1950s– Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema; Film Culture (Reference Films: Nishant, Aakrosh and Pyaasa)

Unit V
Silent Film: Primitive and Pioneers– Films from 1895-1910 (Reference Films: Films by Lumiere Bros: A Trip To The Moon, The Great Train Robbery); Narrative Cinema and Institutional Mode of Representation– D.W. Griffith (Reference Films: The Birth of a Nation)

Readings:

- Andre Bazin : *What is Cinema*
- Sergei Eisenstein : *Film Form: Essays in Film*
- Philip Rosen, ed. : *Narrative, Apparatus, Ideology*
- Paul Schraeder : *Movies and Mass Culture*
- Richard Dyer : *Film and Theory: An Anthology*
- Madhava Prasad : *Ideology of Hindi Film*
- Anandam P. Kavoori and Aswin Punanthambekar, eds. : *Global Bollywood*

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B.A. (Mass Communication) – Semester IV

Documentary Production

Unit I
Documentary: Concept and Characteristics; Introduction to Realism Debate; Observational and Verite Documentary; Introduction to Shooting Styles; Introduction to Editing Styles; Structure and Scripting the Documentary

Unit II
Documentary Production: Concept and Characteristics; Pre-Production; Researching the Documentary– Research: Library, Archives, Location, Life-Stories, Ethnography; Writing a Concept: Telling a Story; Treatment; Writing a Proposal and Budgeting

Unit III
World Documentary: Concept and Historical Journey (Reference Documentary: Dziga Vertov: Man with the Movie Camera, Robert Flaherty: Nanook of the North, Joris Ivens: Spanish Earth, Bart Hanstra: Zoo, Glass

Unit IV
Indian Documentary: Historical Journey, Films Division, Independent Filmmakers; Direct Cinema; Cinema Verite; British Documentary; Propaganda Documentary (Reference Film: The Triumph of the Will)

Unit V
Ethics and Aesthetics of Documentary: Concept and Characteristics; Film Analysis: Tips and Techniques; Film Analysis of Night and Fog, Rabindranath Tagore, Planet Earth (TV Series); Shooting a Short Film (5-6 minutes) and Editing the same

Readings:
Erik Barnow and Krishnaswamy Documentary
Charles Musser : *The Oxford History of World Cinema*
Michael Renov, ed. : *Theorizing Documentary*
Trisha Das : *How to Write a Documentary*

Suggested Screenings:
Michael Moore: *Roger and Me*
Robert J Flaherty : *Nanook of the North*
Basil Wright : *Nightmail*
Anand Patwardhan : *Bombay Our City*
Nishtha Jain : *City of Photos*

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B.A. (Mass Communication) – Semester IV
Environmental Sciences

Hours: 2 Max Marks: 30

Unit I
Introduction to Earth: Surface, and Structure; Atmosphere: Composition and Structure; Ocean, Land, Rivers and Glaciers; Air, Water and Soil; Environment- Elements, Scope; Social Inequalities: Inequalities of Race, Class, Gender, Region, State and Nation; Introduction to Soil, Structure, Resources of Soil, Soil Pollution and Degradation: Causes, Types and Solutions, Recycling of Soil Nutrients, Effect of Soil Pollution on Environment, Vegetation and other Life Forms, Control Strategies

Unit II
Air: Pollution Sources, Types of Pollutants (primary and secondary), Monitoring and Standards (National Ambient Air Quality Standards of India), Air Quality Index and associate Health Impact, Smog, Effects of different pollutants on Human Health and Control Measures, Indoor Air Pollution: Sources and Effects, Noise Pollution: Sources and Permissible Ambient Noise Levels; Effect on Communication, Impacts on Life Forms and Humans, Control Measures

Unit III
Water: Surface and Ground Water; Water Table; Vertical Distribution of Water, Groundwater Recharge; River Structure and Patterns; Rain Water Harvesting in Urban Settings; Surface and Ground Water Pollution; Pollution Sources: Freshwater, Surface Water and Ground Water Pollution; Water Quality Parameters and Standards; COD, BOD, DO; Effect of Water Contaminants on Human Health; Water-borne Diseases

Unit IV
Ecology: Basic Concepts and Definitions, Ecology of Populations and Communities, Concept of Population and Meta-population; Population Growth: Ecological Succession: Ecosystems, Resistance and Resilience; Ecosystem: Definition, Components of Ecosystem, Types of Ecosystem: Forest, Grassland, Estuarine, Marine, Desert, Wetlands; Global Warming and Climate Change; Ozone Layer: Importance, Depletion and Causes; Effects of Ozone Depletion

Unit V
Urbanization and Environment: Production and Consumption oriented Approaches to Environmental Issues in Indian as well as Global Context; Impact of Industry and Technology on Environment: Urban Sprawl, Traffic and Social-economic Problems; Legislation in India- National Green Tribunal, Legal Definitions: Environmental Pollution, Natural Resource, Biodiversity, Forest, and Sustainable Development, Environmental Ethics, Environmental, Ecological and Social Justice

Readings:

- Kishor R Pawar and Sachin B Narkhede: *Environmental Sciences*
- Benny Joseph: *Environmental Science and Engineering*
- Anubha Kaushik and C. P. Kaushik: *Perspectives in Environmental Studies*
- R. Rajagopalan: *Environmental Studies: From Crisis To Cure*
- Dr Avnish Chauhan: *Environmental Science*

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B.A. (Mass Communication) – Semester V

Corporate Communication

Unit I
Corporate Communication: Concept, Characteristics and Process; Historical Background of CC; Growth of CC in India; CC as a Management Function; Campaign Planning, Management and Execution; Role of CC in Crisis Communication and Disaster Management

Unit II
Stages of CC: Planning, Implementation, Research, Evaluation; CC Practitioners and Media Relations: Press Interview, Press Releases, Organizing Press Conferences, Facility Visits and other CC tools; Proactive and Reactive Media Relations; Ethical Aspects in Media Relations

Unit III
Communication with Publics: Internal and External; Community Relations; Employee Relations; Shareholder Relations; Dealer Relations; CC for MNCs; CC for Hospitals; CC for Charitable Institutions; CC for NGOs; CC for Educational Institutions

Unit IV
Corporate Identity Building: Concepts, Variables and Process; Making of House Styles (Logo, Lettering and Process); CC and Advertising; CC for Media Institutions; Stakeholders and Media Selection: Study of Symmetrical and Asymmetrical Models in Handling Crises; Corporate Branding; Internal Branding and Social Branding

Unit V
CC Research: Concept, Requisites, Techniques; CC and Law; CC and New Technology; Code of Ethics for CC; International CC; Professional Organizations of CC; Emerging Trends in CC; Role of Technology in CC, Issues of Globalizations

Readings:

- Joep P. Cornelissen : *Corporate Communication: A Guide to Theory and Practice*
- Paul Argenti : *Corporate Communication*
- John Cass : *Strategies and Tools for Corporate Blogging*
- Charles J. Fombrun : *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*
- Stephen Denning : *The Secret Language of Leadership: How Leaders Inspire Action Through Narrative*

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B.A. (Mass Communication) – Semester V

Development Communication

Unit I
Development: Concept, Concerns, Paradigms and Measurement; Development vs. Growth; Human Development; Development as Freedom; Models of Development; Basic Needs Model: Nehruvian Model and Gandhian Model; Developing Countries vs. Developed Countries; United Nations' Millennium Development Goals

Unit II
Development Communication: Concept and Approaches; Paradigms of Development: Dominant Paradigm, Dependency Paradigm, Alternative Paradigm; Types: Sustainable Development, Participatory Development, Inclusive Development; Gender and Development; Communication as a Tool for Development; Communication in the Present Age: Trends, Tools and Technologies

Unit III
Role and Performance of each Media: Print, Radio, TV, Video, Traditional Media; Role of Development Agencies and NGOs and Journalism; Programmes and Govt. Schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Development Support Communication in India in the areas of: Agriculture, Health and Family Welfare, Population, Women Empowerment, Poverty, Unemployment, Energy and Environment, Literacy, Consumer Awareness

Unit IV
Development Communication Strategies for Designing Messages for Print Media, Community Radio and Television Programmes for Rural India (Krishi Darshan) using New Media Technologies for Development; Development Communication, Research and Rural Reporting in India

Unit V
Rural Communication: Information Needs in Rural Areas; Use of Traditional Media for Development in Rural Areas; Rural Newspapers; Reportage on Rural Problems and Issues; Specific Features on Tribal Society; Information Needs in Tribal Setting; Reportage on Tribal Problems and Issues

Readings:

- D.V.R. Murthy : *Development Journalism, What Next?*
- Anil Kumar : *Mass Media and Development Issues*
- UNDP : *Human Development Report* (published every year by OUP)
- World Bank : *World Development Report* (published every year by OUP)
- Wilbur Schramm : *Mass Media and National Development: The Role of Info. in Dev. Countries*
- Ghosh and Pramanik : *Panchayat System in India*
- Shivani Dharmarajan : *NGOs as Prime Movers*

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B.A. (Mass Communication) – Semester V

Advertising

Unit I
Advertisement: Meaning, Concept and Objectives; Importance, Role and Functions of Advertising; History and Growth of Advertising in India; Advantages and Disadvantages of Advertising in Broadcast Media (Television and Radio) and Print Media (Newspaper and Magazines)

Unit II
Advertising Theories and Models: Concept and Characteristics; Major Advertising Theories and Models: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, and Communication Theory; Advertising as a Tool of Communication

Unit III
Aspects of Advertising: Economic, Cultural, Psychological, Social, Ethical and Regulatory; Apex Bodies in Advertising: AAAI, ASCI and their Codes; Advertising in Marketing and Public Relations; Advertising Consumer Welfare; Advertising Standard of Living; Advertising and Cultural Values

Unit IV
Advertising Essentials: Tips and Techniques for Print, Electronic and Online Advertising; Requisites for Advertising: Selection, Planning, Scheduling, Marketing, Research and Branding; Advertising Department vs. Agency-Structure; Advertising Budget

Unit V
Exercises/Assignments: Students should undertake the following assignments as part of their practical training in advertising: Analyze two Advertisements (Print, Electronic and Online); Critically evaluate two Ads (Print, Electronic and Online) of Competing Brands; Design Display Advertisement: Classified and Non-classified (one each)

Readings:

- C.H. Sandage and Fryburger Vernon : *Advertising Theory and Practice*
- Mahender Mohan : *Advertising Management: Concepts and Cases*
- Ogilvy David : *Ogilvy on Advertising*
- Lewis Herschell Gordion : *The Complete Advertising and Marketing Handbook*
- Roderick White : *Advertising: What It Is and How To Do It*

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B.A. (Mass Communication) – Semester V

Public Relations

Unit I
Public Relations: Meaning and Concept; Objectives of Public Relations; Need, Nature and Scope of Public Relations; History and Growth of PR in India; PR, Publicity, Propaganda and Public Opinion; PR as a Management Function

Unit II
Stages of PR: Research, Planning, Execution and Evaluation; Tools and Techniques of Public Relations; Media Relations: Press Conference, Press Release, Press Tour and other PR tools; Importance and Need of Public Interactions; PR and Advertising

Unit III
Communication with Publics: Concept and Characteristics; Modes of Communication: Internal and External, Regular and Irregular, Static and Dynamic; Communication and Relations; Types of Relations: Client Relations, Community Relations, Employee Relations, Employer Relations

Unit IV
Internal and External PR Tools: House Journal, Annual Report, Corporate Film, Speech Writing, Minutes and Official Memo; Role and Organizational Set-up of PR Agency and Department; Effects of Public Relations; Role of PR in Government Organization; Role of PR in Public Sector; Role of PR in Private Sector

Unit V
PR for Media Institutions; PR for Hospitals; PR for Charitable Institutions; PR for Defence; PR for NGOs; PR for Political Parties; PR and Research; PR and Law; PR and New Technology; Code of Ethics for PR; International PR; PR Agencies; Emerging Trends in PR

Readings:

- Black Sam and Melvin L. Sharpe : *Practical Public Relations*
- J.R. Henry and A. Rene : *Marketing Public Relations*
- Jefkins Frank : *Public Relations Techniques*
- S.M. Cutlip and A.H. Center : *Effective Public Relations*
- J.M. Kaul : *Public Relation in India*

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B.A. (Mass Communication) – Semester V

Television Programme Production

Unit I
Introduction to TPP: Concept and Characteristics; TV Studio Set-up; Single and Multi-camera Shooting; Cues and Commands; Planning for TV Programmes; Narrowcasting and Outside Coverage; Agenda Setting Techniques used by TV Channels; TV as a Mass Communication Medium

Unit II
TV Reporting: Concept and Characteristics; Process of TV Reporting; Reporting Skills; Ethics for TV Reporting; Writing and Reporting for TV News; Principles of News Writing; A Piece to Camera; Voice Over; News Package; Sound Bites; Anchoring Live Shows; Interviews and Discussions

Unit III
Television Programme Formats: Concept and Characteristics; Various Types of Formats; Production Techniques; Stages of Production: Pre-Production, Production, Post-Production, Live/Studio Production Phases; Graphics and Special Effects; Camera Positioning; Use of Clippings; Viewership Rating: TAM, TRP

Unit IV
Editing Techniques: Concept and Characteristics; Types of Editing: Linear and Non-linear Editing; Online and Offline Editing; Editing on Different Softwares; Editing for Commercial TV, Satellite TV, Cable TV; Visual Text; Basics of Visual; Process of Visualization and its Importance; Visual Grammar and Visual Language

Unit V
Real Lives in Television: Concept, Characteristics and Presentation Techniques; Constructing Reality in Reality Shows; TV Talk Shows: Hosting, Legal Pitfalls, Audience Responses; Soap, Talks, News Magazines; Television Documentaries: Understanding, Writing a Concept, Script Writing and Shooting; Practical Exercise: Producing a Documentary Film (Duration: 8-15 Minutes) or Producing a Feature Film (Duration: 5 Minutes)

Readings:

- Herbert Zettl : *Handbook of Television Production*
- Fred Shook : *Television Field Production and Reporting*
- Eric. K.Gormly : *Writing and Producing Television News*
- John Riber : *Writing and Production for Television and Film*
- Ivor Yorke : *Television Journalism*
- Robert c Allen and Annette Hill : *The Television Reader*

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B.A. (Mass Communication) – Semester VI

Communication Research

Unit I
Communication Research: Meaning and Characteristics; Role, Function, Scope and Importance of Communication Research; Process of Research; Research and Communication Theories: Argumentation Theory; Attribution Theory; Computer-mediated Communication; Information Theories; Language Expectancy Theory; Media Richness Theory; Social Presence Theory

Unit II
Research Design: Concept and Characteristics; Components of Research Designs: Experimental, Quasi-experimental, Benchmark, Longitudinal Studies, Simulation, Panel Studies, Co-relational Designs; Methods of Communication Research: Census Method, Survey Method, Observation Method; Clinical Studies, Case Studies, Content Analysis

Unit III
Data Collection: Concept and Characteristics; Sources of Data Collection: Media Source Books, Questionnaire and Schedules, People's Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone Surveys, Online Polls, Random Sampling Methods and Representativeness of the Samples; Sampling Errors and Distributions in the Findings.

Unit IV
Data Analysis and Interpretation: Concept and Characteristics; Data Analysis Techniques; Coding and Tabulation; Non-statistical Methods: Descriptive and Historical; Statistical Analysis: Parametric and Non-Parametric, Uni-Variate, Bi-Variate, Multi-Variate, Tests of Significance; Levels of Measurement: Central Tendency, Tests of Reliability and Validity, SPSS and other Statistical Packages

Unit V
Research Report Preparation: Concept and Characteristics; Preparation of Research Reports, Project Reports, Dissertations, Theses; Thesis Preparation: Introduction; Literature Review, Hypothesis, Research Methodology, Research Objectives, Chapter-Scheme, Conclusions and Recommendations, Bibliography, Appendix; Style of Writing; Writing Research Paper; Ethical Perspectives of Communication Research

Readings:

- Lawrence R. Frey : *Investigating Communication*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Arthur Asha Berger : *Media Analysis Techniques*
- Nancy Signorielli : *Cultivation Analysis: New Directions in Media Effect*
- Marcus Banks : *Visual Methods in Social Research*

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B.A. (Mass Communication) – Semester VI

Photo Journalism

Contents

Unit I
Introduction to Photography: Concept and Characteristics; General History of Photography: Camera Obscura to Daguerreotype Process; Technical History of Photography: Persistence of Vision, Camera Obscura, Muybridge Experiment; Photographic Process (The Silver Hallide Photography Process); Dark Room Development of a Photograph; Modernization of Photography and its Use in Mass Communication

Unit II
Understanding the Mechanism of Photography: Concept and Characteristics; Types of Photographic Cameras and their Structures (Pin-hole, SLR, TLR, D-SLR); Lenses: Types and their Perspective/Angle of View; Aperture: F-stop and T-stop; Shutters: Focal Plane and Lens Shutter; Light Meters: Incident, Reflected and Through Lens; Focus and Depth of Field

Unit III
Understanding Light and Shadow: Concept and Characteristics; Natural Light and Artificial Light; Nature of Light: Direct Light, Soft Light, Hard Light and Directional Light; Brightness, Contrast, Mid Tones, Highlights, Shadow and Silhouettes; Lighting Equipments: Soft Boxes, Umbrellas, Fresnels, Skimmers, Reflectors, etc; Three Point Lighting Technique and Metering for Light; Filters and Use of a Flash Unit

Unit IV
Digital Photography and Editing: Concept and Characteristics; Sensor Sizes, Formats and Storage; Editing and Digital Manipulation; Brightness, Contrast, Mid Tones, Highlights, Colour Tones; Basics of Photoshop; Photo Editing Softwares: Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop Creative Cloud

Unit V
Photojournalism: Concept, Characteristics and Historical Perspectives; Photo Developing and Printing Techniques; Approaches to Documenting Reality: (Discussion on Capa's 'The Falling Soldier', its Objective Truth or Staged Representation); War Photojournalism; Photo Essays and Photo Features; Photo Wire Services; Ethics and Laws in PJ; Emerging Trends in Photo Journalism

Readings:

- Kenneth Cobre : *Photo Journalism: The Professional Approach*
- Michael Langford : *Basic Photography*
- Ashok Dilwali : *All About Photography*
- O.P. Sharma : *Practical Photography*
- Freeman John Collins and Brown : *The Photographer's Guide to Light*

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B.A. (Mass Communication) – Semester VI

Non-linear Video Editing

Unit I
Digital Editing: Concept and Characteristics; Process of Digital Editing; Methods for Post-Production Workflow; Techniques for Video Formats and Time-codes; Challenges of Digital Editing; Current Trends in Digital Editing

Unit II
Linear and Nonlinear Editing: Concept and Characteristics; Brief History: First Non-linear Editor, The 1980s, The 1990s, DV, HD, 4K, 8K; Basic Techniques of Image and Video Editing; Requisites for Online and Offline Editing; Analysis of Film Sequences from Editing Point of View

Unit III
Editing Software: Concept and Characteristics; Useful Softwares: Premier 6.5 and Pro, Pinnacle 9, FCP; Introduction of Tools; Video Signals and Connectors; Connecting Professional Video Devices; Capturing Raw Data; Editing– Action Sequence, Match Cut, Continuity Match; Trim Clips; Insert or Replace Clips in a Sequence; Navigating in the Viewer and Canvas; Adjust Clips in a Sequence

Unit IV
Editing Practices: Concept and Characteristics; Sound Dubbing and Synchronizing Punch; Sound Editing; Working with Multi-layers Effects; Applying Transitions; Compositing; Chroma Cutting; Video Output; Market Research and Analysis for the Editing Practices

Unit V
Script-based Editing: Concept, Characteristics, Process and Techniques; Soft Story Editing and Hard Story Editing: Concept, Characteristics, Process and Techniques; News Editing: Concept, Characteristics, Process and Techniques; Film Editing and Ad Editing: Concept, Characteristics, Process and Techniques (Make 30sec., 1mnt. or 5mnt. Clips on each heading)

Readings:

- Sonja Schenk : *Digital Non-linear Desktop Editing*
- Patrick Morris : *Nonlinear Editing (Media Manuals)*
- Steven E. Browne : *Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing*
- Thomas Ohanian : *Digital Nonlinear Editing: Editing Film and Video on the Desktop*
- Ken Dancyger : *The Technique of Film and Video Editing: History, Theory, and Practice*
- Aaron Goold : *The Video Editing Handbook* ,,

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B.A. (Mass Communication) – Semester VI

Event Management

Unit I
Event and Event Management: Concept, Characteristics and Historical Perspectives; Attending Various Types of Events and Observing Event Management; Understanding how to Organize Events like Exhibitions, Seminars and Conventions, Trade Shows, Wedding Celebrations, Sports Events, Government Civic and Political Events; Getting Training with Organizers, Sponsors, and Logistics

Unit II
Conceptualization and Planning: Meaning and Objectives; Techniques for Event Planning; Planning the Setting, Location and Site of the Event; Planning Correctly for Right Type of Event; Process of Planning: Demand Analysis, Setting up an Event Organization Structure, the Committee Systems, Developing a Program Portfolio, Programme Life Cycle and Scheduling, Planning Assessment

Unit III
Human Resource Management: Concept, Characteristics and Objectives; Tips and Techniques for Human Resource Management; Skills, Training, Roles and Functions of Manager/Leader; Assessing the Event Team Leadership and Goal; Team Building and Work Distribution; Recruitment and Motivation; Ethics of Human Resource Management

Unit IV
Financial and Risk Management: Concept, Characteristics and Objectives; Foundations of Risk Management; Qualitative and Quantitative Analysis; Financial Markets and Products; Valuation and Risk Models; Market Risk Measurement and Management; Making of the Budget with Cost-Revenue Analysis; Practical understanding of Accounting; Current Issues in Financial Markets

Unit V
Market Research: Concept, Characteristics and Objectives; Active Participation in an Event of Marketing; Generate an Event Marketing Process; Learning the Need of Client; Targeting Clients; Selecting Event Categories; Collaborating with Event Management and Media; Brand Building and Management; Case Studies; Current Trends in Market Research

Readings:

- Wagen : *Event Management*
- S.R. Singh : *Event Management*
- Raymond Noe, John Hollenbeck, et al. : *Human Resource Management*
- R.P. Rustagi : *Financial Management- Theory, Concepts, Problems*
- Paul Hague : *Market Research*

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B.A. (Mass Communication) – Semester VI

National Security and Media

Unit I
National Security: Concept, Objectives and Historical Perspectives; Strategic Approach for National Security; Means of Achieving National Security; Foreign Policy Components of National Security; Current National Security Issues

Unit II
National Security Challenges: Concept and Perspectives; India's Relationship with Neighboring Countries; India's Internal Security Challenges: Terrorism, Maoism and Separatism, Cyber Security; Developing National Security Strategies

Unit III
National Security Components: Concept and Characteristics; Dimensions of National Security: Physical, Political, Economic, Ecological, Energy and Natural Resources, Computer and Infrastructure; Basics of National Security; The Military Component of National Security; The Paramilitary Component of National Security

Unit IV
War Reporting: Concept, Characteristics and Objectives; Types of War; War Reporting/ Embedded Journalism: Essentials, Strategies and Preventative Measures; Preparation of Defense Briefs and News; Ethics of War Reporting

Unit V
PR in Defence Forces: Concept and Objectives; Public Relations in Maintenance of Public Order and Internal Security; Techniques for Interaction with Media/Defence Forces; Image Building; Highlights of Major Projects undertaken by Defense Forces for strengthening National Security

Readings:

- Rhea Abraham : *Media and National Security*
- P. W. Singer and Allan Friedman : *Cybersecurity and Cyberwar: What Everyone Needs to Know*
- Shivendra Shahi and Amar Singh : *Perspectives on India's National Security Challenges: External and Internal Dimensions*
- Vappala Balachandran : *National Security and Intelligence Management– A New Paradigm*
- K.P. Bajpai and H.V. Pant: *India's National Security: A Reader*
- Stuart Allan and Barbie Zelizer, ed. : *Reporting War: Journalism in Wartime*

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B.A. (Mass Communication) – Semester I
CC 1: Communication and Mass Media
(L-3, T-1, P-0)

Unit I **(12 hours)**
Communication: Definition, Meaning and Concept; Importance, Functions and Process of Communication; Levels of Communication; Types of Communication: Verbal and Non-verbal, Barriers of Communication, 7 C's of Communication

Unit II **(12 hours)**
Communication Theories: Concept, Need and Importance; Types of Theory: Two Step and Multi Step Theory, Bullet Theory, Hypodermic Needle Theory, Normative Theory and Seibert Theory; Communication Models: Concept, Need and Importance; Types of Model: Models of Aristotle, Shannon and Weaver, Harold D. Lasswell, Osgood, Wilber Schramm, George Gerbner

Unit III **(12 hours)**
Mass Media: Meaning, Concept and Types; Role, Objectives and Functions of Mass Media; Introduction to Indian Press; Origin and Development of Newspaper and Magazine in India; Brief History of Electronic Media in India: Radio, TV, Audio, Video, Internet, Mobile Phone

Unit IV **(12 hours)**
Dimensions of Mass Media: Mass Media as Fourth Pillar of Democracy; Mass Media in Rural-Urban Divide; Mass Culture: Meaning and Concept; Perspectives, Objectives and Features of Mass Culture; Relation between Mass Media and Mass Culture and their Development

Unit V **(12 hours)**
Mass Media and New Age: Changing Trends under the Process of Globalization; Private and Public Mass Media; Technology in the Development of Mass Media; Mass Media and Market: Nature, Relation and Expansion; Mass Media and Social Issues; Mass Media and Ethical Issues

Readings:

- Sanjay Kumar and Pushp Lata : *Communication Skills*
- Andal N and Rangarajan C : *Communications Theories And Models*
- K.B. Dutta : *Mass Media in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Kewal J Kumar : *Mass Communication in India*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

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B.A. (Mass Communication) – Semester I
CC 2: Mass Communication: Concepts and Processes
(L-3, T-1, P-0)

Unit I **(12 hours)**

Mass Communication: Definition, Concept, Characteristics and Process; Functions of Mass Communication: Persuade, Inform, Educate and Entertain; Other Functions of Mass Communication; Impact and Influence of Mass Communication

Unit II **(12 hours)**

Mass Communication and Effects Paradigms: Meaning and Concept; Types of Effects Paradigms: Direct Effects, Mass Society Effects, Propaganda Limited Effects, Individual Difference Effects, Personal Influence Theory

Unit III **(12 hours)**

Mass Communication and Mass Culture: Meaning and Concept, Agenda Setting, Spiral of Silence, Cultivation Analysis, Critiques of the Effects Paradigm; Emergence of Alternative Paradigm and Mass Culture

Unit IV **(12 hours)**

Theories of Mass Communication: Meaning and Concept; Types of Theories: Cognitive, Dissonance, Agenda Setting, Cultivation, Authoritarian, Libertarian, Social Responsibility, Soviet Communist, Uses and Gratification Theory

Unit V **(12 hours)**

Tools of Mass Communication: Newspapers, Magazines, Radio, TV, Films, Internet, Mobiles. Advertising, Public Relations and Public Affairs, Traditional and Folk Media, Media and Modern Society, Media and Democracy

Readings:

- Baldev Raj Gupta : *Mass Communication and Development*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Denis McQuali : *Mass Communication Theory*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Shymali Bhattacharjee : *Media and Mass Communication: An Introduction*

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B.A. (Mass Communication) – Semester I
CC 3: Introduction to Print Media
(L-3, T-1, P-0)

Unit I **(12 hours)**

Introduction to Print Media: Meaning, Concept and Brief History; Printing Technologies in Early Ages: Mesopotamian, China, Egypt; Gutenberg and Printing Press; Print Media as a Propaganda Tool for Religion; Evolution of Print as News Medium

Unit II **(12 hours)**

Anglo-Indian Press: Concept and Perspectives; James Augustus Hicky and the Bengal Gazette, Other Early Newspapers of Calcutta, Madras and Bombay; British Control on Freedom of Press; Role of Newspaper in India's Struggle for Independence; Indian Language Press (Early Years); Bangla, Marathi, Hindi, Tamil and Urdu: Prominent Newspapers and Magazines and their Editors

Unit III **(12 hours)**

Development of Print Media: Evolution during Initial Years of Freedom; Indian Government's Take On Freedom of Press: Objectionable Matters Act; Growth of National Press: English and Hindi; Press Censorship during Emergency; Underground Press and Literature; During Emergency: Over Ground Publishers; Take On Emergency; Press Code and Ethics in India

Unit IV **(12 hours)**

News Agencies in India (History, Functions and Role): PTI, UNI, UNI-Varta, Bhasa; International News Agencies and Transnational Dominance: Reuters, AP, AFP, UPI, and TASS; Government Media Organizations: PIB, Photo Division, DAVP, RNI; Other Media Related Organizations: ABC, INS, Editors Guild, IFWJ, NUJ, PII, NBA

Unit V **(12 hours)**

Economics of Print Media: Concept and Current Perspectives; Indian Newspaper Industry's Growth; Statistics of Indian Print Media; Ownership Pattern of Newspapers in India; The Great Migration of Print Media; The Future of Print Media in India

Readings:

- Abhijit Gupta and Chakravorty Swapan : *Print Areas: Book History in India*
- K.B. Dutta : *Mass Media in India*
- Keval J Kumar : *Mass Communication in India*
- D S Mehta : *Mass Communication Journalism in India*
- Roger D. Wimmer : *Mass Media Research: An Introduction*

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B.A. (Mass Communication) – Semester I
AEC 1: Communicative English
(L-3, T-1, P-0)

Unit I **(12 hours)**
Basic Language Skills: Vocabulary Building; Sentence: Assertive, Interrogative, Imperative, Exclamatory, Subject and Predicate, Sequence of Words in a Sentence (Word Order), Tense: Kinds and Structures, Usage of Tenses, Voice: Active and Passive

Unit II **(12 hours)**
General Principles of Writing: Tips and Techniques, Essentials of Good Style, Paragraph Writing: Unity, Coherence and Emphasis; Model Paragraphs and their Analysis; Precise Writing: Concepts and Essentials, Comprehension: Themes, Issues, Arguments and Structural Devices

Unit III **(12 hours)**
Communication: Meaning, Nature and Scope; Types of Communication: Verbal and Non-verbal, Communication Process, Communication Flows: Upward, Downward, Horizontal and Diagonal, Principles of Communication, Communication Barriers, Measures to Overcome the Barriers to Communication

Unit IV **(12 hours)**
Verbal Communication: Meaning, Significance, Types and Usage, Types of Verbal Communication, Non-verbal Communication: Meaning, Significance, Types and Usage, Difference between Business Communication and General Communication

Unit V **(12 hours)**
Drafting Patterns: Business Letters: Structures, Types of Business Letters: Enquiry, Complaint, Request, Job Application, Notice, Agenda, Minutes of Meeting, Report Writing: Concept, Importance and Scope; Steps in Report Writing; Structure of Report; CV and Resume; E-mail: Principles and Etiquettes

Readings:

A.S. Hornby: *Advanced Learners' Dictionary of Current English*
Wren & Martin: *High School English Grammar and Composition*
S. Kamlesh and Susheela Punitha: *Spoken English: A Foundation Course* (Part I & II)
Sanjay Kumar and Pushp Lata: *Communication Skills*
Meenakshi Raman & Sangeeta Sharma: *Professional Communication*

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B.A. (Mass Communication) – Semester I
AEC 2: Communicative Hindi
(L-3, T-1, P-0)

Unit I **(12 hours)**

भाषा : परिभाषा, महत्व, विशेषताएँ, संक्षिप्त इतिहास; भाषा एवं समाज; भाषा एवं संस्कृति; शब्द रचना एवं प्रयोग; शब्द और वाक्य।

Unit II **(12 hours)**

वाक्य-रचना एवं प्रकार; सामान्य विधियाँ; संज्ञा, सर्वनाम, क्रिया, विशेषण; वाक्य और कल्पना; वाक्य और अनुभव।

Unit III **(12 hours)**

कहावतें, मुहावरे, अलंकार; हिंदी की प्रमुख बोलियाँ- अवधी, ब्रजभाषा, छत्तीसगढ़ी, मालवी, बुंदेलखंडी, बघेली, राजस्थानी, भोजपुरी, मैथिली आदि से संक्षिप्त परिचय।

Unit IV **(12 hours)**

मीडिया की भाषा; मीडिया में भाषा का उपयोग एवं महत्व; मीडिया की भाषा की प्रकृति एवं विशेषताएँ; समाचारों में प्रयोग होने वाले शब्द; विज्ञापन में उपयोग होने वाले लोकप्रिय शब्द; मीडिया की भाषा; भाषा : नए प्रचलन एवं प्रयोग; मीडिया भाषा में अंतर; मीडिया की भाषायी समस्या।

Unit V **(12 hours)**

भाषा व्यवहार : सरकारी पत्राचार, टिप्पणी तथा मसौदा-लेखन, सरकारी तथा व्यावसायिक पत्र-लेखन।

Readings:

- डॉ धीरेंद्र वर्मा : *हिंदी भाषा का इतिहास*
- डॉ उदय नारायण तिवारी : *हिंदी भाषा का उद्भव और विकास*
- राम विनायक सिंह : *हिंदी में सरकारी कामकाज*
- डॉ पूरणचंद्र टंडन : *भाषा अनुप्रयोग*
- भोलानाथ तिवारी : *अनुवाद विज्ञान*

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B.A. (Mass Communication) – Semester II

CC 4: Reporting Techniques and Skills
(L-3, T-1, P-0)

Unit I **(12 hours)**

Gathering the News: Concept, Perspectives, Functions and News Sources; Reporter: Training and Qualifications to be a Reporter; News Reporting: Taking Notes, Interviews and Data Collection; Main Elements of News; Methods of News Reporting: Investigative or Interpretative Reporting; Organizing the Information: Writing and Editing

Unit II **(12 hours)**

Skills for Writing News: Concept and Perspectives; Basic Formula for Writing: The Inverted Pyramid; News Lead: Meaning and Concept; Types of Lead: The Summary Lead and No News Lead; Thinking through the Lead: Finding the Appropriate Verb, Organizing the Facts, Time Elements

Unit III **(12 hours)**

Some Other Aspects of the Lead: Datelines, Credit Lines, Bylines; Headline: Meaning and Concept; Four Functions of a Headline; Techniques for Making Headline; Organization of Topics of Mass Media

Unit IV **(12 hours)**

Reporting: Concept and Features; Types of Reporting: Crime Reporting, Court Reporting, Health Reporting, Civic Reporting, Political Reporting, Business Reporting, Science and Technology Reporting, Sports Reporting, Culture Reporting, Education Reporting; Reporting Techniques and Skills; Development Reporting

Unit V **(12 hours)**

Writing the Story: Concept, Attribution, Identification, Time and Timeliness; Process of Writing the Story; Magazine Writing; Obituary Writing; Article Writing; Editorial Writing; Writing Letter to Editor; Writing Critique; Writing Review; New Paradigm Features

Readings:

- George Hough : *News Writing*
- M.V. Kamath : *The Professional Journalism*
- M.V. Kamath : *The Journalist's Handbook*
- Miles Maguire : *Advanced Reporting: Essential Skills for 21st Century Journalism*
- Ted White : *Broadcast News: Writing, Reporting, and Producing*

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B.A. (Mass Communication) – Semester II

CC 5: Editing, Layout and Design
(L-3, T-1, P-0)

(12 hours)

Unit I
Editing: Meaning and Concept; Nature and Need for Editing; Principles of Editing; Editorial Desk; Functions of Editorial Desk; Copy-editing: Preparation of Copy for Media, Style Sheet, Editing Symbols, Proof Reading Symbols and their Significance

(12 hours)

Unit II
Editorial Board: Meaning and Motives; Functions and Qualifications of Editor-in-Chief, Editor, Associate Editor, Assistant Editor and Technical Staff; Copy Selection and Copy Testing; Structure and Functions of Newsroom of a Daily/Weekly Newspaper, Periodical, News Channel, Online News Portal; Different Sections of Newsroom and their Functions

(12 hours)

Unit III
Text Designing: Meaning, Concept, Principles and Techniques; Photo Designing: Meaning, Concept, Principles and Techniques; Audio-Video Designing: Meaning, Concept, Principles and Techniques; Web Designing and Colour Techniques

(12 hours)

Unit IV
Layout and Design: Concept and Functions; Principles of Layout and Design; Printing/Publishing Technology: DTP, Page Making, Calligraphy and Typography, Video Making; Role and Responsibility of Designers

(12 hours)

Unit V
Printing: Meaning and Concept; Types of Printing: Digital Printing, Offset Printing, Flexography, Letterpress Printing, Screen Printing; Stages of Making a Newspaper, Magazine, Web Pages; Relationship between Editing, Layout and Designing

Readings:

- Jan White : *Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers*
- The Society for News Design : *The Best of News Design*
- F.W. Hodgson : *New Subediting: For Quark Users* (Media Manuals Series)
- K.V. Krishnaswamy : *Writing and Editing News (Studies in Journalism)*
- Jessica Glaser : *Graphic Design Exercise Book*

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B.A. (Mass Communication) – Semester II

MDC 1: Indian Constitution, Politics and Economy
(L-3, T-1, P-0)

Unit I **(12 hours)**

Indian Constitution: Concept and Characteristics; Preamble to the Constitution of India: An Insight; Requisites of the Preamble: Sovereign, Socialist, Secular, Democratic, Republic, Justice, Liberty, Equality, Fraternity; Indian Constitution and National Goals; Important Sources of the Indian Constitution

Unit II **(12 hours)**

Directive Principles of State Policy: Concept, Characteristics, Directives and Implementation; Fundamental Rights: Concept, Characteristics and Implementation; Fundamental Duties: Concept, Characteristics and Implementation; Citizenship; Grass Root Democracy; Procedure for Amendments in Indian Constitution

Unit III **(12 hours)**

Structure of Government: The Executive, The Judiciary, The Legislature- Concepts, Powers and Functions; The President and The Prime Minister: Powers, Functions and Responsibilities; Election Commission of India: Electoral System, Electoral Process, Eligibility to be an Elector, Electoral Rolls; Need for Electoral Reforms

Unit IV **(12 hours)**

Indian Politics: Concept and Features; Political Parties and Alliances: Types of Political Parties, Party Proliferation, Alliances, Candidate Selection; Local Governance; Role of Political Parties; Political Issues: Social Issues, Economic Issues, Law and Order; High Political Offices in India; State Governments; Dynasties in Indian Politics; Lobbying, Trade Unionism, Internal Freedom

Unit V **(12 hours)**

Indian Economy: Concept and Current Trends; Economic Development: Concept and General Perspectives; Characteristics of Development; India as a Developing Economy; Strategies of Development; Developed vs. Undeveloped Economy; Aspects of Human Development: Education, Poverty and Inequality of Income Distribution with special reference to India

Readings:

- D.D. Basu : *Indian Constitution*
- Pen Ghosh : *Indian Government and Politics*
- M. Laxmikant : *Indian Polity*
- Bipin Chandra : *History of Modern India*
- Gaurav Datt and Ashwani Mahajan : *Indian Economy*
- Ramesh Singh : *Indian Economy: For UPSC Civil Services & Other State PSC Examinations*

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B.A. (Mass Communication) – Semester II

AEC 3: Computer for Mass Communication

(L-3, T-1, P-0)

Unit I **(12 hours)**

Computer: Concepts, Importance and Characteristics; Computer Applications: Computer Applications in Business, Finance, Marketing, Production, Office Automation and Mass Communication; Computer and Human Mind

Unit II **(12 hours)**

Computer: Fundamentals and Terminologies; Classification of Computers; Basic Principles of Operation of Digital Computer: Input Unit, Central Processing Unit, Output Unit, Computer System, Computer Virus; Development of Computers and Computer Generations; Computer Number System

Unit III **(12 hours)**

Windows: Concept, Characteristics and Basic Commands; Components of MS-Office, MS-Word, MS-Excel and MS-Power Point; Basic Applications of MS-Office, MS-Word, MS-Excel and MS-Power Point

Unit IV **(12 hours)**

Page Maker: Concept and Components; Interfacing, Working with Text, Page Setup, Printing, Formatting Techniques; Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines, Text Creation and Alignment, Bitmap Graphics, Conversions, Graphs, COREL SHOW, Cartoons; Use of Colors in Publishing Concepts

Unit V **(12 hours)**

Page Layout: Concept and Characteristics; Adobe Page Maker, MS Publisher, Quark Press; Graphics: Adobe Illustrator, Classic Art Techniques, Adobe Photoshop, CorelDraw, Design for Presentations, Macro Media Free Hand, MS Power Point, Web Graphics with Adobe Photoshop, Web Graphics with Macro Media Fireworks

Readings:

- R. Sarvana Kumar : *Introduction to Information Technology*
- V.K. Jain : *'O' Level*
- P.K. Sinha : *Computer Fundamental*
- Foster D. Coburn : *Corel Draw*
- D.P. Mukherjee : *Fundamentals of Computer Graphics*

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B.A. (Mass Communication) – Semester II
VAC 1: Human Values and Professional Ethics
(L-3, T-1, P-0)

(12 hours)

UNIT –I
Value Education: Meaning and Concept. Self-exploration: What is it? Its content and process; Natural Acceptance and Experiential Validation- as the mechanism for self-exploration. Continuous Happiness and Prosperity- A look at basic Human Aspirations. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario.

(12 hours)

UNIT-II
Understanding Harmony in the Human Being - Harmony in Myself! Understanding human being as a co-existence of the sentient 'I' and the material 'Body'. Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer). Understanding the characteristics and activities of 'I' and harmony in 'I'. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail. Programs to ensure Sanyam and Swasthya.

(12 hours)

UNIT-III
Understanding Harmony in the family – the basic unit of human interaction. Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. Understanding the meaning of Vishwas; Difference between intention and competence. Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship. Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals.

(12 hours)

UNIT-IV
Understanding the harmony in the Nature. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space. Holistic perception of harmony at all levels of existence. Practice Exercises and Case Studies will be taken up in Practice Sessions.

(12 hours)

UNIT-V
Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in professional ethics: Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems.

Readings:

- R.R Gaur, R Sangal, G P Bagaria: *A Foundation Course in Human Values and Professional Ethics*
- B L Bajpai: *Indian Ethos and Modern Management*
- PL Dhar, RR Gaur: *Science and Humanism.*
- A.N. Tripathy: *Human Values*
- A.S. Chauhan: *The Fictional World of Arun Joshi: Paradigm Shift in Values*

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B.A. (Mass Communication) – Semester III

CC 6: Basics of Camera, Light and Sound
(L-3, T-1, P-0)

Unit I **(12 hours)**

Camera: Meaning, Concept and Functions; Video Camera; Workings and Types of Video Camera; Different Types of Shots: Extreme Wide Shot, Very Wide Shot, Wide Shot, Medium Shot, Medium Close Up, Close Up, Extreme Close Up; Cutaway Shot, Cut-in Shot, Noddy Shot, Point of View Shot, Weather Shot, Aerial Shot; Camera Angles

Unit II **(12 hours)**

Camera Movements: Zoom, Pan, Tilt, Dolly, Truck, Pedestal, Track, Rack Focus; Lenses: Definition, Features and Functions; Different Types of Lenses: Wide Angle Lenses, Fisheye Lenses, Telephoto Lenses, Macro Lenses, Tilt Shift Lenses; Applications of Lenses; Camera and Creativity

Unit III **(12 hours)**

Lighting: Meaning, Concept and Functions; Types of Lighting; Basics of Lighting: Studio Lighting, Modeling Lamp, Consistency, Power; Techniques of Lighting; Videography and Photography Lighting: Direction, Lighting Set-up, Lighting Rules; Multi-Temp, Use of Filters and Reflectors; Difference between Lighting (Ultra-soft Lighting) and Lights (Hard and Soft)

Unit IV **(12 hours)**

Light: Definition and Perspectives; Kinds of Light; Basics of Light; Light for Photography or Videography; Essentials for Light Control: Coherence Quality, Color Temperature and Intensity; Multi-Temp Light for Photography or Videography; Lights for Different Jobs

Unit V **(12 hours)**

Sound: Meaning, Concept and Functions; Unit of Sound; Voicing; Sound Editing Techniques; Use of Audio Mixers for Recording and Editing of Sound; Microphones and its Types; Major Microphone Designs; Sound and Camera

Readings:

- G.C. Awasthy : *Broadcasting in India*
- K.R. Mullick : *Tangled Tapes: The Inside Story of Indian Broadcasting*
- Srinivas Melkote and Binod C. Agarwal : *Satellite Television in Asia*
- Gerald Millerson : *Video Camera Techniques*
- Fil Hunter, Steven Biver, et al : *Light Science and Magic: An Introduction to Photographic Lighting*

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B.A. (Mass Communication) – Semester III
CC 7: Introduction to Electronic Media
(L-3,T-1, P-0)

Unit I **(12 hours)**
Electronic Media: Concept, Characteristics and Current Trends; Brief History of Electronic Media; Broadcast in India- A Retrospect; Objectives and Policies of A.I.R; Committees on Broadcasting: Chanda Committee, Vargeese Committee, etc; Prasar Bharti Act; Radio Programme Format and Composition of News Bulletins

Unit II **(12 hours)**
Familiarization with AIR Station; News Studio and News Room including Recorders and Microphones; Elements of News Reporting; Writing and Functioning of AIR News Services; Traits of News Reporter and News Editor; A.I.R. Code and General Guidelines; Art of Interviewing and Conduction of News Discussions; Special Audience Programmes

Unit III **(12 hours)**
T.V. Broadcasting: Concept and Characteristics; Brief History of T.V.; B'casting in India and the World; SITE Experiment; General Activities and a T.V. Centre; Expansion and Reach of T.V. Media; Programme Pattern of Different D.D. Channels; Private News Channels

Unit IV **(12 hours)**
Elements of T.V. News and General Guidelines; Concept of Credibility in News Reporting; Technicalities of T.V. News Script; Art of T.V. Interviews and Discussions; T.V. News Presentation Skills

Unit V **(12 hours)**
Web Journalism: Concept and Characteristics; Internet and its Functions; Major News Portals of the Country; Major Newspapers, Magazines and their E-Papers on Internet; Competitive Role of Print Medium; Channel Medium and Internet Medium in our Society

Readings:

- Musburger and Robert B. : *An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres*
- P.C. Chattergee : *Broadcasting in India*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- U.L Baruah : *This is ALL India Radio*
- George A. Hough : *News Writing*
- Jim Foust : *Online Journalism: Principles and Practices of News for the Web*

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B.A. (Mass Communication) – Semester III
CC 8: New Media and Cyber Journalism
(L-3, T-1, P-0)

(12 hours)

Unit I
New Media: Concept and Characteristics; Internet, World Wide Web (WWW), Search Engines; Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks; Overview of the New Media Industry; Digital Tools for Journalists; Overview of Open Source Culture and Software; Open Source Licenses (Creative Commons); Security Issues in using Digital Technology (Malware, Phishing, Identity Theft)

(12 hours)

Unit II
New Media Journalism: News on the Web; Emerging News delivery Vehicles; Integrated Newsroom; Data Journalism: Computer Assisted Reporting (CAR), Visualization of Data, Open Source Data Collection and Analysis; Challenges and Opportunities for a Newsman: Gatekeepers to News Guides; Awareness regarding Techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

(12 hours)

Unit III
Social Media and Citizen Journalism: Social Networking; Social Profile Management Products: Twitter, Facebook, LinkedIn, Whatsapp; Social Collaboration: Virtual Community, Wikis, Blogs, Instant Messaging, Collaborative Office and Crowd Sourcing; Social Publishing: Flickr, Instagram, YouTube, Sound Cloud; Blogging: A Brief History of Blogs, Blogs as Narratives

(12 hours)

Unit IV
Writing for New Media: Digital Story-telling Formats; Content Writing, Editing, Reporting and its Management; Structure of a Web Report; Content for Different Delivery Vehicles; Multi-Media and Interactivity; Writing with Hyperlinks; Content Management and Content Management Systems; Storyboarding and Planning; Planning and Designing of WebPages, E-newspaper, E-magazine

(12 hours)

Unit V
Mobile Journalism: Concept and Characteristics; Mobile Story-telling; Shooting on and for Mobile Phones; Overcoming Limitations of Mobile Phones; Editing on Mobile Phones; Ethics and Best Practices in Mobile Journalism; Workshops: Data Journalism, Digital Marketing, Mobile Journalism, Google News-lab

Readings:

- P.D. Marshall : *New Media Cultures*
- Dewdney and P. Ride : *The New Media Handbook*
- M. Ward : *Journalism Online*
- K.M. Shrivastava : *Social Media in Business and Governance*
- S. Narayan : *India Connected: Mapping the Impact of New Media*

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B.A. (Mass Communication) – Semester III
MDC 2: Event Management
(L-3, T-1, P-0)

Unit I **(12 hours)**

Event and Event Management: Concept, Characteristics and Historical Perspectives; Attending Various Types of Events and Observing Event Management; Understanding how to Organize Events like Exhibitions, Seminars and Conventions, Trade Shows, Wedding Celebrations, Sports Events, Government Civic and Political Events; Getting Training with Organizers, Sponsors, and Logistics

Unit II **(12 hours)**

Conceptualization and Planning: Meaning and Objectives; Techniques for Event Planning; Planning the Setting, Location and Site of the Event; Planning Correctly for Right Type of Event; Process of Planning; Demand Analysis, Setting up an Event Organization Structure, the Committee Systems, Developing a Program Portfolio, Programme Life Cycle and Scheduling, Planning Assessment

Unit III **(12 hours)**

Human Resource Management: Concept, Characteristics and Objectives; Tips and Techniques for Human Resource Management; Skills, Training, Roles and Functions of Manager/Leader; Assessing the Event Team Leadership and Goal; Team Building and Work Distribution; Recruitment and Motivation; Ethics of Human Resource Management

Unit IV **(12 hours)**

Financial and Risk Management: Concept, Characteristics and Objectives; Foundations of Risk Management; Qualitative and Quantitative Analysis; Financial Markets and Products; Valuation and Risk Models; Market Risk Measurement and Management; Making of the Budget with Cost-Revenue Analysis; Practical understanding of Accounting; Current Issues in Financial Markets

Unit V **(12 hours)**

Market Research: Concept, Characteristics and Objectives; Active Participation in an Event of Marketing; Generate an Event Marketing Process; Learning the Need of Client; Targeting Clients; Selecting Event Categories; Collaborating with Event Management and Media; Brand Building and Management; Case Studies; Current Trends in Market Research

Readings:

- Wagen : *Event Management*
- S.R. Singh : *Event Management*
- Raymond Noe, John Hollenbeck, et al. : *Human Resource Management*
- R.P. Rustagi : *Financial Management- Theory, Concepts, Problems*
- Paul Hague : *Market Research*

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B.A. (Mass Communication) – Semester III
SEC 1: Radio Programme Production
(L-3, T-1, P-0)

(12 hours)

Unit I
Radio: Meaning and Concept; Characteristics of Radio as a Mass Communication Medium; Radio Studio Set-Up; Audio Equipments: Microphone, Console, Recording Equipment; Nature and Scope of Radio Production; Nature of Sound; Sound Effects; Sound Recording Techniques

(12 hours)

Unit II
Radio Programmes: Need and Significance; Requisites for Writing and Production of Different Radio Programmes: Talk, Interview, Discussion, Play, Feature, Documentary, Phone–in, Radio Bridges, etc; Radio Broadcast Facilities and Nature of Transmission

(12 hours)

Unit III
Radio News: Meaning and Concept; Characteristics of Radio News: How it is Different from Print and TV News; Techniques for News Gathering; Essentials for News Editing; Newsroom and its Functioning; News Pool, Actualities, Raw Sound, Voice Over, Sound Byte

(12 hours)

Unit IV
Radio Stations: Structure and Functioning; Introduction to AIR and Private Radio Stations; Special Audience Programmes on AIR; Audio Editing Techniques for Different Programmes; Codes related to Broadcasting

(12 hours)

Unit V
Projects on Radio Programme Production: Commercial/PSA Package: Produce a 60sec. and a 30sec. spot package using the theme of your choice. Typed script and tapes/minidisks must be submitted IN 15pts; Midnight Special: Produce a 10-15 minute radio "Midnight Special" featuring the songs of a favorite performer; Radio Play: Write and Produce an original radio play (comedy or drama) lasting a minimum of eight minutes and not more than 30 minutes

Readings:

- Jan R Hakemulder, et al : *Radio and TV Journalism*
- Stanley R. Alten : *Audio in Media*
- Robert McLeish : *Radio Production*
- Vir Bala Aggarwal & V.S. Gupta : *Handbook of Journalism and Mass Communications*
- K.M. Srivastava : *Radio and TV Journalism*

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B.A. (Mass Communication) – Semester IV
CC 10: Media Industry and Management
(L-3, T-1, P-0)

Unit I **(12 hours)**

Media Management: Concept, Origin and Growth; Fundamentals of Management; Management School of Thought; Media Management Practices followed by Indian and Global Media Organizations

Unit II **(12 hours)**

Media Industry as Manufacturer: Meaning and Concept; Manufacturing Consent and Process; News and Content Management; Market Forces, Performance Evaluation (TAM, TRP, BARC and HITS) and Market Shifts; Changing Ownership Patterns

Unit III **(12 hours)**

Structure of News Media Organizations in India: Role, Responsibilities and Hierarchy; Workflow and Need of Management; Shift Patterns, Circulation and Guidelines; Equipments and Personnel; Problems of Finance

Unit IV **(12 hours)**

Media Economics: Meaning and Concept; Economic Thought; Theoretical Foundations; Issue and Concerns; Capital Inflow; Budgeting; Media Management: Financial Management, Personnel Management, Strategic Management; Marketing: Process, Promotion and Evaluation; Media Audiences and Credibility

Unit V **(12 hours)**

Visionary Leadership: Meaning and Concept, Essentials for a Good Leader; Qualities and Functions of Media Managers; Case Studies: Indian and International Media Giants; Cross-media Platforms: Issues and Impediments; Corporate Ties and Audience Centric Approaches

Readings:

- Vinita Kohli Khandeka : *Indian Media Business*
- Pradip Ninan Thomas : *Political Economy of Communications in India*
- Lucy Kung : *Strategic Management in Media*
- Dennis F. Herrick : *Media Management in the Age of Giants*
- Jennifer Holt and Alisa Perren (Ed.) : *Media Industries: History, Theory and Method*
- John M. Lavine and Daniel B. Wackman : *Managing Media Organizations*

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B.A. (Mass Communication) – Semester IV
CC 9: Introduction to Audio-visual Media
(L-3, T-1, P-0)

(12 hours)

Unit I
Audio-radio: Concept, Characteristics and Historical Perspectives (with Special Reference to India); Major Types: Commercial Radio and Educational Radio; Emerging Trends: AM, FM, Franchising, Community Radio; Ownership and its Types; Audience Analysis

(12 hours)

Unit II
Television: Concept, Characteristics and Historical Background (with Special Reference to India); Ownership and Organizational Structures of Doordarshan, Satellite Television Channels, Cable Television, Educational Television, Commercial Television

(12 hours)

Unit III
Films: Concept, Characteristics and Historical Background (with Special Reference to India); Technical Aspects of Film Production; Film Industry in India: Status Issues and other Problems; Regional Cinema and its Future Prospects

(12 hours)

Unit IV
Writing for Radio: Finer Aspects of Radio Language; Production Methods for Radio; Finer Aspects of Television Script Writing; Narration–Production Techniques; Film Language and Grammar

(12 hours)

Unit V
Media Language: Concept and Current Trends; Impact of New Technology on News, Features, Talks, Commercials and Interviews; Writing Techniques for News, Interviews, Documentaries, Short Talks and Film Script

Readings:

- Shipra Kundra : *Basic Audio-visual Media*
- K.M. Shrivastava : *News Writing for Radio and T.V.*
- Lúcia Nagib and Cecília Mello : *Realism and the Audiovisual Media*
- Louise Fryer : *An Introduction to Audio Description: A Practical Guide (Translation Practices Explained)*
- Scott K Halbritter and Bump Halbritter : *Mics, Cameras, Symbolic Action: Audio-Visual Rhetoric for Writing Teachers (New Media Theory)*

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B.A. (Mass Communication) – Semester IV
CC 11: Media Ethics and Laws
(L-3, T-1, P-0)

Unit I **(12 hours)**
Ethical Framework and Media Practice: Concept and Characteristics; Freedom of Expression (Article 19(1)(a) and Article 19(1)2); Freedom of Expression and Defamation; Right to Information; Idea of Fair Trial/Trial by Media; Intellectual Property Rights; Media Ethics and Cultural Dependence; Attack on Freedom of Artists and Authors

Unit II **(12 hours)**
Media Technology and Ethical Parameters: Concept and Characteristics; Live Reporting and Ethics; Legality and Ethicality of Sting Operations; Ethical Issues in Social Media (IT Act 2000, Sec 66 A and the Verdict of the Supreme Court); Discussion of Important Cases; Some Related Laws: Relevant Sections of Broadcast Bill, NBA Guidelines

Unit III **(12 hours)**
Representation and Ethics: Concept and Characteristics; Advertisement and Women Pornography; Related Laws and Case Studies: Indecent Representation of Women Act (1986 and 1987), Protection of Women against Sexual Harassment Bill (2007, Sec 67 of IT Act 2000 and 292 IPC)

Unit IV **(12 hours)**
Media and Regulation: Concept and Characteristics; Regulatory Bodies; Codes and Ethical Guidelines; Self-regulation; Media Content: Debates on Morality and Accountability– Taste, Culture and Taboo; Censorship and Media Debates

Unit V **(12 hours)**
Media and Social Responsibility: Concept and Characteristics; Economic Pressures; Media Reportage of Marginalized Sections: Children, Dalits, Tribals, Gender; Media Coverage of Violence and Related Laws– Inflammatory Writing (IPC 353), Sedition— Incitement to Violence, Hate Speech; Relevant Case Studies– Muzaffarpur Riots, Attack on Civil Liberties of Individuals and Social Activists

Readings:

- Thakurta and Paranjoy Guha : *Media Ethics*
- Austin Sarat : *Where Law Meets Popular Culture*
- Vikram Raghvan : *Communication Law in India*
- Iyer Vekat : *Mass Media Laws and Regulations in India*
- Raminder Kaur and William Mazzarella : *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*

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B.A. (Mass Communication) – Semester IV
MDC 3: Environmental Science
(L-3, T-1, P-0)

Unit I **(12 hours)**

Introduction to Earth: Surface, and Structure; Atmosphere: Composition and Structure; Ocean, Land, Rivers and Glaciers; Air, Water and Soil; Environment- Elements, Scope; Social Inequalities: Inequalities of Race, Class, Gender, Region, State and Nation; Introduction to Soil, Structure, Resources of Soil, Soil Pollution and Degradation: Causes, Types and Solutions, Recycling of Soil Nutrients, Effect of Soil Pollution on Environment, Vegetation and other Life Forms, Control Strategies

Unit II **(12 hours)**

Air: Pollution Sources, Types of Pollutants (primary and secondary), Monitoring and Standards (National Ambient Air Quality Standards of India), Air Quality Index and associate Health Impact, Smog, Effects of different pollutants on Human Health and Control Measures, Indoor Air Pollution: Sources and Effects, Noise Pollution: Sources and Permissible Ambient Noise Levels; Effect on Communication, Impacts on Life Forms and Humans, Control Measures

Unit III **(12 hours)**

Water: Surface and Ground Water; Water Table; Vertical Distribution of Water, Groundwater Recharge; River Structure and Patterns; Rain Water Harvesting in Urban Settings; Surface and Ground Water Pollution; Pollution Sources: Freshwater, Surface Water and Ground Water Pollution; Water Quality Parameters and Standards; COD, BOD, DO; Effect of Water Contaminants on Human Health; Water-borne Diseases

Unit IV **(12 hours)**

Ecology: Basic Concepts and Definitions, Ecology of Populations and Communities, Concept of Population and Meta-population; Population Growth: Ecological Succession: Ecosystems, Resistance and Resilience; Ecosystem: Definition, Components of Ecosystem, Types of Ecosystem: Forest, Grassland, Estuarine, Marine, Desert, Wetlands; Global Warming and Climate Change; Ozone Layer: Importance, Depletion and Causes; Effects of Ozone Depletion

Unit V **(12 hours)**

Urbanization and Environment: Production and Consumption oriented Approaches to Environmental Issues in Indian as well as Global Context; Impact of Industry and Technology on Environment: Urban Sprawl, Traffic and Social-economic Problems; Legislation in India- National Green Tribunal, Legal Definitions: Environmental Pollution, Natural Resource, Biodiversity, Forest, and Sustainable Development, Environmental Ethics, Environmental, Ecological and Social Justice.

Readings:

- Kishor R Pawar and Sachin B Narkhede: *Environmental Sciences*
- Benny Joseph: *Environmental Science and Engineering*
- Anubha Kaushik and C. P. Kaushik: *Perspectives in Environmental Studies*
- R. Rajagopalan: *Environmental Studies: From Crisis To Cure*
- Dr Avnish Chauhan: *Environmental Science*

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B.A. (Mass Communication) – Semester IV
SEC 2: Documentary Production
(L-3, T-1, P-0)

Unit I **(12 hours)**
Documentary: Concept and Characteristics; Introduction to Realism Debate; Observational and Verite Documentary; Introduction to Shooting Styles; Introduction to Editing Styles; Structure and Scripting the Documentary

Unit II **(12 hours)**
Documentary Production: Concept and Characteristics; Pre-Production; Researching the Documentary– Research: Library, Archives, Location, Life Stories, Ethnography; Writing a Concept: Telling a Story; Treatment; Writing a Proposal and Budgeting

Unit III **(12 hours)**
World Documentary: Concept and Historical Journey (Reference Documentary: Dziga Vertov: Man With the Movie Camera, Robert Flaherty: Nanook of the North, Joris Ivens: Spanish Earth, Bart Hanstra: Zoo, Glass

Unit IV **(12 hours)**
Indian Documentary: Historical Journey, Films Division, Independent Filmmakers; Direct Cinema; Cinema Verite; British Documentary; Propaganda Documentary (Reference Film: The Triumph of the Will)

Unit V **(12 hours)**
Ethics and Aesthetics of Documentary: Concept and Characteristics; Film Analysis: Tips and Techniques; Film Analysis of Night and Fog, Rabindranath Tagore, Planet Earth (TV Series); Shooting a Short Film (5-6 minutes) and Editing the same

Readings:
Erik Barnow and Krishnaswamy Documentary
Charles Musser : *The Oxford History of World Cinema*
Michael Renov, ed. : *Theorizing Documentary*
Trisha Das : *How to Write a Documentary*

Suggested Screenings:
Michael Moore: *Roger and Me*
Robert J Flaherty : *Nanook of the North*
Basil Wright : *Nightmail*
Anand Patwardhan : *Bombay Our City*
Nishtha Jain : *City of Photos*

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B.A. (Mass Communication) – Semester V
CC 12: Fundamentals of Film
(L-3, T-1, P-0)

(12 hours)

Unit I
Language of Film: Concept and Objectives; Focus on Visual Language– Shot, Scene, Mis-en-scene, Deep Focus, Continuity Editing, Montage; Focus on Sound and Colour– Diegetic and Non-diegetic Sound, Off Screen Sound, Sync and Non-sync Sound; Use of Colour as a Stylistic Element (Reference Films: Rear Window, Battleship and Man with a Movie Camera)

(12 hours)

Unit II
Film Form and Style: Concept and Principles; Classical Hollywood Cinema: Style, Genre and Historical Perspectives; German Expressionism and Film Noir; Italian Neo-realism; French New-Wave (Reference Films: Germany Year Zero, Metropolis and Double Indemnity)

(12 hours)

Unit III
Alternative Visions: Concept and Principles; Third Cinema and Non-fiction Cinema; Introduction to Feminist Film Theory; Auteur–Film Authorship with a special focus on Ray or Kurusawa (Reference Film: Pather Panchali and The Hour of the Furnaces)

(12 hours)

Unit IV
Hindi Film: Concept and Principles; Early Cinema and the Studio Era; 1950s– Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob); The Indian New-Wave; Globalization and Indian Cinema; Film Culture (Reference Films: Nishant, Aakrosh and Pyaasa)

(12 hours)

Unit V
Silent Film: Primitive and Pioneers– Films from 1895-1910 (Reference Films: Films by Lumiere Bros: A Trip To The Moon, The Great Train Robbery); Narrative Cinema and Institutional Mode of Representation– D.W. Griffith (Reference Films: The Birth of a Nation)

Readings:

- Andre Bazin : *What is Cinema*
- Sergei Eisenstein : *Film Form: Essays in Film*
- Philip Rosen, ed. : *Narrative, Apparatus, Ideology*
- Paul Schraeder : *Movies and Mass Culture*
- Richard Dyer : *Film and Theory: An Anthology*
- Madhava Prasad : *Ideology of Hindi Film*
- Anandam P. Kavoori and Aswin Punanthambekar, eds. : *Global Bollywood*

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B.A. (Mass Communication) – Semester VI

MC 1: Non-linear Video Editing

(L-3, T-1, P-0)

(12 hours)

Unit I

Digital Editing: Concept and Characteristics; Process of Digital Editing; Methods for Post-Production Workflow; Techniques for Video Formats and Time-codes; Challenges of Digital Editing; Current Trends in Digital Editing

(12 hours)

Unit II

Linear and Nonlinear Editing: Concept and Characteristics; Brief History: First Non-linear Editor, The 1980s, The 1990s, DV, HD, 4K, 8K; Basic Techniques of Image and Video Editing; Requisites for Online and Offline Editing; Analysis of Film Sequences from Editing Point of View

(12 hours)

Unit III

Editing Software: Concept and Characteristics; Useful Softwares: Premier 6.5 and Pro, Pinnacle 9, FCP; Introduction of Tools; Video Signals and Connectors; Connecting Professional Video Devices; Capturing Raw Data; Editing– Action Sequence, Match Cut, Continuity Match; Trim Clips; Insert or Replace Clips in a Sequence; Navigating in the Viewer and Canvas; Adjust Clips in a Sequence

(12 hours)

Unit IV

Editing Practices: Concept and Characteristics; Sound Dubbing and Synchronizing Punch; Sound Editing; Working with Multi-layers Effects; Applying Transitions; Compositing; Chroma Cutting; Video Output; Market Research and Analysis for the Editing Practices

(12 hours)

Unit V

Script-based Editing: Concept, Characteristics, Process and Techniques; Soft Story Editing and Hard Story Editing: Concept, Characteristics, Process and Techniques; News Editing: Concept, Characteristics, Process and Techniques; Film Editing and Ad Editing: Concept, Characteristics, Process and Techniques (Make 30sec., 1mnt. or 5mnt. Clips on each heading)

Readings:

- Sonja Schenk : *Digital Non-linear Desktop Editing*
- Patrick Morris : *Nonlinear Editing (Media Manuals)*
- Steven E. Browne : *Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing*
- Thomas Ohanian : *Digital Nonlinear Editing: Editing Film and Video on the Desktop*
- Ken Dancyger : *The Technique of Film and Video Editing: History, Theory, and Practice*
- Aaron Goold : *The Video Editing Handbook*

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B.A. (Mass Communication) – Semester V

MC 2: Media, Society and Culture
(L-3, T-1, P-0)

Unit I **(12 hours)**

Media and Society: Concept and Characteristics; Media and Social Change; Media and Development; Political Economy of Media; Media Literacy; Media on Education; Media and Family; Media and National Integration; Media and Gender; Media and Human Rights; Media and Environmental Issues

Unit II **(12 hours)**

Media and Culture: Concept and Characteristics; Culture as a Social Institution; Popular Culture and Mass Culture; Mass Society; Culture Industry; Cultural Communication: Inter and Intra Cultural Communication; Media and Cultural Manufacture

Unit III **(12 hours)**

Corporate Culture and Media; Medium as the Message; Technological Transitions and Media Industries; Media and Consumerism, Communication Industries and Cultural Imperialism; Cultural Pluralism

Unit IV **(12 hours)**

Media and Representations: Concept and Characteristics; Media and Men; Media and Women; Media and Children; Media and the Youth; Media and the Marginalized; Media in the Era of Information Age; Social Media and Protest Movements

Unit V **(12 hour)**

Information and Communication as a Tool of Equality and Exploitation; International News Flow; Issues in International Communication; International News Agencies and Syndicates; Mac Bride's Commission Report; Impact of Globalization on Media Systems; Trans-national Media Ownership; Gaming Industry

Readings:

- John B Thompson : *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*
- Michael Gurevitch and Tony Bennet : *Culture, Media and Society*
- John Fiske : *Introduction to Communication Studies*
- John Heartly : *Communication, Culture and Media Studies: Key Concepts*
- Om Gupta : *Media Society and Culture*

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B.A. (Mass Communication) – Semester V

MC 3: World Media Scenario

(L-3, T-1, P-0)

Unit I **(12 hours)**

World Media Scenario: Meaning and Concept; Historical Background (Since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non-Aligned Block and its Relevance); Colonization of Communication: 10% Population dominating 90% of Global News Agencies

Unit II **(12 hours)**

Integration between Information and Armament: Close Encounters between Information and Armament/Media and Military; Use of Media by Power Blocks, Super Power; Demand for a New Information Order by Developing Countries; Bilateral, Multi-lateral and Regional Information Corporation

Unit III **(12 hours)**

Non-Aligned News Pool; Struggle for News between Developing and Developed Countries; Barriers to the Flow of News; International Practices on Visual Coverage and Regulation in Media Exchange

Unit IV **(12 hours)**

UN Resolutions on Media related Issues; The Gandhian Approach; The New Information Age; Media Migrants dominating Global Media; Reality of Global Media

Unit V **(12 hours)**

Global Campaign; Global Consumer Research; Global Media Environment: Global Electronic Media, Global Print Media, Global New Media; Ethical and Legal Considerations in Global Media Environment; Impact of Technology on Ethical Perspectives

Readings:

- Lee Artz, Yahya R. Kamalipour, et al : *The Media Globe: Trends in International Mass Media* M.K. Rampal : *Global Comparative Media*
- Ramesh Dwivedi : *Mass Media and Communication in Global Scenario*
- Toby Miller and Marwan M. Kraidy : *Global Media Studies*
- De Prato, et al : *Digital Media Worlds: The New Economy of Media*

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B.A. (Mass Communication) – Semester V

MC 4: Public Relation

(L-3, T-1, P-0)

Unit I **(12 hours)**

Public Relation: Meaning and Concept; Objectives of Public Relations; Need, Nature and Scope of Public Relation; History and Growth of PR in India; PR, Publicity, Propaganda and Public Opinion; PR as a Management Function

Unit II **(12 hours)**

Stages of PR: Research, Planning, Execution and Evaluation; Tools and Techniques of Public Relation; Media Relations: Press Conference, Press Release, Press Tour and other PR tools; Importance and Need of Public Interactions; PR and Advertising

Unit III **(12 hours)**

Communication with Publics: Concept and Characteristics; Modes of Communication: Internal and External, Regular and Irregular, Static and Dynamic; Communication and Relations; Types of Relations: Client Relations, Community Relations, Employee Relations, Employer Relations

Unit IV **(12 hours)**

Internal and External PR Tools: House Journal, Annual Report, Corporate Film, Speech Writing, Minutes and Official Memo; Role and Organizational Set-up of PR Agency and Department; Effects of Public RelationS; Role of PR in Government Organization; Role of PR in Public Sector; Role of PR in Private Sector

Unit V **(12 hours)**

PR for Media Institutions; PR for Hospitals; PR for Charitable Institutions; PR for Defence; PR for NGOs; PR for Political Parties; PR and Research; PR and Law; PR and New Technology; Code of Ethics for PR; International PR; PR Agencies; Emerging Trends in PR

Readings:

- Black Sam and Melvin L. Sharpe : *Practical Public Relations*
- J.R. Henry and A. Rene : *Marketing Public Relations*
- Jefkins Frank : *Public Relations Techniques*
- S.M. Cutlip and A.H. Center : *Effective Public Relations*
- J.M. Kaul : *Public Relation in India*

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B.A. (Mass Communication) – Semester V

SEC 3: Television Programme Production
(L-3, T-1, P-0)

Unit I **(12 hours)**

Introduction to TPP: Concept and Characteristics; TV Studio Set-up; Single and Multi-camera Shooting; Cues and Commands; Planning for TV Programmes; Narrowcasting and Outside Coverage; Agenda Setting Techniques used by TV Channels; TV as a Mass Communication Medium

Unit II **(12 hours)**

TV Reporting: Concept and Characteristics; Process of TV Reporting; Reporting Skills; Ethics for TV Reporting; Writing and Reporting for TV News; Principles of News Writing; A Piece to Camera; Voice Over; News Package; Sound Bites; Anchoring Live Shows; Interviews and Discussions

Unit III **(12 hours)**

Television Programme Formats: Concept and Characteristics; Various Types of Formats; Production Techniques; Stages of Production: Pre-Production, Production, Post-Production, Live/Studio Production Phases; Graphics and Special Effects; Camera Positioning; Use of Clippings; Viewership Rating: TAM, TRP

Unit IV **(12 hours)**

Editing Techniques: Concept and Characteristics; Types of Editing: Linear and Non-linear Editing; Online and Offline Editing; Editing on Different Softwares; Editing for Commercial TV, Satellite TV, Cable TV; Visual Text; Basics of Visual; Process of Visualization and its Importance; Visual Grammar and Visual Language

Unit V **(12 hours)**

Real Lives in Television: Concept, Characteristics and Presentation Techniques; Constructing Reality in Reality Shows; TV Talk Shows: Hosting, Legal Pitfalls, Audience Responses; Soap, Talks, News Magazines; Television Documentaries: Understanding, Writing a Concept, Script Writing and Shooting; **Practical Exercise:** Producing a Documentary Film (Duration: 8-15 Minutes) or Producing a Feature Film (Duration: 5 Minutes).

Readings:

- Herbert Zettl : *Handbook of Television Production*
- Fred Shook : *Television Field Production and Reporting*
- Eric. K.Gormly : *Writing and Producing Television News*
- John Riber : *Writing and Production for Television and Film*
- Ivor Yorke : *Television Journalism*
- Robert c Allen and Annette Hill : *The Television Reader*

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B.A. (Mass Communication) – Semester V
VAC 2: Indian Knowledge System
(L-3, T-1, P-0)

UNIT -I: Bhāratīya Civilization and Development of Knowledge System **(12 hours)**
Genesis of the land, Antiquity of civilization, On the Trail of the Lost River, Discovery of the Saraswatī River, the Saraswatī-Sindhu Civilization, Traditional Knowledge System, The Vedas, Main Schools of Philosophy (6+3), Ancient Education System, the Takṣaśilā University, the Nālandā University, Alumni, Knowledge Export from Bhārata.

UNIT-II: Arts, Literature, and Scholars **(12 hours)**
Art, Music, and Dance, Naṭarāja– A Masterpiece of Bhāratīya Art, Literature, Life and works of Agastya, Lopāmudrā, Ghoṣā, Vālmīki, Patañjali, Vedavyāsa, Yājñavalkya, Gārgī, Maitreyī, Bodhāyana, Caraka, Suśruta, Jīvaka, Nāgārjuna, Kaṇāda, Patañjali, Kauṭīlya, Pāṇini, Thiruvalluvar, Āryabhaṭa, Varāhamihira, Ādi Śaṅkarācārya, Bhāskarācārya, Mādhavācārya.

UNIT-III: Science, Astronomy, and Mathematics **(12 hours)**
Concept of Matter, Life and Universe, Gravity, Sage Agastya's Model of Battery, Velocity of Light, Vimāna: Aeronautics, Vedic Cosmology and Modern Concepts, Bhāratīya Kāla-garanā, Kerala School for Mathematics and Astronomy, History and Culture of Astronomy, Sun, Earth, Moon, and Eclipses, Earth is Spherical and Rotation of Earth, Archaeostronomy; Concepts of Zero and Pi, Number System, Pythagoras Theorem, and Vedic Mathematics.

UNIT-IV: Engineering, Technology, and Architecture **(12 hours)**
Pre-Harappan and Sindhu Valley Civilization, Laboratory and Apparatus, Juices, Dyes, Paints and Cements, Glass and Pottery, Metallurgy, Engineering Science and Technology in the Vedic Age and Post-Vedic Records, Iron Pillar of Delhi, Rakhigaihi, Mehrgarh, Sindhu Valley Civilization, Marine Technology, and Bet–Dwārkā.

UNIT-V: Life, Environment, and Health **(12 hours)**
Ethnic Studies, Life Science in Plants, Anatomy, Physiology, Agriculture, Ecology and Environment, Āyurveda, Integrated Approach to Healthcare, Medicine, Microbiology, Medicine, Surgery, Yoga, Kautilya's Niti, Five Tales of Panchatantra: The Enchanted Brahman's Son, The Foolish Friend, The Gold-Giving Snake, The Old Husband and His Young Wife, The Brahman's Wife and the Mongoose.

Text Books:

1. B. Mahadevan et al.: *Introduction To Indian Knowledge System: Concepts And Applications*
2. Bhag Chand Chauhan: *The Knowledge System of Bhārata*
3. Sibaji Raha et. al.: *Histrory of Science in India* (Volume-1, Part-I, Part-II, Volume VIII), National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata

4. Vishnu Sharma: *Panchatantra*

Reference Books:

1. Pradeep Kohle: *Pride of India- A Glimpse of India's Scientific Heritage*
2. Keshav Dev Verma: *Vedic Physics*
3. Suresh Soni: *India's Glorious Scientific Tradition*
4. Mohan Raghavan et al.: *Elements of Indic Knowledge Systems & Heritage*
5. Priyanka Chauhan: *Vedic Vangmay mein Vigyan aur Prodyogiki* (Hindi)

BIU College of Humanities & Journalism
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B.A. (Mass Communication) – Semester VI
CC 13: Communication Research
(L-3, T-1, P-0)

(12 hours)

Unit I
Communication Research: Meaning and Characteristics; Role, Function, Scope and Importance of Communication Research; Process of Research; Research and Communication Theories: Argumentation Theory; Attribution Theory; Computer-mediated Communication; Information Theories; Language Expectancy Theory; Media Richness Theory; Social Presence Theory

(12 hours)

Unit II
Research Design: Concept and Characteristics; Components of Research Designs: Experimental, Quasi-experimental, Benchmark, Longitudinal Studies, Simulation, Panel Studies, Co-relational Designs; Methods of Communication Research: Census Method, Survey Method, Observation Method; Clinical Studies, Case Studies, Content Analysis

(12 hours)

Unit III
Data Collection: Concept and Characteristics; Sources of Data Collection: Media Source Books, Questionnaire and Schedules, People's Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone Surveys, Online Polls, Random Sampling Methods and Representativeness of the Samples; Sampling Errors and Distributions in the Findings.

(12 hours)

Unit IV
Data Analysis and Interpretation: Concept and Characteristics; Data Analysis Techniques; Coding and Tabulation; Non-statistical Methods: Descriptive and Historical; Statistical Analysis: Parametric and Non-Parametric, Uni-Variate, Bi-Variate, Multi-Variate, Tests of Significance; Levels of Measurement: Central Tendency, Tests of Reliability and Validity, SPSS and other Statistical Packages

(12 hours)

Unit V
Research Report Preparation: Concept and Characteristics; Preparation of Research Reports, Project Reports, Dissertations, Theses; Thesis Preparation: Introduction; Literature Review, Hypothesis, Research Methodology, Research Objectives, Chapter-Scheme, Conclusions and Recommendations, Bibliography, Appendix; Style of Writing; Writing Research Paper; Ethical Perspectives of Communication Research

Readings:

- Lawrence R. Frey : *Investigating Communication*
- Roger D. Wimmer : *Mass Media Research: An Introduction*
- Arthur Asha Berger : *Media Analysis Techniques*
- Nancy Signorielli : *Cultivation Analysis: New Directions in Media Effect*
- Marcus Banks : *Visual Methods in Social Research*

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B.A. (Mass Communication) – Semester VI

CC 14: Corporate Communication
(L-3, T-1, P-0)

Unit I **(12 hours)**

Corporate Communication: Concept, Characteristics and Process; Historical Background of CC; Growth of CC in India; CC as a Management Function; Campaign Planning, Management and Execution; Role of CC in Crisis Communication and Disaster Management

Unit II **(12 hours)**

Stages of CC: Planning, Implementation, Research, Evaluation; CC Practitioners and Media Relations: Press Interview, Press Releases, Organizing Press Conferences, Facility Visits and other CC tools; Proactive and Reactive Media Relations; Ethical Aspects in Media Relations

Unit III **(12 hours)**

Communication with Publics: Internal and External; Community Relations; Employee Relations; Shareholder Relations; Dealer Relations; CC for MNCs; CC for Hospitals; CC for Charitable Institutions; CC for NGOs; CC for Educational Institutions

Unit IV **(12 hours)**

Corporate Identity Building: Concepts, Variables and Process; Making of House Styles (Logo, Lettering and Process); CC and Advertising; CC for Media Institutions; Stakeholders and Media Selection: Study of Symmetrical and Asymmetrical Models in Handling Crises; Corporate Branding; Internal Branding and Social Branding

Unit V **(12 hours)**

CC Research: Concept, Requisites, Techniques; CC and Law; CC and New Technology; Code of Ethics for CC; International CC; Professional Organizations of CC; Emerging Trends in CC; Role of Technology in CC, Issues of Globalizations

Readings:

- Joep P. Cornelissen : *Corporate Communication: A Guide to Theory and Practice*
- Paul Argenti : *Corporate Communication*
- John Cass : *Strategies and Tools for Corporate Blogging*
- Charles J. Fombrun : *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*
- Stephen Denning : *The Secret Language of Leadership: How Leaders Inspire Action Through Narrative*

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B.A. (Mass Communication) – Semester VI
MC 5: Development Communication
(L-3, T-1, P-0)

Unit I **(12 hours)**

Development: Concept, Concerns, Paradigms and Measurement; Development vs. Growth; Human Development; Development as Freedom; Models of Development; Basic Needs Model: Nehruvian Model and Gandhian Model; Developing Countries vs. Developed Countries; United Nations' Millennium Development Goals

Unit II **(12 hours)**

Development Communication: Concept and Approaches; Paradigms of Development: Dominant Paradigm, Dependency Paradigm, Alternative Paradigm; Types: Sustainable Development, Participatory Development, Inclusive Development; Gender and Development; Communication as a Tool for Development; Communication in the Present Age: Trends, Tools and Technologies

Unit III **(12 hours)**

Role and Performance of each Media: Print, Radio, TV, Video, Traditional Media; Role of Development Agencies and NGOs and Journalism; Programmes and Govt. Schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA; Development Support Communication in India in the areas of: Agriculture, Health and Family Welfare, Population, Women Empowerment, Poverty, Unemployment, Energy and Environment, Literacy, Consumer Awareness

Unit IV **(12 hours)**

Development Communication Strategies for Designing Messages for Print Media, Community Radio and Television Programmes for Rural India (Krishi Darshan) using New Media Technologies for Development; Development Communication, Research and Rural Reporting in India

Unit V **(12 hours)**

Rural Communication: Information Needs in Rural Areas; Use of Traditional Media for Development in Rural Areas; Rural Newspapers; Reportage on Rural Problems and Issues; Specific Features on Tribal Society; Information Needs in Tribal Setting; Reportage on Tribal Problems and Issues

Readings:

- D.V.R. Murthy : *Development Journalism, What Next?*
- Anil Kumar : *Mass Media and Development Issues*
- UNDP : *Human Development Report* (published every year by OUP)
- World Bank : *World Development Report* (published every year by OUP)
- Wilbur Schramm : *Mass Media and National Development: The Role of Info. in Dev. Countries*
- Ghosh and Pramanik : *Panchayat System in India*
- Shivani Dharmarajan : *NGOs as Prime Movers*

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B.A. (Mass Communication) – Semester VI
MC 6: Photo Journalism
(L-3, T-1, P-0)

Contents

Unit I **(12 hours)**
Introduction to Photography: Concept and Characteristics; General History of Photography: Camera Obscura to Daguerreotype Process; Technical History of Photography: Persistence of Vision, Camera Obscura, Muybridge Experiment; Photographic Process (The Silver Hallide Photography Process); Dark Room Development of a Photograph; Modernization of Photography and its Use in Mass Communication

Unit II **(12 hours)**
Understanding the Mechanism of Photography: Concept and Characteristics; Types of Photographic Cameras and their Structures (Pin-hole, SLR, TLR, D-SLR); Lenses: Types and their Perspective/Angle of View; Aperture: F-stop and T-stop; Shutters: Focal Plane and Lens Shutter; Light Meters: Incident, Reflected and Through Lens; Focus and Depth of Field

Unit III **(12 hours)**
Understanding Light and Shadow: Concept and Characteristics; Natural Light and Artificial Light; Nature of Light: Direct Light, Soft Light, Hard Light and Directional Light; Brightness, Contrast, Mid Tones, Highlights, Shadow and Silhouettes; Lighting Equipments: Soft Boxes, Umbrellas, Fresnels, Skimmers, Reflectors, etc; Three Point Lighting Technique and Metering for Light; Filters and Use of a Flash Unit

Unit IV **(12 hours)**
Digital Photography and Editing: Concept and Characteristics; Sensor Sizes, Formats and Storage; Editing and Digital Manipulation; Brightness, Contrast, Mid Tones, Highlights, Colour Tones; Basics of Photoshop; Photo Editing Softwares: Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop Creative Cloud

Unit V **(12 hours)**
Photojournalism: Concept, Characteristics and Historical Perspectives; Photo Developing and Printing Techniques; Approaches to Documenting Reality: (Discussion on Capa's 'The Falling Soldier', its Objective Truth or Staged Representation); War Photojournalism; Photo Essays and Photo Features; Photo Wire Services; Ethics and Laws in PJ; Emerging Trends in Photo Journalism

Readings:

- Kenneth Cobre : *Photo Journalism: The Professional Approach*
- Michael Langford : *Basic Photography*
- Ashok Dilwali : *All About Photography*
- O.P. Sharma : *Practical Photography*
- Freeman John Collins and Brown : *The Photographer's Guide to Light*

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B.A. (Mass Communication) – Semester VI
MC 7: National Security and Media
(L-3, T-1, P-0)

(12 hours)

Unit I
National Security: Concept, Objectives and Historical Perspectives; Strategic Approach for National Security; Means of Achieving National Security; Foreign Policy Components of National Security; Current National Security Issues

(12 hours)

Unit II
National Security Challenges: Concept and Perspectives; India's Relationship with Neighboring Countries; India's Internal Security Challenges: Terrorism, Maoism and Separatism, Cyber Security; Developing National Security Strategies

(12 hours)

Unit III
National Security Components: Concept and Characteristics; Dimensions of National Security: Physical, Political, Economic, Ecological, Energy and Natural Resources, Computer and Infrastructure; Basics of National Security; The Military Component of National Security; The Paramilitary Component of National Security

(12 hours)

Unit IV
War Reporting: Concept, Characteristics and Objectives; Types of War; War Reporting/ Embedded Journalism: Essentials, Strategies and Preventative Measures; Preparation of Defense Briefs and News; Ethics of War Reporting

(12 hours)

Unit V
PR in Defence Forces: Concept and Objectives; Public Relations in Maintenance of Public Order and Internal Security; Techniques for Interaction with Media/Defence Forces; Image Building; Highlights of Major Projects undertaken by Defense Forces for strengthening National Security

Readings:

- Rhea Abraham : *Media and National Security*
- P. W. Singer and Allan Friedman : *Cybersecurity and Cyberwar: What Everyone Needs to Know*
- Shivendra Shahi and Amar Singh : *Perspectives on India's National Security Challenges: External and Internal Dimensions*
- Vappala Balachandran : *National Security and Intelligence Management– A New Paradigm*
- K.P. Bajpai and H.V. Pant: *India's National Security: A Reader*
- Stuart Allan and Barbie Zelizer, ed. : *Reporting War: Journalism in Wartime*

BA (Mass Communication)

Course Name	Social	Regional	National	Global
• Communication and Mass Media	✓	✓	✓	✓
• Mass Communication: concepts and processes	✓	✓	✓	✓
• Introduction to Print Media	✓	✓	✓	✓
• Communicative English	✓	✓	✓	✓
• Communicative Hindi	✓	✓	✓	
• Residency in Media House-I	✓	✓	✓	✓
• Reporting Techniques and Skills		✓	✓	✓
• Editing, Layout and Design		✓	✓	✓
• Basics of Camera Light and Sound		✓	✓	✓
• Indian Constitution ,Politics and Economy	✓	✓	✓	✓
• Computer For Mass Communication	✓	✓	✓	✓
• Human Values and Professional Ethics	✓	✓	✓	✓
• Residency in media House-II	✓	✓	✓	✓
• Media, Society and Culture	✓	✓	✓	✓
• Basic of Camera, Light and Sound	✓	✓	✓	✓
• Introduction to Electronic Media				
• New Media and Cyber journalism		✓	✓	✓

• Event Management	✓	✓	✓	✓
• Introduction to Audio- Visual Media	✓	✓	✓	✓
• Radio Programme Production		✓	✓	✓
• Residency in Media House-III	✓	✓	✓	✓
• World Media Scenario	✓	✓	✓	✓
• Media Industry and Management		✓	✓	✓
• Media Ethics and Laws	✓	✓	✓	✓
• Fundamentals of Films	✓	✓	✓	✓
• Documentary Production	✓	✓	✓	✓
• Environmental Science	✓	✓	✓	✓
• Residency in Media House IV	✓	✓	✓	✓
• Corporate Communication		✓	✓	✓
• Development Communication	✓	✓	✓	✓
• Public Relations	✓	✓	✓	✓
• Advertising	✓	✓	✓	✓
• Television Programme Production	✓	✓	✓	✓
• Indian Knowledge System	✓	✓	✓	
• Residency in Media house- V	✓	✓	✓	✓
• Communication Research	✓	✓	✓	✓
• Photo Journalism		✓	✓	✓
• National Security and Media	✓	✓	✓	
• Non –Linear Video Editing		✓	✓	✓

• Internship		✓	✓	✓
• Project	✓	✓	✓	✓
• Residency in Media House -VI	✓	✓	✓	✓

B reilly I ternational University

(urse File Index

(ession: 2024-25)

B J College f Humanities & Journalism

Faculty Name: Ms. POORVI SA) :NA

Sr. No	Title
1	Vision and Mission of the U iversity
2	Vision and Mission of the De irtment
3	Program Educational Objec ves (PEO
4	Program Outcomes (POs)
5	Program Specifics Outcome (PSOs)
6	Course Syllabus
7	Academic Calender
8	Class Time Table
9	Lecture Plan
10	I. Course Outcomes (COs) II. Course Outcomes Mappi g with PO & PSOs
11	Brief Notes on the Importan e of the C urse
12	Lecture Notes
13	List of Power Point Present ions
14	University Question Papers
15	Unit wise short & long answ r questio bank
16	Quiz Questions
17	Assignment Question paper
18	Internal Question papers/Ex rnal Que on papers Mapped with CO & PO
19	List of Slow & Advanced L rner
20	Remedical Class for Slow I arners
21	Advance Learners - Engage ent docu entation
22	Curriculum Exit survey for
23	Attendance Register

Vision

Bareilly International University will have a tra formati impact on society through continual innovation in education, research, creativity and ent preneurship.

To be a leading medical institution excels in rovidin quality education, research environment and affordable health care services.

Mission

To impart quality higher education and to undertake search id extension with emphasis on application and innovation that cater to the eme ing so etal needs through all-round development of the students of all sections enablii them be globally competitive and socially responsible citizens with intrinsic values.

Our endeavor is to create academic and research nviron ent by providing state of art infrastructure & facilities to impart knowledge and d velop sk l in its pupil and function as a center of cost effective comprehensive health care ervices where people are treated with dignity and respect. Ensure holistic development of i pupil t attain success in personal and professional life and handle contemporary health pro lem of s ciety effectively.

BIU College of Humanit es & Journalism

Vision

BIU College of Humanities & Journalism, Bareilly I ernatio l University, Bareilly aspires to be a leading institute in highe education, know for sh ping the future of journalism, communication, and the humanities.

Mission

The mission of BIU College of Humanities and Jou alism, areilly International University, Bareilly is to cultivate critical thinking, creativity, nd sch arly excellence in students by providing comprehensive education across a ran e of d scipline, including journalism, communication, and the humanities.

BIU College of Humanit es & Journalism

Mission

The mission of BIU College of Humanities and Jour alism, I reilly International University, Bareilly is to cultivate critical thinking, creativity, nd sch arly excellence in students by providing comprehensive education across a ran of dis iplines, including journalism, communication, and the humanities. Through rigoro academ c programs, hands-on training, and interdisciplinary learning, the college aspires to empowe students to become informed, ethical, and influential professionals capable of contri uting m ningfully to the global society. It also seeks to foster a deep understanding of huma societi , cultures, and communication systems, while developing practical skills that allow our gra uates to excel in various fields including media, academia, research, public service, nd beyo d.

Vision

BIU College of Humanities and Journalism, Bareilly nternati al University, Bareilly aspires to be a leading institution in higher education, kno n for sh ping the future of journalism, communication, and the humanities. It envisions a l rning e vironment where diverse ideas and perspectives are explored, encouraging students o engag with critical issues facing the world today. By nurturing a culture of academic exc llence, hical responsibility, and social engagement, it envisions to produce graduates who ar not only eaders in their respective fields but also active agents of positive change in the glob society Through innovative programs and research, it will also contribute to the advancem nt of kn wledge and the promotion of a free, fair, and informed public discourse.

B.A. (Mass Co mmuni ation)

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate program ie (BA Mass communication), the student will be able to:

- Develop communication skills, theoretic and pra tical knowledge among the students in print, electronic and new mec a.
- Gain knowledge of Mass Communicatio and the elated avenues.
- Acquire the knowledge related to variou avenues of Mass Communication and their impact.
- Get skills enough to excel in professiona techniq s of media industry.
- Empower himself by journalistic, comm ilicative nd professional skills.
- Become socially responsible leaders witl global r edia vision.

PROGRAMME SPECIFIC OUTCOMES

Students will be able to write a variety of mass nedia pr ducts, including news stories, press releases, and advertising copy, following ccepted journalistic standards, including Associated Press Style. Students will be able to create a d design emerging media products, including blogs, digital audio, digital vide social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTI ES

The programme (BA in Mass Communication) ill enab the learner to:

- Impart the basic knowledge of Journalis and M s Communication and the related avenues of this area.
- Develop the student into skillful, compe tive and esponsible professional for media industry.
- Empower learners by soft skills, life ski s and jo nalistic skills.
- Impart media literacy and competency v th new edia technologies.
- Inculcate the student with values, ethics nd legal nowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND S ILLS

Upon completion of this undergraduate progra me (BA n Mass communication) the student shall:

- Be equipped with skills in informat n and ommunication technologies (ICT) including new media literacy.
- Acquire the primary research skills, em oyabilit and incubation abilities.
- Become ethically committed media pr fessiona s and entrepreneurs adhering to the human values.
- Have an understanding of acquiring kn vledge t roughout life.
- Acquire the understanding of importanc of coop ration and teamwork.

5.1		Fundamentals of Film	After e completion of the course, students will be abl to: • Learn the fundamentals of film, its form and content in theory and practice. • Understand crucial fine points that make cinema, classify various fascinating aspects of cinema and learn its language for captivating the masses. • Create a simple script and implement a shoot based on the same.
5.2 & 5.3 (Group A: Any two)		Non-linear Video Editing	After t e completion of the course, students will be able to: • Understand how to generate a video by applying knowledge of mass media. • Present the edited video to the specific audiences. • Record short clips by using camera and edit these clips by using software.
		Media, Society and Culture	After th e completion of the course, students will be able to: • Write and discuss on the issues related to media, culture and society and recognize the impact of mass media on culture and society. • Develop competency and efficiency for becoming media and entertainment industry-ready-professional. • Become socially responsible media academician, researcher, and professional with global version.
		World Media Scenario	After th completion of the course, students will be able to: • Understand the concept, importance and scope of world media, covering areas of present studies. • Identify the milestones of print and internet journalism in India and worldwide. • Learn the scenario of global news, news websites, print and online magazines, newspapers, etc.
		Public Relation	After th completion of the course, students will be able to: • Understand various theoretical perspectives of public relations. • Critically assess the use of rhetoric in an array of public relation materials, as demonstrated through successful completion of quizzes and critical analyses. • Online and offline critiques of PR campaign materials, closely monitoring

			numerous media channels for public comment about a company or product image.
5.4		Television Programme Production	After e completion of the course, students will be abl to: • Comprehend the evolution of TV industry and its growth in India and illustrate the basics of TV genres and essentials of TV journalism. • Explain the handling and operating video camera and sound controlling equipments used in TV production. • • Create the projects which will be beneficial for their career growth.
5.5		Indian Knowledge System	• Understand historical and philosophical foundations. • Explore diverse traditional knowledge areas. • Analyze the integration of Indian knowledge in contemporary contexts. • Apply theoretical knowledge to real-world scenarios.
6.1		Communication Research	After t e completion of the course, students will be able o: • Develop foundational knowledge of communication research, cultivating communication competence. • Apply human communication strategies in a diverse world. • Evaluate and utilize evidence-based research in the field of mass communication.
6.2		Corporate Communication	After tl e completion of the course, students will be able o: • Provide basic and emerging concepts and principles in relation to better decision making in corporate communication. • Integrate various functions with organizational goals and strategies to provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant softwares, especially in media planning and production of campaigns.
6.3 (Group B: Any One)		Development Communication	After tl completion of the course, students will be able o: • Recognize and explain the concept and importance of development communication. • Distinguish between communication and development communication with special reference to mass media.

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BIU, Barcill

B.A. (Mass Communication - Seme er IV

World Media Sc iario

Unit I
World Media Scenario: Meaning and Concept; Histori l Back ound (Since the World War-II: The Cold War Days, Emergence of the Third World Cc ntries, ' ie Non-Aligned Block and its Relevance); Colonization of Communication: 10% Pop lation d minating 90% of Global News Agencies

Unit II
Integration between Information and Armament: Cl e Enco nters between Information and Armament/Media and Military; Use of Media by Po er Bloc s, Super Power; Demand for a New Information Order by Developing Countries Bilate l, Multi-lateral and Regional Information Corporation

Unit III
Non-Aligned News Pool; Struggle for News betwe . Devel ping and Developed Countries; Barriers to the Flow of News; International Practice on Vis al Coverage and Regulation in Media Exchange

Unit IV
UN Resolutions on Media related Issues; The Gandh n Appr ch; The New Information Age; Media Migrants dominating Global Media; Reality of lobal M dia

Unit V
Global Campaign; Global Consumer Research; Glob l Media Environment: Global Electronic Media, Global Print Media, Global New Media; Et ical and Legal Considerations in Global Media Environment; Impact of Technology on Ethical Perspec ves

Readings:
- Lee Artz, Yahya R. Kamalipour, et al : *The M lia Glo e: Trends in International Mass Media* M.K. Rampal : *Global Comparative Medi*
- Ramesh Dwivedi : *Mass Media and Communicati n in Gl al Scenario*
- Toby Miller and Marwan M. Kraidy : *Global Mec a Studie*
- De Prato, et al : *Digital Media Worlds: The New conomy f Media*

BIU College of Humanities & Jo rnal sm

Academic Calendar

r. No.	Particulars	Period of Time
1.	Commencement of Classes (Odd Sem)	Third ek of Aug 2024
2.	Last date of submission of University Form	As per notification
3.	First Internal Examination (on completion of two units)	Secon week of Oct 2024
4.	Second Internal Examination (on completion of all units)	Last ek of Dec 2024
5.	University Examination (Odd Sem)	Third week of Jan 2025
6.	Commencement of Classes (Even Sem)	Last eek of Feb 2025
7.	First Internal Examination (on completion of two units)	Last eek of April 2025
8.	Second Internal Examination (on completion of all unit	Thir week of June 2025
9.	University Examination (Even Sem)	Thi week of July 2025

Regular class tests, presentations and other activities will be held as er the Le ure Plan of each subject.

BIU COLLEGE OF HUMANITIES & JOURNALISM
Bareilly International University

TIME TABLE : FACULTY MEMBER
[SESSION: 2024-25 (Odd Semester)]

L:	20	T:	04	P:	00	Total Load	24

Name of Faculty Member: Ms Poorvi Saxena

Day/Period	I 09:00-10:00	II 10:00-11:00	III 11:00-12:00	IV 12:00-01:00	01:00-02:00	V 02:00-03:00	VI 03:00-04:00	VII 04:00-05:00
Monday	16054 (L)	18016 (T)	1602203 (L)	18027 (L)	RECESS	1641202 (L)	Studio	
Tuesday	16054 (L)	18016 (L)	1602203 (L)	18027 (L)		Computer Lab	18019 (L)	
Wednesday	Library	18016 (L)	1602203 (L)	18027 (L)		1641202 (L)	18019 (L)	
Thursday	16054 (L)	Studio	1602203 (T)	Studio		1641202 (L)	18019 (L)	
Friday	16054 (T)	18016 (L)	Library	18027 (L)		1641202 (T)	18019 (L)	
Saturday	Presentation			Documentary Film/Guest Lecture		Sports		

Theory/ Tutorial/

1	18016	BA (MC)-IV	World Media Scenario	Ms Poorvi Saxena
2	18019	BA (MC)-IV	Fundamentals of Film	Ms Poorvi Saxena
3	[illegible]	[illegible]	[illegible]	[illegible]
4	1641202	BBA (F.&T.)-II	Human Resource Management	Ms Poorvi Saxena
5	16054	BBA (F.&T.)-VI	Customer Relationship Management	Ms Poorvi Saxena
6	1602203	BCA (IT &M.)-II	Business Organisation and Management	Ms Poorvi Saxena

(Signature of Time Table Committee with Date)

(Signature of the Principal/Dean)

LECTURE SCHEDULE (Weekly)

Session : 2024-25
Semester: IV
Year: II

Course: BA(MC)

Faculty Name: POORVI SAXENA

Subject Name/Code: World Media Scenario

S. N.	Unit	Topic	Sub-Topics		Date	Sign (Fact.)	Sign (Prin.)
01	III		Class-Quiz Unit-III		20/5/25	PS	
02							
03							
04							
05							
06							

Assignment

A.No.	Questions :

LECTURE SCHEDULE
(Weekly)

Session: 2024-25
Semester: IV
Year: II

Course: BA(MC)

Subject Name /Code: World Media Scenario

Faculty Name: POORVI SAXENA

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
IV		Revision - Unit III	21/5/25	PS	
III		Class Test Unit III	22/5/25	PS	
V		Presentation Unit V	23/5/25	PS	
V		Class Test Unit - V	24/5/25	PS	
I		Class Quiz Unit - I	26/5/25	PS	
II		Class - Quiz Unit - II	27/5/25	PS	

Assignment

No.	Questions :

LECTURE SCHEDULE (Weekly)

Session: 2024-25
Semester: IV
Year: II

Course: BCA(MC)

Subject Name /Code: World Media Scenario

Faculty Name: POORVI SAXENA

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
V		Global New Media & Ethical and legal consideration in Global Media Environment	12/5/25		
V		Impact of Technology on Ethical perspective	13/5/25		
V		Revision - V unit	14/5/25		
V		Presentation	15/5/25		
IV		Revision - II unit	16/5/25		
		Presentation - Unit - I	21/5/25		

Assignment

No.	Questions :

LECTURE SCHEDULE (Weekly)

Session: 2024-25
Semester: IV
Year: II

Course: BA(MC)

Subject Name /Code: WORLD MEDIA SCENARIO

Faculty Name: POORVI SAXENA

	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
1	IV		Media Migrants dominating Global Media	2/5/25	PS	
2	IV		Doubts clearing session	5/5/25	PS	
3	V		Global Campaig.	6/5/25	PS	
4	V		Global Consumer Research	7/5/25	PS	
5	V		Global Media Environment	8/5/25	PS	
6	V		Global Electronic Media & Global Print Media	9/5/25	PS	

Assignment

S.No.	Questions:
4	(1) Explain Gandhian approach. (2) Define New Information age and its features (3) How Media migrants dominate Global Media (4) Define Reality of Global Media with example

15/5/25

I-D - 10/5/25

LECTURE SCHEDULE (Weekly)

Session: 2024-25
Semester: IV
Year: II

Course: BA(MC)

Faculty Name: POORVI SAXENA

Subject Name /Code

WORLD MEDIA SCENARIO

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
II		International Practice on Visual coverage Regulations in Media exchange	24/4/25		
III		Rules and Regulations of Media exchange	25/4/25		
IV		UN Resolution on Media related issues	28/4/25		
IV		The Gandhian Approach	29/4/25		
IV		The New Information Age	30/4/25		
IV		Reality of global media	1/5/25		

Assignment

No.	Questions:
	(1) Explain struggle for news between Developed and Developing countries. (2) What are the different barriers to the flow of news. (3) What do you understand by Non-Aligned news pool. (4) Define - (a) Developing countries (b) Developed countries and (c) Underdeveloped countries. Explain its difference with example.

Last Date - 25/4/25

LECTURE SCHEDULE (Weekly)

Session: 2024-25
Semester: IV
Year: II

Course/Code: BALMC)
Course Name: World Media Scenario
Faculty Name: POORVI SAXENA

	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
III		Non-Aligned News Pool	5/4/25		
III	Non-Aligned News Pool	Role, Examples; Purpose and Objectives & History & Challenges	6/4/25		
IV		Struggle for New & b/w Developing and Developed countries	7/4/25		
III		Barriers to the flow of news	21/4/25		
IV		International practices on visual coverage and Regulations in media exchange	22/4/25		
III		Individual Oral Test	23/4/25		

Questions:

1. Explain the use of media by power blocks and super power.
2. Define Bilateral, Multi-lateral and Regional Information Corporation.

LECTURE SCHEDULE (Weekly)

Session: 2024-25
Semester: IV Sem.
Year: 2nd

Course: BA(MC)

Subject Name /Code

Faculty Name: POORVI SAXENA

WORLD MEDIA SCENARIO

Unit	Topic	Sub-Topics		Date	Sign (Fact.)	Sign (Prin.)
I	World Media Scenario	Meaning and Concept	1	1/2/25	PS	D
I	World Media Scenario in World War II	Pre World war and Post world war scenario	1	1/2/25	PS	D
I	World media scenario in cold war days	What is Cold war and media scenario during Cold war Days	1	5/2/25	PS	D
I	Emergence of Third world countries	Historical context, characteristics and Modern Terminology	1	5/2/25	PS	D
I		Third world countries Western Block & Easter Block & Decolonization.	1	13/25	PS	D
I		The Non-Aligned Block and its relevance	1	13/25	PS	D

Assignment

S. No. Questions:

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communicatic)

Course Name- World Media Scenario

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	2
CO2	1	3	1	2	2	1	2	2	3	2
CO3	2	2	2	2	2	2	3	3	2	2
CO4	2	2	1	1	1	2	1	2	2	3
Avg.	1.5	2.25	1.5	2	1.75	1.25	2	2.25	2.5	2.25

Importance of World Media Scenario a BA Mass Communication)

1. Enhances communication skills by exposing st lents to lobal media practices and trends (PO1, CO1).
2. Provides theoretical understanding and practic insight ıto world media systems (PO1, CO1).
3. Expands knowledge of mass communication b ond loc l contexts to international platforms (PO2, CO1).
4. Encourages exploration of diverse media avem s such a global print, PR, and online journalism (PO2, CO2).
5. Helps students analyze the evolution and impa of med a across different countries and cultures (PO3, CO2).
6. Develops critical awareness of the role of medi in shap ıg public opinion worldwide (PO3, CO3).
7. Builds a solid understanding of global media n lestones helping to contextualize modern practices (PO2, CO2).
8. Strengthens students' ability to evaluate interna onal ne s sources and reporting styles (PO4, CO3).
9. Equips students with professional insights into ow new is managed, published, and consumed globally (PO4, CO3).
10. Develops skills for international journalism, pu lic relat ons, and digital communication (PO4, CO2).
11. Enhances journalistic and communicative conf ence in global media environment (PO5, CO1).
12. Promotes media literacy and the ability to diffe ntiate c edible sources on a global scale (PO5, CO3).
13. Encourages students to think as globally respo ible me ia professionals (PO6, CO1).
14. Inspires a global vision by studying varied mec a landsc pes and cultural influences (PO6, CO1, and CO3).
15. Prepares students for careers in international m dia orga izations, news agencies, and PR firms (PO4, PO6).

BIU College of Humanit es an l Journalism

Lecture N otes

Sr. No.	Program	Semester	Subject Name	Un	Link
1.	BA (Mass Communication)	VI	Communicatio Research	Unit 1& 4 8	https://drive.google.com/drive/folders/10G0bmsuphNyiVZiFQbxKd8Vhs9FJPx3v?usp=sharing
2.	BA (Mass Communication)	IV	Fundamentals Film	Unit 1,2 4,	https://drive.google.com/drive/folders/1ie9IQC4uokd_INBJSPCz8XW-fbpzqB7w?usp=sharing
3.	BA (Mass Communication)	IV	World Media Scenario	Unit 1,2, 4,	https://drive.google.com/drive/folders/1GMDDdQgR_-EwJo3X_TIS9ZCVCD26IlTQ?usp=sharing

PPT Li :

2024-25

BA (Mass Communication) 4TH Semester

Fundamental f Film

Sr No.	Topic
1	nit – 1
2	nit – 2
3	nit – 3
4	nit – 4
5	nit – 5

World Media s enario

Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Media Industry and Management

Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Media Ethics an Laws

Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Documentary Pro luctio

Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Paper ode : 18016

Universi Examin ion –July-August 2024

B (Mass ommunication)

4th emester

World M dia Scenario

TIME: 3 hours Maximum marks: 70

Note: Draw appropriate grams wherever necessary. Parts of a question must be answered together.

Long Answer Type Questions-

Q.1. Attempt any two out of the following questions: (2×15=30)

(a) Describe McBride ommissio in detail.

(b) Elaborate the de and for new information order by Developing countries. Justify.

(c) Justify the statem t "Medi coverage can be particularly effective in emotionally movi mass udiences through visual stores, and in functioning as pc ical rhe ric to manipulate public sentiment and influence foreign p icy" with uitable examples.

(d) How are Media grants d minating the Global Media? Justify with suitable examples.

Short Type Questions-

Q.2. Attempt any four out of the following questions: (4×5=20)

(a) Underline the imp rtance o Non-aligned Block and its relevance in today's scenario.

(b) Write a note on w bi-late l, multilateral and Regional information Corporations are p ying vital ole in reducing gap between Developing and developed cou ies.

(c) Underline the eve highlig ing the ever-existing struggle for NEWS between Developin and Deve ped countries.

(d) What are Media Mi ants? Ho are they dominating the Global Media?

(e) Elucidate how mec conglo erates are playing an important role in Global Media Entert nment.

Very Short Type Questions-

Q.3. Attempt all questions: (5×2=10)

(a) Write the main char teristics The Cold War.

(b) Define Press Pool.

(c) "There is always a d nand for new information order by the developing countries". Justify wi suitable xamples.

P.T.O.

(d) Write an abstract on the Gandharan Approach i Media rel ed issues.

(e) Elucidate the present position of Print Media in lobal ma ket. Is it losing its grip? Justify using suitable examples.

Tru.. or False Type Questions-

Q.4. Attempt all questions: (5×1=5)

(a) The Cold War was between USA and European untries.

(b) Censorship is the non-evident barrier to ie flow of News and Information.

(c) Five daily newspapers joined together to form A sociate P ss in 1846.

(d) Free Flow of Information is the Western term.

(e) UNESCO was established in 1975.

Fill up the Blank Type Questions-

Q.5. Attempt all questions: (5×1=5)

(a) There is an asymmetrical _____ rel ionship b tween the new nations and the Western industrialized nations

(b) _____ do not receive the benefit of press riefing, military protection etc.

(c) After the Second World War the world wa divided to _____ groups.

(d) NANAP stands for _____

(e) NAFTA stands for _____

BA (Mass Commu icati n)

Semester – th

World Media S narie

Unit - I

Short Questi ns

1. What is meant by the "World Media See ario"?
2. Define the term "media imperialism."
3. How does globalization influence the flo / of in rmation in world media?
4. How did World War II change the globa media andscape?
5. What was the primary function of media luring ie Cold War?
6. Name one major Western and one majo Soviet iedia outlet used during the Cold War for ideological promotion.
7. What does the term "Third World" signi / in the context of global communication?
8. Why did newly independent nations in t e Glob l South demand media reform in the 1970s?
9. How did the emergence of the Third Wo ld chal enge the Western media monopoly?
10. What is meant by "colonization of comm unicati n"?
11. Name any two global news agencies tha domin te international news flow.
12. What is the significance of the McBride Report n the context of global communication?
13. What was the main goal of the Non-Ali ned M vement with regard to global media?
14. Name any two founding members of the Non-A igned Movement.
15. What were the New World Information nd Co munication Order (NWICO)?

BA (Mass Commu icatio)
Semester –
World Media Sc nario
Unit - I
Long Questi s

1. Explain the concept of the "World Media Scena " and h w it reflects the global distribution of media power.
2. Discuss the meaning of media imperialism. How loes it a ect cultural diversity and media independence?
3. Evaluate the role of multinational media corpora ons in s aping global narratives and public opinion.
4. How has the process of globalization transforme traditio al media systems into a global media order?
5. How did the end of World War II contribute to th restruc uring of global media systems?
6. Analyze the role of media as a tool of ideologica warfare uring the Cold War era.
7. Compare the media strategies used by the United States an l the Soviet Union during the Cold War.
8. Discuss the emergence of Third World countries n the gl al political and media landscape after World War II.
9. Why did Third World countries criticize the glob l inform tion order in the 1970s?
10. Explain how the concerns of newly independent ations le to demands for a more balanced global media flow.
11. What were the main challenges faced by develop g coun ies in establishing their own media voices?
12. Describe the formation of the Non-Aligned Mov ment and its stance on international communication issues.
13. Discuss the goals and contributions of the Non-A gned M vement in the campaign for a New World Information and Communication Or r (NWI O).
14. Define the term "colonization of communication" and ana ze how it manifests in modern global media systems.
15. Critically evaluate the implications of a small fra ion of t e world's population controlling the majority of global news output.

BA (Mass Commu nicati n)

Semester – th

World Media S cnari

Unit - II

Short Ques ions

1. What is meant by the term "integration c inform ation and armament"?
2. How did the Vietnam War mark a turnin point n media's relationship with warfare?
3. What is the concept of "embedded journ ism" i military operations?
4. How did the Cold War impact global me ia con nt and distribution? What was the main concern of developing cou tries re garding international media in the 1970s?
5. What does NWICO stand for, and what as its j rpose?
6. Name the international report that called for a m re balanced global media structure.
7. How did Western media portray the Glo al Sou n, according to critics?
8. What role did UNESCO play in the Nev Inform tion Order movement?
9. What is meant by bilateral information c operat on?
10. Give one example of a regional media c operati n effort.
11. How does multilateral cooperation bene t deve ping countries in the media sector?
12. What challenges do nations face when t ing to uild regional media partnerships?
13. Why is information cooperation importa t in pr moting balanced global communication?

BA (Mass Comm nicati n)
Semester – 5th
World Media S enari
Unit - II
Long Que: ions

1. What is meant by the integration of media and ilitary, nd why is this connection significant in modern warfare?
2. How did the Vietnam War change the way wa were re orted in the media?
3. What is embedded journalism, and how is it di erent fr n independent war reporting?
4. In what ways can media act as a tool during m tary op ations? Give one example.
5. Why do militaries use media strategies during nflicts? Mention one benefit and one drawback.
6. How did the United States use media to promo its ide during the Cold War?
7. Name one international media outlet each used y the U A and the USSR during the Cold War, and describe their roles.
8. What is propaganda, and how was it used by s erpowe s in international media?
9. Why was Radio Free Europe important during e Cold Var?
10. What does it mean when media is used as a "s t power tool by global superpowers?
11. What was the MacBride Report, and how did i support eveloping nations' concerns?
12. Why did countries in the Global South want m e contr over how they were represented in the media?
13. How does media imbalance affect the develop nt and nage of poor or developing countries?
14. What is bilateral media cooperation? Give one mple e: mple.
15. How can multilateral cooperation between cou ries im ove media access and representation?

BA (Mass Comm nicat on)
Semester - 4th
World Media : cenar o
Unit - I
Short Que tions

1. What is the Non-Aligned News Pool (N ANAP)
2. Which group of countries created NAN AP?
3. What was one goal of NANAP in terms of new sharing?
4. What is one issue developing countries ad wit international news coverage?
5. Why did developing countries want mo contr l over their media image?
6. What does "news imbalance" mean?
7. How do powerful countries influence g bal m lia?
8. Name one Western news agency with g bal re ch.
9. What is one technical barrier to global n ws sh ing?
10. How can culture affect the way news is hared r understood?
11. What financial problem do many poor c untrie face in media production?
12. How does language affect international ews e hange?
13. Name one political reason why some ne /s doe n't cross borders.
14. What is a common concern when showi g viol t images in global news?
15. What is meant by "editorial standards"?
16. What does media self-regulation mean?

BA (Mass Com unic tion)
Semeste – 4th
World Medi Scen io
Unit - II
Long Q estion

1. What was the Non-Aligned News Pool (NA AP), a l how did it aim to address the imbalance in global news coverage?
2. Discuss the role of the Non-Aligned Mover nt (NA l) in the creation of NANAP. What were the key objectives of this media initia e?
3. How did the Non-Aligned News Pool atten t to pro de an alternative to the dominance of Western media agencies?
4. Explain the reasons behind the eventual dec ne of th Non-Aligned News Pool. What factors led to its loss of influence in the 19 s?
5. In what ways did the Non-Aligned News P l impac the global news flow in the context of developing countries? Discuss its achiev nents a l limitations.
6. How has the media system historically favc d deve ped countries in terms of news production and distribution? Discuss the po er dyna ics involved.
7. Why do developing countries often struggle o repre nt their own perspectives in global media? What are the consequences of this l k of re esentation?
8. How does the flow of news between develo ing and eveloped countries create an imbalance in the global media landscape?
9. Discuss the role of global news agencies lik Reuter BBC, and CNN in shaping international perceptions of developing cou ries.
10. Discuss the technological barriers that prev t the fr flow of news between developing and developed countries. How do these bar ers affe media coverage in the Global South?
11. Explain the cultural barriers to global news xchang How can cultural differences hinder the way news is reported and receiv interna onally?
12. How do political factors, such as censorshi and gov rnment control, act as barriers to the free flow of news? Provide examples of co tries w re this is a major issue.
13. Economic factors often limit the ability of velopin countries to produce news content. Explain the role of funding and infrastructu in me a production and how this impacts global news flow.
14. Discuss how language barriers can prevent ews fro being effectively shared between different regions of the world. What role d s transl ion play in overcoming this challenge?
15. How does the portrayal of conflict and viol ce in t media affect public perception, and why is it important to regulate visual cover e in int national media?

BA (Mass Comn unica on)
Semester - IVth
World Media S enar)
Unit – I\

Short Question:

Q1. What is the primary purpose of UN resolutions re ted to n dia?

Q2. How does the Gandhian approach influence medi. ethics?

Q3. What defines the New Information Age in terms c media?

Q4. Who are considered media migrants?

Q5. What is cultural homogenization in the context of lobal m lia?

Q6. What role does media play in promoting freedom expres on?

Q7. How does social media impact traditional journali: n?

Q8. What is the significance of media literacy in today society

Q9. What challenges do media migrants face in global edia?

Q10. How do UN resolutions address media representa on of m ginalized groups?

Q11. What is the impact of the digital divide on media cess?

Q12. How does globalization affect local media culture ?

Q13. What is the role of citizen journalism in the media andscap ?

Q14. What are the ethical considerations in media repor ng?

Q15. How do algorithms influence media consumption atterns?

BA (Mass Comm nicati n)
Semester – Vth
World Media S enari
Unit – IV

Long Questions

Q1. Discuss the role of UN resolutions in shaping glob media olicies and their impact on freedom of expression.

Q2. Analyze the Gandhian approach to media and its r evance promoting ethical journalism in the modern context.

Q3. Examine the characteristics of the New Informatio Age an how they have transformed the media landscape.

Q4. Evaluate the concept of media migrants and their i luence n global media narratives and cultural exchange.

Q5. Critically assess the phenomenon of cultural homo nizatio in global media and its implications for local identities.

Q6. Explore the relationship between media and democ cy, foc ing on how media can both support and undermine democratic processes.

Q7. Investigate the challenges and opportunities presen d by so al media for traditional journalism and news reporting.

Q8. Discuss the importance of media literacy in empow ing indi iduals to critically engage with media content in the digital age.

Q9. Analyze the barriers faced by media migrants in acc ssing op ortunities and resources in the global media industry.

Q10. Examine how UN resolutions address issues of rep esentati n and diversity in media, particularly for marginalized communities.

Q11. Discuss the implications of the digital divide on ac ss to in rmation and media consumption in different socio-economic contexts.

Q12. Evaluate the impact of globalization on local med culture and the preservation of cultural diversity in media content.

Q13. Analyze the role of citizen journalism in enhanci public iscourse and accountability in the media landscape.

Q14. Discuss the ethical challenges faced by journalist n repor ng sensitive issues and the importance of maintaining integrity in media.

Q15. Examine the role of algorithms in shaping media nsump on patterns and their effects on public opinion and discourse.

BA (Mass Commu nicati n)
Semester – Vth
World Media Sc nario
Unit – V

Short Questions

Q1. What is the main objective of a global campaign?

Q2. What methods are commonly used in global consu er resea ch?

Q3. How does the global media environment differ fro local m dia?

Q4. What are some examples of global electronic medi ?

Q5. What distinguishes global print media from local p nt medi ?

Q6. What defines global new media?

Q7. What ethical considerations are important in a glob media ontext?

Q8. What legal issues must global media organizations onsider

Q9. How has technology influenced ethical perspective in medi ?

Q10. What challenges do global campaigns face regard g cultu l differences?

Q11. What benefits does global consumer research prov de to bu inesses?

Q12. How has digital technology affected global print r edia?

Q13. What ethical principles should journalists uphold a glob media environment?

Q14. What role does technology play in the evolution o global r edia?

Q15. What are some potential ethical dilemmas arising om tecl ological advancements in media?

BA (Mass Commu icatic n)
Semester – 1 /th
World Media Sc nario
Unit – V

Long Questions

Q1. Discuss the significance of global campaigns in ma eting a l how they can effectively reach diverse audiences.

Q2. Analyze the various methods used in global consun r resea h and their effectiveness in understanding consumer behavior across different cultu s.

Q3. Examine the characteristics of the global media env ronmen nd how it impacts the dissemination of information worldwide.

Q4. Evaluate the role of global electronic media in shaı ng publ opinion and its influence on international relations.

Q5. Critically assess the differences between global pri media nd local print media, focusing on content, distribution, and audience engagement.

Q6. Explore the concept of global new media and its in olicatio for communication, culture, and information sharing in the digital age.

Q7. Discuss the ethical considerations that media orga zations ust navigate in a global context, including issues of representation and bias.

Q8. Examine the legal challenges faced by global med compa es, particularly in relation to copyright, censorship, and regulatory compliance.

Q9. Analyze the impact of technology on ethical perspe ives in urnalism, including the challenges posed by misinformation and digital manipu tion.

Q10. Discuss the challenges that global campaigns enc nter wh n addressing cultural differences and how they can adapt their strategies acco lingly.

Q11. Evaluate the advantages of conducting global con: mer res arch for businesses and how it can inform marketing strategies.

Q12. Examine the impact of digital technology on the e olution f global print media and the challenges it faces in the current landscape.

Q13. Discuss the ethical responsibilities of journalists i a global nedia environment and the importance of maintaining integrity and accountability.

Q14. Analyze the role of technology in transforming gl al medi practices and its effects on audience engagement and content delivery.

Q15. Explore the potential ethical dilemmas that arise fi m techn logical advancements in media, including privacy concerns and the spread of fak news.

BA (Mass Comm nicati n)
Semester – 5th
World Media S enari
Unit - I
MCQs

1. **What is the primary focus of the term "Wo d Medi Scenario"?**
   A. Local broadcasting practices
   B. Global trends, ownership, and influence in edia sys ems
   C. Community radio programming
   D. Public service announcements
   Answer: B. Global trends, ownership, and infl ence in edia systems
2. **Which of the following best describes media mperia sm?**
   A. Equal media exchange between countries
   B. Dominance of powerful countries in global edia co tent and flow
   C. Local control over media networks
   D. Internet freedom for all countries
   Answer: B. Dominance of powerful countries n globa nedia content and flow
3. **What major geopolitical event led to the be nning the Cold War era in global polities and media?**
   A. End of World War I
   B. Fall of the Berlin Wall
   C. End of World War II
   D. Vietnam War
   Answer: C. End of World War II
4. **During the Cold War, how was media prim rily use by the US and USSR?**
   A. For entertainment purposes
   B. As a tool for tourism promotion
   C. As propaganda to promote ideology
   D. For weather forecasting
   Answer: C. As propaganda to promote ideolo y
5. **Which of the following media outlets was a major in trument of US soft power during the Cold War?**
   A. BBC
   B. RT
   C. Voice of America
   D. Xinhua
   Answer: C. Voice of America
6. **The term "Third World" originally referr d to cou tries that were:**
   A. Militarily powerful nations
   B. Colonizers of the Global South
   C. Not aligned with NATO or the Communis Bloc
   D. Rich in media infrastructure
   Answer: C. Not aligned with NATO or the C mmuni Bloc

7. **Which region is commonly considered part f the Tl rd World in media studies?**
   A. Western Europe
   B. North America
   C. Sub-Saharan Africa
   D. Eastern Europe
   Answer: C. Sub-Saharan Africa
8. **Which issue did Third World countries higl ight re; rding global communication in the 1970s?**
   A. Excessive digitalization
   B. Western domination and biased news flow
   C. Lack of sports content
   D. Poor movie distribution
   Answer: B. Western domination and biased n vs flow
9. **What was one key media demand of the No Aligne Movement?**
   A. To ban private media ownership
   B. Creation of a New World Information and (mmuni ation Order (NWICO)
   C. Complete media deregulation
   D. Monopolization of international news
   Answer: B. Creation of a New World Informa on and ommunication Order (NWICO)
10. **Which term is often used to describe the ine uality i international information flow?**
    A. Digital divide
    B. Information gap
    C. Communication imbalance
    D. News flow imbalance
    Answer: D. News flow imbalance
11. **Which international report highlighted con rns ab it media monopolization and suggested reforms in the 1980s?**
    A. McBride Report
    B. Bretton Woods Report
    C. Helsinki Accords
    D. Geneva Declaration
    Answer: A. McBride Report
12. **Which of the following is considered a majo reason or Western dominance in global news?**
    A. High cost of news gathering
    B. Greater population
    C. More natural disasters
    D. Cultural similarity
    Answer: A. High cost of news gathering
13. **Why did developing countries criticize the r le of gl al news agencies?**
    A. Lack of advertisement opportunities
    B. Focus on positive news only
    C. Biased portrayal of the Global South
    D. Frequent mention of local traditions
    Answer: C. Biased portrayal of the Global So

14. **Which organization attempted to address gl al com unication inequalities by proposing NWICO?**
A. IMF
B. UNESCO
C. WTO
D. WHO
Answer: B. UNESCO

15. **Which concept supports the democratizatio of glob media and fair representation of all cultures?**
A. Media conglomeration
B. Free market journalism
C. Communication rights
D. Clickbait journalism
Answer: C. Communication rights

BA (Mass Comm nicat on)
Semester – 4th
World Media S enari
Unit - I
MCQ

1. **What does the term "integration of informa on and rmament" imply?**
   A. Using media to report on sports events
   B. The fusion of communication technologies ith mili ry operations
   C. Replacing military with journalists
   D. Military training of news reporters
   Answer: B. The fusion of communication tecl ologies vith military operations
2. **Which conflict is widely considered the first televis l war"?**
   A. World War II
   B. Vietnam War
   C. Korean War
   D. Gulf War
   Answer: B. Vietnam War
3. **How was media used during the Gulf War (990-91)**
   A. Only for entertainment
   B. As a tool for independent journalism
   C. As part of military strategy and controlled r rratives
   D. To broadcast weather reports
   Answer: C. As part of military strategy and cc trolled n rratives
4. **Which term describes the military's strateg to cont ol and manage media content during war?**
   A. Media freedom
   B. News globalization
   C. Information embargo
   D. Media embedding
   Answer: D. Media embedding
5. **Which of the following is an example of usi inforn tion as a weapon?**
   A. Entertainment programming
   B. Psychological warfare and propaganda
   C. Weather forecasting
   D. Radio talk shows
   Answer: B. Psychological warfare and propag nda
6. **Why did superpowers invest heavily in inte ational nedia during the Cold War?**
   A. To promote tourism
   B. To spread ideology and influence public op ion
   C. To support wildlife conservation

D. To advertise products

Answer: B. To spread ideology and influenc public nion

7. **What was the main purpose of Radio Free Europe uring the Cold War?**
   A. Broadcasting music
   B. Promoting Soviet ideology
   C. Spreading Western democratic values to E stern B c countries
   D. Selling electronics

   Answer: C. Spreading Western democratic v ues to E stern Bloc countries

8. **Why did developing countries demand a N w Wor Information and Communication Order (NWICO)?**
   A. To ban international news
   B. To balance the global flow of information
   C. To promote censorship
   D. To avoid digitalization

   Answer: B. To balance the global flow of inf rmation

9. **What was one major criticism developing untries ad of Western media?**
   A. Too much sports coverage
   B. Ignoring technological advancements
   C. Biased portrayal and lack of representation
   D. Excessive coverage of local issues

   Answer: C. Biased portrayal and lack of repr entation

10. **Which term describes the imbalance in int nation media representation?**
    A. Information equality
    B. Communication equity
    C. Global info-fusion
    D. News flow imbalance

    Answer: D. News flow imbalance

11. **What is bilateral information cooperation?**
    A. Cooperation between NGOs and media
    B. Partnership between two countries to share edia re ources
    C. A global media summit
    D. One country dominating another's media

    Answer: B. Partnership between two countrie to share media resources

12. **Which approach promotes collaboration be veen m ltiple countries in building independent media infrastructures?**
    A. Military-industrial complex
    B. Multilateral information cooperation
    C. Corporate media syndicates
    D. Information privatization

    Answer: B. Multilateral information cooperati n

BA (Mass Comn nicat on)
Semester - 4th
World Media : cenar o
Unit - I
MCQ :

1. **What was the main aim of the Non-Aligned News P ol (NANAP)?**
   A. To support Western media agencies
   B. To share cultural content only
   C. To promote balanced news flow among de loping ountries
   D. To regulate internet content globally
   Answer: C. To promote balanced news flow nong de eloping countries
2. **Which organization initiated the idea of th Non-Al ned News Agencies Pool?**
   A. NATO
   B. United Nations
   C. Non-Aligned Movement (NAM)
   D. G7
   Answer: C. Non-Aligned Movement (NAM)
3. **Which country played a leading role in org nizing t e Non-Aligned News Pool?**
   A. India
   B. Brazil
   C. Egypt
   D. Yugoslavia
   Answer: D. Yugoslavia
4. **What was a key goal of NANAP regarding lobal n vs flow?**
   A. To replace Western agencies
   B. To present developing countries in a fair a realisti manner
   C. To reduce news content
   D. To promote corporate advertising
   Answer: B. To present developing countries i a fair a realistic manner
5. **What was a major complaint of developing ountri about global news coverage?**
   A. Too many lifestyle stories
   B. Lack of environmental news
   C. Biased and negative portrayal by Western edia
   D. Too much coverage of their leaders
   Answer: C. Biased and negative portrayal by Western edia
6. **Why do many developing nations struggle produ global news content?**
   A. Strict international laws
   B. Lack of language skills
   C. Limited financial and technological resour s

D. No audience for their stories

Answer: C. Limited financial and technologic l resour ;s

7. **How do powerful nations often maintain in uence o er global narratives?**
   A. Through tourism ads
   B. By owning major global news outlets
   C. By banning local journalists
   D. By blocking websites
   Answer: B. By owning major global news out ;ts
8. **What is a cultural barrier in news flow?**
   A. Conflicts in data privacy laws
   B. Differences in how stories are interpreted o prioritiz d
   C. Lack of internet
   D. Shortage of camera equipment
   Answer: B. Differences in how stories are int preted c prioritized
9. **Why is media concentration a problem in g bal nev flow?**
   A. It improves the quality of reporting
   B. It limits diversity of viewpoints
   C. It increases public trust
   D. It helps small news agencies grow
   Answer: B. It limits diversity of viewpoints
10. **What is one key issue in international visual overag ethics?**
    A. File formats used for images
    B. Use of AI in creating fake images
    C. Sharing too many cartoons
    D. Promoting film awards
    Answer: B. Use of AI in creating fake images
11. **What is typically required for broadcasting iolent o graphic images internationally?**
    A. Translation in three languages
    B. Age ratings and editorial discretion
    C. Free distribution licenses
    D. Approval by the military
12. **What does "self-regulation" in media refer t ?**
    A. Media companies policing their own conten standar
    B. Government control of private media
    C. Audience voting on news stories
    D. Censorship by NGOs
    Answer: A. Media companies policing their ov n conte standards

B A (MASS COMMUNICATI ON) - 4th SEMESTER

World Media S cena io

Assignmei t- I

1. Explain emergence of third worl count ies and its features.

2. Define colonization of communi ition, 0% population dominating 90% of global news gencie .

B A (MASS COMMUNICATION – 4th SEMESTER

World Media Scenario

Assignment - II

1. Explain the use of media by power blocks and super power.
2. Define Bilateral, multi-lateral and regional information corporation.

BA (Mass Comm nicat on)

Semester – 4th

World Media S enari

Assignmen 3

1– Explain struggle for news between de elopi g & developed countries.

2– What are the different Barriers to the ow of news?

3– What do you understand by Non– alig ed ne vs pool?

4– Define

- Developing countries
- Developed countries.
- Underdeveloped countries.

Explain its difference & give examples?

BIU COLLEGE OF HUMAN TIES & JOURNALISM

SEMESTE 4th

WORLD MEDIA SCENA IO

ASSIGNME T-4TH

1-Explain Gandhian Approach?

2- Define new information Age a d its f atures?

3- How media migrants dominate global nedia?

4- Define Reality of global media w th Exa nple?

BA (MASS COMMUNICATION)

SEMESTER- 4th

World Media Scenario

Assignment- 5

1- Define:-

(i) Global campaign
(ii) Global consumer research

2- What are the different ethical & legal consideration once in global media environment?

3- Define global media environment.

(i) Global electronic media
(ii) Global print media
(iii) Global New media

4-How technology has impacted the ethical perspectives of global media?

BA (Mass Commu cation
Semester:I
Internal Examin on:1st
World Media Sc ario

Du ation: 2 hours
No e: All questions are compulsory

Max Marks: 50

Q1. Very Short Answer Type Questions 5 uestions x2 Marks Each =10

a. What is World Media Scenario?
b. Define Under-developed Countries, Devel ped Co ntries and Developing Co untries.
c. What do you understand by Third World C untrie
d. What was cold war?
e. Define the use of media by power blocks a d supe powers.
f. How global media was dominated by 10% opulat n?

Q.2. Short Answer Type Questions Ques ons x3 Marks Each =15

a. Define Integration between information a l arma ents.
b. Explain the emergence of third world cou tries.
c. What are the close encounters between M dia anc Military?
d. What do you understand by the Non-alig d bloc and its relevance?
e. Explain the meaning and concept of Wor media scenario.
f. Define Bilateral and Multi-lateral Inform ion Co oration.

Q.3. LongAnswer Type Questions 3 Que tions x8.33 Marks each =25

a. Explain the demand for a New Informati n Orde by Developing Countries.
b. How Media is used by power blocks anc super p wers?
c. Explain Bilateral, Multi-lateral and Regi nal Inf mation Corporation.
d. How communication is colonized by 10 popul ion over 90% global news agencies.

BA (Mass Commun cation)
Semester:IV
Internal Examinat n: 2nd
World Media Sc(ario

Duration: 2 hours | Max Marks: 50
Note: All questions are compulsory

Q1. Very Short Answer Type Questions **5 (estions x2 Marks Each =10**

a. What is Global Campaign?
b. What do you understand by the term, "Real y of Gl bal Media".
c. Explain Non-Aligned News Pool.
d. Define the New Information Age.
e. Explain Global Electronic Media.
f. Explain different International Practices on \ sual C verage.

Q.2.Short Answer Type Questions **5 Questi ns x3 Marks Each =15**

a. What are the different Barriers to the flow o News, ive examples?
b. Explain Global Consumer Research.
c. What is the Impact of technology on the Et cal per pective of Global News?
d. Define various UN Resolutions on Media R lated Is ues.
e. How Media Migrants dominate Global Med a.
f. Briefly explain the Ethical and Legal consid ations n Global Media Environment.

Q.3.LongAnswer Type Questions **Quest ns x8.33 Marks each =25**

a. Expand the term Global Media Environme , how (lobal Electronic Media, Global Print Media and Global New Media af ected th : Global Media Environment, explain it **withexample.**
b. Explain –
- The Gandhian Approach
- The New Information Age

c. Define the struggle for news between Deve l ping an l Developed Countries.
d. Explain different International Practices on Visual C overage and Regulations in Media Exchange, **with example.**

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communicatio)

Course Name- World Media Scenario

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	2
CO2	1	3	1	2	2	1	2	2	3	2
CO3	2	2	2	2	2	2	3	3	2	2
CO4	2	2	1	1	1	2	1	2	2	3
Avg.	1.5	2.25	1.5	2	1.75	1.25	2	2.25	2.5	2.25

BIU COLLEGEE OF HUMANI IES & JOURNALISM

BIU, Bareil /

Students dei ils

Programme - BA(MC)   Semester - IV

S.No.	Students Name	Slow /Advanced Learner
1	Saloni Gupta	Advance Learner
2	Tanya Singh	Slow Learner
3	Yanka Gangwar	Advance Learner
4		
5		
6		
7		
8		
9		
10		

Note: On The Basis Of Internal Marks

Slow Learner- Below 50%

Advanced Learner- Above 50%

BIG COLLEGE OF HUMAN TIES & JOURNALISM

First Internal Exam Marks
(April 7-12 2025)

Program: BA (Mass Comm.)-IV

Max Marks: 50

S. No.	Students Name	Subjects					
		WMS	MIN	ME	FF	DP	ES
1.	Saloni Gupta	28	36	29	32	36	23
2.	Tanya Singh	24	17	27	27	34	10
3.	Yanka Gangwar	30	20	26	24	20	02

RS 24/4/25 SD

RS 24/4/25

SD 25-4-25

Action Taken Report

Batch – 2025-24 Examination – I Internal

Program Name – BA (Mass Communication) Semester – IV Subject- World Media Scenario

Sr. No.	Date	Student's Name	Interaction Record	Action Taken	Student Signature	Faculty Signature
1	26/4/25	Tanya Singh	One to One Counselling, to understand the issue/ problem	self-examination of Student	Tanya	
2	3/5/25	Tanya Singh	Revision of Unit ①	Assignment Given	Tanya	
3	10/5/25	Tanya Singh	Doubt-clearing session	Evaluation of Assignment	Tanya	
4	17/5/25	Tanya Singh	Revision of Unit ②	Assignment Given		
5	24/5/25	Tanya Singh	Doubt-clearing session	Evaluation of Assignment		
6						

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- Gain knowledge of Mass Communication and the related avenues.
- Acquire the knowledge related to various avenues of Mass Communication and their impact.
- Get skills enough to excel in professional techniques of media industry.
- Empower himself by journalistic, communicative and professional skills.
- Become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES (4)

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press Style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTIVES

The programme (BA in Mass Communication) will enable the learner to:

- Impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.
- Develop the student into skillful, competitive and responsible professional for media industry.
- Empower learners by soft skills, life skills and journalistic skills.
- Impart media literacy and competency with new media technologies.
- Inculcate the student with values, ethics and legal knowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND SKILLS

Upon completion of this undergraduate programme (BA in Mass communication) the student shall:

- Be equipped with skills in information and communication technologies (ICT) including new media literacy.
- Acquire the primary research skills, employability and incubation abilities.
- Become ethically committed media professionals and entrepreneurs adhering to the human values.
- Have an understanding of acquiring knowledge throughout life.
- Acquire the understanding of importance of cooperation and teamwork.

CRITERION 1- CURRICULAR ASPECTS

1.1.3 Provide a description of courses with focus on competency/ employability/ entrepreneurship/ skill-development offered either by the University or in collaboration with partner Institutions / Industries during the last five years



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NAAC Report on Courses Focused on Competency, Employability, Entrepreneurship, and Skill Development (Humanities & Journalism)

Introduction:

In the last five years, the University has significantly expanded its curriculum and course offerings to align with the evolving demands of the job market, emphasizing competencies, employability, skill development, and entrepreneurship, especially in the field of Humanities and Journalism. Through strategic collaborations with various partner institutions and industries, the University has developed a variety of specialized courses aimed at equipping students with the skills necessary to thrive in a dynamic professional landscape. These courses not only enhance the students' academic knowledge but also provide them with the practical tools and resources needed for career advancement and entrepreneurial ventures.

List of Courses Focused on Competence:

The University offers several courses designed to strengthen students' core competencies in their respective fields. For Humanities and Journalism students, the focus has been on enhancing analytical, research, and communication skills through a variety of specialized programs. These include:

- **Advanced Research Methods in Humanities**
- **Critical Theory and Literary Criticism**
- **Media Ethics and Law**
- **Public Relations and Corporate Communication**
- **Cultural Studies and Media Impact**
- **Journalism and Media Writing**
- **Digital Storytelling and Multimedia Journalism**
- **Philosophy and Social Thought**

These courses are aimed at developing a strong theoretical foundation and research capabilities, ensuring that graduates possess the critical thinking and problem-solving skills required in competitive fields like Journalism and other Humanities professions.

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List of Courses Focused on Employability/Skill Development:

With a strong emphasis on employability and skill development, the University has designed courses that cater to the growing need for practical skills in the workforce. These programs are aligned with industry standards and provide students with the hands-on experience and technical proficiency required to excel in their careers. In the context of Humanities and Journalism, key offerings include:

- **Broadcast Journalism and Production**
- **Content Writing and Digital Media**
- **Photojournalism and Visual Storytelling**
- **Media Management and Digital Strategy**
- **Social Media Analytics and Content Curation**
- **Freelance Journalism and Reporting**
- **Journalistic Writing and Editing Workshops**
- **Public Speaking and Communication Skills**

These courses are developed in collaboration with industry experts and experienced professionals, equipping students with the practical skills needed for immediate employment in various sectors of the media, public relations, and corporate communication industries.

List of Courses Focused on Entrepreneurship/Self-Employment:

In response to the growing trend of self-employment and entrepreneurship, the University has introduced a series of courses aimed at empowering students to pursue entrepreneurial ventures. These programs are designed to foster innovative thinking, leadership skills, and practical knowledge in running media-related businesses. Relevant courses for Humanities and Journalism students include:

- **Entrepreneurship in Media**
- **Digital Media Startups and Innovation**
- **Content Creation and Monetization Strategies**
- **Freelance Journalism as a Business**

- **Media Branding and Personal Branding**
- **Digital Marketing for Media Entrepreneurs**
- **Business Communication for Entrepreneurs**
- **Film Production and Independent Publishing**

These courses provide students with a comprehensive understanding of how to start and sustain a media or journalistic venture, teaching them the nuances of business management, financial planning, and marketing strategies, particularly in the digital age.

Memoranda of Understanding (MOUs) with Institutions/Industries:

The University has forged numerous collaborations through MOUs with leading institutions and industries to enhance its course offerings and ensure real-world applicability. These partnerships allow students to benefit from internships, joint research opportunities, and specialized training programs that provide exposure to current industry practices and trends. Some notable collaborations include:

- **Partnership with XYZ Media Group**: Offering internships, skill development programs, and hands-on training in digital journalism and media production.
- **Collaboration with ABC PR Agency**: Providing students with exposure to public relations strategies, corporate communication, and branding through guest lectures, workshops, and internships.
- **Joint Program with DEF Film School**: Enabling students to gain practical experience in film production, documentary filmmaking, and visual storytelling.

These collaborations ensure that students have access to state-of-the-art resources, industry expertise, and opportunities for professional networking.

Efforts Towards Employability/Skill Development/Self-Employment:

The University is committed to preparing students for successful careers by focusing on employability, skill development, and self-employment. Through a combination of industry-led courses, guest lectures, workshops, and internships, the University strives to equip students with the knowledge and tools to excel in their chosen professions. Some specific efforts include:

- **Industry Internships**: Mandatory internships with media organizations, publishing houses, PR firms, and other related industries, enabling students to gain firsthand exposure to the demands of the professional world.

- **Entrepreneurship Workshops:** Regular workshops and seminars on entrepreneurship, startup management, and freelancing, often conducted by successful entrepreneurs in the media industry.
- **Career Development Programs:** Offering career counseling, CV-building workshops, and interview preparation to help students secure jobs in the competitive job market.
- **Placement Drives and Job Fairs:** Organizing on-campus recruitment drives, job fairs, and networking events, connecting students with potential employers from the media, communications, and public relations sectors.
- **Freelance Platforms:** Facilitating partnerships with freelance platforms to help students explore self-employment opportunities and build their personal portfolios.

By integrating these initiatives into its curriculum and extracurricular offerings, the University ensures that its Humanities and Journalism students are well-equipped to meet the challenges of a fast-paced, ever-evolving professional environment.

Conclusion:

Over the last five years, the University has continuously refined its approach to education in the Humanities and Journalism disciplines, ensuring that students are equipped with not only academic knowledge but also the practical skills, competencies, and entrepreneurial spirit necessary to succeed in today's competitive job market. Through partnerships with industry leaders, specialized courses, and a strong focus on skill development, the University plays a pivotal role in shaping the future careers of its graduates, empowering them to make a meaningful impact in their chosen fields.

Towards Professional Excellence

List of Courses having focus on Competency /Employability /Entrepreneurship/Skill Development.

Sr No.	Focus Areas	Courses
1.	Employability/Skill Development	• Radio Programme Production • Documentary Production • Television Programme Production • Fundamentals of Film • Non-Liner Video Editing • Photo Journalism • Advertising • Public Relation

List of Courses having focus on Competency /Employability /Entrepreneurship/Skill Development.

Sr No.	Focus Areas	Courses
1.	Entrepreneurship/ Self Employment	• Reporting Techniques and Skills • Editing, Layout and Design • Basic of Camera, Light and Sound • Radio Programme Production • Public Relation • Advertising • Event Management

List of Courses having focus on Competency/ Employability/Entrepreneurship/Skill Development.

Sr No.	Focus Areas	Courses
1.	Competency	• Communicative English • Communicative Hindi • Computer For Mass Communication • New Media and Cyber Journalism

3.7.2

Number of MoUs for faculty exchange, student exchange, academics, clinical training, internship, on-the-job training, project work, collaborative research programmes etc., functioning during the last five years

Title of the MoU	Name of the partnering Institution/ industry /research lab/corporate house with contact details	Year of commencement	Duration (From-To)	Year wise list of actual activities under each MoU.	Number of students/teachers who participated under the MoUs	Link to the relevant document
MoU Between Anugunjan and BIUCHJ	Anugunjan	2025	2025-2028	Training, Internship, Guidence, Campus Visit etc.	All	N/A
MoU Between UV Technologies and BIUCHJ	UV Technologies	2025	2025-2028	Workshops	All	N/A
Umbrella MoU Between BIUCHJ, BIU and FAHSS, Motherhood University, Roorkee	FAHSS, Motherhood University, Roorkee	2025	2025-2028	Research activities, Facuty & Student Training etc.	All	N/A

Upload:

- E-copies of the functional MoU's with institution/ industry/ corporate house, Indicating the start date and completion date
- Institutional data in prescribed format.

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN Anugunjan (ISSN: 2454-8138) AND BIU College of Humanities & Journalism

This **Memorandum of Understanding (MoU)** is entered into on this by and between **Anugunjan**, Bareilly's prominent literary magazine/ journal quarterly published in print by Anukrati Prakashan (Add: 'Shivchhanh', 165-B, Bukharpura, Puranashahr, Bareilly (U.P.)-243005, Email- anugunjanpatrika@gmail.com, Mob. Number- 9412345679, and **BIU College of Humanities & Journalism**, Bareilly International University, Bareilly, U.P.

The purpose of this MoU is to establish an **industry-academia partnership** aimed at providing the students with exposure to practical training, internships, and career advancement guidance to complement their academic curriculum.

Scope of Collaboration

The collaboration will focus on enhancing the practical knowledge, industry experience, and career prospects of the students through the following key initiatives:

1. **Professional Training Module**
   - **Duration:** 1 week of professional training followed by 1 month of mandatory internship.
   - **Content:** Relevant topics covered through **interactive workshops, guest lectures, and hands-on projects** led by Anugunjan.
   - **Certification:** Students will be awarded **Anugunjan Certificates** upon successful completion of the training.
2. **Guaranteed Internship Program**
   - **Internship Duration:** 1 month in various activities of **Anugunjan.**
   - **Exposure:** Students will be involved in **projects** and receive **experience letters** post-completion.
   - **Learning Outcome:** Practical exposure to content creation, publishing, and digital media operations.
3. **Career Advancement Guidance**
   - **Job-oriented Learning (JL):** Based on student performance, the selected interns will get Job-oriented Learning.
   - **Skill Enhancement:** The collaboration will significantly enhance students' CVs by providing real-world experience and practical exposure.

20/3/25

20/3/25

Campus Visit

To further enrich the learning experience, Anugunjan will make campus visits, offering students an immersiye experience into the academic/literary publications.

Proposed Itinerary:

- **Duration:** 2 hours
- **Activities:**
  - Guided tour of 'Shabd Samvaad' YouTube Channel.
  - Interactive sessions.
  - Workshop on career opportunities.
  - Q & A session with students.

This visit aims to **bridge academic learning with industry practices**, providing valuable insights, networking opportunities, and inspiration for future professionals.

Financial Involvement

- It is free of cost for the entire **training, internship, and other activities.**

Responsibilities of Anugunjan

- Provide **professional training and internship programs** to students in alignment with industry standards.
- Award **certificates and experience letters** to students upon successful completion.
- Make **campus visits** and ensure smooth execution of all proposed activities.

Responsibilities of BIUCHJ

- Nominate and facilitate student participation, if they are interested, in the **training, internship, and other programs.**
- Coordinate with Anugunjan for scheduling visits and other activities.
- Provide necessary academic support for students during their participation.

Mutual Agreement

- Both parties agree to work collaboratively to **promote academic-industry engagement** and foster a **culture of excellence.**
- Either party may terminate this MoU with **30 days' written notice.**

Validity and Term

This MoU shall remain in effect for a period of **3 years**, unless renewed or terminated by mutual agreement.

Signatories:

On behalf of **Anugunjan:**

(Dr Lovelesh Dutt)
Designation: Editor
Date: 20/3/25

On behalf of **BIU College of Humanities & Journalism:**

(Dr Abnish Singh)
Designation: Principal
Date: 20/3/25

This MoU reflects the mutual understanding between **Anugunjan** and **BIU College of Humanities & Journalism,** Bareilly International University to **empower the students** and **bridge the gap** between academic knowledge and industry practices.

Medium: Print

Record information

Last modification date: 24/09/2018

Type of record: Confirmed

ISSN Center responsible of the record: ISSN National Centre for India

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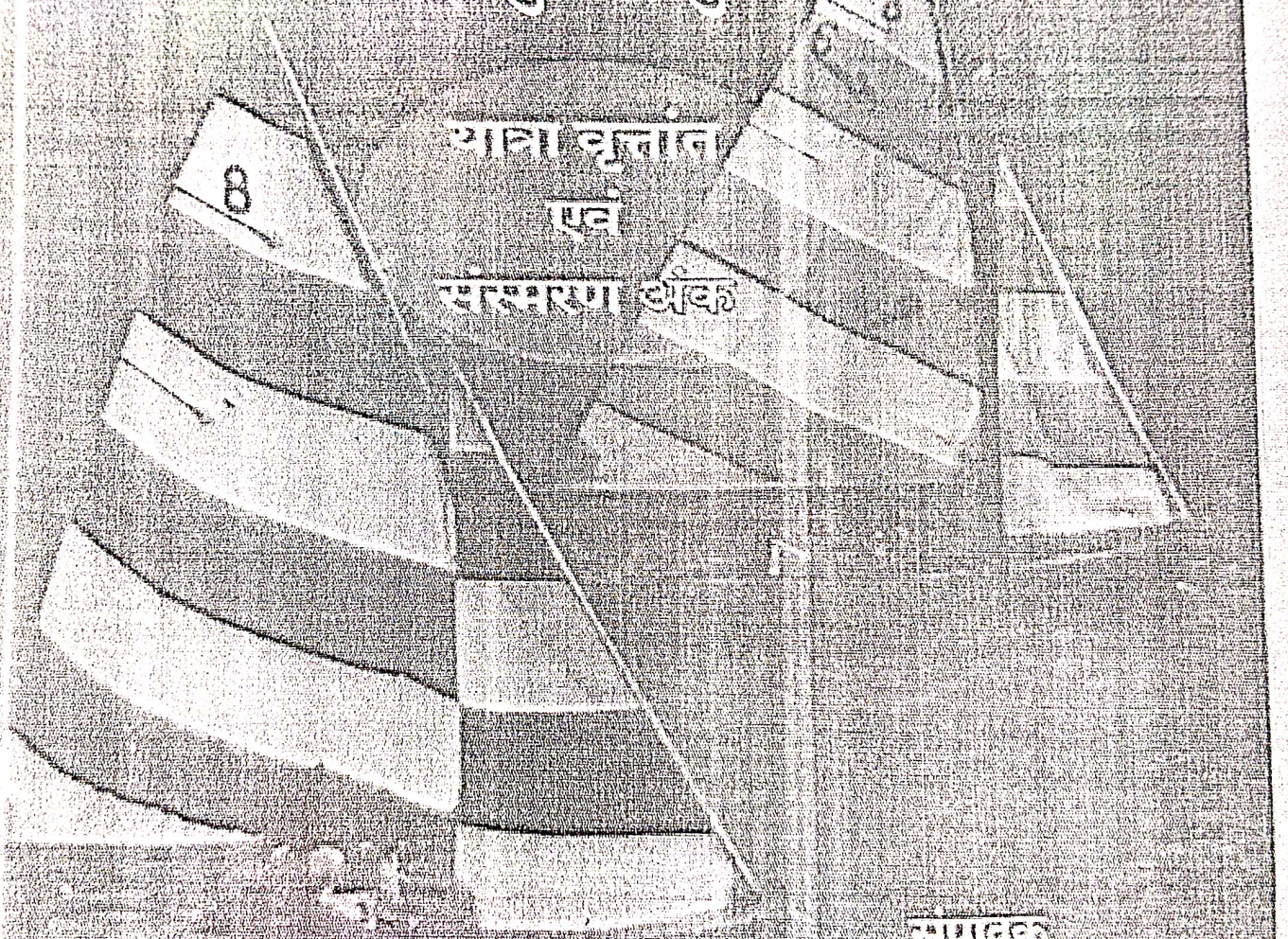


ISSN 2454-8138

साहित्य कला संस्कृति की त्रैमासिक पत्रिका

अंतिका

वर्ष 4 अंक 13-14 (संयुक्तांक) जुलाई-दिसंबर 2019



सम्पादक
डॉ. अनीश कुमार

मूल्य ₹0/-

वर्ष ... अंक : तृतीय एवं चतुर्थ (संयुक्तांक) ISSN 2454-8138

साहित्य-कला-संस्कृति की त्रैमासिक पत्रिका

अनुगुंजन

(जुलाई-दिसम्बर 2019)

यात्रा वृत्तांत एवं संस्मरण अंक

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प्रो० मधुरेश, डॉ. वरुवेश भारती
सुकेश साहनी, रोश गौतम

संपादक
डॉ. लवलेश दत्त

व्यवस्थापिका
डॉ. हितु मिश्रा

आवरण चित्र
अनुज शर्मा

प्रकाशक
अनुकृति प्रकाशन (रजि०)
'शिवछाँह', 165-ब, बुखारपुरा,
पुरानाशहर, बरेली-243005 (उ०प्र०)
ईमेल : anugunjanpatrika@gmail.com
दूरभाष : 9412345679, 9259972227
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साहित्य सबके लिए

डॉ. लवलेश दत्त

सम्पादक

(अनुगुंजन त्रैमासिक पत्रिका)

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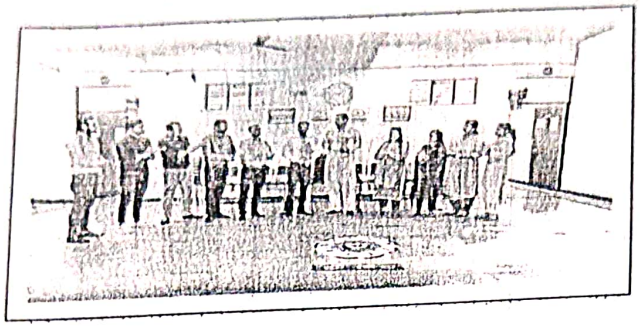
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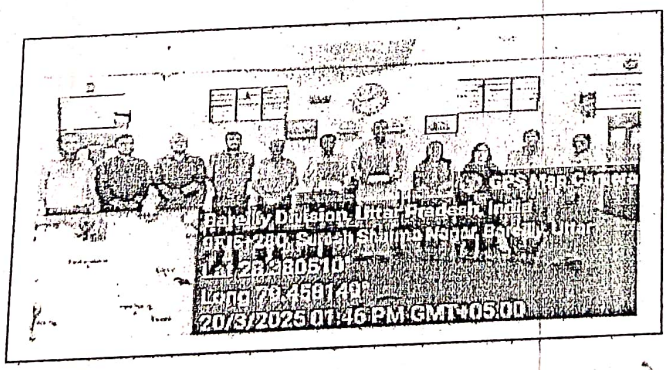
हुए हस्ताक्षर



मार्च 2025 को बरेली इंटरनेशनल यूनिवर्सिटी के बी.आई.यू. कॉलेज ऑफ़ ह्यूमनिटीज़ एण्ड कॉलेज ऑफ़ मैनेजमेंट और 'अनुगुंजन' पत्रिका एवं 'अनुकृति प्रकाशन' ने आपसी सहयोग को (Memorandum of Understanding) पर हस्ताक्षर किये।

के तहत दोनों महाविद्यालयों के प्राचार्य डॉ अवनीश सिंह चौहान और 'अनुगुंजन' पत्रिका एवं सम्पादक एवं प्रकाशक डॉ लवलेश दत्त के मध्य यह सहमति बनी कि भविष्य में छात्र-छात्राओं के 'नई शिक्षा नीति एनईपी 2020' के तहत शैक्षणिक व शिक्षणेत्तर कार्य किये जाएंगे।

डॉ सुनील कुमार सिंह, अतुल बाबू, शिवांशु अग्निहोत्री, श्वेता सिंह, शालिनी सिंह, शिव शंकर शिवानी मिश्रा सहित चमन बाबू आदि मौजूद रहे। फोटोग्राफी प्रवीण कुमार और अभिषेक राठौर



छात्र-छात्राओं का होगा सर्वांगीण विकास, ओएमयू पर हुए हस्ताक्षर



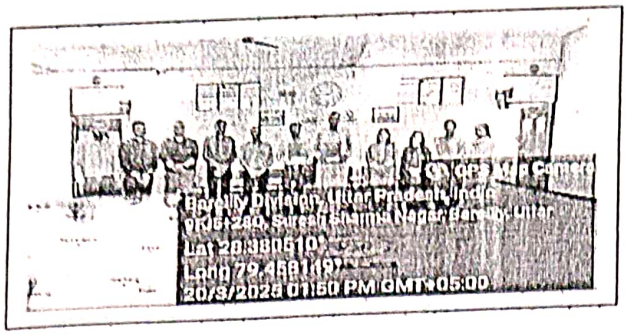
ओएमयू के दौरान मौजूद शिक्षक और स्टाफ।

• अमृत विचार

बरेली, अमृत विचार: बरेली इंटरनेशनल यूनिवर्सिटी के बीआईयू कॉलेज ऑफ ह्यूमनिटीज एंड जर्नलिज्म, बीआईयू कॉलेज ऑफ मैनेजमेंट और "अनुगुंजन" पत्रिका एवं "अनुकृति प्रकाशन" ने आपसी सहयोग को बढ़ावा देते हुए गुरुवार को एमओयू पर हस्ताक्षर किए।

इस आपसी समझौते के तहत दोनों महाविद्यालयों के प्राचार्य डॉ. अवनीश सिंह चौहान और 'अनुगुंजन' पत्रिका, 'अनुकृति प्रकाशन' के संपादक एवं प्रकाशक डॉ. लवलेश दत्त के मध्य यह सहमति बनी कि भविष्य में छात्र-छात्राओं के सर्वांगीण विकास के लिए एनईपी 2020 के तहत शैक्षणिक एवं शिक्षणेतर कार्य किए जाएंगे। डॉ. सुनील कुमार सिंह, अतुल बाबू, शिवांशु अग्निहोत्री, श्वेता सिंह, शालिनी सिंह, शिवओम शंखधार, पूर्वी सक्सेना, शिवानी मिश्रा, चमन बाबू आदि मौजूद रहे।

अमृत विचार, बरेली संस्करण,
21 मार्च 2025, पृष्ठ 6



छात्र-छात्राओं का होगा सर्वांगीण विकास, ओएमयू पर हुए हस्ताक्षर



ओएमयू के दौरान मौजूद शिक्षक और स्टाफ। • अमृत विचार

बरेली, अमृत विचार: बरेली इंटरनेशनल यूनिवर्सिटी के बीआईयू कॉलेज ऑफ ह्यूमैनेटीज एंड जर्नलिज्म, बीआईयू कॉलेज ऑफ मैनेजमेंट और 'अनुगुंजन' पत्रिका एवं 'अनुकृति प्रकाशन' ने आपसी सहयोग को बढ़ावा देने हेतु गुरुवार को एमओयू पर हस्ताक्षर किए।

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on March 20, 2025

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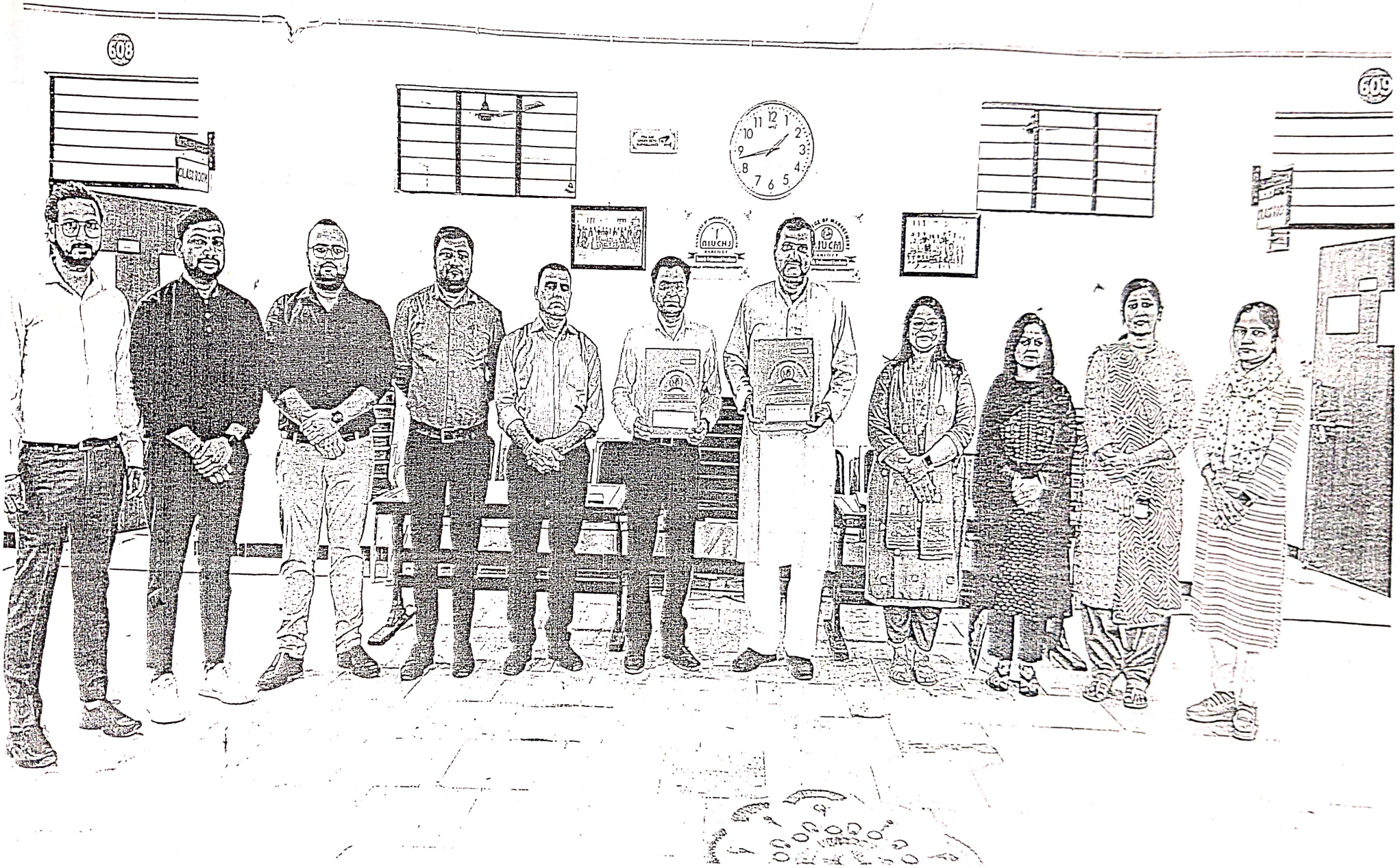
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MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN **UV Technologies** (ISO: 9001:2005 – C. No.: GSC/0325/111 along with the Reg. No.: UDYAM-UP-08-0030090) AND **BIU College of Humanities & Journalism**

This **Memorandum of Understanding (MoU)** is entered into on this by and between **UV Technologies** (Address: Lochi Nagla, Near Shewazpur, Budaun-243601, Email-vaibhavjauhari0077@gmail.com, Mob. Number- 8126416161) and **BIU College of Humanities & Journalism**, Bareilly International University, Bareilly, U.P.

The purpose of this MoU is to formalize an industry-academia partnership between UV Technologies and BIU College of Humanities & Journalism, Bareilly International University, with the objective of providing students with valuable practical learning experiences and career advancement guidance that complement their academic studies. This collaboration aims to bridge the gap between theoretical knowledge and industry practices, empowering students to develop the skills and competencies necessary for success in the professional world. Through this initiative, both parties are dedicated to enhancing students' technical and soft skills, fostering industry-relevant learning, and preparing them for a seamless transition into their careers. By working together, UV Technologies and BIU College of Humanities & Journalism are committed to nurturing a generation of graduates who are well-equipped to meet the dynamic challenges of the modern workforce.

Scope of Collaboration

This collaboration seeks to enhance students' practical knowledge, industry experience, and career prospects through a series of targeted workshops. The following areas of expertise will be covered:

- **Web Development**
- **Digital Marketing**
- **Graphic Design**
- **Blockchain and Cryptocurrency**
- **Blockchain and Wallets**
- **Soft Skills and Professional Development**

Schedule:

One workshop on any of the topics listed above will be conducted each semester on the college campus by UV Technologies, subject to mutual agreement on timing.

Duration:

Each workshop will span two days to ensure in-depth learning and hands-on experience.

Content:

The workshops will cover key industry-relevant topics through engaging and interactive sessions. Practical exposure through hands-on projects will be an integral part of the workshops, led by experienced trainers from UV Technologies.

Vaibhav Jauhari

Vaibhav Jauhari 1

1/4/25

Skill Enhancement:
Through this collaboration, students will gain critical, real-world experience that will significantly enhance their technical and soft skills. This exposure is intended to bridge the gap between academic learning and professional expectations.

Job-Oriented Learning:
These workshops are specifically designed to provide job-oriented learning, equipping students with the skills needed to meet industry demands. Topics will be aligned with current industry trends and best practices.

Learning Outcomes:
Upon completion of the workshops, students will gain practical exposure and hands-on experience in the fields listed above, thereby enhancing their employability. Participants will also acquire skills that are directly applicable to the modern job market.

Certification:
Students who successfully complete the workshops will be awarded certificates issued by UV Technologies, validating their skills and achievements.

Feedback and Evaluation:
To ensure continuous improvement and relevance of the workshops, UV Technologies will collect feedback from students and faculty. This will help in refining future sessions and adapting the content to meet evolving industry needs.

Future Collaboration:
Both parties agree to explore further opportunities for collaboration, including but not limited to internship programs, industry visits, and guest lectures, to provide students with more holistic learning experiences.

Intellectual Property:
Any course material, presentation, or content developed during the workshops remain the intellectual property of the College and UV Technologies. Students may not distribute, sell, or reproduce these materials without prior written consent from the College and UV Technologies.

Financial Involvement

The workshops and all related activities will be provided free of cost. However, each student is required to pay a nominal registration fee of Rs. 50 for participation in each workshop. This fee will be collected by UV Technologies.

Responsibilities of UV Technologies

- **Conduct Professional Training:** UV Technologies will deliver high-quality workshops, ensuring that all content is aligned with current industry standards and best practices. These workshops will provide students with practical, hands-on experience.

Dr. Vaibhav Jauhari

Vaibhav Jauhari

Ashish

- **Award Certification:** UV Technologies will issue certificates to students upon successful completion of each workshop, validating their participation and acquired skills.
- **Provide Qualified Trainers:** UV Technologies will ensure that experienced trainers and industry experts facilitate the workshops, offering in-depth insights and practical knowledge.
- **Curriculum Development:** UV Technologies will design and update the workshop curriculum to reflect the latest trends and requirements in the respective fields..

Responsibilities of BIUCHJ

- **Nominate and Facilitate Student Participation:** BIUCHJ will identify and nominate students who wish to participate in the workshops, ensuring that their interest is aligned with the topics offered. BIUCHJ will also facilitate the registration process for nominated students.
- **Coordinate Workshop Scheduling:** BIUCHJ will collaborate with UV Technologies to schedule workshops, ensuring they are aligned with the academic calendar and that appropriate resources (such as venues and time slots) are made available.
- **Provide Academic Support:** BIUCHJ will offer necessary academic assistance to students during their participation in the workshops. This may include providing access to study materials, offering guidance on the integration of workshop content into their academic curriculum, and addressing any queries or concerns related to the workshop's content.

Collaboration and Termination Clause

- **Collaborative Effort:** Both parties agree to work together in a spirit of collaboration to promote academic-industry engagement. The aim is to foster a culture of excellence, continuous learning, and skill development among students, ensuring alignment with industry standards and evolving market needs.
- **Termination of MoU:** Either party may terminate this Memorandum of Understanding (MoU) with a written notice of six months. This notice period will allow both parties sufficient time to wind down activities, fulfil any ongoing commitments, and address any pending matters.

Validity and Term

This Memorandum of Understanding (MoU) shall remain in effect for a period of three years from the date of signing, unless terminated earlier by either party in accordance with the terms outlined herein. The MoU may be renewed or extended by mutual written agreement of both parties.

Utkarsh Jauhari

Vaibhav Jauhari

Signatories:

On behalf of **UV Technologies:** Vaibhav Jauhari Utkarsh Jauhari (Utkarsh Jauhari)

(Mr Vaibhav Jauhari)
Designation: Owner
Date:

On behalf of **BIU College of Humanities & Journalism:**

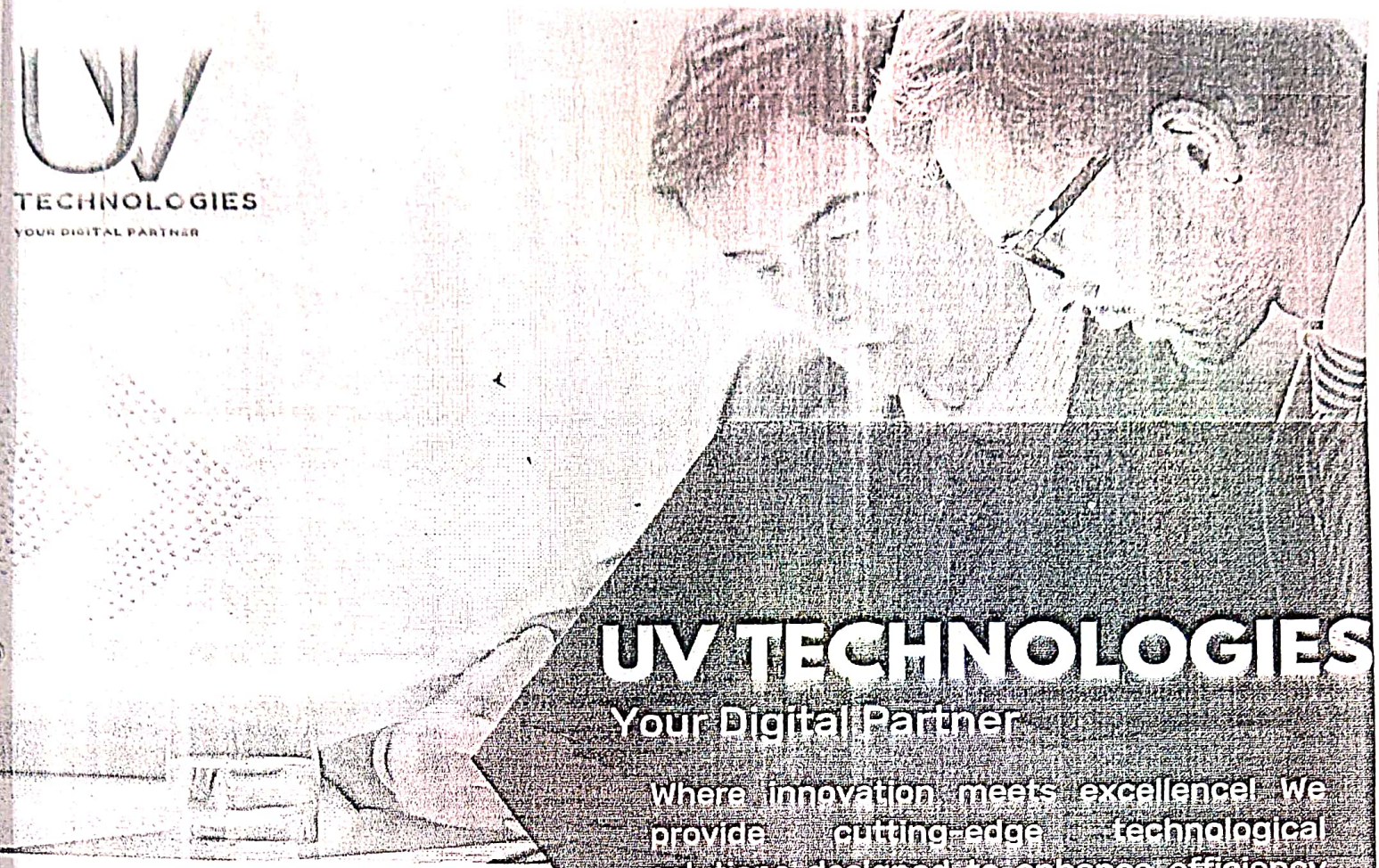
Abhish 1/4/25

(Dr Abhish Singh)
Designation: Principal
Date:

Witness 1: 1.04.2025 (Dr. Sunil K. Singh) Shiv 1/04/25 (Shivanshu Agnihotri)

Witness 2: 1/4/25 (Prithvi Saxena)

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Government of India
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Ministry of Micro, Small and Medium Enterprises

UDYAM REGISTRATION CERTIFICATE

UDYAM REGISTRATION NUMBER	UDYAM-UP-08-0030090
NAME OF ENTERPRISE	UV TECHNOLOGIES

TYPE OF ENTERPRISE *

SNo.	Classification Year	Enterprise Type	Classification Date
1	2024-25	Micro	25/03/2025

MAJOR ACTIVITY: TRADING
For availing benefits of Priority Sector Lending(PSL) ONLY

SOCIAL CATEGORY OF ENTREPRENEUR: GENERAL

NAME OF UNIT(S)

S.No.	Name of Unit(s)
1	UV Technologies

OFFICAL ADDRESS OF ENTERPRISE

Flat/Door/Block No. :	lochi nagla	Name of Premises/ Building	near shewazpur
Village/Town	budaun	Block	budaun
Road/Street/Lane	budaun	City	budaun
State	UTTAR PRADESH	District	BUDAUN , Pin 243601
Mobile	8126416161	Email:	vaibhavjauhari0077@gmail.com

DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE: 24/03/2025

DATE OF COMMENCEMENT OF PRODUCTION/BUSINESS: 24/03/2025

NATIONAL INDUSTRY CLASSIFICATION CODE(S)

SNo.	NIC 2 Digit	NIC 4 Digit	NIC 5 Digit	Activity
1	73 - Advertising and market research	7310 - Advertising	73100 - Advertising	Services
2	73 - Advertising and market research	7320 - Market research and public opinion polling	73200 - Market research and public opinion polling	Services

DATE OF UDYAM REGISTRATION: 25/03/2025

* In case of graduation (upward/reverse) of status of an enterprise, the benefit of the Government Schemes will be availed as per the provisions of Notification No. S.O. 2119(E) dated 26.06.2020 issued by the M/o MSME.

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For any assistance, you may contact:

1. **District Industries Centre:** BADAUN (UTTAR PRADESH)

2. **MSME-DFO:** AGRA (UTTAR PRADESH)

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UV TECHNOLOGIES

LOCHI NAGLA, NEAR SHEWAZPUR, BUDAUN, UTTAR PRADESH – 243601

Has been independently assessed by GS CERT and is compliant with the requirements of

ISO 9001:2015

QUALITY MANAGEMENT SYSTEM

For the following scope of activities: -

WE PROVIDE WEB DESIGN AND DEVELOPMENT SERVICES, GRAPHICS DESIGN SERVICES, VIDEO EDITING SERVICES, DIGITAL MARKETING SERVICES, INCLUDING SEARCH ENGINE OPTIMIZATION (SEO), SOCIAL MEDIA MARKETING, PAY-PER-CLICK (PPC) ADVERTISING ETC. ADDITIONALLY PROVIDING TRAINING AND CERTIFICATION COURSES IN GRAPHICS DESIGN, WEB DESIGN, VIDEO EDITING, DIGITAL MARKETING, CONDUCTING WORKSHOPS AND SEMINARS FOR STUDENTS AND PROFESSIONALS, OFFERING INTERNSHIP PROGRAMS FOR STUDENTS TO GAIN PRACTICAL EXPERIENCE.

This certificate is issued under the following conditions:

1. It applies only to the quality system maintained in the manufacture of above referenced scope / activities.
2. The certificate remains valid until the manufacturing conditions or the quality system are changed and is subject to Continuous surveillance according to the ISO 9001 : 2015 Guidelines.
3. The certificate validity is conditioned by positive results or surveillance audits.Further clarification regarding the scope of the certificate and applicability of the management system requirements may be obtained by consulting the O rganization.

Certificate No.: GSC/0325/111

Issuance Date: 26/03/2025
Date of Expiry: 25/03/2028

1ST Surveillance Audit Due: 25/03/2026
2ND Surveillance Audit Due: 25/03/2027

This Certificate is property of GLOBAL STANDARDS CERTIFICATION and remains valid Subject to satisfactory surveillance audits.

NMSAC

Auth. Signatory

ISO 14001

The Validity of this certificate can be verified at http://www.gs-cert.in/verify-clients/ https://nmsac.com/check-your-certification

This certificate of registration remains the property of GLOBAL STANDARD CERTIFICATION. and shall be returned immediately upon request.

GLOBAL STANDARD CERTIFICATION is accredited by NMSAC

विश्वविद्यालय अनुदान आयोग
University Grants Commission
शिक्षा मंत्रालय भारत सरकार
(Ministry of Education, Govt. of India)
बहादुरशाह जफर मार्ग नई दिल्ली 110 002
Bahadurshah Zafar Marg, New Delhi – 110 002
Phone : 011 – 2360 4329, 011 – 2360 4325

ज्ञान-विज्ञान विमुक्तये

ET 3 SEP 2022

By E-mail

September, 2022

...(SPU)

...tional University,
...al College Campus,
... Road, Bareilly – 243 006,
...desh.

Status of Bareilly International University, Rohilkhand Medical College Campus, Pilibhit Bypass Road, Bareilly, Uttar Pradesh – regarding.

Sir,

In reference to your letter No.BIU/REG/02/448 dated 05.09.2022 on the subject cited I am directed to inform you that the Bareilly International University, Rohilkhand Medical Campus, Pilibhit Bypass Road, Bareilly – 243 006, Uttar Pradesh has been established/notified on 16.09.2016 as a Private University and is empowered to award degrees as specified under Section 22 of the UGC Act to the students studying in its main campus in ... mode with the approval of Statutory Bodies/Councils, wherever it is required, after ... required academic and physical infrastructure facilities including library, laboratories and ... ment of teaching and supporting staff as per the norms and standards laid down by UGC ... or relevant Statutory Council(s). **The name of University has been included in the list ... Universities established as per Section 2(f) of UGC Act, 1956.**

Yours faithfully,

(Dr. Naresh Kumar Sharma)
Under Secretary

Certificate No: QMS029-2317

Certificate of Registration

This is to certify that

BAREILLY INTERNATIONAL UNIVERSITY

ROHILKHAND MEDICAL COLLEGE CAMPUS, PILIBHIT BYPASS ROAD, BAREILLY,
PINCODE-243006, UTTAR PRADESH

has been independently assessed by ODPL Certification and is compliant with the requirements of

ISO 9001 : 2015

Quality Management System

for the following scope of activities

MEDICAL FACULTY, DENTAL FACULTY, NURSING FACULTY, PHARMACY FACULTY, AYURVEDA FACULTY, PARAMEDICAL FACULTY, FORENSIC SCIENCES FACULTY, MANAGEMENT FACULTY, HUMANITIES AND JOURNALISM (TEACHING-LEARNING, RESEARCH, EXAMINATIONS & EVALUATIONS)

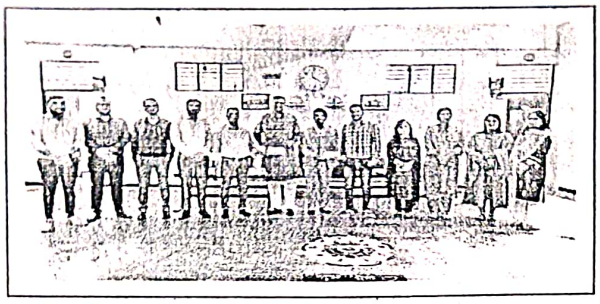
Date of Certification 22nd April 2022
1st Surveillance audit due: 22nd April 2023
2nd Surveillance audit due: 22nd April
Certificate Expiry: 21st April 2025

Signatory Authority

5, Jupiter House, Calleva Park, Aldermaston, Reading Berkshire RG7 8NN UK
India Offices: ODPL Certification, Bhubaneswar, Delhi and Bangalore. Mail Id: cert@odpl.in, www.odplcert.com

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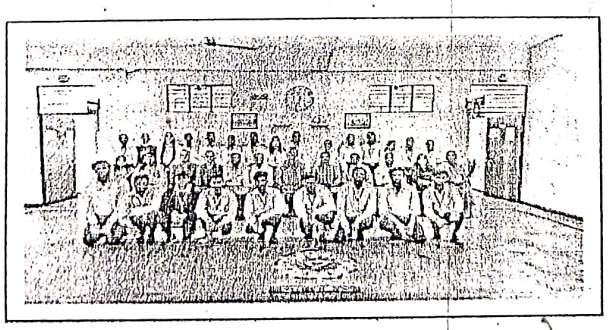
एमओयू पर हुए हस्ताक्षर : 'यू वी टेक्नोलॉजीज' कराएगा वर्कशॉप्स



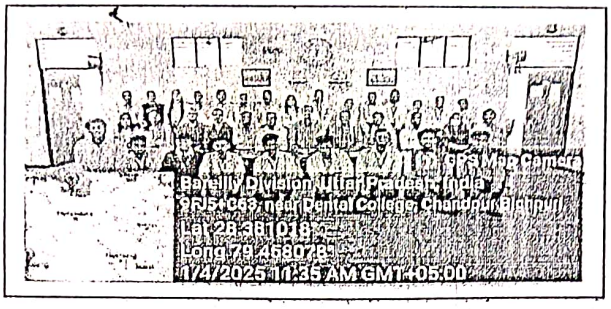
बरेली, मंगलवार, 01 अप्रैल 2025 को बरेली इंटरनेशनल यूनिवर्सिटी के बीआईयू कॉलेज ऑफ़ ह्यूमनिटीज एण्ड [illegible] बीआईयू कॉलेज ऑफ़ मैनेजमेंट और 'यू वी टेक्नोलॉजीज' ने आपसी सहयोग को बढ़ावा देते हुए [illegible] (Memorandum of Understanding) पर हस्ताक्षर किये।

[illegible] के तहत दोनों महाविद्यालयों के प्राचार्य डॉ अवनीश सिंह चौहान और 'यू वी टेक्नोलॉजीज' के [illegible] तथा निदेशक उत्कर्ष जौहरी के मध्य यह सहमति बनी कि भविष्य में छात्र-छात्राओं के सर्वांगीण [illegible] एनईपी 2020' के तहत 'वेब डेवलपमेंट', 'डिजिटल मार्केटिंग', 'ग्राफिक डिजाइन', 'ब्लॉकचेन एण्ड [illegible], 'ब्लॉकचेन एण्ड वॉलेट्स', 'सॉफ्ट स्किल्स एण्ड प्रोफेशनल डेवलपमेंट' आदि विषयों पर वर्कशॉप्स का [illegible] कराएगा।

[illegible] सहित आचार्य डॉ सुनील कुमार सिंह, अतुल बाबू, शिवांशु अग्निहोत्री, श्वेता सिंह, [illegible] पूर्वी सक्सेना, शिवानी मिश्रा, चमन बाबू आदि मौजूद रहे। फोटोग्राफी प्रवीण कुमार [illegible] की।







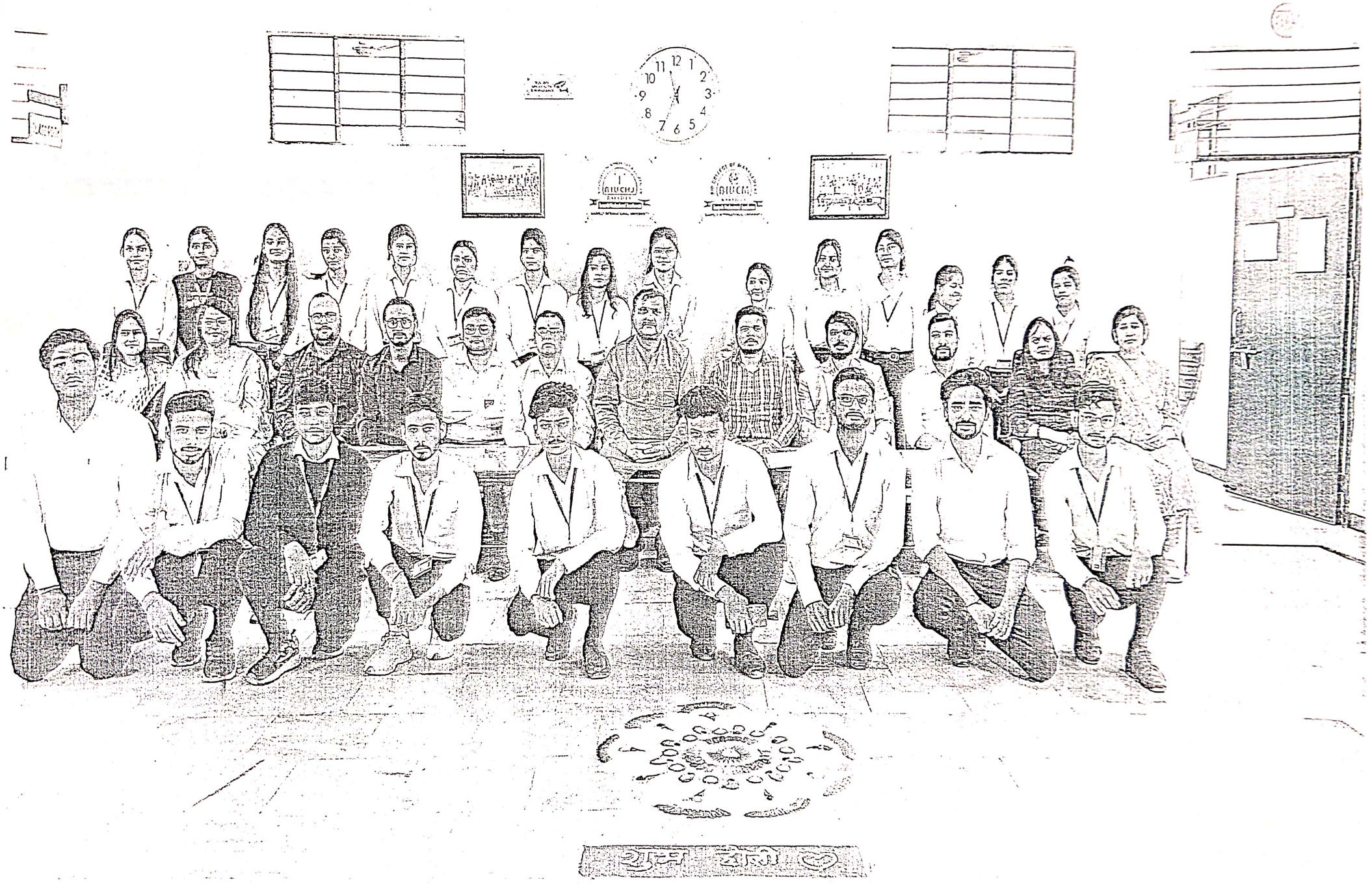
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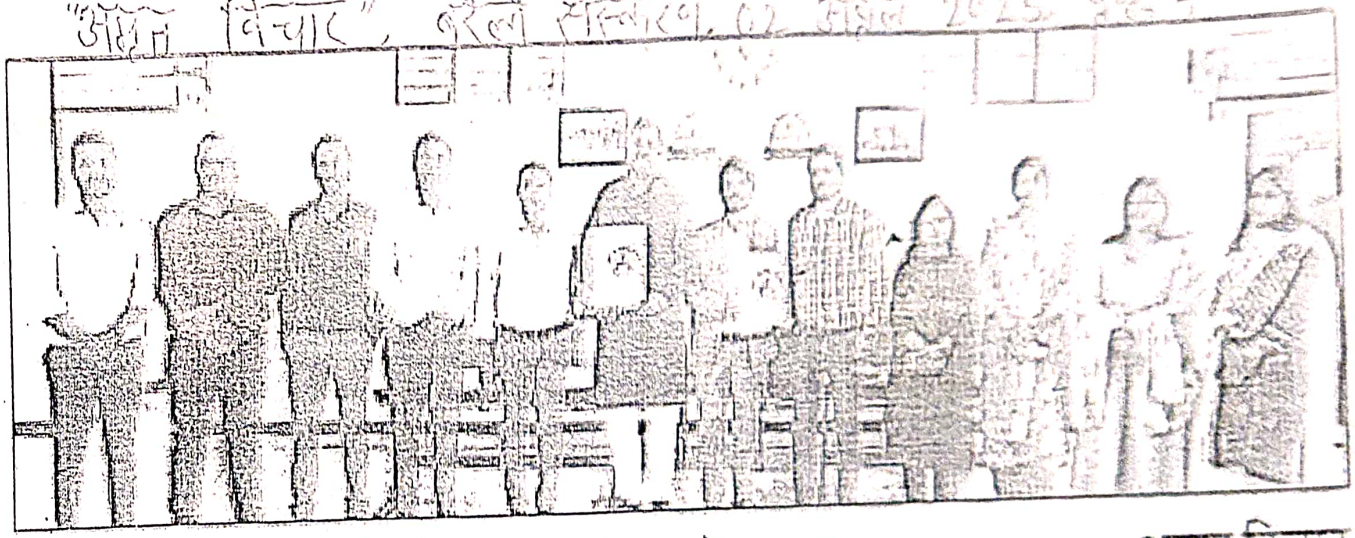


टेक्नोलॉजीज कराएगा वर्कशॉप्स

"अमृत विचार", बरेली संस्करण, 07 अप्रैल 2021, पृष्ठ 4

बरेली, अमृत विचार : बरेली इंटरनेशनल यूनिवर्सिटी के बीआईयू कॉलेज ऑफ ह्यूमनिटीज एंड जर्नलिज्म, बीआईयू कॉलेज ऑफ मैनेजमेंट और यूवी टेक्नोलॉजीज ने मंगलवार को आपसी सहयोग को बढ़ावा देते हुए एमओयू पर हस्ताक्षर किए।

इस आपसी समझौते के तहत दोनों महाविद्यालयों के प्राचार्य डॉ. अवनीश सिंह चौहान और यूवी टेक्नोलॉजीज के संस्थापक वैभव जौहरी, निदेशक उत्कर्ष जौहरी के मध्य यह सहमति बनी कि भविष्य में छात्र-छात्राओं के सर्वांगीण विकास के लिए एनईपी 2020 के तहत वेब डेवलपमेंट, डिजिटल मार्केटिंग, ग्राफिक डिजाइन, ब्लॉक चेन एंड क्रिप्टोकरंसी, ब्लॉक चेन एंड वॉलेट्स, सॉफ्ट स्किल्स एंड प्रोफेशनल डेवलपमेंट आदि विषयों पर वर्कशॉप्स का आयोजन किया जाएगा। आचार्य डॉ. सुनील कुमार सिंह, अतुल बाबू, शिवांशु अग्निहोत्री, श्वेता सिंह, शालिनी सिंह, शिवओम शंखधार, पूर्वी सक्सेना, शिवानी मिश्रा, चमन बाबू, प्रवीण कुमार, अभिषेक राठौर सहित छात्र-छात्राएं मौजूद रहे।



ओएमयू पर हस्ताक्षर होने के बाद प्रसन्न मुद्रा में स्टाफ। © अमृत विचार

Umbrella Memorandum of Understanding
Between
BIU College of Humanities & Journalism
Bareilly International University, Bareilly-243006 (UP)
And
Faculty of Arts, Humanities and Social Sciences
Motherhood University, Roorkee-247661 (UK)
for facilitating
Academic and Research Cooperation, Faculty and Student Training,
Joint Conferences, Seminars and Workshops, and Cultural Initiatives

This Memorandum of Understanding (hereinafter referred to as MoU) is made on this Friday..... day of the month of ..April..... in the year ...2025..... by and between **BIU College of Humanities & Journalism**, Bareilly International University, Bareilly-243006 (UP) [hereinafter called **'BIUCHJ'** / First party], on the ONE PART and **Faculty of Arts, Humanities and Social Sciences**, Motherhood University, Roorkee-247661 (UK) [hereinafter called **'FAHSS'** / Second party] on the OTHER PART (who for the purpose of this MoU are hereinafter collectively referred to as the parties).

The parties, having discussed the fields of common interests and allied activities between the two institutions, have decided to enter into LONG-TERM collaboration for academic and research cooperation, faculty and student training, joint conferences, seminars and workshops, and cultural initiatives in accordance with NEP 2020.

WHEREAS the "First Party", established/ recognized by UGC, is represented herein by the Principal (hereinafter referred to as 'BIUCHJ').

AND

WHEREAS the "Second Party", established/ recognized by UGC, is represented herein by the Dean (hereinafter referred to as 'FAHSS').

1. **Article 1: Scope**

1.1. Both parties agree to recognize each other's institutions for conducting academic and research-related activities at the undergraduate, postgraduate, and doctoral levels. Additionally, both parties will recognize faculty members of each other's institutions as recommended by the respective Principal/Dean, in accordance with the university's rules and regulations, to guide students enrolled in the aforementioned programs.

1.2. Both parties will collaborate in organizing faculty and student training programs based on mutual agreement. The specific operational details of these initiatives will be outlined in joint activities, programs, and/or projects within the approved disciplines or divisions, focusing on areas of mutual interest.

4/4/25
Signature of First Party

04/04/2025
Signature of Second Party

1.3. Both parties will organize joint conferences, seminars, and workshops based on mutual understanding. The operational details of such initiatives will be developed for activities, programs, and/or projects within the approved disciplines or divisions, focusing on specific areas of collaboration.

1.4. Both parties will collaborate on organizing cultural initiatives based on mutual understanding. The operational details will be defined through joint activities, programs, and/or projects within the approved disciplines or divisions.

1.5. The research facilities and library resources available at both institutions will be accessible to research scholars and faculty members of the partnering institution. However, costs for food, accommodation, and other personal expenses will be borne by the respective scholars or faculty members or by the institution.

1.6. There will be an exchange of students for academic, research, and training purposes. Accommodation will be provided in hostels, if possible, at the prevailing rates. The duration of exchange visits will be determined by mutual consent between the two parties.

2. **Article 2. Management**
   2.1. Principal of the First party and the Dean of the Second party will be responsible to work out operational details of co-operation between the two organizations and ensure proper and effective implementation of this MoU.
   2.2. Both parties will meet at least once in a year alternatively in the institutions of the First party and the Second party to review the activities. This meeting shall include all the mentioned activities, which should be open to the students, faculty and others.

3. **Article 3. Exchange of Information**
   3.1. The term 'information' includes academic or technical data, results and/or methods of study/research, and other information intended to be provided, exchanged, or arising under the above mentioned descriptions entered into pursuant to this MoU.
   3.2. The parties will support the widest possible dissemination of information. Each party in joint projects/activities shall be given the right to use, disclose, publish or disseminate such information for any and all purposes.

4. **Article 4. General Provisions**
   4.1. It is understood that the First party and the Second party subscribe to the principle of equal opportunity and do not discriminate on the basis of race, sex, age, caste or religion. Both the Institutions shall abide by these principles in the administration of this agreement and neither party shall impose criteria for exchange of scholars or students, which violate principles of non-discrimination.
   4.2. Both parties understand that all financial agreements will have to be negotiated separately and will depend on the availability of funds.
   4.3. Both parties acknowledge that exchange of students from one party to the other shall be subject to the availability of funds and shall comply with the regulations and policies of the First party and the Second party.

Signature of First Party

24/04/2025

Signature of Second Party

4.4. Any research publications arising will be jointly published in accordance with the provisions of NEP 2020 or UGC guidelines, if any, as may be issued from time to time.

4.5. All questions related to this MoU arising during its term will be settled by the parties by mutual agreement. Disagreements at the operating level shall be forwarded to respective higher officials for appropriate resolution failing which an arbitrator of mutual acceptance may be identified for the settlement of dispute, if any.

4.6. All questions not foreseen related to this MoU will be handled by the parties by mutual agreement.

4.7. Nothing in this MoU is intended to affect other cooperation or collaborations between the parties.

5. **Article 5. Intellectual Property Rights**

5.1. Both parties will be expected to ensure protection of the Intellectual Property Rights generated or likely to be generated during the student's research work.

6. **Article 6. Admission and Fees**

6.1. All those who wish to register as trainees or for Master/Doctoral programme under this MoU must apply for admission at the partnering institution. The allocation of Major Guide/Co-Guide/Advisor would be finalized on the basis of mutual understanding and will be governed by the provisions of the organization(s).

6.2. Allotment of the students at the First party will be done by the approval of Principal of the First party and Dean of the Institution of the Second party.

6.3. The First party would have the right to screen the student's eligibility for admission based on their academic period.

6.4. Any student(s) admitted to the First or the Second party for training/postgraduate research or other activities, if found violating the rules and regulations laid down by the partnering institution or indulge in such activities that amount to tarnishing the image of the Institute, or cause damage to the property, the registration of such student(s) would be summarily terminated. The other party will not complete the formalities of issuing the certificates to such students until they compensate the losses to the concerned party.

6.5. Fees will be charged from the students by both parties as per the Guidelines of their respective universities.

7. **Article 7. Entry into Effect, Modification and Termination**

7.1. This MoU shall become effective on the date it is signed by the parties and shall be valid for three years extendable up to five years. Both parties shall review the status of the MoU at the end of each three/five-year period to determine any modification, whenever necessary. The period of validity of this MoU may be extended by mutual consent up to five years. This MoU may be amended by mutual written agreement and may be terminated at any time by either party upon written notification signed by the competent authority of the party initiating termination. Such notification must be given to the other party at least six months in advance from the effective date of termination.

Signature of First Party

Signature of Second Party

24/04/2025

7.2. All joint activities not completed at the expiration or termination of the MoU may be continued until their completion under the terms of this MoU.

7.3. No amendment or modification of the MoU shall be valid unless the same is made in writing by both the parties or their authorized representatives and specifically stating the same to be amendment of the MoU. The modifications/changes shall become part of the MoU and shall be effective from the date on which they are made/executed, unless otherwise agreed to.

This MoU has been executed in two originals, one of which has been retained by the First party and the other by the Second party).

IN WITNESS WHEREOF, the parties have executed this MoU and represent that they approve, accept and agree to terms contained herein.

University Representative

Dr S.K. Thakur
Registrar
Bareilly International University
Bareilly-243006 (UP)

Bareilly International University Registrar Bareilly

Signature with Seal
Date: 4/4/2025

University Representative

Dr Ajay Gopal Sharma
Registrar
Motherhood University
Roorkee-247661 (UK)

REGISTRAR
Motherhood University Roorkee
Distt. Haridwar (Uttarakhand) 247661

Signature with Seal
Date: 4/4/25

College Representative

Prof. (Dr) Abnish Singh
Principal, BIUCHJ
Bareilly International University
Bareilly-243006 (UP)
Mob. No.: 9456011560

Principal
BIU College of Humanities & Journalism
Bareilly International University
Bareilly-243006

Signature with Seal
Date: 4/4/25

Faculty Representative

Prof. (Dr) S.P. Chauhan
Dean, FAHSS
Motherhood University
Roorkee-247661 (UK)
Mob. No.: 7974899958

Dean 04/04/2025
Faculty of Arts
Humanities & Social Sciences
Motherhood University
Roorkee Distt. Haridwar

Signature with Seal
Date: 04/04/2025

Witness 1: (Dr. Sunil Kumar Singh)

Witness 1: (Dr. Hina Rai)

4/4/25
Signature of First Party

Witness 2: (POORVI SAXENA)

Witness 2: (Dr. Rajeev Kumar)

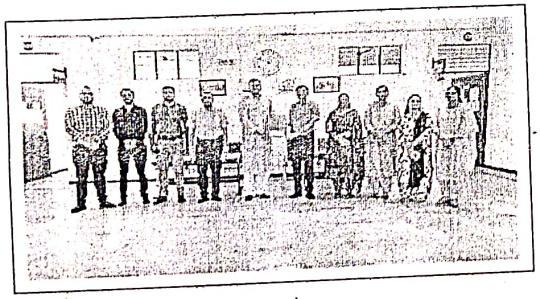
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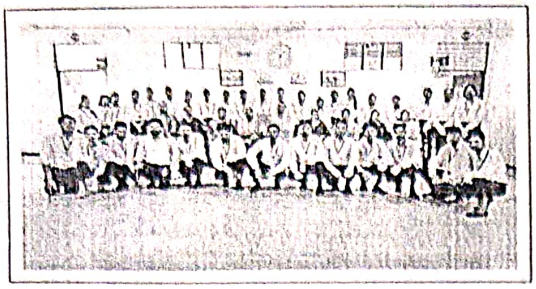




















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3.7.2 *Presence of functional MoUs with Institutions/ industries in India and abroad for academic, clinical training / internship, on-the-job training, project work, student /faculty exchange, collaborative research programmes etc., during the last five years* (10)

Number of MoUs for faculty exchange, student exchange, academics, clinical training, internship, on-the-job training, project work, collaborative research programmes etc., functioning during the last five years

Title of the MoU	Name of the partnering Institution/ industry /research lab/corporate house with contact details	Year of commencement	Duration (From-To)	Year wise list of actual activities under each MoU.	Number of students/teachers who participated under the MoUs	Link to the relevant document
Class room Training for the Subject, Clinical Posting in Lab for sample collection, Blood bank	Amaltas Institute of Medical Sciences	2022-23	One Year	Class room Training for the Subject, Clinical Posting in Lab for sample collection, Blood bank	30	
Faculty, Students(s) exchange program , Collaboration for research with Parul University	Parul University	2022-23	One Year	Faculty, Students(s) exchange for research	20	
Faculty, Students(s) exchange program , Collaboration for research with Zydus Medical College and Hospital	Zydus Medical College and Hospital	2022-23	One year	Faculty, Students(s) exchange for research	10	
Faculty, Students(s) exchange program , Collaboration, Training program with Teerthanker Mahaveer University	Teerthanker Mahaveer University	2022-23	Two Year	Faculty, Students(s) exchange program , Collaboration, Training program	15	
Faculty, Students(s) exchange program , Collaboration for research with YBN University	YBN University	2022-23	Two Years	Faculty, Students(s) exchange for research	24	
Faculty, Students(s) exchange program , Collaboration for research with Shobhit University	Shobhit University	2022-23	Two Years	Faculty, Students(s) exchange for research	15	
Faculty, Students(s) exchange program , Collaboration for research with Integral University	Integral University	2022-23	Two Year	Faculty, Students(s) exchange for research	25	
Student exchange/ Faculty Exchange with D Y Patil Dental School	D Y Patil Dental School	2022-23	Two Year	Student exchange/ Faculty Exchange	20	
Faculty, Students(s) exchange program , Collaboration for research with Varun Arjun College of Pharmacy	Varun Arjun College of Pharmacy	2022-23	Five year	Faculty, Students(s) exchange program , Collaboration for research	15	
Faculty, Students(s) exchange program , Collaboration, Training program with Keshlata College Of Nursing	Keshlata College Of Nursing	2022-23	Two Years	Faculty, Students(s) exchange program , Collaboration, Training program	10	
Faculty, Students(s) exchange program , Collaboration, Training program with Keshlata Institute of Paramedical Sciences	Keshlata Institute of Paramedical Sciences	2022-23	Two Years	Faculty, Students(s) exchange program , Collaboration, Training program	15	
Training Program for Students Amrit Vichar Newspaper	Amrit Vichar	2022-23	Five Years	Training Program for Students	10	
Training Program for Students with Rama Medical College Hospital & Research Centre	Rama Medical College Hospital & Research Centre	2022-23	Two Years	Training Program for Students	15	
Student exchange/ Faculty Exchange with Utkarsh School Of Management & Technology	Utkarsh School Of Management & Technology	2022-23	Two Years	Student exchange/ Faculty Exchange	13	
Student exchange/ Faculty Exchange with Lotus Institute of Management	Lotus Institute of Management	2022-23	Two Years	Student exchange/ Faculty Exchange	4	
Internship for Students with Lenskart Eyetech	Lenskart Eyetech	2022-23	Three Years	Internship for Students	10	
Internship and Placement for Students with Soul Healthcare Kashipur (U.K)	Soul Healthcare Kashipur (U.K)	2022-23	One Years	Internship and Placement for Students	16	
Training Program for Students with Maiden Pharmaceuticals Limited	Maiden Pharmaceuticals Limited	2022-23	Two Years	Training Program for Students	15	
Student exchange/ Faculty Exchange with Lotus Institute of Management	Lotus Institute of Pharmacy	2022-23	Two Years	Student exchange/ Faculty Exchange	25	
Faculty, Students(s) exchange program , Collaboration, Training program with Invertis University, Bareilly	MATS University	2022-23	Two Year	Faculty, Students(s) exchange program , Collaboration, Training program	26	
Traning program for the students with Jainya Hospital and Research Centre	Jainya Hospital and Research Centre	2022-23	Two Year	Faculty, Students(s) exchange program , Collaboration, Training program	25	
Mentor Institute to Support Mentee Institute to Perform Better with Chandralok Institute of Medical Science	Chandralok Institute of Medical Science	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10	
Mentor Institute to Support Mentee Institute to Perform Better with Dr. Pratap Singh Malik College of Nursing	Dr. Pratap Singh Malik College of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10	
Traning program for the students with Ebek Med Adventure Private Limited	Ebek Med Adventure Private Limited	2022-23	Three Years	Traning program for the students	10	

Mentor Institute to Support Mentee Institute to Perform Better with Ganga Sheel School of Nursing	Ganga Sheel School of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
Mentor Institute to Support Mentee Institute to Perform Better with Hari Bandhu Nursing and Paramedical Institute	Hari Bandhu Nursing and Paramedical Institute	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
Mentor Institute to Support Mentee Institute to Perform Better with Sanjay Gandhi School of Nursing	Sanjay Gandhi School of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
Mentor Institute to Support Mentee Institute to Perform Better with Vardhan College of Nursing	Vardhan College of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
Mentor Institute to Support Mentee Institute to Perform Better with Vardhan College of Nursing	Vardhan College of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
Employees State Insurance Corporation	Employees State Insurance Corporation	2022-23	One Year	Employees State Insurance Corporation	15
Additional Director,CGHS	Additional Director,CGHS	2022-23	One Year	Additional Director,CGHS	10
Regional Centre ECHS, bareilly(Station)	Regional Centre ECHS, bareilly(Station)	2022-23	One Year	Regional Centre ECHS, bareilly(Station)	20
Department of Pharmacy, MJP Rohilkhnad University Bareilly	Department of Pharmacy, MJP Rohilkhnad University Bareilly	2021-22	One year	Internship	15
Seema Dental College and Hospital, Rishikesh	Seema Dental College and Hospital, Rishikesh	2021-22	Five year	Student Training Program	10
Office of Chief Medical Officer , Bareilly	Office of Chief Medical Officer , Bareilly	2021-22	One year	Training Program	30
Faculty, Students(s) exchange program , Joint Research activities, Exchange of Academic Materials and Information with University of Debrecen, Hungary	University of Debrecen, Hungary	2021-22	One Year	Faculty, Students(s) exchange program , Joint Research activities, Exchange of Academic Materials and Information	15
Student exchange/ Faculty Exchange with G.R.S College of Pharmacy	G.R.S College of Pharmacy	2021-22	Three Years	Student exchange/ Faculty Exchange	15
Student exchange/ Faculty Exchange with D.V.M College of Pharmacy	D.V.M College of Pharmacy	2021-22	Three Years	Student exchange/ Faculty Exchange	20
Student exchange/ Faculty Exchange with Cambridge College of Pharmacy	Cambridge School of Pharmacy	2021-22	Two Years	Student exchange/ Faculty Exchange	25
Faculty, Students(s) exchange program , Collaboration, Training program with Technocrats Institute of Technology-Pharmacy	Technocrats Institute of Technology-Pharmacy	2021-22	Five Years	Faculty, Students(s) exchange program , Collaboration, Training program	20
Faculty, Students(s) exchange program , Collaboration, Training program with Shri Ramnath Sing Mahavidhyalaya	Shri Ramnath Sing College	2021-22	Two Years	Faculty, Students(s) exchange program , Collaboration, Training program	27
Faculty, Students(s) exchange program , Collaboration, Training program with Metro College of Health Science and Research	Metro College of Health Science and Research	2021-22	Three Years	Faculty, Students(s) exchange program , Collaboration, Training program	30
Faculty, Students(s) exchange program , Collaboration, Training program with Lingaya Vidyapeeth	Lingaya Vidyapeeth	2021-22	Three Years	Faculty, Students(s) exchange program , Collaboration, Training program	27
Student exchange/ Faculty Exchange with Institute of Professional Studies	Institute of Professional Studies	2021-22	Two Years	Student exchange/ Faculty Exchange	10
Student exchange/ Faculty Exchange with IPS College of Technology and Management	IPS College of Technology and Management	2021-22	Three Years	Student exchange/ Faculty Exchange	10
Director CARI, Izatnagar	Director CARI, Izatnagar	2021-22	Two Years	Director CARI, Izatnagar	13
National Health Authority , Government of India	National Health Authority , Government of India	2021-22	One Year	National Health Authority , Government of India	20
Employees State Insurance Corporation	Employees State Insurance Corporation	2021-22	One Year	Employees State Insurance Corporation	20
Paramount Health Services and Insurance TPA private Limited	Paramount Health Services and Insurance TPA private Limited	2021-22	One Year	Paramount Health Services and Insurance TPA private Limited	10
Academics	Patanjali Research Institute	2021-22	One Year	Data analysis is being done from July 2021 to October 2021	10
Hansa - Don't Fogszabalyozasi Studio, Budapest, Hungary	Hansa - Don't Fogszabalyozasi Studio, Budapest, Hungary	2020-21	One year	Faculty Exchange	5
Department of Chemical Engineering, MJP Rohilkhnad University Bareilly	Department of Chemical Engineering, MJP Rohilkhnad University Bareilly	2020-21	Five year	Faculty Exchange	10
Faculty, Students(s) exchange program , Collaboration for research with Sankalchand Patel University	Sankalchand Patel University	2020-21	Five year	Faculty, Students(s) exchange for research	15
To bring Clinical Research Projects and Manage Study Trails with Canvas Academy	Canvass Academy	2020-21	Two Year	To bring Clinical Research Projects and Manage Study Trails	10
Bharat Sanchar Nigam Limited	Bharat Sanchar Nigam Limited	2020-21	Two Years	Bharat Sanchar Nigam Limited	30
ICICI Lombard GIC Ltd	ICICI Lombard GIC Ltd	2020-21	One Year	ICICI Lombard GIC Ltd	10
SBI- General Insurance Company Limited	SBI- General Insurance Company Limited	2020-21	One Year	SBI- General Insurance Company Limited	30

Internship	Orthodontics and Finite Element Method (FEM) Lelogix Salution Pvt. Ltd. Greater Noida	2020-21	One Year	Internship	6	
Internship	Alkem Laboratories limited and KPS Clinical Services Pvt. Ltd.	2020-21	One Year	Internship	4	https://biu.edu.in/ssr/3.7.2_Face%20Sheet.pdf
Academics	Community Health Center, Panchli & Rhota, Meerut, UP	2020-21	One Year	A online Guest lecture on How Covid 19 has affected the way of guest handling in hospitality Industry	35	
Internship	Indian Institute of Logistics and Shipping, Chennai, 044-46265500	2020-21	One Year	Internship	12	
Internship	Subharti Media Private Limited, Meerut	2020-21	One Year	Internship	3	
Out-door Catering	Centre for Public Health Kinetics, New Delhi	2020-21	One Year	Students participate in Out-door activity	5	
Guest Lecture	Alkem Laboratories limited and KPS Clinical Services Pvt. Ltd.	2020-21	One Year	Guest Lecture	22	
Guest Lecture	Mahajan Imaging Centre, (A Unit of Mahajan Imaging Pvt. Ltd.), K-18, Hauz Khas Enclave, New Delhi-110016, Ph. 011-43333000. Email-info@mahajanimaging.com	2020-21	One Year	Guest Lecture	25	
Academics	M/s Visible Body Private ltd, Gurugram	2020-21	One Year	Academics	50	
Faculty Exchange	Dabur Research Foundation, Site IV, Sahibabad, Ghaziabad (U.P.)-201010	2020-21	One Year	Training Programme	10	
Academia	Astitva Education Trust (IVS School of Design), New Delhi - 16- 9891157526	2020-21	One Year	Academia	10	
Academia	Mahajan Imaging Centre, (A Unit of Mahajan Imaging Pvt. Ltd.), K-18, Hauz Khas Enclave, New Delhi-110016, Ph. 011-43333000. Email-info@mahajanimaging.com	2020-21	One Year	Academia	29	
Academia	Department of Microbiology,Faculty of Medical Sciences, Swami Vivekanand Subharti University	2020-21	One Year	Academia	6	
Academia	Centre for Public Health Kinetics, New Delhi	2020-21	One Year	Academia	11	
Academia	Centre for Public Health Kinetics, New Delhi	2020-21	One Year	Academia	46	
Academia	Dr. Bhatia Medical Coaching Institute Pvt. Ltd.	2020-21	One Year	Academia	24	
Academia	SUN Pharmaceuticals	2020-21	One Year	Academia	8	
Research work	School of Dental Sciences, Sharda University,New Delhi	2020-21	One Year	Research on "Expression of CD44 in oral squamous cell carcinoma and its metastatic lymph node: An immunohistochemical study"	5	
Faculty Exchange	Dabur Research Foundation, Site IV, Sahibabad, Ghaziabad (U.P.)-201010	2020-21	One Year	Training Programme	5	
Internship	District Health Society, Meerut	2019-20	One Year	Camps were oragnized for Screening the patient for Catract and Screened Patients are admitted to CSSH for further treatment (surgeries)	18	
collaborative research programmes	YPANX Technologies Private Limited	2019-20	One Year	Workshop on 3 D Printing	89	
Clinical Posting	Lokpriya Hospital, Meerut, UP	2019-20	One Year	Clinical Posting	38	

collaborative research programmes	Lokpriya Hospital, Meerut, UP	2019-20	One Year	An awareness program on World Food Day	10
Internship	Lokpriya Hospital, Meerut, UP	2019-20	One Year	Internship of 2019-20 batch in the Lokpriya Hospital, Meerut	6
Academia	Lokpriya Hospital, Meerut, UP	2019-20	One Year	National Nutrition Week Celebration By Shaheed Baba Deep Singh, Department Of Home Science In Collaboration With Lokpriya Hospital, Meerut	10
Guest Lecture	Lokpriya Hospital, Meerut, UP	2019-20	One Year	guest lecture on "Sahi poshan Desh Roshan	16
Academia	Dronacharya Academy and Engineers	2019-20	One Year	Seminar on How Artificial Intelligence and Machine Learning is changing the world	50
Research Work	Metallurgical testing Centre a unit of joneja bright steel private limited (Faridabad)Email. ID-info@jonejairon.co.in. Ph. No. +919212019823	2019-20	One Year	Dissertation on "Effect of alkaline materials on the microhardness of root dentin an in vitro study"	5
Research Work	Advanced Instrumentation Research Facility, Jawaharlal Nehru University, New Delhi. Email. ID. www.jnu.ac.in Ph. No. 01126704560	2019-20	One Year	Dissertation on "Comparative evaluation of sealer penetrattion after removal of intra canal medicaments by different methods"	5
Research Work	Govind Ballav Pant Engineering Institute Pantnagar. Email.ID. gbpuot@gmail.com Ph. No. 8881860215	2019-20	One Year	Dissertation on "Effect of immediate dentin sealing on bond strength of resin cements: An in vitro study"	5
Research Work	Apex Assessment Lab , Plot No-7, Mohan Nagar Ghaziabad 201007(U.P) Email. ID.Apx lab 67@gmail.com Ph. No. 9873140398	2019-20	One Year	Dissertation on "Effect of contamination on the bond strength of self adhering compoiste. An in vitro study".	5
Research Work	Metallurgical testing Centre a unit of joneja bright steel private limited (Faridabad)Email. ID-info@jonejairon.co.in. Ph. No. +919212019823	2019-20	One Year	Dissertation on "Effect of different light curing units on degree of conversion and microhardness of various types of composites: An in vitro study."	5
Academics	Dr. Bhatia Medical Coaching Institute, Delhi (DBMCI)	2019-20	One Year	Special classes of the students for the preparation of Competetive Examination	32
Maharana Pratap District Combind Hospital, Bareilly	Maharana Pratap District Combind Hospital, Bareilly	2018-19	Two Years	Trainiag Program for Students	20
Ayushman Bharat Pradhan Mantri Jan Arogya Yogona	Ayushman Bharat Pradhan Mantri Jan Arogya Yogona	2018-19	One Year	Ayushman Bharat Pradhan Mantri Jan Arogya Yojona	34
Ericson Insurance TPA Pvt Ltd	Ericson Insurance TPA Pvt Ltd	2018-19	One Year	Ericson Insurance TPA Pvt Ltd	20
Safeway Insurance Private Limited	Safeway Insurance Private Limited	2018-19	One Year	Safeway Insurance Private Limited	35
Academics	Dr. Bhatia Medical Coaching Institute Pvt. Ltd.	2018-19	One Year	Satellite classes for Guidance and Coaching to MBBS Students for NEET-PG Examination.	30
Academics	Dr. Bhatia Medical Coaching Institute Pvt. Ltd.	2018-19	One Year	Guidance For Competitive Exam By Bhatia Coaching Institute, New Delhi	20
Students and teachers exchange programme	Ras Bihari Bose Subharti University Dehradun	2018-19	One Year	Students and teachers exchange programme	20
Student/Faculty exchange	Narayan Swami College of Nursing, Ras Bihari Bose Subharti University, Dehradun, Uttarakand 248007	2018-19	One Year	Student exchange-Students were sent for clinical training	20
Clinical Training	Dufferin Women Hospital, Meerut, UP	2018-19	One Year	Obstetrics & GynecologyTraining	20
Academics	Dr. Bhatia Medical Coaching Institute Pvt. Ltd.	2018-19	One Year	Satellite classes for Guidance and Coaching to MBBS Students for NEET-PG Examination	36
Community Posting	Community Health Center, Multannagar & Khajuri	2018-19	One Year	Training in Community Health Nursing	20
Clinical Posting	Chatrapati Shivaji Subharti Hospital, Swami Vivekanand Subharti University, Meerut- 250005	2018-19	One Year	Clinical Posting	80

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LIST OF MOU'S AND ACTIVITIES UNDER MOU FOR LAST FIVE YEARS

Sr. No	Title of the MoU	Name of the partnering Institution/ industry /research lab/corporate house with contact details	Year of commencement	Duration (From-To)	Year wise list of actual activities under each MoU.	Number of students/teachers who participated under the MoUs
1.	Class room Training for the Subject, Clinical Posting in Lab for sample collection, Blood bank	Amaltas Institute of Medical Sciences	2022-23	One Year	Class room Training for the Subject, Clinical Posting in Lab for sample collection, Blood bank	30
2.	Faculty, Students(s) exchange program , Collaboration for research with Parul University	Parul University	2022-23	One Year	Faculty, Students(s) exchange for research	20
3.	Faculty, Students(s) exchange program , Collaboration for research with Zydus	Zydus Medical College and Hospital	2022-23	One year	Faculty, Students(s) exchange for research	10

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	Medical College and Hospital					
4.	Faculty, Students(s) exchange program , Collaboration, Training program with Teerthanker Mahaveer University	Teerthanker Mahaveer University	2022-23	Two Year	Faculty, Students(s) exchange program , Collaboration, Training program	15
5.	Faculty, Students(s) exchange program , Collaboration for research with YBN University	YBN University	2022-23	Two Years	Faculty, Students(s) exchange for research	24

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6.	Faculty, Students(s) exchange program , Collaboration for research with Shobhit University	Shobhit University	2022-23	Two Years	Faculty, Students(s) exchange for research	15
7.	Faculty, Students(s) exchange program , Collaboration for research with Integral University	Integral University	2022-23	Two Year	Faculty, Students(s) exchange for research	25
8.	Student exchange/ Faculty Exchange with D Y Patil Dental School	D Y Patil Dental School	2022-23	Two Year	Student exchange/ Faculty Exchange	20

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9.	Faculty, Students(s) exchange program , Collaboration for research with Varun Arjun College of Pharmacy	Varun Arjun College of Pharmacy	2022-23	Five year	Faculty, Students(s) exchange program , Collaboration for research	15
10.	Faculty, Students(s) exchange program , Collaboration, Training program with Keshlata College Of Nursing	Keshlata College Of Nursing	2022-23	Two Years	Faculty, Students(s) exchange program , Collaboration, Training program	10

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11.	Faculty, Students(s) exchange program , Collaboration, Training program with Keshlata Institute of Paramedical Sciences	Keshlata Institute of Paramedical Sciences	2022-23	Two Years	Faculty, Students(s) exchange program , Collaboration, Training program	15
12.	Training Program for Students Amrit Vichar Newspaper	Amrit Vichar	2022-23	Five Years	Training Program for Students	10
13.	Training Program for Students with Rama Medical College Hospital & Research Centre	Rama Medical College Hospital & Research Centre	2022-23	Two Years	Training Program for Students	15

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14.	Student exchange/ Faculty Exchange with Utkarsh School Of Management & Technology	Utkarsh School Of Management & Technology	2022-23	Two Years	Student exchange/ Faculty Exchange	13
15.	Student exchange/ Faculty Exchange with Lotus Institute of Management	Lotus Institute of Management	2022-23	Two Years	Student exchange/ Faculty Exchange	4
16.	Internship for Students with Lenskart Eyetech	Lenskart Eyetech	2022-23	Three Years	Internship for Students	10
17.	Internship and Placement for Students with Soul Healthcare Kashipur (U.K)	Soul Healthcare Kashipur (U.K)	2022-23	One Years	Internship and Placement for Students	16

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18.	Training Program for Students with Maiden Pharmaceuticals Limited	Maiden Pharmaceuticals Limited	2022-23	Two Years	Training Program for Students	15
19.	Student exchange/ Faculty Exchange with Lotus Institute of Management	Lotus Institute of Pharmacy	2022-23	Two Years	Student exchange/ Faculty Exchange	25
20.	Faculty, Students(s) exchange program , Collaboration, Training program with Invertis University, Bareilly	MATS University	2022-23	Two Year	Faculty, Students(s) exchange program , Collaboration, Training program	26

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21.	Traning program for the students with Jainya Hospital and Research Centre	Jainya Hospital and Research Centre	2022-23	Two Year	Faculty, Students(s) exchange program , Collaboration, Training program	25
22.	Mentor Institute to Support Mentee Institute to Perform Better with Chandralok Institute of Medical Science	Chandralok Institute of Medical Science	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
23.	Mentor Institute to Support Mentee Institute to Perform Better with Dr. Pratap Singh Malik College of Nursing	Dr. Pratap Singh Malik College of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10

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24.	Traning program for the students with Ebek Med Adventure Private Limited	Ebek Med Adventure Private Limited	2022-23	Three Years	Traning program for the students	10
25.	Mentor Institute to Support Mentee Institute to Perform Better with Ganga Sheel School of Nursing	Ganga Sheel School of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
26.	Mentor Institute to Support Mentee Institute to Perform Better with Hari Bandhu Nursing and Paramedical Institute	Hari Bandhu Nursing and Paramedical Institute	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10

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27.	Mentor Institute to Support Mentee Institute to Perform Better with Sanjay Gandhi School of Nursing	Sanjay Gandhi School of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
28.	Mentor Institute to Support Mentee Institute to Perform Better with Vardhan College of Nursing	Vardhan College of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10
29.	Mentor Institute to Support Mentee Institute to Perform Better with Vardhan College of Nursing	Vardhan College of Nursing	2022-23	One Year	Mentor Institute to Support Mentee Institute to Perform Better	10

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BAREILLY INTERNATIONAL UNIVERSITY
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Phone: 0581-2526011-12, Fax: 0581 - 2303345
Email: info@rmchbareilly.com, info@biu.edu.in Website: www.biu.edu.in

Sr. No	Title of the MoU	Name of the partnering Institution/ industry /research lab/corporate house with contact details	Year of commencement	Duration (From-To)	Year wise list of actual activities under each MoU.	Number of students/teachers who participated under the MoUs
36.	Faculty, Students(s) exchange program , Joint Research activities, Exchange of Academic Materials and Information with University of Debrecen, Hungary	University of Debrecen, Hungary	2021-22	One Year	Faculty, Students(s) exchange program , Joint Research activities, Exchange of Academic Materials and Information	15
37.	Student exchange/ Faculty Exchange with G.R.S College of Pharmacy	G.R.S College of Pharmacy	2021-22	Three Years	Student exchange/ Faculty Exchange	15
38.	Student exchange/ Faculty Exchange with	D.V.M College of Pharmacy	2021-22	Three Years	Student exchange/ Faculty Exchange	20

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	D.V.M College of Pharmacy					
39.	Student exchange/ Faculty Exchange with Cambridge College of Pharmacy	Cambridge School of Pharmacy	2021-22	Two Years	Student exchange/ Faculty Exchange	25
40.	Faculty, Students(s) exchange program , Collaboration, Training program with Technocrats Institute of Technology-Pharmacy	Technocrats Institute of Technology-Pharmacy	2021-22	Five Years	Faculty, Students(s) exchange program , Collaboration, Training program	20

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41.	Faculty, Students(s) exchange program , Collaboration, Training program with Shri Ramnath Sing Mahavidhyalaya	Shri Ramnath Sing College	2021-22	Two Years	Faculty, Students(s) exchange program , Collaboration, Training program	27
42.	Faculty, Students(s) exchange program , Collaboration, Training program with Metro College of Health Science and Research	Metro College of Health Science and Research	2021-22	Three Years	Faculty, Students(s) exchange program , Collaboration, Training program	30

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43.	Faculty, Students(s) exchange program , Collaboration, Training program with Lingaya Vidyapeeth	Lingaya Vidyapeeth	2021-22	Three Years	Faculty, Students(s) exchange program , Collaboration, Training program	27
44.	Student exchange/ Faculty Exchange with Institute of Professional Studies	Institute of Professional Studies	2021-22	Two Years	Student exchange/ Faculty Exchange	10
45.	Student exchange/ Faculty Exchange with IPS College of Technology and Management	IPS College of Technology and Management	2021-22	Three Years	Student exchange/ Faculty Exchange	10

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46.	Director CARI, Izatnagar	Director CARI, Izatnagar	2021-22	Two Years	Director CARI, Izatnagar	13
47.	National Health Authority , Government of India	National Health Authority , Government of India	2021-22	One Year	National Health Authority , Government of India	20
48.	Employees State Insurance Corporation	Employees State Insurance Corporation	2021-22	One Year	Employees State Insurance Corporation	20
49.	Paramount Health Services and Insurance TPA private Limited	Paramount Health Services and Insurance TPA private Limited	2021-22	One Year	Paramount Health Services and Insurance TPA private Limited	10
50.	Hansa - Don't Fogszabalyozasi Studio, Budapest, Hungary	Hansa - Don't Fogszabalyozasi Studio, Budapest, Hungary	2020-21	One year	Faculty Exchange	5
51.	Department of Chemical Engineering, MJP	Department of Chemical Engineering, MJP	2020-21	Five year	Faculty Exchange	10

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	Rohilkhnad University Bareilly	Rohilkhnad University Bareilly				
52.	Faculty, Students(s) exchange program , Collaboration for research with Sankalchand Patel University	Sankalchand Patel University	2020-21	Five year	Faculty, Students(s) exchange for research	15
53.	To bring Clinical Research Projects and Manage Study Trails with Canvas Academy	Canvass Academy	2020-21	Two Year	To bring Clinical Research Projects and Manage Study Trails	10
54.	Bharat Sanchar Nigam Limited	Bharat Sanchar Nigam Limited	2020-21	Two Years	Bharat Sanchar Nigam Limited	30

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55.	ICICI Lombard GIC Ltd	ICICI Lombard GIC Ltd	2020-21	One Year	ICICI Lombard GIC Ltd	10
56.	SBI- General Insurance Company Limited	SBI- General Insurance Company Limited	2020-21	One Year	SBI- General Insurance Company Limited	30
57.	Maharana Pratap District Combind Hospital, Bareilly	Maharana Pratap District Combind Hospital, Bareilly	2018-19	Two Years	Training Program for Students	20
58.	Ayushman Bharat Pradhan Mantri Jan Arogya Yogona	Ayushman Bharat Pradhan Mantri Jan Arogya Yogona	2018-19	One Year	Ayushman Bharat Pradhan Mantri Jan Arogya Yogona	34
59.	Ericson Insurance TPA Pvt Ltd	Ericson Insurance TPA Pvt Ltd	2018-19	One Year	Ericson Insurance TPA Pvt Ltd	20
60.	Safeway Insurance Private Limited	Safeway Insurance Private Limited	2018-19	One Year	Safeway Insurance Private Limited	35

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EV 850289

उत्तर प्रदेश UTTAR PRADESH

MEMORANDUM OF UNDERSTANDING (MOU)

Provider No. 18927

This Agreement made at _____ on this 16th day of April 2019.

BETWEEN

Insurance Company's listed in Annexure VI & duly registered with IRDA under the Insurance Act, 1938. Hereinafter called the **"Insurer"** of the ONE PART.

AND

Rohilkhand Medical College & Hospital HOSPITAL/NURSING HOME,
Bearing Registration No. 1/Hospital ROHINI ID. 890008004807 2
Owned and run by _____ being
A Registered public charitable Trust / private body / individual having its office at _____ herein after referred as **"Network Provider"** (which expression shall unless it be repugnant to the context or meaning thereof shall mean and include the persons for the time being and from time to time constituting the said private organization /Trust, survivors or survivor of them) of the SECOND PART.

AND

Third Party Administrator licensed by the Insurance Regulatory and Development Authority under the Third Party Administrator - Health Services Regulation 2016 (**Safeway Insurance TPA Pvt Ltd.** 815, Vishwasadan, District Centre, Janak Puri, New Delhi 110058 IRDA License No. 026) (herein after referred to as the **"Insurance TPA"** which expression shall, unless repugnant to the context or meaning thereof, be deemed to mean and include its successors and permitted assigns) of the THIRD PART.

For Rohilkhand Medical College & Hospital

("The Insurer", "Network Provider" and the "TPA" are individually referred to as a "party" and collectively as "parties")
WHEREAS

1. The Insurer has agreed to provide health insurance to the individuals / group members (hereinafter called "the Beneficiaries")
2. The Network Provider agrees to extend medical facilities and treatment to the individuals/group members (hereinafter called "the Beneficiaries") who require medical treatment and are duly covered under the Health Insurance policies issued by the Insurer.
3. Safeway TPA a Third Party Administrator licensed by the IRDA under the Third Party Administrator - Health Services Regulation 2016 under License No 26 and having its registered office at New Delhi will be administering the health policy services of the provider on behalf of insurance companies
4. The Provider has accepted the offer made on the terms and conditions herein after appearing

NOW THIS AGREEMENT WITNESSETH AND IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS: -

Clause 1: Standard Definitions & Interpretation

The terms and expressions appearing in this agreement shall have the meanings for the purpose of this Agreement as defined under the Insurance Regulatory and Development Authority (Health Insurance) Regulations, 2016 and/ or the Guidelines on Standardization in Health Insurance and Amendments thereto issued by IRDA from time to time.

Clause 2: Warranties by Insurer

1. Insurer under this MOU is obligated to pay to the Provider (for the necessary medical treatment given to the Beneficiary provided the Provider has fulfilled all the necessary conditions as mentioned)
2. This agreement is signed by a person duly authorized by insurer and all the terms and conditions contained in this agreement are binding on the Insurer.
3. The Insurer will deduct the TDS or any applicable taxes as per law from time to time while settling the bills. If any exemption is available to the provider they must inform the insurer in advance.

Clause 3: Identification of Beneficiary

1. The beneficiaries will be identified by the Network Provider on the basis of Health cards issued to them bearing the logo and the title of the Insurer/TPA. Network Provider must also collect one additional Govt. approved photo ID card such as Driving License, Passport, Aadhar Card, Election Card or PAN Card.
2. For the ease of beneficiary, the Network Provider shall display the recognition and promotional material, network status and procedures for admission, supplied by Insurer/TPA at prominent location, preferably at the reception and admission counter and Casualty/Emergency departments. The Network Provider also needs to inform their reception and admission-facilities regarding the procedures of admission and obtaining pre-authorization

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3. It shall be the responsibility of the provider to identify the beneficiary and mandatorily take a photocopy of the Health card, to be submitted later with the bill or to keep as proof of the beneficiary being treated. If beneficiary card is not available with the Insured for the purpose of identification Network Provider can also collect Government Approved photo ID cards such as Driving License, Passport, Aadhar Card, Election Card or PAN Card. (Also would cover AMD) In case of infant Children identification card of the Insured parent would be accepted..

4. In the event of the Provider, bona fide, believing that the identity card or the authorization letter is not genuine then the Provider shall contact TPA / Insurer and address the same.

Clause 4: Scope of services provided by the Network Provider

Cashless facility admission procedure:
The procedure to be followed for providing cashless facility shall be:-

4A. Pre-authorization Procedure- Planned Admissions:

1. Request for hospitalization shall be forwarded by the provider immediately after obtaining due details from the treating doctor /beneficiary in the pre-authorization form prescribed i.e. "request for authorization letter" (RAL) as per Annex-I (as per IRDA guidelines this form may change from time to time which will be informed, accordingly). The RAL shall be sent along with all the relevant details in the electronic form to the 24-hour authorization /cashless department of the insurer or its representative TPA along with contact details of treating physician and the insured. The insurer's or its representative TPA's medical team may consult the treating physician or the insured, if necessary.

2. If the treating physician identifies any disease/illness/condition as pre- existing,the treating physician shall record it and also inform the insured immediately.

3. In the cases where the symptoms appear vague / no effective diagnosis is arrived at, the medical team of the insurer or its representative TPA may consult with treating physician /insured, if necessary.

4. The RAL shall reach the authorization department of insurer or its representative TPA 7 days prior to the expected date of admission, in case of planned admission.

5. If "clause 4"above is not followed, the clarification for the delay needs to be forwarded along with the request for authorization.

6. The RAL form shall be dully filled with clearly mentioning Yes or No and/or the details as required. The form shall not be sent with nil or blanks replies or without signature & Stamp of hospital/doctor.

7. The guarantee of payment shall be given only for the medically necessary treatment

cost of the ailment covered and mentioned in the request for hospitalization. As per IRDA approved list of Non covered items i.e. non-medical items which are specifically excluded in the policy, like Telephone usage, food provided to relatives/attendants, Provider registration fees etc. shall be collected directly from the insured. Indicative list of inadmissible items provided as per **Annex-III**

8. The authorization letter by the insurer or its representative TPA shall clearly indicate the amount agreed for providing cashless facility for hospitalization.

9. In the event of the cost of treatment increasing the agreed amount, the provider may check the availability of further limit with the insurer or its representative TPA.

10. When the cost of treatment exceeds the authorized limit, request for enhancement of authorization limit shall be made immediately during hospitalization using the same format as for the initial preauthorization. The request for enhancement shall be evaluated based on the availability of further limits and may require to provide valid reasons for the same. No enhancement of limit is possible after discharge of insured.

11. Further the insurer shall accept or decline such additional expenses within a maximum of 24 hours of receiving the request for enhancement. Absence of receiving the reply from the insurer within 24 hours shall be construed as denial of the additional amount.

12. In case the insured has opted for a higher accommodation / facility than the one eligible under the policy, the provider shall explain orally the effect of such option and also take a written consent from the insured at the time of admission as regard to owing the responsibility of such expenses by the insured including the proportionate expenses which have a direct bearing due to upgradation of room accommodation/facility. In all such cases the insurer shall pay for the expenses which are based on the eligibility limits of the insured. However provider may charge any advance amount/security deposit from the insured only in such cases where the insured has opted for an upgraded facility to the extent of the amounts to be collected from the insured.

13. Insurance company guarantees payment only after receipt of RAL and the necessary medical details. The Authorization Letter (AL) shall be issued within 48hours of receiving the RAL.

14. In case the ailment is not covered or given medical data is not sufficient for the medical team of authorization department to confirm the eligibility, insurer or its representative TPA can deny the authorization.

15. Authorization letter [AL] shall mention the authorization number and the amount guaranteed for the procedure.

16. In case the balance sum available is considerably less than the cost of treatment,

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provider shall follow their norms of deposit/running bills etc. However, provider shall only charge the balance amount over and above the amount authorized under the health insurance policy against the package or treatment from the insured.

17. Once the insured is to be discharged, the provider shall make a final request for the preauthorization for any residual amount along with the standard discharge summary and the standard billing format. Once the provider receives final pre-authorization for a specific amount, the insured shall be allowed to get discharged by paying the difference between the pre-authorized amount and actual bill, if any. Insurer, upon receipt of the complete bills and documents, shall make payments of the guaranteed amount to the provider directly.

18. Due to any reason if the insured does not avail treatment at the Provider after the preauthorization is released, the Provider shall cancel the Pre-authorization and intimate to TPA immediately.

19. All the payments in respect of pre-authorized amounts shall be made electronically by the insurer to the Network provider as early as possible as but not later than a 30 days from the date of receipt of all claim documents.

20. Denial of authorization (DAL) for cashless is by no means denial of treatment by the health facility. The provider shall deal with such case as per their normal rules and regulations.

21. Insurer shall not be liable for payments to the providers in case the information provided in the "request for authorization letter" and subsequent documents during the course of authorization, is found incorrect or not disclosed.

22. Provider, Insurer and its representative TPA shall ensure that the procedure specified in this Schedule is strictly complied in all respects.

4.B Preauthorization Procedure - Emergency Admissions:

1. Request for hospitalization shall be forwarded by the provider immediately after obtaining due details from the treating doctor/beneficiary in the pre-authorization form prescribed i.e. "request for authorization letter" (RAL) as per **Annex-I** (this form may change from time to time which will be informed, accordingly). The RAL shall be sent along with all the relevant details in the electronic form to the 24-hour authorization /cashless department of the insurer or its representative TPA along with contact details of treating physician and the insured. The insurer's or its representative TPA's medical team may consult the treating physician or the insured, if necessary.

2. The insurer or its representative TPA may continue to discuss with treating doctor till conclusion of eligibility of coverage is arrived at. However, any life saving, limb

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saving, sight saving, emergency medical attention cannot be withheld or delayed for the purpose of waiting for pre-authorization.

4.C Preauthorization Procedure - RTA / MLCs:

1. If requesting a pre-authorization for any potential medico-legal case including Road Traffic Accidents, the Provider shall indicate the same in the relevant section of the standard form along with copy of MLC.

2. In case of a road traffic accident and or a medico legal case, if the victim was under the influence of alcohol or inebriating drugs or any other addictive substance or does intentional self-injury, it is for the Provider to inform this circumstance of emergency to the insurer or its representative TPA.

4.D Authorization letter (AL):

1. Authorization letter shall mention the amount, guaranteed class of admission, eligibility, of the patient or various sub limits for rooms and board, surgical fees etc. wherever applicable, as per the benefit plan for the patient.

2. The Authorization letter will also mention validity of dates for admission and number of days allowed for hospitalization, if any. The Provider shall see that these rules are strictly followed; else the AL will be considered null and void.

3. In the event the room category, if any, is not available the same shall be informed to the insurer or its representative TPA and the insured. For such cases, if the insured is admitted to a class of accommodation higher than what he is eligible for, the provider shall collect the necessary difference, if any, in charges from the insured.

4. The AL has a limited period of validity - which is 15 days from the date of sending the authorization.

5. AL is not an unconditional guarantee of payment. It is conditional on facts presented – when the facts change the guarantee changes.

4.E Reauthorization:

1. Where there is a change in the line of treatment - a fresh authorization shall be obtained from the insurer immediately - this is called a reauthorization.

2. The same pre-authorization form shall be used for the reauthorization, and the same turnaround times as specified shall apply.

4.F Discharge Procedure:

1. The following documents shall be included in the list of documents to be sent along with the claim form to the insurer or its representative TPA. These shall not be given to the insured:

for Bahilkhand Medical College & Hospital

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a) Original pre authorization request form,
b) Authorization letter,
c) Original Discharge Card & Final Hospital Bill
d) All original investigation reports, prescription,invoice & pharmacy receipt etc.

2. Where the insured requires the discharge card/reports he or she can be asked to take photocopies of the same at his or her own expenses and these have to be clearly stamped as "Duplicate, originals are submitted to insurer".

3. The discharge card/Summary shall mention the duration of ailment and duration of other disorders like hypertension or diabetes and operative notes in case of surgeries. The clinical detail shall be sufficiently and justifiably informative.

4. Signature of the insured on final Provider bill shall be obtained.

5. In the event of death or incapacitation of the insured, the signature of the nominee or any of insured's of the family who represents the insured as such subject to reasonable satisfaction of Provider shall be sufficient for the insurer to consider the claim.

6. Standard Claim form duly filled in shall be presented to the insured for signing and identity of the insured shall be confirmed by the provider.

Network Provider agrees to comply with the present & future requirements of insurers like standardized pre-authorization form/discharge summary/billing, ICD-10 coding etc. In case Network Provider doesn't have such facility at their end, they agree to get such services outsourced to a competent agency at their own cost. The following formats have been provided with the MOU to be followed in this respect:

1. "Request for authorization letter" (RAL) as per **Annex-I**
2. Standard Format for Hospital Bill ----- **Annex-II**
3. Indicative list of inadmissible items provided as per **Annex-III**
4. Standard Format with guidelines for Discharge Summary ---- **Annex-IV**
5. Standards and benchmarks for hospitals in provider network—**Annex-V**

4.G Billing Procedure:

1. The Provider shall submit original invoices directly to insurer or its representative TPA and such invoices shall contain, at the minimum, following information:

a. the insured's full name and date of birth;
b. the policy number;
c. the insured's address;
d. the admitting consultant;
e. the date of admission and discharge;
f. the procedure performed and procedure code according to ICD-10 PCS or any other code as specified by the Authority from time to time;
g. the diagnosis at the time of treatment and diagnosis code according to ICD-10 or any other

code as specified by the Authority from time to time;
h. whether this is an interim or final bill/account;
i. the description of each Service performed, together with associated Charges,
j. the agreed standard billing codes associated with each Service performed and dates on which items of Service were provide; and.
k. The insured's signature (in original).

2. **The Provider shall submit the following documents with the final invoice:**
Original pre-authorization form; and signed copy of authorization letter issued by insurer or TPA
a. fully completed claim form or the relevant claim section of the pre-authorization letter, signed by the insured and the treating consultant for the treatment performed;
b. original and complete discharge summary in standard form and billing form in the standard form, including the treating Consultant's operative notes;
c. original investigation reports with corresponding prescription/request;
d. pharmacy bill with corresponding prescription/request:
e. any other relevant and/or statutory documentary evidence required under law or by the insured's policy; and
f. Photocopy of the insured's photo identification (e.g. voter's Smart card/ ID card, passport or driving license etc.).
g. Evidence of use of Implants/Lens, like bar coded stickers in original.
h. Invoice in support of Implant cost

3. **The Provider shall submit the final invoice and all supporting documentation required within 2 days of the discharge date Service network provider may endeavor to provide all claim records electronically including indoor case record.**

4.I. Limitations of Liability and Indemnity.

i. TPA/ Insurer will not interfere with the treatment and medical care provided to the patients. TPA/ Insurer will not be in any way held responsible for the outcome of treatment or quality of care provided by the Provider.

ii. TPA/ Insurer shall not be liable or responsible for any acts of omission or commission of the Doctors and other medical staff of the Provider.

iii. The Provider shall alone be liable to pay any costs, damages and/or compensation demanded by the patients for poor, wrong or bad quality of the test report or treatment given to the patient by the Provider.

iv. Billing disputes will be resolved amicably between the Provider and the Insurer.

4.H: General Provisions:

1. The Provider shall subject to the availability of the beds extend priority admission facility to the beneficiaries.

2. The Provider hereby ensures that it has cover of adequate insurance policy against any error or omission in treatment as also negligence by its doctors and Para-medical staff and shall keep such policies in force during the subsistense of this agreement.

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3. The Provider shall endeavor to have an officer of the Provider assigned for the patients and shall endeavor to ensure that such officer learns various types of medical benefit offered by different insurance plans.

4. The Provider shall allow the qualified medical representatives of TPA/ INSURER to visit the patients and generally discuss the medical treatment to be given by the Provider to the patients provided always the final decision with respect to the line of treatment to be given to the patients shall be that of the Provider and its team of doctors, and the representatives of TPA/INSURER shall not interfere with the same, However they have the right to know the treatment plan and discuss the same with the provider.

5. If found necessary by TPA/INSURER to depute an authorized representative, the Provider shall allow with prior appointment or otherwise, the authorized representatives to have an access to the standardized billing and medical records, Electronic Medical Records, Indoor Case Papers, (Without any charge) International Coding of Diseases after the patient is discharged or during the period of the hospitalization. Provider will not charge any additional cost

6. The Provider shall comply with the statutory requirements and follow the law of the land and all the conditions and clauses mentioned in Annexure V.

7. Network Provider agrees to have medical audit/bills audit, periodically, and as and when necessary through an authorized person(s) appointed by TPA/Insurer. Free access will be provided to all systems and data related to medical bill under audit, whether physical or electronic, whenever asked by such representative

8. The Provider will convey to the Doctor treating the patient to keep the patient only for the required number of days of treatment and carry out only the required investigation and treatment for the ailment for which he/she is admitted and the decision in this regard of the attached Doctor shall be final and binding on the parties. In the event of any complications and/or emergency the treatment for the same will be included and permitted as necessary treatment and the attached Doctor shall at all times have the rights to treat the patient as he/she considers in his/her absolute discretion fit and necessary. Any other investigations required by the patient for his/her benefit are not reimbursable and hence not payable by TPA/INSURER and the Doctor will inform the patient that he/she will have to bear the costs of the same. However if there is any deviation in the line of treatment or from the information given in the Pre - Authorization request TPA/INSURER shall not be considered liable and the patient will have to bear the cost for the same and the provider would be required to recover the same from the patient.

9. The agreement is subject to the agreed package charges from time to time and for rest of the diseases/procedures, the detailed schedule of charges to be submitted by the Provider, which has to be agreed by Insurer/TPA.

10. Provider agrees to deal with Insurer/TPA and will guarantee the confidentiality of the Insurer/TPA data.

11. AL is issued on behalf of the first party (As per format attached) and after approval of the first party and all payment rights/liabilities/obligations would be to the account of the first party.

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12. In case the provider has any issues, the same needs to be clarified urgently with the Insurer/TPA, as the case may be. Any harassment or denial of service to the insured/ beneficiary without prior notice to the TPA/Insurer shall be construed as violation of this Agreement.

13. The TPA /Insurer shall conduct surprise checks of the provider to ensure display of posters and also check the knowledge of the provider's staff about the cashless process and recognition of ID cards, and generally the quality and nature of services provided by the provider. Any deficiencies as observed during the course of any such inspection shall also be regarded as violation of the agreement.

This agreement super cedes all earlier agreements signed by the Safeway individually.

Clause 5: TARIFF SCHEDULE.

1. The Provider will submit their Tariff schedule for the approval of insurer. The Provider if already on the network will continue as per the rates accepted on date and will have to inform TPA/INSURER in case of any changes. And changes will be applicable only after agreement with the Insurer. . New services or new procedures must be discussed and rates agreed upon prior to providing services.

2. Any revision in the schedule of tariff has to be by mutual consent only, otherwise the payment will be effected as per the agreed schedule of tariff in the MOU.

3. Any revision in schedule of tariff is effective only from the date of approval of the revised schedule of tariff by TPA/INSURER in writing.

4. Tax Deduction at source (TDS):- Income tax would be deducted by the first party (Insurer) U/s 194J at applicable rate as per Income Tax Act, 1961 from the Bill amount and deposited with Govt. At the year end, and TDS Certificate will be issued for such deduction of TDS amount.

5. Other than agreed packages the Network Providers agree to provide 10% discount on **Total Bill** from the Standard Charges (SOC's) in line with the Package rate.

6. Provider agrees with the below mentioned clauses pertaining to Package Charges –

6.1 Provider should charge as per the attached package charges (which is subject to change only with mutual understanding in writing). Such package charges must be inclusive of stay, medicines, investigations, consumables, surgical fees, operation theatre etc. No additional payment would be entertained unless the medical team of TPA agrees with treating consultant for any deviation and the Provider explains the insured patient that no amount will be admitted beyond the PPN package by the TPA/Insurer and takes a written undertaking from the insured patient that no claim will be lodged for this amount from the TPA/Insurer.

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6.2 Provider agrees that if two procedures are done in a single hospitalization then full package for Major/1st procedure and 50% of the Minor/2nd Procedure will be considered for settlement. In case there is a third procedure that will be considered at 25% and so on.

Clause 6: PAYMENT TERMS AND CONDITIONS.

1. Insurer hereby agrees and undertakes to pay all the eligible bills within 30 working days of the receipt of the complete claim docket along with the bill at Insurer/TPA office along with all the documents mentioned above.

2. In case certain billed items do not tally with the corresponding reports; the related bill amount will be held back from payment of the final bill, which means Insurer shall make part payment of the total billed amount to the Provider for which Insurer is satisfied that the same is payable under the Bill. Due reason for such deductions, if any, will be given at the time of settlement of bills by Insurer to the Provider. Clarification by the Provider may be sent within 15 days of receiving the part payment as afore stated to receive the remaining payment if the Provider wishes to collect the balance amount.

3. Payment will be done directly by the Insurer to the Provider by NEFT /Electronically

4. If Provider fails to fulfill the deficiency raised by TPA within a period of 7 working days from the date on which such deficiency is raised,
   a. In case where the deficiency does not pertain to the admissibility of the claim, the claim shall be short paid mentioning the reasons.
   b. In case where the deficiency pertains to the admissibility of the claim, the claim shall be closed mentioning the reasons.

5. In case the claim file along with the relevant & complete set of documents is not forwarded to TPA within the prescribed period stipulated, TPA and Insurer will not be liable for making payment against such claims for delayed submission of claims files.

6. The Provider shall submit its queries regarding payment to TPA within 15 working days from the date of payment or the date of closure as the case may be.

7. Acceptance and encashment by the Provider would be construed as due receipt if a Provider omits to send a stamped receipt for the payment received.

8. The power to deny a claim lies solely & only with the Insurer.

Clause 7: CONFIDENTIALITY.

The parties hereto undertake to protect the secrecy of all the data of / the patient and trade or business secrets of the Provider and Insurer and shall not share the same with any unauthorized person for any reason whatsoever with or without any consideration. Provided always in case of any legal action which may filed by a patient and/or his/her relatives against the Provider or its doctors it will be open for the Provider to submit all the documents to the concerned Court/Tribunal.

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Provider specifically agrees to deal directly with Insurer/TPA and will not share the data with any 3rd party

Clause 8: TERMINATION.

1. TPA and Insurer or the Provider shall reserve the right to terminate the agreement by giving 30 days prior notice in writing.

2. However, in case of gross breach of terms and conditions of this MOU by the provider, TPA and/or Insurer shall reserve the right to terminate the MOU with immediate effect.

Gross breach would include inter alia acts such as:

a. Failure to perform any material obligation under this Agreement, by the Provider.

b. The failure to maintain any license, certification or accreditation required to conduct business or perform under this Agreement

c. if Provider is declared bankrupt or insolvent, approves a petition seeking reorganization of the party or appoints a receiver, trustee, or liquidator for all or a substantial part of the party's assets

d. If there is a change in the controlling interest of either party which affects its financial ability or performance under this Agreement.

e. If any claim is/are in any respect fraudulent, or if any fraudulent means or devices are used by the Provider or anyone acting on his behalf to obtain any benefit under this MOU, Before terminating or modifying this MOU the provider will be given appropriate and enough time and opportunity to explain its stand.

f. The above list is only illustrative and not exhaustive.

3. In the event this agreement is terminated and a Beneficiary remains under care at the Provider on or after the effective date of such termination, Provider shall be obliged to continue the provision of Health Services to that Beneficiary as per the actual agreement, until he or she is discharged. The Provider agrees not to bill Beneficiary for services if authorized by TPA, and hold the Beneficiary Person only financially responsible for non-authorized expenses. Insurer shall render payment in accordance with the issued Authorization Letter and in the amounts established by this Agreement.

4. TPA will provide administrative services as described in this Agreement for any claims that were incurred prior to the termination of this Agreement, so long as authorization and coverage under the benefit plan exist.

Clause 9: PROCEDURE FOR DE-EMPANELLEMENT OF NETWORK PROVIDER

Steps 1 - Putting the Provider on "Watch-list"

1. Based on the claims data analysis and/ or the Provider visits, if there is any doubt on the performance of a Provider, the Insurance Company can put that Provider on the watch list.
2. The data of such Provider shall be analyzed very closely on a daily basis by the Insurance Company for patterns, trends and anomalies.

Step 2 - Suspension of the Provider

3. A Provider can be temporarily suspended in the following cases:

a. For the Providers which are in the "Watch-list" if the Insurance Company observes continuous patterns or strong evidence of irregularity based on either claims data or field visit of Providers, the Provider shall be suspended from providing services to policyholders/insured patients and a formal investigation shall be instituted.

b. If a Provider is not in the "Watch-list", but the insurance company observes at any stage that it has data/ evidence that suggests that the Provider is involved in any unethical practice/ is not adhering to the major clauses of the contract with the Insurance Company involved in financial fraud related to health insurance patients, it may immediately suspend the Provider from providing services to policyholders/insured patients and a formal investigation shall be instituted.

4. A formal letter shall be send to the Provider regarding its suspension with mentioning the Time frame within which the formal investigation will be completed.

Step 3 - Detailed Investigation

5. The Insurance Company can launch a detailed investigation into the activities of a Provider in the following conditions:
a. For the Providers which have been suspended.
b. Receipt of complaint of a serious nature from any of the stakeholders.

6. The detailed investigation may include field visits to the Providers, examination of case papers, talking with the policyholders/insured (if needed), examination of Provider records etc.

7. If the investigation reveals that the report/ complaint/ allegation against the Provider is not substantiated, the Insurance Company would immediately revoke the suspension (in case it is suspended). A letter regarding revocation of suspension shall be sent to the Provider within 24 hours of that decision.

Step 4 - Action by the Insurance Company

8. If the investigation reveals that the complaint/allegation against the Provider is correct then following procedure shall be followed:
a. The Provider must be issued a "show-cause" notice seeking an explanation for the aberration.
b. After receipt of the explanation and its examination, the charges may be dropped or an action can be taken.

Schedule-II

c. The action could entail one of the following based on the seriousness of the issue and other

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factors involved:

i A warning to the concerned Provider,
ii. De-empanelment of the Provider.

9. The entire process should be completed within 30 days from the date of suspension.

Step 5 - Actions to be taken after De-empanelment

10. Once a Provider has been de-empanelled by insurer, following steps shall be taken:
a. A letter shall be sent to the Provider regarding this decision.
b. This information shall be sent to all the other Insurance Companies which are doing health insurance business.
c. The Insurance Company which had de-empanelled the Provider may be advised to notify the same in the local media, informing all policyholders/insured about the de-empanelment, so that the beneficiaries do not utilize the services of that particular Provider.
d. If the Provider appeals against the decision of the Insurance Company, the aforementioned actions shall be subject to the dispute resolution process agreed in the service level agreement.

Clause 10: Continuation of Services.

Even if the agreement between TPA and Insurer is terminated the provider shall continue providing services to the above mentioned Insurer.

Clause 11: Non- Exclusivity

TPA and Insurer reserve the right to appoint other Providers and the Provider shall have no objection for the same.

Clause 12: JURISDICTION.

12.1. The provisions of this Agreement shall be governed by, and construed in accordance with Indian law.

12.2. Any disputes, claims arising out of this Agreement are subject to Arbitration and jurisdiction exclusively of Delhi Courts. Any dispute and differences arising between the parties shall be adjudicated and resolved by a Sole Arbitrator appointed by TPA and Insurer as per the provisions of the Arbitration and Conciliation Act, 1996 and amendments thereof

12.3. The arbitral tribunal shall be composed of three arbitrators, one arbitrator appointed by each Party and one another arbitrator appointed by the mutual consent of the arbitrators so appointed.

12.4. The place of arbitration shall be and any award whether interim or final, shall be made, and shall be deemed for all purposes between the parties to be made, in Indian Rupees.

12.5. The arbitral procedure shall be conducted in the English language and any award or awards shall be rendered in English. The procedural law of the arbitration shall be Indian law.

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12.6. The award of the arbitrator shall be final and conclusive and binding upon the Parties, and the Parties shall be entitled (but not obliged) to enter judgment thereon in any one or more of the highest courts having jurisdiction.

12.7. The rights and obligations of the Parties under, or pursuant to, this Clause including the arbitration agreement in this Clause, shall be governed by and subject to Indian law.

12.8. The cost of the arbitration proceeding would be borne by the parties on equal sharing basis.

12.9. Any amendments in the clauses of the Agreement can be effected as an addendum, after the written approval from any party.

Clause 13: Commencement.

The Effective Date of this Agreement is the date of signature by the Parties (if signed by the parties on separate dates, the latter of the three) and shall remain in full force and effect for 12 full months after the Date of Signing and shall automatically renew for subsequent years term, unless terminated as provided for in Clause 8

Clause 14: General Conditions

14.1 Neither party shall be liable for any failure or delay in performance under this Agreement to the extent said failures or delays are proximately due to causes beyond that party's reasonable control and occurring without its fault or negligence, including, but not limited to: natural disaster (earthquake, hurricane, flood); war, riot or other major upheaval; performance failures of external parties to the Agreement (e.g., disruptions in telephone service attributable to the telephone company). As a condition to the claim of non-liability, the party experiencing the difficulty shall give the other prompt written notice of the occurrence. Dates by which performance obligations are scheduled to be met will be extended as agreed between the parties.

14.2 During the term of this Agreement the Provider authorizes TPA and INSURER to make reference to the Provider and its affiliated providers as part of "TPA" Provider Network to the Beneficiaries. Provider, provider affiliates, and "TPA" shall not otherwise use the other Party's name, symbol or service mark without prior written consent, which shall not unreasonably be withheld.

14.3 All notices from one party to the other party pursuant to this Agreement shall be in writing and shall be delivered either personally, by nationally recognized overnight delivery service, courier services, or by certified or registered post.

14.4 The date of receipt and effective date of the notice will be determined as follows:
a) The date on the signed receipt if delivered personally, by overnight service, or courier.
b) The date indicated on the return receipt if delivered by registered or certified mail.

14.5 It is agreed by and between the parties:-

a The Article and other headings contained in this Agreement are for reference purposes only and shall not affect the meaning or interpretation of this Agreement.

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b. No amendment to this Agreement is valid unless it is reduced to writing and duly signed by all the parties, unless the amendment is deemed to be automatic as per the terms of this agreement.

c. In the event of any inconsistency between the provisions of this Agreement and the Schedules/annexures hereto, the provisions of the Agreement shall prevail over that of the Schedule. However, both the parties agree and understand that the IRDA guidelines on Standardization of Health Insurance issued vide **IRDA/HLT/REG/CIR/146/07/2016** dt. **29.07.2016** and the IRDA (Health Insurance) Regulations, 2016, the parties shall be bound by the same. In case there is any inconsistency or repugnancy between the provisions of the aforesaid IRDA Guidelines and Regulations on the one hand and the provisions this Agreement on the other, the parties shall be bound by the former for all their intents and purposes. The parties hereto agree that the provisions of this agreement are in addition to and not in derogation of any of the provisions of the aforesaid IRDA Guidelines and Regulations, and that the same shall be deemed to have been engrafted in this agreement.

d. If any or more provisions of this Agreement, or any part or parts thereof, should, for any reason, be found to be illegal, unenforceable or of no effect in any respect, the same shall be severed from this Agreement and the remaining provisions shall be valid and binding and shall not in any way be affected or impaired thereby.

e. The Insurer shall have discretion at all times, in modifying, adding, deleting or cancelling the contents of this agreement, at its sole discretion, and that the other parties shall be bound by the same.

f. Any express waiver of any term or condition in this Agreement or waiver of a breach of such term or condition shall not constitute a waiver of any of the other terms and conditions or of any future breach or breaches of any term or condition or operate as a continuing waiver.

g. Neither party can assign its right and obligations under this Agreement to any third party, without the prior written consent of the other two parties. However, this shall not apply to any right or obligation that would befall any party to this agreement on account of portability of insurance (subject to the Regulations of IRDA) as opted by any insured in terms of the IRDA (Health Insurance) Regulations, 2016 or any amendment modification thereto.

h. Neither party shall transfer its rights or obligations in any manner what so ever without the prior consent of the other parties.

i. This agreement is entered into by the parties hereunto on principal to principal basis, and as such neither party shall be deemed to be the agent of the others or partner of the others.

For Rohilkhand Medical College & Hospital

Authorised Signatory

1. SIGNED SEALED AND DELIVERED by the within named _____

Insurance Company Ltd. by the hand of its duly Constituted Attorney

Through _____

In the presence of _____

2. SIGNED SEALED AND DELIVERED by the within named Rohilkhand Medical College & Hos

Provider by the hand of its duly Constituted Attorney

For Rohilkhand Medical College

Authorised Signatory

Through Dr. Faiz Shamsi

In the presence of Administrator - officer

3. SIGNED SEALED AND DELIVERED by the SAFEWAY INSURANCE TPA PRIVATE LIMITED

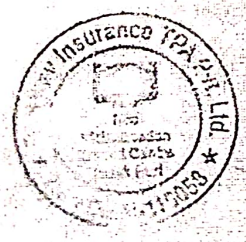
Through **Mr.Vijender Kumar**
Head- Provider Network

FOR SAFEWAY INSURANCE TPA PVT. LTD.

AUTHORISED SIGNATORY

ANNEXURE – VI

Name of Insurance Company	Registered Office	Name of Authorized Signatory with Designation	Signature	Date of Signing MOU
National Insurance Company Ltd	3, Middleton Street, Prafulla Chandra Sen Sarani , Kolkata, West Bengal, 700071			
The New India Assurance Company Ltd	#87, M.G.Road, Fort, Mumbai 400001			
The Oriental Insurance Company Ltd	Oriental House, A-25/27 Asaf Ali Road, New Delhi - 110002			
United India Insurance Company Ltd	24, Whites Road, Chennai - 600014			
IFFCO Tokio General Insurance Company Limited	IFFCO Tower, Plot No. 3, Sector 29,Gurgaon - 122001 Haryana			
Royal Sundaram General Insurance Co. Limited	No. 21, Patullos Road, Chennai - 600 002			
Religare Health Insurance Company Limited	Vipul Tech Square, Tower C, 3rd Floor, Sector – 43, Golf Course Road, Gurgaon – 122009			



Clinical Posting in Lab for Sample Collection

Institution Name: Amaltas Institute of Medical Sciences
Objective: Training students in laboratory sample collection techniques under supervision.

Details of the Activity:

Location: Clinical Laboratory, Amaltas Institute of Medical Sciences
Date: 10.10.2022
Time: 10:00 am

List of Students:

Sr. No	Student Name	Roll No
1.	Aishwarya Bajpai	180169
2.	Akshita Deshwal	180170
3.	Akhil Virmani	180171
4.	Akash Agarwal	180172
5.	Amit Gupta	180173
6.	Anam Asad	180174
7.	Anamika Singh	180175
8.	Anmol Kamal	180176
9.	Anushka Dixit	180177
10.	Anushka Sharma	180178
11.	Anirudh Pratap Singh	180179
12.	Apoorva Pathak	180180
13.	Arushi Singh	180181
14.	Arpit Bajpai	180182
15.	Ashish Sharma	180183
16.	Ashutosh Singh	180184
17.	Atul Kumar Singhal	180185
18.	Ayesha Kamal	180186
19.	Deeba Firasat	180187
20.	Divya Jain	180188
21.	Harsh Kumar	180189
22.	Indu Kundu	180190

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Sr. No	Student Name	Roll No
23.	Jahanvi Vats	180191
24.	Kamata Ashish Tripathi	180192
25.	Kushal Chaudhary	180193
26.	Kshama	180194
27.	Malika Sajwan	180195
28.	Mirza Yasir Beg	180196
29.	Navya Chowdhary	180197
30.	Navya Singh	180198

Activity Outline:

1. **Introduction to Sample Collection:**
   Students will be briefed about the importance of proper sample collection techniques in clinical diagnostics.
2. **Demonstration by Supervising Faculty:**
   The supervising faculty will demonstrate proper methods for collecting different types of samples (blood, urine, etc.) and explain safety protocols.
3. **Hands-on Practice:**
   Students will be divided into small groups and will practice sample collection on provided lab equipment, under the guidance of faculty and lab assistants.
4. **Observation and Feedback:**
   Each student's performance will be observed, and constructive feedback will be provided for improvement.
5. **Post-activity Discussion:**
   The session will conclude with a discussion on challenges faced, best practices, and the importance of accuracy in sample collection.

Outcome:

By the end of this clinical posting, students will:

- Gain practical experience in sample collection techniques.

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- Understand the importance of following proper protocols.
- Develop confidence in performing laboratory tasks under clinical conditions.



Notes for Students:

- Wear appropriate lab attire and follow all safety protocols.
- Be punctual and actively participate in the entire session.
- Ensure proper handling of all samples and equipment

10/10/22

Authoratory Signature

Bareilly International University

10/11/22

Authoratory Signature

Amaltas Institute of Medical Sciences

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Report on Faculty Exchange Program at Parul University

Objective: To present a detailed report on the successful completion of the Faculty Exchange Program, aimed at promoting academic collaboration, enhancing research capabilities, and exchanging traditional and holistic knowledge in healthcare education.

Overview:

The Faculty Exchange Program between **Bareilly International University** and **Parul University** was successfully conducted from 10.11.2022 to 30.11.2022. This exchange fostered an academic partnership, where the sharing of specialized knowledge in holistic health approaches, along with modern educational techniques, greatly enriched the teaching and learning environment. Faculty members from both institutions contributed to a fruitful exchange of ideas, teaching methodologies, and research insights.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Mukesh Kumar	Professor
2.	Dr. Maya Prakash	Assistant Professor
3.	Dr. Sapna	Assistant Professor
4.	Dr. Priyanka Kashyap	Assistant Professor
5.	Dr. Saurabh Kumar	Assistant Professor
6.	Dr. Akanksha Gangwar	Assistant Professor
7.	Mr. Nitesh Babu	Assistant Professor
8.	Dr. Arun Sharma	Assistant Professor
9.	Dr. Rakesh Kumar Tewari	Professor
10.	Dr. Kavita Tiwari	Assistant Professor
11.	Dr. Anurag Mishra	Assistant Professor
12.	Dr. Vishal Agarwal	Associate Professor
13.	Dr. Annapurve Archana Laxmanroa	Professor
14.	Dr. Himani Verma	Assistant Professor
15.	Mr. Nishu Bhardwaj	Assistant Professor

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Key Activities and Highlights:

1. **In-depth Orientation and Traditional Healing Methodologies:**

   The faculty members from **Bareilly International University** were warmly welcomed at Parul University. An orientation session introduced them to the university's academic structure, curriculum, and its focus on integrating traditional healing systems with modern scientific approaches. The session provided an insightful overview, setting the tone for a collaborative and immersive experience.

2. **Interactive Teaching and Student Engagement:**

   The visiting faculty actively engaged with students by delivering lectures, conducting workshops, and demonstrating various traditional therapeutic techniques in healthcare. These sessions were designed to incorporate both theoretical aspects and practical demonstrations, which enabled the students to gain a comprehensive understanding of ancient healthcare systems alongside modern practices. The inclusion of case studies and real-life applications added value to the teaching experience.

3. **Collaborative Research in Traditional Healing Systems:**

   A significant component of the exchange was the collaboration in ongoing research projects. Faculty members participated in discussions on ancient medicinal practices, where they explored the healing potential of natural substances and holistic treatments. Joint research proposals were developed, focusing on integrating traditional knowledge with evidence-based research. Future research projects and publications were planned, reflecting the deep interest in preserving and advancing these ancient systems through modern science.

4. **Hands-on Training and Workshops:**

   The visiting faculty led hands-on workshops, demonstrating traditional healing techniques. These practical sessions covered various therapeutic applications, which provided students and faculty with the opportunity to refine their skills and gain practical insights. The workshops were highly interactive, encouraging participants to actively engage with the material and ask questions related to the methodologies being taught.

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5. **Peer Review and Faculty Observation:**

Parul University faculty members had the opportunity to observe the teaching techniques and approaches used by the visiting faculty. This peer review process enabled a constructive exchange of teaching methodologies, with faculty members reflecting on ways to incorporate traditional healing knowledge into modern healthcare education. These observations led to fruitful discussions and sharing of best practices.

6. **Curriculum Development and Knowledge Sharing:**

During the exchange, the faculty discussed updates and improvements to the curriculum, focusing on aligning traditional knowledge with contemporary healthcare demands. Ideas for incorporating practical training, ancient medicinal theory, and student research projects into the curriculum were shared. This collaboration helped both universities enrich their academic programs by offering students a well-rounded education.

7. **Cultural and Philosophical Exchange:**

In addition to academic interactions, the visiting faculty had the opportunity to immerse themselves in the local culture and philosophy associated with traditional healing. They participated in cultural activities, learned about the philosophical underpinnings of ancient practices, and developed a deeper understanding of the holistic worldview that shapes healthcare in the region. This cultural immersion enhanced the overall exchange, providing a rich context for the academic collaboration.

8. **Reflection and Feedback:**

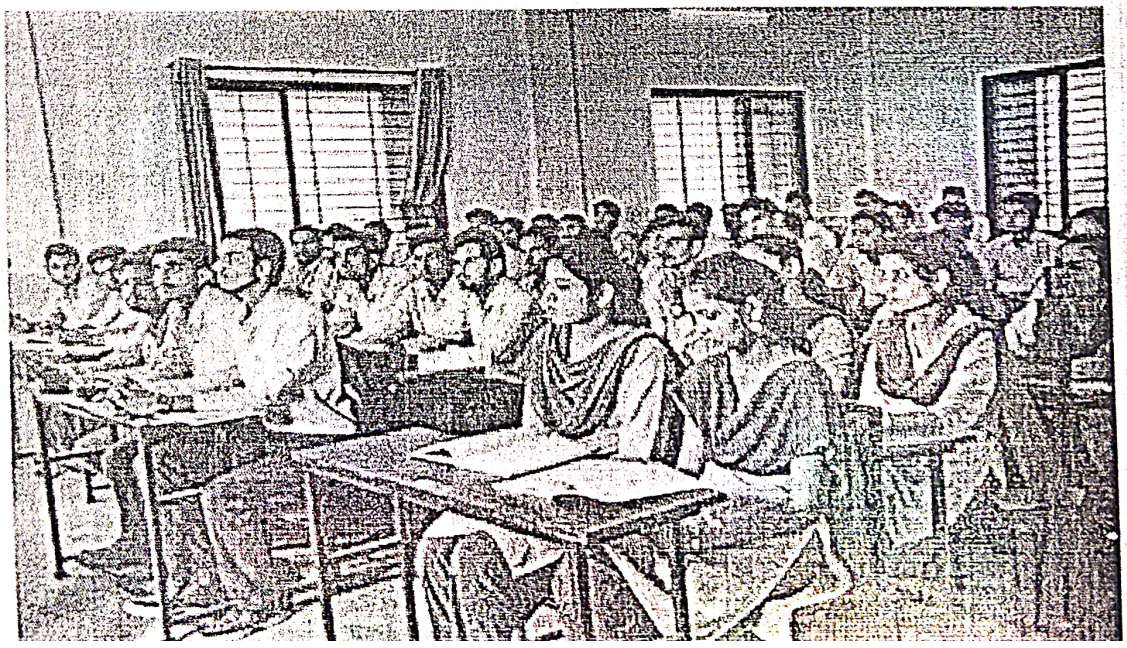
At the conclusion of the exchange, a feedback session was held where faculty members from both institutions reflected on their experiences. The visiting faculty expressed appreciation for the warm hospitality and the opportunity to collaborate with experts in traditional healing systems. The host institution praised the contributions of the visiting faculty, particularly their innovative teaching methods and dedication to promoting holistic healthcare education.

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Key Outcomes:

- **Enhanced Academic and Practical Skills:** The exchange provided students with a unique learning opportunity, allowing them to gain hands-on experience and deepen their understanding of traditional healing approaches alongside modern healthcare practices.
- **Research Collaboration:** Joint research projects were initiated, focusing on exploring the efficacy of natural substances and traditional therapies, with plans for future studies and co-authored publications.
- **Curriculum Improvement:** The exchange led to valuable insights into curriculum development, with a focus on integrating traditional healthcare systems with contemporary education to meet the evolving needs of the healthcare industry.
- **Cultural Exchange:** Faculty members from both universities benefitted from the cultural and philosophical aspects of the exchange, which enriched their understanding of holistic health practices and their relevance in modern healthcare. .



Conclusion:

The Faculty Exchange Program at Parul University was a highly successful initiative, fostering academic collaboration and enhancing professional growth. The visiting faculty's contributions to teaching, research, and curriculum development were well-received, and the exchange created a strong foundation for future collaboration between the two institutions. The program not only advanced knowledge in traditional and modern healthcare practices but also promoted mutual understanding and cultural appreciation, ensuring a lasting impact on both institutions.

30/11/2022

Authoratory Signature

Bareilly International University

30.11.2022

Authoratory Signature

Parul University

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Report on Faculty Exchange Program at Zydus Medical College and Hospital

Objective: To summarize the completion of the Faculty Exchange Program aimed at fostering academic collaboration, shared research, and mutual exchange of knowledge and teaching methods.

Overview:

The Faculty Exchange Program between **Bareilly International University** and **Zydus Medical College and Hospital** took place from 02/08/2022 to 23/08/2022. The program was designed to facilitate the exchange of expertise between faculty members, strengthen research initiatives, and build stronger academic and professional ties between both institutions. The visiting faculty actively participated in teaching and research activities, contributing to the overall academic environment at Zydus Medical College.

Faculty Members Participated:

Sr. No	Faculty Member Name	Designation
1.	Dr. Sakshi Agarwal	Assistant Professor
2.	Dr. Saudamini Agarwal	Assistant Professor
3.	Dr. Kanika Paul	Assistant Professor
4.	Dr. Tavleen Bedi	Assistant Professor
5.	Dr. Mahima Jaiswal	Assistant Professor
6.	Dr. Shweta Singh	Assistant Professor
7.	Dr. Saumya Mishra	Assistant Professor
8.	Dr. Shilpi Singh	Assistant Professor
9.	Dr. Neha Pathania	Assistant Professor
10.	Dr. Mehnaz Munawar	Assistant Professor

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Program Highlights:

1. **Arrival and Welcome Session:**

   Faculty members from **Bareilly International University** were warmly welcomed at Zydus Medical College and Hospital. An introductory session was held to familiarize the visiting faculty with the campus, departments, and ongoing projects. The session also outlined the primary goals and expected outcomes of the exchange program, setting the stage for a collaborative and productive exchange.

2. **Teaching and Curriculum Development:**

   The visiting faculty integrated seamlessly into the academic activities at Zydus Medical College. They delivered lectures, conducted practical demonstrations, and assisted in the development of course modules. Faculty members shared their innovative teaching techniques and clinical knowledge, greatly enhancing the learning experience for students and contributing to curriculum refinement.

3. **Collaborative Research Efforts:**

   Joint research discussions took place throughout the program. Faculty members worked alongside their counterparts at Zydus Medical College, identifying key areas of mutual interest and potential research collaborations. Some research projects were initiated during the exchange, focusing on medical education, clinical trials, and healthcare delivery. Plans for joint publications and continued research collaborations were established, ensuring that the academic partnership would extend beyond the exchange period.

4. **Workshops and Hands-on Training:**

   Several hands-on workshops were conducted, with the visiting faculty leading specialized sessions on topics ranging from new medical technologies to modern healthcare practices. These workshops were attended by both students and resident doctors, providing practical training that complemented theoretical knowledge.

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5. **Faculty Peer Review and Feedback:**

   The program also included peer observations, where faculty members from Zydus Medical College had the opportunity to observe their visiting counterparts in the classroom and clinical settings. This allowed for an exchange of pedagogical approaches and constructive feedback, fostering professional growth for all involved.

6. **Professional Networking and Collaboration:**

   Throughout the program, visiting faculty engaged in numerous meetings with Zydus Medical College's academic and administrative staff. These meetings facilitated meaningful exchanges on curriculum development, teaching practices, and research methodologies. The program successfully promoted strong academic networks that are expected to result in future collaborations and joint initiatives.

7. **Cultural Integration and Engagement:**

   In addition to academic activities, the exchange program included cultural events that allowed visiting faculty to experience the local traditions and lifestyle of the region. Faculty members participated in guided tours of the campus and surrounding community, which provided them with a broader cultural perspective and a deeper appreciation of the local healthcare practices.

8. **Concluding Reflection and Future Planning:**

   At the end of the program, a concluding session was held where both visiting and host faculty members shared their reflections on the experience. The participants reviewed the successes of the program, highlighted key takeaways, and discussed plans for future faculty exchanges and collaboration. The feedback was overwhelmingly positive, with both sides expressing a strong interest in continuing the partnership.

Key Outcomes:

- **Enhanced Academic Environment:** The exchange enriched the academic culture at Zydus Medical College, offering students exposure to diverse teaching methods and global perspectives.
- **Strengthened Research Ties:** Several collaborative research projects were initiated, with joint publications and future research plans laid out for continued engagement.

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- **Faculty Development:** Both visiting and host faculty benefitted from the exchange of ideas, receiving valuable feedback on teaching and clinical approaches.
- **Cultural Exchange:** The program also facilitated a meaningful cultural exchange, deepening the personal and professional relationships between faculty members from both institutions.
- **Expanded Professional Networks:** Stronger connections were built between faculty members, creating opportunities for future collaborations in areas such as research, curriculum development, and clinical education.



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Conclusion:

The Faculty Exchange Program at Zydus Medical College and Hospital was a significant success, achieving its objectives of fostering academic collaboration, strengthening research initiatives, and promoting cross-cultural understanding. Both the visiting and host institutions greatly benefitted from the program, and the relationships established during this exchange will continue to develop in future collaborations. The faculty members returned with new insights, knowledge, and experiences that will undoubtedly enrich their academic and professional endeavours.

27/8/22

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Bareilly International University

23/8/22

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Zydus Medical College and Hospital

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Report on Faculty Exchange Program at Teerthanker Mahaveer University

Objective: To report the successful completion of the Faculty Exchange Program, aimed at fostering academic collaboration, advancing research, and promoting the sharing of innovative teaching practices between both institutions.

Overview:

The Faculty Exchange Program between **Bareilly International University** and Teerthanker Mahaveer University concluded successfully, spanning from 05.07.2022 to 30.07.2022. This exchange provided a platform for mutual academic enrichment, enabling faculty members to engage in teaching, research, and cultural exchange. The program significantly contributed to both institutions' academic environments and enhanced professional growth among participating faculty members.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Mohit Boora	Assistant Professor
2.	Dr. Apoorva Mathur	Assistant Professor
3.	Dr. Meghna Yadav	Assistant Professor
4.	Dr. Neha Singh	Assistant Professor
5.	Dr. Rashi Tyagi	Assistant Professor
6.	Dr. Shubham Solanki	Assistant Professor
7.	Dr. Simona Ranjan	Assistant Professor
8.	Dr. Anam Nayeem	Assistant Professor
9.	Dr. Anjali Yadav	Assistant Professor
10.	Dr. Astha Chaudhary	Assistant Professor
11.	Dr. Mayank Agrawal	Assistant Professor
12.	Dr. Neeti	Assistant Professor
13.	Dr. Prachi Chaudhary	Assistant Professor
14.	Dr. Prateek Sharma	Assistant Professor
15.	Dr. Rachit Batra	Assistant Professor

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Key Highlights of the Exchange:

1. **Orientation and Welcome Session:**

   Upon arrival at Teerthanker Mahaveer University, the visiting faculty members were greeted with a warm reception. An introductory orientation session was conducted, providing an overview of the university's academic structure, research initiatives, and institutional goals. This session laid the foundation for a seamless integration of the visiting faculty into the university's academic framework.

2. **Teaching Contributions:**

   Faculty members were integrated into various academic departments, where they delivered lectures and conducted practical sessions. They contributed to the existing curriculum by sharing specialized knowledge, introducing innovative teaching methodologies, and facilitating interactive discussions with students. These teaching engagements were designed to provide students with a broader academic perspective and access to expertise beyond their regular curriculum.

3. **Collaborative Research Discussions:**

   A significant portion of the exchange was dedicated to collaborative research discussions. Faculty members participated in research meetings and brainstorming sessions, identifying key areas of mutual interest where future research collaborations could be developed. These discussions resulted in several joint research proposals, with a focus on multidisciplinary studies that align with the strategic goals of both institutions.

4. **Workshops and Faculty Development Seminars:**

   The visiting faculty conducted multiple workshops and seminars on cutting-edge topics relevant to their fields of expertise. These sessions were attended by both students and faculty members of Teerthanker Mahaveer University. The workshops covered advanced research methodologies, modern teaching strategies, and emerging trends in healthcare and education, providing valuable learning opportunities for attendees.

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5. **Faculty Observation and Knowledge Sharing:**

   The exchange allowed for a robust knowledge-sharing process through faculty observations. The visiting faculty members observed the teaching techniques and classroom management strategies employed by their counterparts at Teerthanker Mahaveer University. This two-way observation facilitated the exchange of feedback and ideas, encouraging continuous improvement in teaching practices for both parties.

6. **Networking and Professional Development:**

   The program fostered numerous networking opportunities through formal and informal interactions between faculty members of both institutions. These interactions led to discussions about further academic collaborations, student exchange possibilities, and joint initiatives for curriculum enhancement. The professional relationships established during the exchange are expected to result in long-term academic partnerships.

7. **Cultural Engagement:**

   The visiting faculty members actively participated in cultural activities organized by Teerthanker Mahaveer University, gaining insights into the local traditions, values, and community practices. The cultural exchange component of the program enhanced their understanding of the region's social and cultural dynamics, further enriching their overall experience.

8. **Feedback and Reflection:**

   At the conclusion of the program, a final reflection session was held, where both visiting and host faculty members shared their experiences and feedback. The visiting faculty expressed their appreciation for the opportunity to engage with the students and faculty at Teerthanker Mahaveer University. The host institution provided positive feedback on the visiting faculty's contributions, particularly highlighting the fresh perspectives and new methodologies introduced during the exchange.

Outcomes:

- **Enhanced Academic Quality:** The exchange program contributed to the academic quality at Teerthanker Mahaveer University by introducing new

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teaching techniques and content, enriching the learning experience for students.

- **Research Collaborations:** The collaborative research discussions paved the way for joint research projects that will be explored further in the coming months, with potential for co-authored publications.
- **Professional Growth:** Faculty members from both institutions benefitted from the exchange, gaining insights into each other's teaching styles, research methodologies, and administrative processes.
- **Cultural Exchange:** The program's cultural engagement activities helped faculty members understand the local culture, strengthening personal and professional bonds between participants.



Conclusion:

The Faculty Exchange Program at Teerthanker Mahaveer University was a successful initiative, achieving its objectives of academic collaboration, research development, and professional growth. The exchange has not only enriched the academic experience of both institutions but has also established strong ties for future collaborations. The program has been instrumental in fostering a spirit of mutual learning and partnership, and the relationships formed during this exchange will continue to benefit both institutions in the future.

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30/7/2022

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30/07/2022

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Teerthanker Mahaveer University

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Report on Faculty Exchange Program at YBN University

Objective: To highlight the successful completion of the Faculty Exchange Program aimed at enhancing academic collaboration, promoting joint research, and sharing innovative teaching practices.

Overview:

The Faculty Exchange Program between **Bareilly International University** and YBN University took place from 05/09/2022 to 26/09/2022. This initiative allowed faculty members from both institutions to engage in knowledge-sharing, collaborative research, and experiential learning. The exchange fostered strong professional connections and enriched the academic environment through hands-on teaching and joint research efforts.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Pushpendra Kannojia	Professor
2.	Mr. Yogendra Singh	Assistant Professor
3.	Ms. Deeksha Sahai	Assistant Professor
4.	Mr. Rohit Kr. Bijauliya	Assistant Professor
5.	Mr. Prashant Kr. Sharma	Assistant Professor
6.	Mrs. Suman	Assistant Professor
7.	Mr. Sunny Patel	Assistant Professor
8.	Ms. Yogita Pandey	Assistant Professor
9.	Mr. Anurag Bharti	Assistant Professor
10.	Ms. Megha Yadav	Assistant Professor
11.	Mrs. Anita Yadav	Assistant Professor
12.	Mr. Dharamveer Singh	Assistant Professor
13.	Mrs. Jennifer	Assistant Professor
14.	Mrs. Richa Gangwar	Assistant Professor
15.	Mr. Amit Kr. Gangwar	Assistant Professor
16.	Mr. Satyendra Kumar	Assistant Professor
17.	Ms. Babita Sharma	Associate Professor
18.	Mrs. Charu Saxena	Assistant Professor
19.	Mr. Rajesh Kumar Gangwar	Associate Professor
20.	Ms. Shakshi Arora	Assistant Professor

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Sr. No	Faculty Member Name	Designation
21.	Mr. Vimal Mohan Pandey	Assistant Professor
22.	Mr. Pankaj Kr. Shankhdhar	Assistant Professor
23.	Mr. Balbir Singh	Assistant Professor
24.	Mr. Amit Gupta	Assistant Professor

Program Highlights:

1. **Warm Welcome and Orientation:**

   The faculty exchange commenced with an orientation session, where the visiting faculty members from **Bareilly International University** were introduced to the academic and research environment at YBN University. This session provided an overview of the ongoing research initiatives, laboratory facilities, and curriculum framework, enabling the visiting faculty to smoothly integrate into the university's academic routine.

2. **Active Participation in Teaching:**

   Throughout the exchange, faculty members were actively involved in delivering lectures and practical demonstrations. Their expertise in specialized subjects provided a unique learning experience for the students, exposing them to diverse teaching methods and advanced knowledge. The interactive sessions included case discussions, research methodology workshops, and practical demonstrations of various laboratory techniques, contributing significantly to the overall academic enrichment.

3. **Collaborative Research Projects:**

   During the program, several collaborative research discussions were held between the faculty members of both institutions. These discussions resulted in the identification of key areas of shared interest, leading to the development of joint research projects. The exchange of ideas and expertise facilitated the initiation of multidisciplinary research efforts, with a focus on innovation and industry relevance. Plans for co-authored research papers and future collaborative studies were outlined as part of the ongoing collaboration between the two universities.

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4. **Workshops and Seminars:**

The visiting faculty conducted a series of workshops and seminars aimed at enhancing the technical skills and knowledge base of both students and resident faculty. These sessions covered a range of topics, including emerging trends in the field, advances in laboratory techniques, and modern approaches to research design. The workshops provided hands-on experience, allowing participants to apply theoretical concepts in real-world scenarios, thereby strengthening their practical skills.

5. **Peer Review and Faculty Development:**

As part of the program, faculty members from YBN University observed the visiting faculty's teaching sessions, leading to valuable exchanges of teaching methodologies. The feedback from these peer reviews promoted professional growth, encouraging faculty members to refine their teaching strategies and adopt new approaches for effective student engagement.

6. **Networking and Future Collaboration:**

The exchange provided ample opportunities for networking, with formal meetings and informal interactions allowing for productive discussions on academic and research collaborations. Faculty members from both universities explored potential areas for future partnerships, including student exchange programs, joint research projects, and curriculum development initiatives. The relationships built during this exchange are expected to facilitate long-term collaborations between the two institutions.

7. **Cultural Immersion:**

In addition to academic and research activities, the visiting faculty members were engaged in cultural programs and events organized by YBN University. These activities helped faculty members gain a deeper understanding of the cultural context in which the university operates, enhancing their overall experience and fostering closer ties between the participants.

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8. **Final Reflections and Conclusion:**

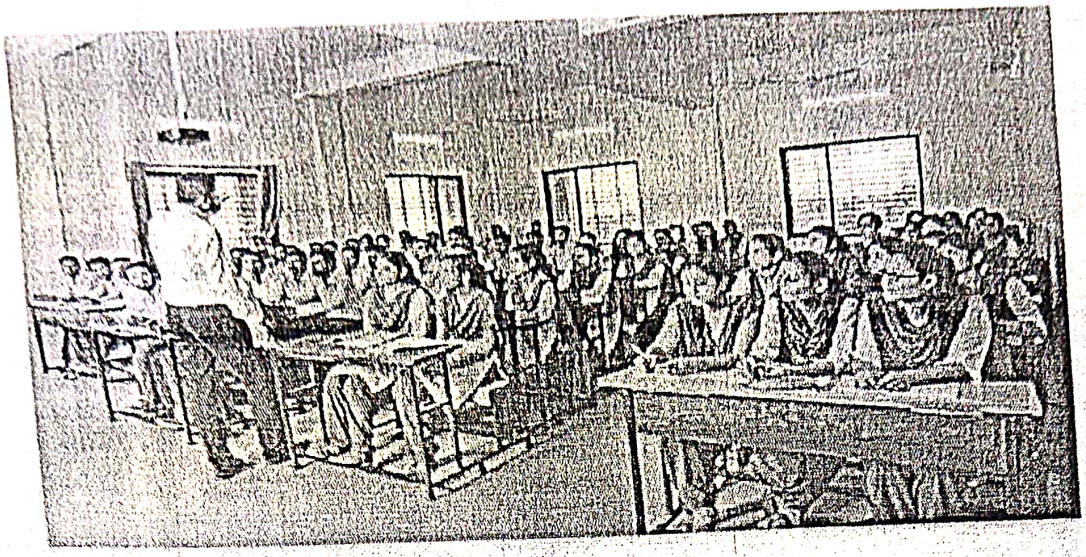
At the conclusion of the exchange program, a feedback session was conducted where faculty members from both universities shared their reflections on the experience. The program was widely praised for its ability to create a collaborative environment that promoted professional development, academic growth, and research innovation. Faculty members expressed enthusiasm for continuing the partnership, with plans for follow-up exchanges and joint projects already being discussed.

Key Outcomes:

- **Improved Academic Engagement:** The exchange program enriched the academic experience for students by exposing them to new perspectives, teaching methods, and advanced knowledge, contributing to their overall development.
- **Research Advancement:** The discussions and collaborative efforts between faculty members led to the initiation of several joint research projects, with long-term plans for continued research and co-authored publications.
- **Professional Development:** Both visiting and host faculty members benefitted from the exchange of pedagogical practices and peer review sessions, leading to the adoption of innovative teaching methods.
- **Networking and Collaboration:** The program successfully laid the groundwork for future academic and research collaborations between **Bareilly International University** and YBN University, with formal agreements for further exchanges being explored.
- **Cultural Exchange:** The program also allowed faculty members to immerse themselves in the cultural environment of the host institution, fostering a deeper appreciation for diverse academic and social practices.

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Conclusion:

The Faculty Exchange Program at YBN University was a resounding success, fulfilling its objectives of academic collaboration, research development, and cross-cultural exchange. The visiting faculty members contributed significantly to the academic landscape at YBN University, and the professional relationships formed during this exchange are expected to continue, creating lasting benefits for both institutions. The program has established a strong foundation for future cooperation, ensuring continued academic excellence and research innovation.

26/9/2022

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Report on Faculty Exchange Program at Shobhit University

Objective: To present a detailed report on the successful completion of the Faculty Exchange Program, aimed at promoting academic collaboration, enhancing research capabilities, and exchanging traditional and holistic knowledge in healthcare education.

Overview:

The Faculty Exchange Program between **Bareilly International University** and **Shobhit University** was successfully conducted from 10.10.2022 to 31.10.2022. This exchange fostered an academic partnership, where the sharing of specialized knowledge in holistic health approaches, along with modern educational techniques, greatly enriched the teaching and learning environment. Faculty members from both institutions contributed to a fruitful exchange of ideas, teaching methodologies, and research insights.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Mukesh Kumar	Professor
2.	Dr. Maya Prakash	Assistant Professor
3.	Dr. Sapna	Assistant Professor
4.	Dr. Priyanka Kashyap	Assistant Professor
5.	Dr. Saurabh Kumar	Assistant Professor
6.	Dr. Akanksha Gangwar	Assistant Professor
7.	Mr. Nitesh Babu	Assistant Professor
8.	Dr. Arun Sharma	Assistant Professor
9.	Dr. Rakesh Kumar Tewari	Professor
10.	Dr. Kavita Tiwari	Assistant Professor
11.	Dr. Anurag Mishra	Assistant Professor
12.	Dr. Vishal Agarwal	Associate Professor
13.	Dr. Annapurve Archana Laxmanroa	Professor
14.	Dr. Himani Verma	Assistant Professor
15.	Mr. Nishu Bhardwaj	Assistant Professor

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Key Activities and Highlights:

1. **In-depth Orientation and Traditional Healing Methodologies:**

   The faculty members from **Bareilly International University** were warmly welcomed at Shobhit University. An orientation session introduced them to the university's academic structure, curriculum, and its focus on integrating traditional healing systems with modern scientific approaches. The session provided an insightful overview, setting the tone for a collaborative and immersive experience.

2. **Interactive Teaching and Student Engagement:**

   The visiting faculty actively engaged with students by delivering lectures, conducting workshops, and demonstrating various traditional therapeutic techniques in healthcare. These sessions were designed to incorporate both theoretical aspects and practical demonstrations, which enabled the students to gain a comprehensive understanding of ancient healthcare systems alongside modern practices. The inclusion of case studies and real-life applications added value to the teaching experience.

3. **Collaborative Research in Traditional Healing Systems:**

   A significant component of the exchange was the collaboration in ongoing research projects. Faculty members participated in discussions on ancient medicinal practices, where they explored the healing potential of natural substances and holistic treatments. Joint research proposals were developed, focusing on integrating traditional knowledge with evidence-based research. Future research projects and publications were planned, reflecting the deep interest in preserving and advancing these ancient systems through modern science.

4. **Hands-on Training and Workshops:**

   The visiting faculty led hands-on workshops, demonstrating traditional healing techniques. These practical sessions covered various therapeutic applications, which provided students and faculty with the opportunity to refine their skills and gain practical insights. The workshops were highly interactive, encouraging participants to actively engage with the material and ask questions related to the methodologies being taught.

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5. **Peer Review and Faculty Observation:**

Shobhit University faculty members had the opportunity to observe the teaching techniques and approaches used by the visiting faculty. This peer review process enabled a constructive exchange of teaching methodologies, with faculty members reflecting on ways to incorporate traditional healing knowledge into modern healthcare education. These observations led to fruitful discussions and sharing of best practices.

6. **Curriculum Development and Knowledge Sharing:**

During the exchange, the faculty discussed updates and improvements to the curriculum, focusing on aligning traditional knowledge with contemporary healthcare demands. Ideas for incorporating practical training, ancient medicinal theory, and student research projects into the curriculum were shared. This collaboration helped both universities enrich their academic programs by offering students a well-rounded education.

7. **Cultural and Philosophical Exchange:**

In addition to academic interactions, the visiting faculty had the opportunity to immerse themselves in the local culture and philosophy associated with traditional healing. They participated in cultural activities, learned about the philosophical underpinnings of ancient practices, and developed a deeper understanding of the holistic worldview that shapes healthcare in the region. This cultural immersion enhanced the overall exchange, providing a rich context for the academic collaboration.

8. **Reflection and Feedback:**

At the conclusion of the exchange, a feedback session was held where faculty members from both institutions reflected on their experiences. The visiting faculty expressed appreciation for the warm hospitality and the opportunity to collaborate with experts in traditional healing systems. The host institution praised the contributions of the visiting faculty, particularly their innovative teaching methods and dedication to promoting holistic healthcare education.

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Key Outcomes:

- **Enhanced Academic and Practical Skills:** The exchange provided students with a unique learning opportunity, allowing them to gain hands-on experience and deepen their understanding of traditional healing approaches alongside modern healthcare practices.
- **Research Collaboration:** Joint research projects were initiated, focusing on exploring the efficacy of natural substances and traditional therapies, with plans for future studies and co-authored publications.
- **Curriculum Improvement:** The exchange led to valuable insights into curriculum development, with a focus on integrating traditional healthcare systems with contemporary education to meet the evolving needs of the healthcare industry.
- **Cultural Exchange:** Faculty members from both universities benefitted from the cultural and philosophical aspects of the exchange, which enriched their understanding of holistic health practices and their relevance in modern healthcare.



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Conclusion:

The Faculty Exchange Program at Shobhit University was a highly successful initiative, fostering academic collaboration and enhancing professional growth. The visiting faculty's contributions to teaching, research, and curriculum development were well-received, and the exchange created a strong foundation for future collaboration between the two institutions. The program not only advanced knowledge in traditional and modern healthcare practices but also promoted mutual understanding and cultural appreciation, ensuring a lasting impact on both institutions.

31/10/22

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Report on Faculty Exchange Program at Integral University

Objective: To detail the successful completion of the Faculty Exchange Program aimed at fostering academic collaboration, enhancing professional expertise, and promoting the sharing of knowledge and innovative practices in healthcare education.

Overview:

The Faculty Exchange Program between **Bareilly International University** and Integral University was successfully conducted from 07.11.2022 to 28.11.2022. The program provided an excellent platform for the faculty members to collaborate in teaching, research, and clinical education. The exchange fostered an environment of mutual learning, focusing on advancements in healthcare education and innovative therapeutic practices, ensuring the sharing of valuable expertise and resources.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Prateek Singh	Assistant Professor
2.	Dr. Seema Seth	Professor
3.	Dr. Anil Kumar Sharma	Assistant Professor
4.	Dr. Ashish Agarwal	Associate Professor
5.	Dr. Ankur Gopalkrishan Garg	Associate Professor
6.	Dr. Sutariya Shilpaben Bhaveshbhai	Associate Professor
7.	Dr. Brajesh Kumar Agrawal	Assistant Professor
8.	Dr. Anupam Seth	Associate Professor
9.	Dr. Kumar Nitin	Associate Professor
10.	Dr. Sudhir Kumar Yadav	Assistant Professor
11.	Dr. Pratik Kumar Soni	Assistant Professor
12.	Dr. Arun Kumar Singh	Associate Professor
13.	Dr. Bharat Kumar Kalra	Associate Professor
14.	Dr. Natasha Garbyal	Assistant Professor
15.	Dr. Shah Mohammad Faisal	Associate Professor
16.	Dr. Vipul Kumar	Assistant Professor

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Sr. No	Faculty Member Name	Designation
17.	Dr. Naveen Chandra Goyal	Associate Professor

Key Activities and Highlights:

1. **Comprehensive Orientation and Overview of Healthcare Systems:**

   Upon arrival at Integral University, the visiting faculty from **Bareilly International University** were given an in-depth orientation. This session highlighted the institution's approach to modern healthcare practices, the integration of innovative therapeutic techniques, and the academic framework. The orientation set the stage for the faculty members to actively engage in the academic and clinical aspects of the exchange.

2. **Collaborative Teaching and Interactive Sessions:**

   The visiting faculty were integrated into the university's teaching schedule, where they conducted a series of lectures, seminars, and clinical demonstrations. These interactive sessions covered advanced topics related to healthcare education, providing students with diverse perspectives on diagnostics, patient care, and innovative treatment methods. The exchange of ideas between the faculty and students allowed for a deeper understanding of global trends in healthcare.

3. **Joint Research and Evidence-Based Practices:**

   Faculty members from both universities participated in collaborative research discussions focused on evidence-based practices in healthcare. Several research projects were initiated during the exchange, with topics ranging from clinical protocols to the development of new treatment methodologies. The collaboration fostered an interdisciplinary approach, emphasizing the importance of integrating research findings into practical healthcare applications.

4. **Workshops and Hands-on Training:**

   Specialized workshops were conducted by the visiting faculty, where they introduced students and resident faculty to the latest advancements in therapeutic techniques and healthcare technology. The hands-on training sessions provided an opportunity for participants to apply theoretical knowledge in practical scenarios, refining their skills in patient management, diagnostics, and treatment planning.

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5. **Peer Observation and Pedagogical Exchange:**

   One of the significant components of the exchange was the peer observation of teaching practices. Faculty members from Integral University attended the sessions conducted by the visiting faculty, leading to valuable exchanges of pedagogical techniques. This exchange of teaching strategies enhanced the overall learning experience for both institutions, allowing for the adoption of new methods that could be integrated into the existing curriculum.

6. **Curriculum Enhancement and Knowledge Sharing:**

   During the exchange, detailed discussions were held on curriculum development and academic programs. Faculty members explored ways to incorporate advanced clinical training, modern healthcare practices, and research-oriented learning into the curriculum. The knowledge sharing between the two institutions led to suggestions for enhancing both the academic and practical aspects of healthcare education, ensuring that students are well-prepared for future challenges.

7. **Cultural Exchange and Collaborative Spirit:**

   The faculty exchange also included cultural immersion activities, where the visiting faculty members participated in local cultural events organized by Integral University. This allowed the participants to gain a deeper appreciation of the cultural context in which healthcare practices are applied, fostering closer ties and mutual respect between the two institutions.

8. **Feedback and Reflections:**

   At the end of the program, a feedback session was organized, where faculty members shared their reflections on the exchange. The participants unanimously praised the program for its seamless organization, the rich academic interactions, and the opportunities for professional growth. The exchange was lauded for opening new avenues for collaboration in teaching, research, and clinical practices, with discussions already underway for future faculty exchanges and joint research projects.

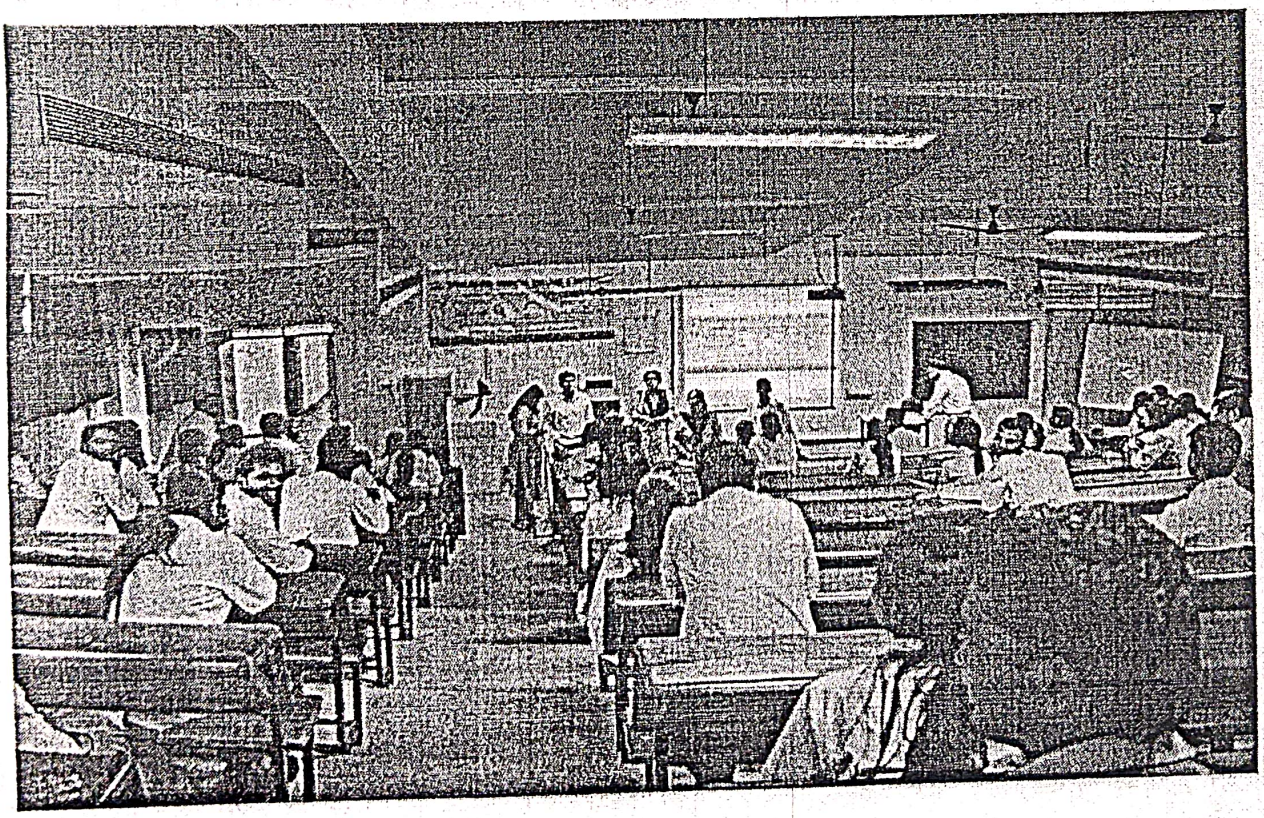
Key Outcomes:

- **Enhanced Learning and Clinical Skills:** The exchange significantly enriched the learning experience for students, providing them with

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diverse perspectives on healthcare education and advanced clinical techniques.

- **Research Collaboration:** Several research initiatives were developed during the exchange, focusing on integrating evidence-based practices and clinical research with practical healthcare applications.
- **Curriculum Development:** The exchange facilitated valuable discussions on enhancing the academic programs, incorporating innovative healthcare practices, and preparing students for industry demands.
- **Professional Growth:** Both visiting and host faculty members benefitted from peer reviews and the exchange of pedagogical methods, resulting in the adoption of improved teaching strategies.
- **Cultural and Academic Integration:** The exchange fostered cultural understanding and mutual respect, strengthening the collaboration between **[Home University Name]** and Integral University.



Conclusion:

The Faculty Exchange Program at Integral University was a resounding success, achieving its goals of fostering academic collaboration, enhancing professional development, and promoting interdisciplinary research. The visiting faculty

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members contributed significantly to the academic and clinical environment at Integral University, sharing their expertise and gaining valuable insights in return. The program has established a solid foundation for continued collaboration, with plans for future exchanges and joint research initiatives already in motion. This exchange has not only advanced healthcare education but also strengthened the ties between the two institutions, ensuring a lasting impact on both faculty and students.

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Bareilly International University

20/11/22

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Integral University

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Report on Faculty Exchange Activity at D Y Patil Dental School

Objective: To provide a comprehensive overview of the recently completed faculty exchange activity focused on collaborative teaching, research, and clinical practices aimed at enhancing academic and professional expertise.

Overview:

The Faculty Exchange Program between **Bareilly International University** and D Y Patil Dental School took place from 04.07.2022 to 30.07.2022, fostering collaboration in advanced clinical education and research methodologies. This program provided an excellent opportunity for participating faculty members to gain new insights, share expertise, and collaborate on innovative approaches in patient care and academic teaching.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Mukesh K Singhal	Professor
2.	Dr. Chandana Nair	Professor
3.	Dr. Alok Kumar	Professor
4.	Dr. Juhi Jaiswal	Professor
5.	Dr. Pinki Bankoti	Associate Professor
6.	Dr. Nitin Srivastava	Associate Professor
7.	Dr. Farah Ahmed	Associate Professor
8.	Dr. Nivedita Dixit	Associate Professor
9.	Dr. Chetan Luniyal	Assistant Professor
10.	Dr. Anip Kr. Roy	Associate Professor
11.	Dr. Sakshi Gangwar	Assistant Professor
12.	Dr. Darakshan Saifi	Assistant Professor
13.	Dr. Manoj Kumar Hans	Professor
14.	Dr.Anuraag Gurtu	Professor
15.	Dr. Chandra Vijay Singh	Professor

Key Activities and Highlights:

1. **Clinical Teaching and Demonstrations:**

   Faculty members from **Bareilly International University** delivered multiple lectures and hands-on clinical demonstrations that focused on modern diagnostic techniques and advanced treatment modalities. These sessions not only provided students with updated clinical knowledge but also facilitated the sharing of practical skills essential for managing patient care. Faculty exchange encouraged an open dialogue, allowing the participants to delve into the latest practices and emerging trends in healthcare.

2. **Joint Research Initiatives:**

   Collaborative research was a core part of the exchange, with faculty members from both institutions engaging in projects aimed at exploring innovative treatment techniques and patient care approaches. The research initiatives primarily focused on developing effective solutions for common clinical challenges. These projects were designed to continue beyond the exchange period, with plans for joint publications and future collaborative research.

3. **Curriculum Review and Development:**

   A critical component of the exchange was the joint evaluation of the existing curriculum, aimed at enhancing clinical training. Faculty from both institutions shared insights on integrating more interactive and practical components into the curriculum, aligning it with the latest developments in healthcare education. The review emphasized the importance of student engagement through case-based learning and simulation practices, ensuring students are well-prepared for the dynamic healthcare environment.

4. **Advanced Clinical Techniques and Patient Management:**

   The exchange featured multiple workshops focused on cutting-edge techniques in patient diagnosis and treatment planning. These workshops provided faculty members with opportunities to demonstrate advanced clinical procedures while collaborating on real-time case studies. Participants shared expertise on both basic and complex procedures, enriching the learning experience for both faculty and students.

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5. **Peer Observation and Feedback:**

   A significant element of the program was peer observation, where faculty members attended each other's sessions and provided constructive feedback. This facilitated the exchange of teaching methodologies, allowing faculty members to gain insights into new pedagogical techniques. The feedback sessions were designed to promote mutual learning and improve the overall teaching quality at both institutions.

6. **Engagement with Students:**

   Faculty members had the opportunity to interact directly with students through clinical case discussions, mentoring, and small group tutorials. These sessions allowed students to benefit from a diverse range of perspectives and approaches. The exchange emphasized the importance of building strong student-faculty relationships, and the visiting faculty were involved in mentorship activities to support students' academic and clinical development.

7. **Workshops on Research Methodologies and Data Management:**

   The program included workshops on modern research methodologies and effective data management practices. These workshops were aimed at enhancing the research capabilities of both institutions, with a focus on evidence-based practice. Faculty members shared insights on structuring clinical studies, managing large datasets, and utilizing statistical tools to ensure the reliability and validity of research outcomes.

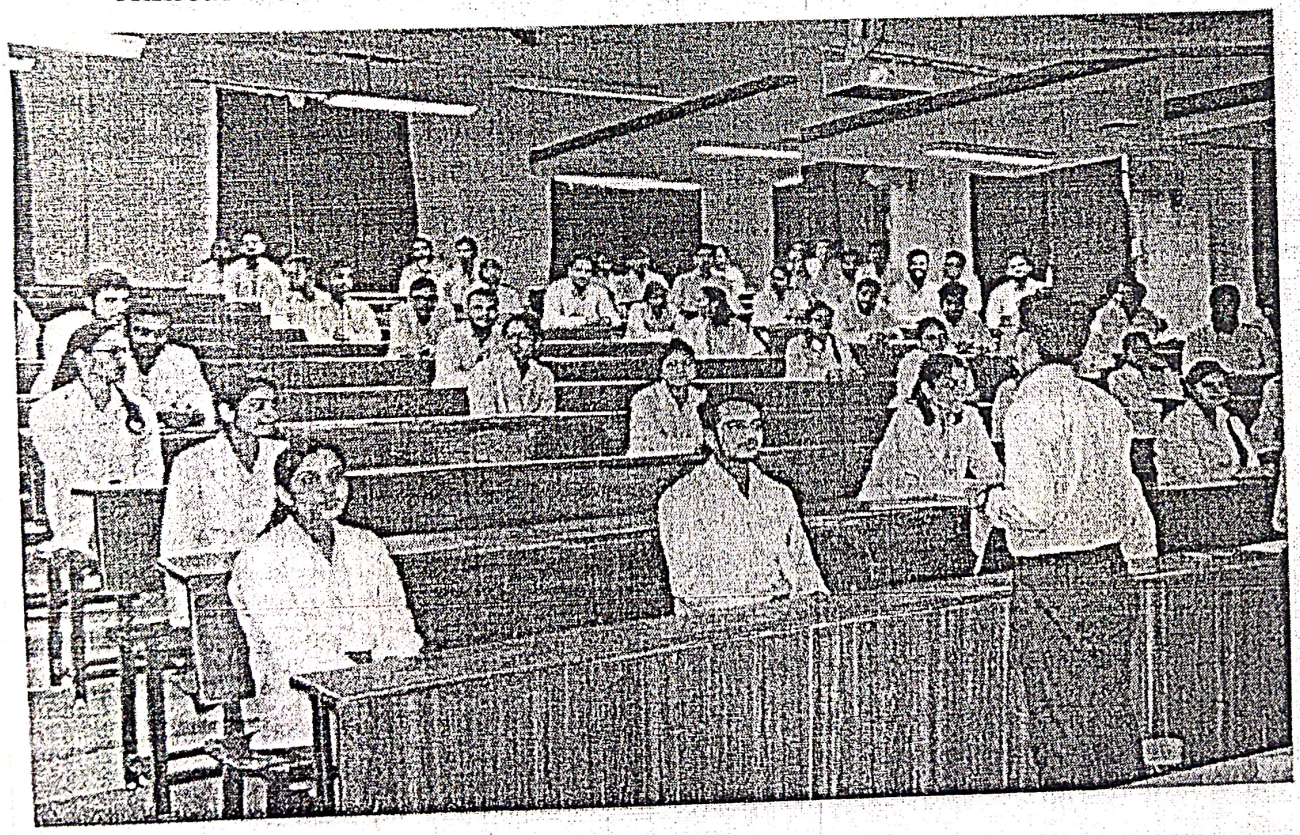
8. **Inter-Institutional Collaboration on Community Initiatives:**

   The exchange also included discussions on expanding outreach programs and enhancing community engagement. Faculty members collaborated on planning community health camps and awareness programs, which are essential for promoting public health and preventive care. The focus was on creating long-term strategies for providing accessible healthcare services to underserved populations.

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Key Outcomes:

- **Strengthened Academic Collaboration:** The exchange facilitated deeper collaboration between faculty members, leading to shared research projects and the exploration of innovative teaching methods.
- **Curriculum Enhancements:** Significant improvements to the curriculum were proposed, with a greater focus on hands-on learning and patient-centric approaches, which are expected to positively impact student learning outcomes.
- **Research Partnerships:** Multiple research initiatives were launched during the exchange, and plans for joint publications and further collaborative studies are underway.
- **Increased Faculty Development:** Faculty members gained valuable insights into alternative teaching techniques and advanced clinical practices, which will be incorporated into their future educational and clinical work.



Conclusion:

The Faculty Exchange Program at D Y Patil Dental School successfully achieved its objectives of enhancing professional development, fostering academic collaboration, and promoting research innovation. Faculty members

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from both institutions actively participated in a wide range of activities, contributing to the academic growth of students and the professional advancement of participants. The exchange has laid the groundwork for future collaborations, with ongoing research projects and curriculum enhancements expected to have a long-lasting impact on healthcare education and clinical practice.

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D Y Patil Dental School

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Report on Faculty Exchange Program

at

Varun Arjun College of Pharmacy

Objective: To highlight the successful completion of the Faculty Exchange Program aimed at enhancing academic collaboration, promoting joint research, and sharing innovative teaching practices.

Overview:

The Faculty Exchange Program between **Bareilly International University** and Varun Arjun College of Pharmacy took place from 05/10/2022 to 26/10/2022. This initiative allowed faculty members from both institutions to engage in knowledge-sharing, collaborative research, and experiential learning. The exchange fostered strong professional connections and enriched the academic environment through hands-on teaching and joint research efforts.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mrs. Suman	Assistant Professor
2.	Mr. Sunny Patel	Assistant Professor
3.	Ms. Yogita Pandey	Assistant Professor
4.	Mr. Anurag Bharti	Assistant Professor
5.	Ms. Megha Yadav	Assistant Professor
6.	Mrs. Anita Yadav	Assistant Professor
7.	Mr. Dharamveer Singh	Assistant Professor
8.	Mrs. Jennifer	Assistant Professor
9.	Mrs. Richa Gangwar	Assistant Professor
10.	Mr. Amit Kr. Gangwar	Assistant Professor

Program Highlights:

1. **Warm Welcome and Orientation:**

   The faculty exchange commenced with an orientation session, where the visiting faculty members from **Bareilly International University** were

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introduced to the academic and research environment at Varun Arjun College of Pharmacy. This session provided an overview of the ongoing research initiatives, laboratory facilities, and curriculum framework, enabling the visiting faculty to smoothly integrate into the university's academic routine.

2. **Active Participation in Teaching:**

   Throughout the exchange, faculty members were actively involved in delivering lectures and practical demonstrations. Their expertise in specialized subjects provided a unique learning experience for the students, exposing them to diverse teaching methods and advanced knowledge. The interactive sessions included case discussions, research methodology workshops, and practical demonstrations of various laboratory techniques, contributing significantly to the overall academic enrichment.

3. **Collaborative Research Projects:**

   During the program, several collaborative research discussions were held between the faculty members of both institutions. These discussions resulted in the identification of key areas of shared interest, leading to the development of joint research projects. The exchange of ideas and expertise facilitated the initiation of multidisciplinary research efforts, with a focus on innovation and industry relevance. Plans for co-authored research papers and future collaborative studies were outlined as part of the ongoing collaboration between the two universities.

4. **Workshops and Seminars:**

   The visiting faculty conducted a series of workshops and seminars aimed at enhancing the technical skills and knowledge base of both students and resident faculty. These sessions covered a range of topics, including emerging trends in the field, advances in laboratory techniques, and modern approaches to research design. The workshops provided hands-on experience, allowing participants to apply theoretical concepts in real-world scenarios, thereby strengthening their practical skills.

5. **Peer Review and Faculty Development:**

   As part of the program, faculty members from Varun Arjun College of Pharmacy observed the visiting faculty's teaching sessions, leading to valuable exchanges of teaching methodologies. The feedback from these peer reviews promoted professional growth, encouraging faculty members

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to refine their teaching strategies and adopt new approaches for effective student engagement.

6. **Networking and Future Collaboration:**

   The exchange provided ample opportunities for networking, with formal meetings and informal interactions allowing for productive discussions on academic and research collaborations. Faculty members from both universities explored potential areas for future partnerships, including student exchange programs, joint research projects, and curriculum development initiatives. The relationships built during this exchange are expected to facilitate long-term collaborations between the two institutions.

7. **Cultural Immersion:**

   In addition to academic and research activities, the visiting faculty members were engaged in cultural programs and events organized by Varun Arjun College of Pharmacy. These activities helped faculty members gain a deeper understanding of the cultural context in which the university operates, enhancing their overall experience and fostering closer ties between the participants.

8. **Final Reflections and Conclusion:**

   At the conclusion of the exchange program, a feedback session was conducted where faculty members from both universities shared their reflections on the experience. The program was widely praised for its ability to create a collaborative environment that promoted professional development, academic growth, and research innovation. Faculty members expressed enthusiasm for continuing the partnership, with plans for follow-up exchanges and joint projects already being discussed.

Key Outcomes:

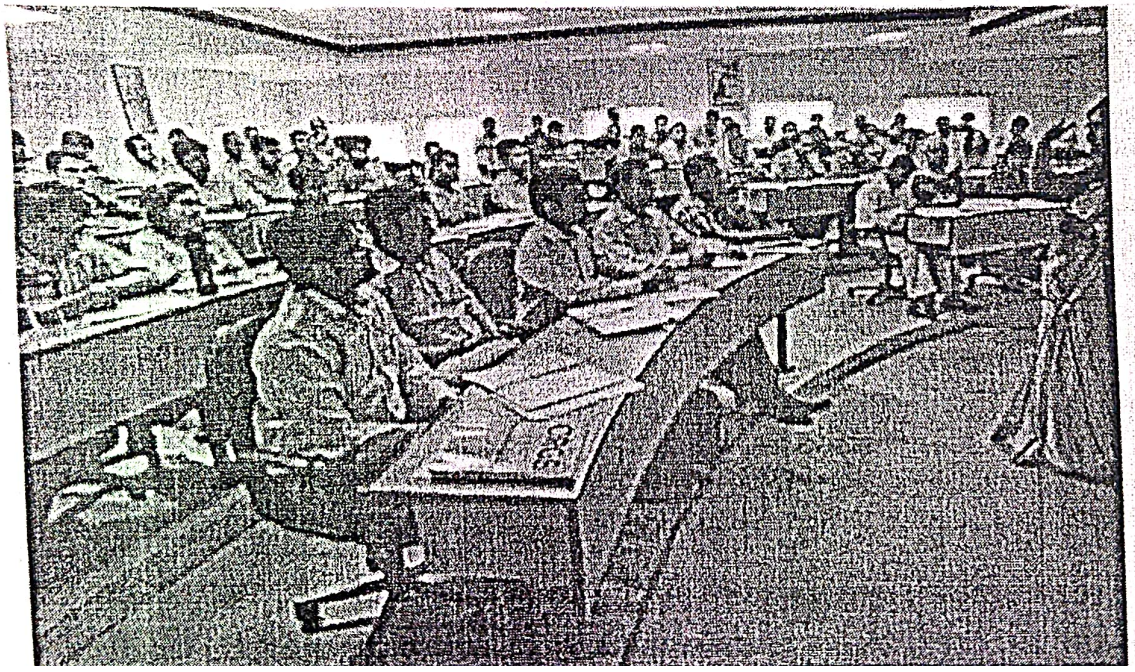
- **Improved Academic Engagement:** The exchange program enriched the academic experience for students by exposing them to new perspectives, teaching methods, and advanced knowledge, contributing to their overall development.
- **Research Advancement:** The discussions and collaborative efforts between faculty members led to the initiation of several joint research

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projects, with long-term plans for continued research and co-authored publications.

- **Professional Development:** Both visiting and host faculty members benefitted from the exchange of pedagogical practices and peer review sessions, leading to the adoption of innovative teaching methods.
- **Networking and Collaboration:** The program successfully laid the groundwork for future academic and research collaborations between **Bareilly International University** and Varun Arjun College of Pharmacy, with formal agreements for further exchanges being explored.
- **Cultural Exchange:** The program also allowed faculty members to immerse themselves in the cultural environment of the host institution, fostering a deeper appreciation for diverse academic and social practices.



Conclusion:

The Faculty Exchange Program at Varun Arjun College of Pharmacy was a resounding success, fulfilling its objectives of academic collaboration, research development, and cross-cultural exchange. The visiting faculty members contributed significantly to the academic landscape at Varun Arjun College of Pharmacy, and the professional relationships formed during this exchange are expected to continue, creating lasting benefits for both institutions. The program has established a strong foundation for future cooperation, ensuring continued academic excellence and research innovation.

26/9/2022

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Bareilly International University

26.10.2022

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Varun Arjun College of Pharmacy

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Report on Faculty Exchange Activity at Keshlata College of Nursing

Objective: To review the successful completion of the faculty exchange program between Bareilly International University and Keshlata College of Nursing, focusing on collaborative teaching, clinical practice, and research initiatives.

Overview:

The Faculty Exchange Program between Bareilly International University and Keshlata College of Nursing took place from 02.01.2023 to 30.01.2023, fostering collaboration in clinical education, practical skills development, and research projects. Faculty members from both institutions shared their expertise in patient care, teaching methods, and professional development, contributing to an enriched learning experience for both students and staff.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mrs. Poonam Azad	Associate Professor
2.	Dr. Mehev Khanam	Associate Professor
3.	Mrs. Sanasam Birjeni Devi	Associate Professor
4.	Mrs. Sanabam Linthoingambi Devi	Associate Professor
5.	Mr. Manoj Kumar Sharma	Assistant Professor
6.	Mrs. Renuka Polly Dass	Assistant Professor
7.	Mrs. Akansha Emmanuel	Assistant Professor
8.	Mrs. Preeti Bahuguna	Assistant Professor
9.	Mr. Mukesh Singh	Assistant Professor
10.	Mr. Tarun Dhyani	Assistant Professor

Key Activities and Highlights:

1. **Clinical Skills Enhancement and Patient Care Techniques:**

   Faculty members from Bareilly International University and Keshlata College participated in joint sessions focused on enhancing clinical skills. Workshops on modern patient care techniques were conducted, offering

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insights into the latest advancements and strategies in healthcare settings. These sessions allowed faculty to exchange knowledge and improve their practical approaches, which are crucial for maintaining high standards of care.

2. **Collaborative Research and Evidence-Based Practice:**

   The faculty exchange promoted the development of joint research projects aimed at advancing clinical practices. Faculty members engaged in collaborative research initiatives, exploring innovative patient care techniques and the integration of evidence-based practices. These projects are expected to result in publications and further research collaborations in the future.

3. **Curriculum Review and Pedagogical Development:**

   One of the significant outcomes of the exchange was a detailed review of the existing academic curriculum at both institutions. Faculty members collaborated on enhancing the course content to ensure it reflects current healthcare trends. The focus was placed on integrating more practical and case-based learning approaches to improve the educational experience for students.

4. **Clinical Simulations and Case-Based Learning:**

   A series of clinical simulations were organized, providing an opportunity for both teaching staff and students to engage in hands-on learning. These simulations were aimed at refining diagnostic and patient management skills, ensuring that both faculty and students are better equipped to handle real-life healthcare challenges. The exchange allowed faculty to compare teaching methodologies and introduce more interactive, student-cantered learning techniques.

5. **Professional Development and Peer Review:**

   Faculty members participated in peer observation and feedback sessions, which contributed to professional growth. This process allowed participants to observe different teaching styles, engage in discussions on improving clinical education, and receive constructive feedback from their peers. These sessions were instrumental in fostering mutual learning and enhancing the overall quality of education at both institutions.

6. **Student Mentorship and Interaction:**

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The exchange provided an excellent opportunity for faculty members to engage directly with students. Faculty from Bareilly International University led small group discussions, clinical case reviews, and mentoring sessions, offering students the chance to learn from diverse perspectives. The exchange emphasized the importance of student engagement and mentorship in fostering a deeper understanding of clinical principles.

7. **Workshops on Healthcare Management and Ethical Practices:**

   The exchange also included workshops focused on healthcare management, leadership, and ethical practices in patient care. These sessions helped faculty members develop skills in managing healthcare environments, as well as ensuring that ethical standards are maintained in clinical practice. The workshops provided valuable insights into the non-clinical aspects of healthcare, which are essential for the holistic development of healthcare professionals.

8. **Community Outreach and Health Education:**

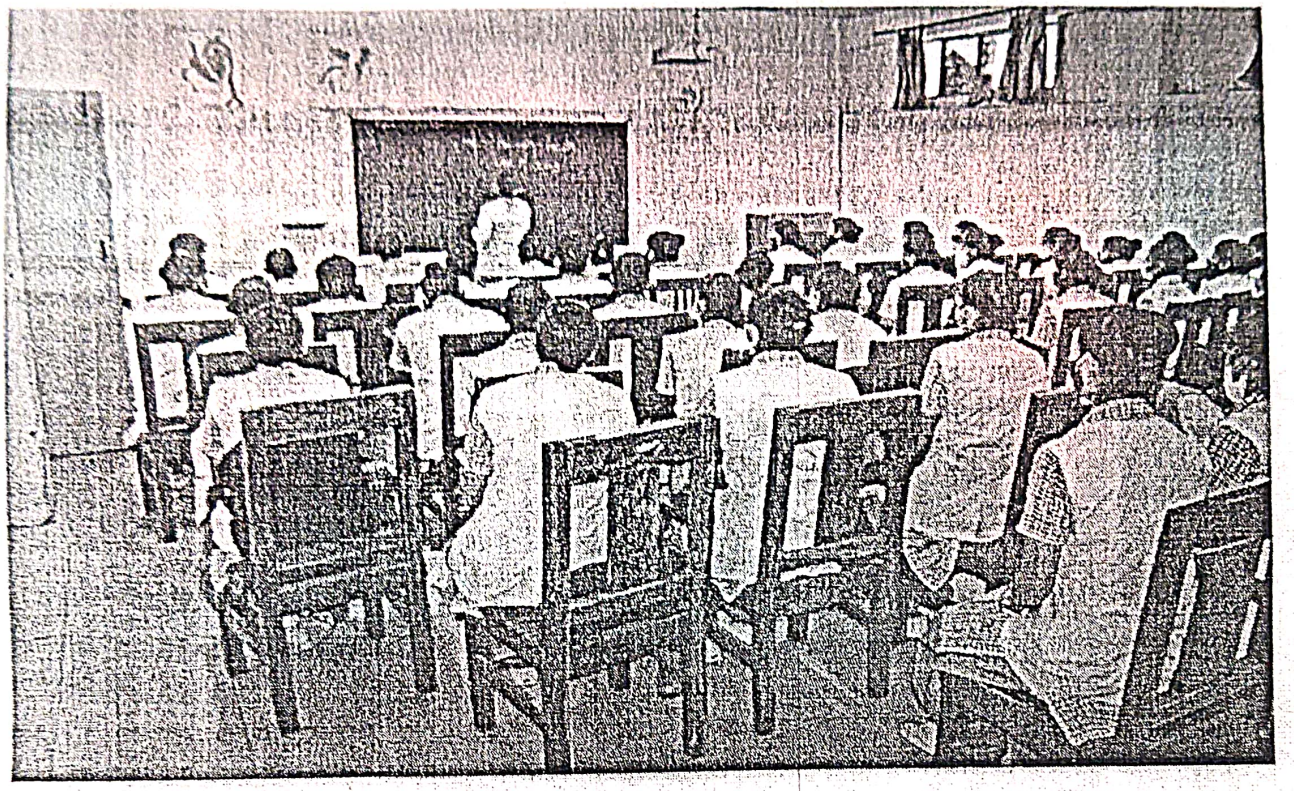
   Both institutions collaborated on community outreach initiatives, sharing strategies to improve public health awareness and preventive care. Faculty members discussed ways to expand health education programs in the community, focusing on creating long-term engagement with local populations. The exchange emphasized the importance of extending healthcare services beyond the academic setting, contributing to the overall well-being of the community.

Key Outcomes:

- **Improved Clinical Skills and Knowledge Exchange:** Faculty members gained significant insights into advanced clinical practices and patient care strategies, which will be implemented in their future teaching and professional work.
- **Strengthened Academic Collaboration:** The exchange fostered stronger ties between the two institutions, leading to joint research projects, curriculum enhancements, and plans for future collaborative programs.
- **Enhanced Curriculum:** The curriculum review process resulted in recommendations to incorporate more practical learning modules and case-based education, aligning the academic content with current industry demands.

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- **Research Opportunities:** Ongoing collaborative research projects are expected to lead to publications and further partnerships, contributing to the broader healthcare community.



Conclusion:

The Faculty Exchange Program at Keshlata College of Nursing provided valuable opportunities for academic and clinical growth, both for the faculty of Bareilly International University and their counterparts at Keshlata. The program's focus on collaborative learning, research, and clinical skill development will continue to enhance the educational and healthcare environments at both institutions. With new research projects, curriculum improvements, and a renewed commitment to excellence in patient care, the faculty exchange has set the stage for long-term professional collaboration and success.

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Keshlata College of Nursing

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Report on Faculty Exchange Activity at Keshlata Institute of Paramedical Sciences

Objective: To review the successful completion of the faculty exchange program between Bareilly International University and Keshlata Institute of Paramedical Sciences, focusing on collaborative teaching, clinical practice, and research initiatives.

Overview:

The Faculty Exchange Program between Bareilly International University and Keshlata Institute of Paramedical Sciences took place from 05.12.2022 to 25.12.2022, fostering collaboration in clinical education, practical skills development, and research projects. Faculty members from both institutions shared their expertise in patient care, teaching methods, and professional development, contributing to an enriched learning experience for both students and staff.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mohd Tariq	Assistant Professor
2.	Mr. Deepak Kumar Sampson	Assistant Professor
3.	Mr. Shailendra Verma	Assistant Professor
4.	Mrs. Chandra Prabha	Assistant Professor
5.	Mr. Dinesh Singh	Assistant Professor
6.	Ms. Shalini Devi	Assistant Professor
7.	Mr. Nilesh Kumar Wilson	Assistant Professor
8.	Ms. Nikita Jethi	Assistant Professor
9.	Mrs. Ashvani Singh	Assistant Professor
10.	MS. Deepika Chauhan	Assistant Professor

Key Activities and Highlights:

1. **Clinical Skills Enhancement and Patient Care Techniques:**

   Faculty members from Bareilly International University and Keshlata College participated in joint sessions focused on enhancing clinical skills.

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Workshops on modern patient care techniques were conducted, offering insights into the latest advancements and strategies in healthcare settings. These sessions allowed faculty to exchange knowledge and improve their practical approaches, which are crucial for maintaining high standards of care.

2. **Collaborative Research and Evidence-Based Practice:**

   The faculty exchange promoted the development of joint research projects aimed at advancing clinical practices. Faculty members engaged in collaborative research initiatives, exploring innovative patient care techniques and the integration of evidence-based practices. These projects are expected to result in publications and further research collaborations in the future.

3. **Curriculum Review and Pedagogical Development:**

   One of the significant outcomes of the exchange was a detailed review of the existing academic curriculum at both institutions. Faculty members collaborated on enhancing the course content to ensure it reflects current healthcare trends. The focus was placed on integrating more practical and case-based learning approaches to improve the educational experience for students.

4. **Clinical Simulations and Case-Based Learning:**

   A series of clinical simulations were organized, providing an opportunity for both teaching staff and students to engage in hands-on learning. These simulations were aimed at refining diagnostic and patient management skills, ensuring that both faculty and students are better equipped to handle real-life healthcare challenges. The exchange allowed faculty to compare teaching methodologies and introduce more interactive, student-cantered learning techniques.

5. **Professional Development and Peer Review:**

   Faculty members participated in peer observation and feedback sessions, which contributed to professional growth. This process allowed participants to observe different teaching styles, engage in discussions on improving clinical education, and receive constructive feedback from their peers. These sessions were instrumental in fostering mutual learning and enhancing the overall quality of education at both institutions.

6. **Student Mentorship and Interaction:**

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The exchange provided an excellent opportunity for faculty members to engage directly with students. Faculty from Bareilly International University led small group discussions, clinical case reviews, and mentoring sessions, offering students the chance to learn from diverse perspectives. The exchange emphasized the importance of student engagement and mentorship in fostering a deeper understanding of clinical principles.

7. **Workshops on Healthcare Management and Ethical Practices:**

   The exchange also included workshops focused on healthcare management, leadership, and ethical practices in patient care. These sessions helped faculty members develop skills in managing healthcare environments, as well as ensuring that ethical standards are maintained in clinical practice. The workshops provided valuable insights into the non-clinical aspects of healthcare, which are essential for the holistic development of healthcare professionals.

8. **Community Outreach and Health Education:**

   Both institutions collaborated on community outreach initiatives, sharing strategies to improve public health awareness and preventive care. Faculty members discussed ways to expand health education programs in the community, focusing on creating long-term engagement with local populations. The exchange emphasized the importance of extending healthcare services beyond the academic setting, contributing to the overall well-being of the community.

Key Outcomes:

- **Improved Clinical Skills and Knowledge Exchange:** Faculty members gained significant insights into advanced clinical practices and patient care strategies, which will be implemented in their future teaching and professional work.
- **Strengthened Academic Collaboration:** The exchange fostered stronger ties between the two institutions, leading to joint research projects, curriculum enhancements, and plans for future collaborative programs.
- **Enhanced Curriculum:** The curriculum review process resulted in recommendations to incorporate more practical learning modules and case-based education, aligning the academic content with current industry demands.

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- **Research Opportunities:** Ongoing collaborative research projects are expected to lead to publications and further partnerships, contributing to the broader healthcare community.



Conclusion:

The Faculty Exchange Program at Keshlata Institute of Paramedical Sciences provided valuable opportunities for academic and clinical growth, both for the faculty of Bareilly International University and their counterparts at Keshlata. The program's focus on collaborative learning, research, and clinical skill development will continue to enhance the educational and healthcare environments at both institutions. With new research projects, curriculum improvements, and a renewed commitment to excellence in patient care, the faculty exchange has set the stage for long-term professional collaboration and success.

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Keshlata Institute of Paramedical Sciences

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Training Program for Students at Amrit Vichar

Introduction:

The training program between Bareilly International University (BIU) and Amrit Vichar was organized with the purpose of enhancing the academic and practical skills of students from BIU. The program was designed to provide students with hands-on exposure to the real-world environment, preparing them for the demands of the healthcare and management industries.

Objectives of the Program:

1. To bridge the gap between theoretical knowledge and practical application.
2. To expose students to the operational aspects of healthcare management and service delivery.
3. To foster critical thinking and problem-solving skills in real-time scenarios.

Details of the Program:

The training program spanned over a period of two months, from 08.08.2022 to 26.08.2022. A group of 10 students from various academic backgrounds, particularly those studying management and healthcare services, participated in this program. Amrit Vichar, a prominent local healthcare service provider, offered a comprehensive framework for students to explore diverse areas such as patient care, health records management, administrative work, and community health outreach programs.

List of Students:

Sr. No	Student Name	Roll No
1.	Km Barshani Gupta	220012
2.	Km Yusra Zaidi	220013
3.	Vanshika Patel	220014
4.	Garima Verma	220001
5.	Sanskriti Dwivedi	220002
6.	Shifa Intezar	220003

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Sr. No	Student Name	Roll No
7.	Vishnu Gupta	220386
8.	Aditi Kumari	220387
9.	Amit Kumar Singh	220388
10.	Balram Singh Bisht	220389

Key Activities:

1. **Health Records Management Training:**

   Students were exposed to the complexities of managing patient health records. They were trained on the use of modern digital tools that assist in the organization, retrieval, and analysis of healthcare data. This provided an invaluable lesson on maintaining efficiency in health services administration.

2. **Patient Care Simulation:**

   One of the key components of the program was providing students with the opportunity to engage in patient care simulations. Under the guidance of senior healthcare professionals, students participated in case studies, simulated patient interactions, and managed mock medical conditions.

3. **Community Health Initiatives:**

   The training program also included participation in community outreach initiatives. This helped students understand the significance of healthcare at the grassroots level. They worked closely with public health officials to organize free health camps and educational seminars on preventive healthcare.

Learning Outcomes:

- **Practical Knowledge:** The program enabled students to gain first-hand experience in the operational facets of healthcare management, patient care, and community health.
- **Enhanced Problem-Solving Skills:** By working on real-life scenarios, students developed the ability to make decisions quickly and effectively under pressure.

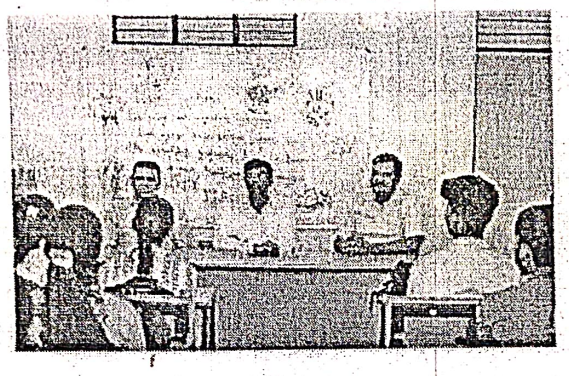
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- **Career Development:** Students now have a clearer understanding of the healthcare industry and its complexities, paving the way for them to make informed career choices.

Feedback from Participants:

Participants expressed immense satisfaction with the training program. Many found that their understanding of the healthcare industry was greatly enhanced by the practical exposure provided by Amrit Vichar. The blend of academic and fieldwork experience made this training program highly beneficial.



Conclusion:

The training program with Amrit Vichar successfully achieved its goals of empowering students with the skills and knowledge they need to excel in their careers. The collaboration between Bareilly International University and Amrit Vichar proved to be an excellent initiative in nurturing future leaders in healthcare and management.

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Training Program for Students at Rama Medical College Hospital & Research Centre

Introduction:

In a bid to enhance the clinical skills of the students of Bareilly International University (BIU), a robust training program was organized at Rama Medical College Hospital & Research Centre. This program was aimed at fostering the clinical proficiency of students while providing them with exposure to advanced healthcare technologies, patient management, and research methodologies.

Objectives of the Program:

1. To impart practical experience in managing patient care in clinical settings.
2. To provide students with exposure to the use of modern diagnostic tools and equipment.
3. To enable students to develop research skills and understand the processes involved in conducting clinical trials.

Program Duration:

The program lasted for three months, from 29.08.2022 to 17.09.2022. A group of 15 students, primarily from healthcare and allied disciplines, participated in this comprehensive training. The collaboration with Rama Medical College enabled the students to gain hands-on experience in various medical fields such as internal medicine, surgery, and diagnostics.

List of Students:

Sr. No	Student Name	Roll No
1.	Shruti Verma	210644
2.	Shubham Fauzdar	210645
3.	Singh Vedika Virendra	210646
4.	Snigdha Saxena	210647

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Sr. No	Student Name	Roll No
5.	Srijan Mall	210648
6.	Stuti Vats	210649
7.	Sunny	210650
8.	Surya Singh	210651
9.	Swarnavo Sen	210652
10.	Swarnima Agarwal	210653
11.	Tanishka Sharma	210654
12.	Tanishq Dagar	210655
13.	Tejas	210656
14.	Umang Singh	210657
15.	Umar Ashraf Mohammed	210658

Key Activities:

1. **Clinical Rotations:**

   The students were divided into teams and assigned to different departments within the hospital. They had the opportunity to observe and assist in daily patient care routines under the supervision of experienced healthcare professionals. This included managing outpatient services, patient rounds, and learning about the use of diagnostic equipment.

2. **Diagnostic Equipment Training:**

   One of the highlights of the training program was the extensive training on the use of advanced diagnostic equipment. Students were trained on using CT scanners, MRI machines, and various laboratory testing tools. This exposure to technology prepared them to adapt to the evolving nature of the healthcare industry.

3. **Clinical Research Project:**

   The students also participated in a research project that focused on patient case studies. They were taught how to collect and analyze patient data, contributing to the creation of a clinical database. The research project provided students with a foundation in clinical research methodologies, which is essential for their academic and professional development.

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Learning Outcomes:

- **Hands-on Clinical Experience:** Students gained direct exposure to patient management and clinical operations.
- **Research Methodology Skills:** By participating in research, students developed the ability to approach healthcare challenges from an analytical and data-driven perspective.
- **Technological Proficiency:** The program enhanced students' competence in using cutting-edge medical equipment, preparing them for future technological advancements.

Feedback from Participants:

The feedback from the students was overwhelmingly positive. They felt that the real-world experience gained at Rama Medical College gave them a significant advantage in their academic pursuits. The students also appreciated the mentorship they received from the hospital staff.



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Conclusion:

The training program at Rama Medical College Hospital & Research Centre offered a blend of clinical exposure and research experience. This collaboration between Bareilly International University and Rama Medical College laid the foundation for students to excel in the healthcare field, both academically and professionally.

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Faculty Exchange Program at Utkarsh School of Management & Technology

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Utkarsh School of Management & Technology aimed to foster academic collaboration and the sharing of pedagogical methodologies between the two institutions. The program provided faculty members from BIU with an opportunity to engage in teaching and research activities at Utkarsh School of Management, facilitating an exchange of knowledge, teaching styles, and management techniques.

Objectives of the Program:

1. To enhance faculty development by exposing them to new teaching methodologies and curriculum development strategies.
2. To foster academic cooperation and research collaborations between the two institutions.
3. To share best practices in academic management and leadership.

Program Duration:

The exchange program spanned over a period of one month, from 15.11.2022 to 30.11.2022. Faculty members from the management and business administration departments at BIU participated in the program, contributing to lectures, workshops, and seminars while learning from their counterparts at Utkarsh School of Management.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mr. Shubham Katiyar	Assistant Professor
2.	Dr. Dig Vijay Singh	Professor
3.	Mr. Pramukh Patel	Assistant Professor
4.	Dr. Deepika Verma	Professor
5.	Dr. Ved Prakash	Professor
6.	Dr. Haniya Jafar	Associate Professor

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Sr. No	Faculty Member Name	Designation
7.	Dr. Saumya Agarwal	Associate Professor
8.	Dr. Harsh	Assistant Professor
9.	Dr. Saurabh Kumar	Professor
10.	Dr. Shivani Bedi	Assistant Professor
11.	Dr. Saumya Gangwar	Assistant Professor
12.	Mr. Junaid Musarrat Khan	Assistant Professor
13.	Dr. Priyanka Chaturvedi	Assistant Professor

Key Activities:

1. **Teaching and Curriculum Development:**

   Faculty members from BIU delivered guest lectures on advanced management theories, strategic business practices, and leadership. They also participated in curriculum development workshops, sharing insights on how to integrate real-world business challenges into academic programs.

2. **Collaborative Research:**

   A key component of the exchange was engaging in joint research projects. Faculty members from both institutions collaborated on research topics such as the impact of digital transformation on business management and sustainability in corporate practices. This exchange of research ideas is expected to result in joint publications and long-term research partnerships.

3. **Workshops on Innovation in Education:**

   Faculty members attended and facilitated workshops focused on innovative teaching methods, including the use of technology in classrooms, case-based learning, and flipped classroom techniques. These workshops were designed to help both institutions incorporate modern teaching practices into their curricula, thereby improving the learning experience for students.

Learning Outcomes:

- **Pedagogical Innovation:** Faculty members gained insights into new teaching methods, which they plan to implement in their respective courses at BIU.

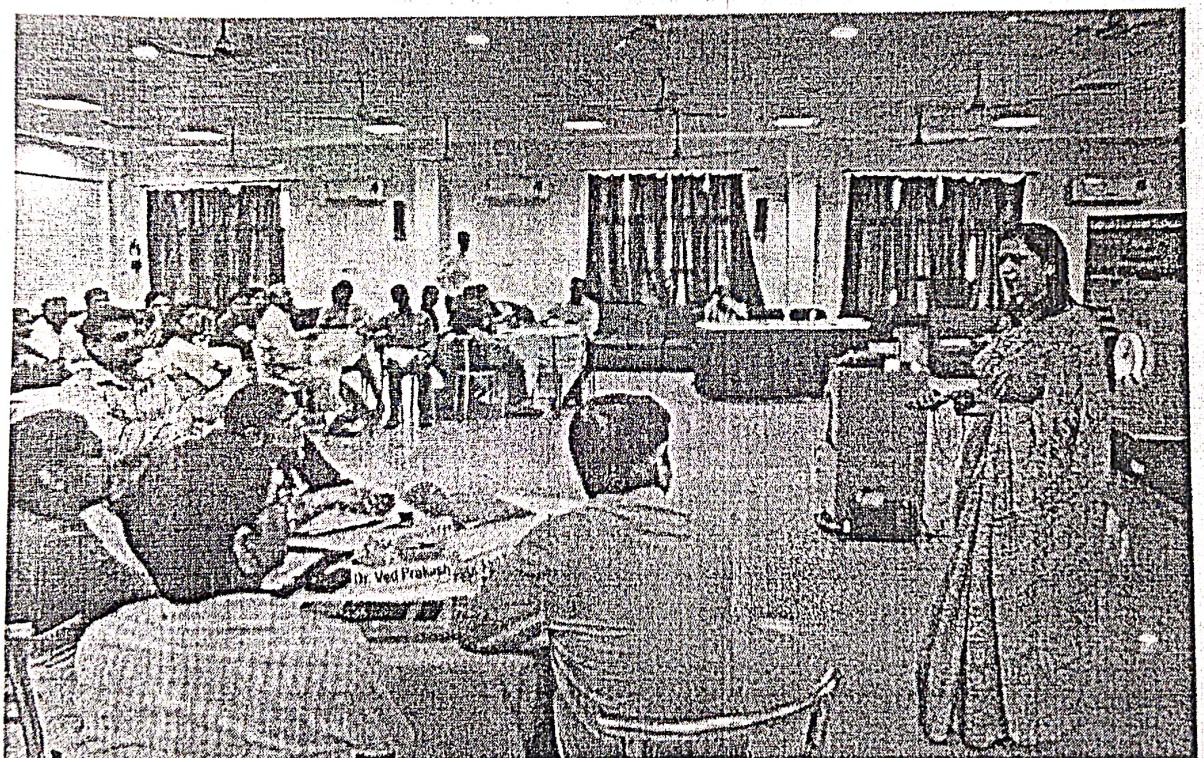
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- **Research Collaboration:** The collaboration between BIU and Utkarsh School of Management resulted in the initiation of several research projects, fostering long-term academic partnerships.
- **Curriculum Development:** The exchange contributed to the enhancement of the existing curriculum at both institutions, particularly in the areas of business management and leadership.

Feedback from Participants:

Participants expressed great satisfaction with the exchange program. They appreciated the opportunity to learn from their peers at Utkarsh School of Management and are confident that the experience will positively impact their teaching and research at BIU.



Conclusion:

The Faculty Exchange Program at Utkarsh School of Management & Technology was a resounding success, providing valuable professional development opportunities for the faculty of Bareilly International University. The exchange facilitated academic collaboration, research partnerships, and the sharing of innovative teaching practices, all of which will contribute to the ongoing improvement of academic programs at both institutions.

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Faculty Exchange Program at Lotus Institute of Management

Introduction:

The faculty exchange initiative between Bareilly International University (BIU) and Lotus Institute of Management was designed to promote the exchange of knowledge, teaching expertise, and research innovation. The program allowed faculty members from both institutions to collaborate on academic projects, share pedagogical strategies, and contribute to the development of a global academic perspective.

Objectives of the Program:

1. To broaden the academic horizons of faculty members by engaging with a new academic environment.
2. To collaborate on research projects and share innovative teaching methodologies.
3. To enhance curriculum development by integrating practical industry experiences.

Program Duration:

The program was conducted over the course of one month, from 07.12.2022 to 24.12.2022. Faculty members from the management departments at BIU participated in this exchange, contributing to lectures, seminars, and workshops, while also collaborating with Lotus Institute of Management's faculty on research initiatives.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Faiz Shamsi	Associate Professor
2.	Mr. Ajay Upadhyay	Assistant Professor
3.	Shivani Saxena	Assistant Professor
4.	Mr. Atul Babu	Assistant Professor

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Key Activities:

1. **Guest Lectures and Seminars:**

   Faculty members from BIU delivered lectures on contemporary management topics, including leadership, strategic decision-making, and innovation management. These sessions provided an opportunity for both students and faculty at Lotus Institute of Management to gain insights into current trends and practices in business administration.

2. **Research Collaborations:**

   A major highlight of the exchange was the initiation of joint research projects. Faculty members from both institutions worked together on research focusing on leadership in the digital age and the role of innovation in business growth. These collaborative efforts are expected to lead to future publications and joint academic initiatives.

3. **Curriculum Development Workshops:**

   The exchange program also focused on curriculum enhancement. Faculty members participated in workshops where they reviewed and updated the curriculum to reflect industry demands. This included integrating more case studies, experiential learning, and project-based assessments into the business programs.

Learning Outcomes:

- **Innovative Teaching Approaches:** Faculty members were able to learn new teaching approaches and techniques, which will be integrated into their teaching methods at BIU.
- **Research Progress:** The joint research projects initiated during the exchange have laid the groundwork for future collaboration and academic contributions.
- **Curriculum Enhancements:** The exchange contributed to curriculum updates at both institutions, ensuring that students are better equipped to meet industry expectations.

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Feedback from Participants:

The participants from BIU found the exchange to be highly beneficial for their professional development. They appreciated the opportunity to collaborate with their counterparts at Lotus Institute of Management, gaining fresh insights into business management education.



Conclusion:

The Faculty Exchange Program at Lotus Institute of Management was highly successful in promoting academic collaboration, research development, and innovative teaching practices. This partnership between Bareilly International University and Lotus Institute of Management will continue to foster academic excellence and professional growth for faculty members from both institutions.

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Internship Program at Lenskart Eyetech

Introduction:

The Internship Program between Bareilly International University (BIU) and Lenskart Eyetech aimed to provide students with hands-on experience in the field of optics and eyecare. This program offered BIU students a unique opportunity to apply their theoretical knowledge in a real-world environment, enhancing their skills in clinical practices, optical instruments, and customer service management. The internship was an integral part of BIU's commitment to aligning academic education with industry demands.

Objectives of the Program:

1. To provide practical training and industry exposure to students.
2. To help students understand the workings of an optical healthcare business.
3. To enhance students' technical skills in handling optical instruments and interacting with clients.

Program Duration:

The internship program lasted, from 15.07.2022 to 30.07.2022, during which selected students from BIU were placed at various Lenskart outlets and facilities. This gave them a wide range of exposure, from retail management to patient interaction and use of advanced optical devices.

List of Students:

Sr. No	Student Name	Roll No
1.	Upasana Asooja	200377
2.	Akash Bhardwaj	200378
3.	Aarzoo Pahwa	200379
4.	Sumit Kumar Singh	200380
5.	Mayank Agrawal	200381
6.	Rashmi Singh	200524
7.	Priyanshi Srivastava	200525

Sr. No	Student Name	Roll No
8.	Nayana Kumari	200526
9.	Jyoti Bhati	200527
10.	Sarita Kushwaha	200528

Key Activities:

1. **Optical Instrument Training:**

   Students were trained to use various optical instruments such as auto-refractors, lensometers, and keratometers. They learned the process of eye testing and lens fitting, improving their understanding of clinical optics and its practical applications.

2. **Customer Service and Retail Management:**

   The internship also emphasized customer interaction and management. Students were involved in customer consultations, where they assisted in helping clients choose appropriate eyewear, managing client queries, and understanding customer preferences.

3. **Clinical Exposure:**

   Students shadowed eye care professionals during consultations to gain insights into the medical aspects of eye care, including understanding prescriptions, patient assessments, and common vision-related issues.

Learning Outcomes:

- **Technical Skills:** Students gained practical experience in handling optical instruments, which enhanced their technical proficiency.
- **Industry Knowledge:** The internship provided an in-depth understanding of the retail and healthcare aspects of the optical industry.
- **Professional Development:** Students improved their communication and customer service skills by interacting with clients in a professional environment.

Feedback from Students:

Students expressed their gratitude for the opportunity to work with Lenskart Eyetech. They reported that the experience provided them with valuable insights

into the practical aspects of eye care and optics, and they were able to apply their academic knowledge in real-world settings.



Conclusion:

The internship program with Lenskart Eyetech successfully bridged the gap between theoretical learning and practical application. BIU students gained valuable experience in optical healthcare, customer service, and retail management, which will greatly benefit their future professional endeavors. This program has solidified the partnership between Bareilly International University and Lenskart Eyetech, laying the groundwork for future collaborations.

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Internship Program at Soul Healthcare Kashipur (U.K.)

Introduction:

The internship program between Bareilly International University (BIU) and Soul Healthcare Kashipur was designed to provide students with exposure to healthcare practices in a real-world setting. This internship allowed students to gain practical experience in patient care, healthcare management, and administrative processes. The program was aimed at enhancing the students' understanding of clinical and operational aspects of healthcare.

Objectives of the Program:

1. To provide students with hands-on experience in clinical and administrative healthcare practices.
2. To expose students to the day-to-day operations of a healthcare facility.
3. To help students develop communication and interpersonal skills while dealing with patients and healthcare professionals.

Program Duration:

The program ran for a duration of six weeks, from 06.03.2023 to 10.04.2023, during which students from BIU participated in various activities at Soul Healthcare, including patient care, clinical administration, and healthcare management.

List of Students:

Sr. No	Student Name	Roll No
1.	Abhinendra Kumar	190158
2.	Abhishek Gangwar	190159
3.	Abhishek Kumar Singh	190160
4.	Akash Singh	190161

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Sr. No	Student Name	Roll No
5.	Akhil Goswami	190162
6.	Aman Nath	190163
7.	Amir Ali	190164
8.	Ankit Gangwar	190165
9.	Ankit Kumar	190166
10.	Anmol Krishna	190167
11.	Ashish Diwakar	190168
12.	Danishta Asif	190169
13.	Deepak Patel	190170
14.	Dheerendra Yadav	190171
15.	Pratham Gupta	190172
16.	Janab Khan	190173

Key Activities:

1. **Clinical Rotations:**

   Students were rotated through different departments, allowing them to observe and assist in various clinical settings. This included assisting healthcare professionals in patient assessments, understanding diagnostic procedures, and learning about treatment plans.

2. **Healthcare Management:**

   In addition to clinical exposure, students were involved in the administrative side of healthcare. They assisted in the documentation process, patient record management, and scheduling, providing them with a comprehensive understanding of healthcare facility management.

3. **Patient Interaction:**

   Students were given the opportunity to interact with patients, offering support during their treatment. This helped students develop their communication skills and learn the importance of patient care and empathy in healthcare settings.

Learning Outcomes:

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- **Clinical Experience:** Students gained valuable exposure to different clinical procedures and patient care practices, enhancing their practical knowledge.
- **Administrative Skills:** The program improved the students' understanding of healthcare management and administration.
- **Communication and Interpersonal Skills:** Students developed their ability to communicate effectively with patients and healthcare professionals, an essential skill in the healthcare sector.

Feedback from Students:

The students expressed that the internship provided them with a wealth of practical experience, particularly in patient care and clinical management. They were grateful for the opportunity to work in a professional healthcare environment, which helped bridge the gap between classroom learning and practical application.



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Conclusion:

The internship program with Soul Healthcare Kashipur was a successful initiative that provided students from Bareilly International University with hands-on experience in both clinical and administrative aspects of healthcare. This experience has not only enhanced their academic understanding but also prepared them for future roles in the healthcare industry. The collaboration between BIU and Soul Healthcare Kashipur has proven to be a mutually beneficial partnership, with potential for future programs.

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Training Program at Maiden Pharmaceuticals Limited

Introduction:

The training program at Maiden Pharmaceuticals Limited provided students from Bareilly International University (BIU) with an immersive experience in the pharmaceutical industry. This initiative aimed to enhance students' understanding of pharmaceutical practices, production processes, and quality control standards. The program served as a platform for students to connect academic theories with real-world applications in the pharmaceutical sector.

Objectives of the Program:

1. To familiarize students with the pharmaceutical manufacturing process and industry regulations.
2. To provide practical training in quality assurance and control within the pharmaceutical environment.
3. To enhance students' knowledge of research and development in drug formulation.

Program Duration:

The training program was conducted over a period from 16.08.2022 to 31.08.2022. During this time, students engaged in various activities and training sessions designed to provide hands-on experience in the pharmaceutical industry.

List of Students:

Sr. No	Student Name	Roll No
1.	Jitendra Kumar	190174
2.	Junaid	190175
3.	Kaushal Pratap	190176
4.	Khusru Khan	190177
5.	Aeshika Sharma	190178
6.	Sonam	190179
7.	Varsha Vishwakarma	190180
8.	Mayank Gangwar	190181

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Sr. No	Student Name	Roll No
9.	Mo Sabir	190182
10.	Mohd Azeem	190183
11.	Mohd Adi Siddiqui	190184
12.	Prabhanshu Pal	190185
13.	Prabhat Kumar	190186
14.	Rahul Singh	190187
15.	Rahul Yadav	190188

Key Activities:

1. **Workshops on Pharmaceutical Manufacturing:**

   Students participated in workshops that covered the various stages of pharmaceutical production, including raw material sourcing, formulation, and packaging. They learned about Good Manufacturing Practices (GMP) and the importance of maintaining quality at every stage of production.

2. **Quality Control and Assurance Training:**

   A significant part of the training focused on quality control measures. Students engaged in practical sessions where they learned to conduct quality assessments of raw materials and finished products, gaining insights into the regulatory standards governing pharmaceutical quality.

3. **Research and Development Exposure:**

   Students had the opportunity to interact with the R&D team at Maiden Pharmaceuticals, where they learned about drug formulation processes, clinical trials, and the importance of research in developing new pharmaceuticals. This experience provided them with a comprehensive understanding of the lifecycle of a pharmaceutical product.

Learning Outcomes:

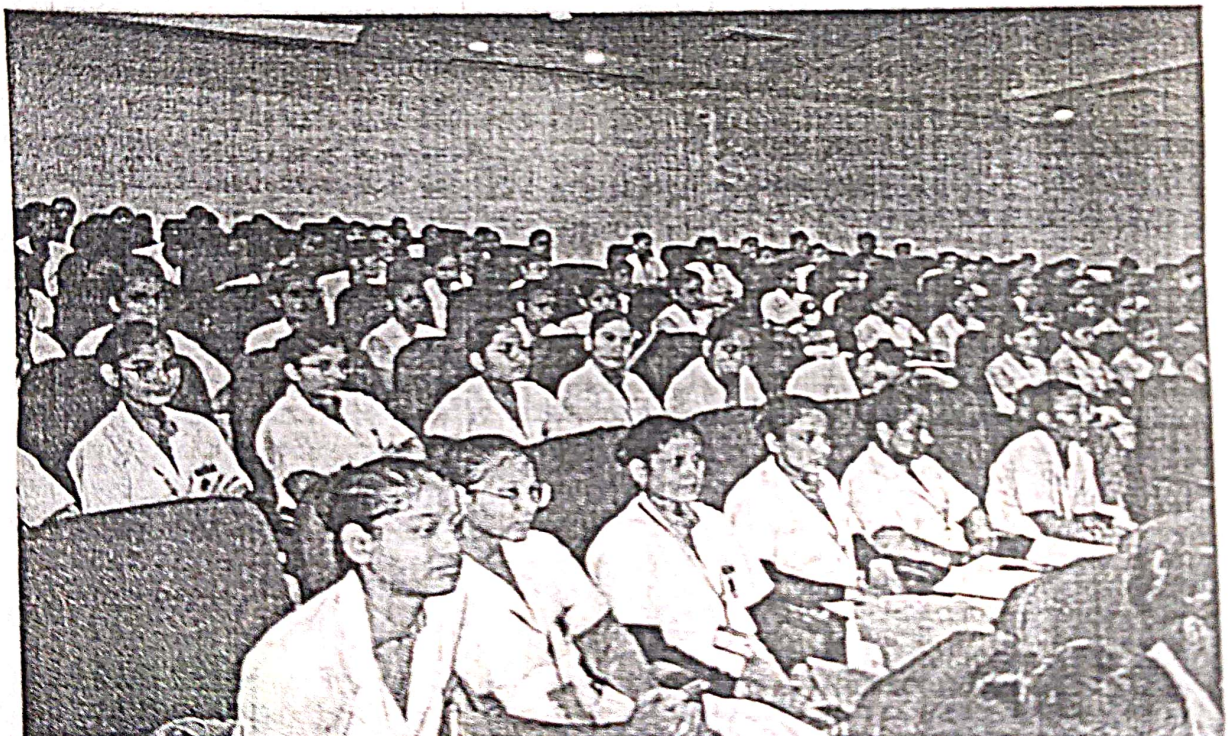
- **Industry Knowledge:** Students gained a thorough understanding of the pharmaceutical manufacturing process and the critical importance of quality control.

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- **Practical Skills:** The program equipped students with practical skills relevant to pharmaceutical production, including quality assessment and regulatory compliance.
- **Research Insights:** Exposure to R&D processes enhanced students' appreciation for the innovative aspects of the pharmaceutical industry.

Feedback from Students:

Participants reported that the training program at Maiden Pharmaceuticals was invaluable in bridging the gap between theoretical knowledge and practical application. They appreciated the hands-on training and expressed excitement about applying their newfound knowledge in their future careers.



Conclusion:

The training program at Maiden Pharmaceuticals Limited was a resounding success, providing students from Bareilly International University with critical insights into the pharmaceutical industry. This initiative has strengthened the partnership between BIU and Maiden Pharmaceuticals, paving the way for future collaborations and training opportunities.

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Faculty Exchange Program at Lotus Institute of Pharmacy

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Lotus Institute of Pharmacy was designed to enhance academic collaboration and share innovative teaching practices. This initiative allowed faculty members from BIU to immerse themselves in the educational environment at Lotus, fostering professional growth and academic networking.

Objectives of the Program:

1. To facilitate the exchange of teaching methodologies and academic resources.
2. To collaborate on research initiatives and curriculum development.
3. To strengthen professional ties between faculty members of both institutions.

Program Duration:

The program took place over a period, from 16.11.2022 to 30.11.2022 allowing for extensive faculty engagement in various academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mr. Satyendra Kumar	Assistant Professor
2.	Ms. Babita Sharma	Associate Professor
3.	Mrs. Charu Saxena	Assistant Professor
4.	Mr. Rajesh Kumar Gangwar	Associate Professor
5.	Ms. Shakshi Arora	Assistant Professor

Key Activities:

1. **Guest Lectures and Teaching Sessions:**

   Faculty from BIU delivered guest lectures on key topics in pharmaceutical sciences, providing students at Lotus with valuable insights and knowledge.

2. **Collaborative Research Discussions:**

   Faculty engaged in discussions to identify mutual research interests, laying the groundwork for collaborative projects that address contemporary challenges in the pharmaceutical field.

3. **Workshops on Pedagogical Innovations:**

   Workshops were conducted to explore new teaching strategies, including the integration of technology and active learning methodologies. Faculty exchanged ideas on enhancing student learning experiences.

Learning Outcomes:

- **Broadened Teaching Techniques:** Faculty members gained new perspectives on effective teaching practices, which they plan to incorporate into their own classrooms.
- **Research Collaboration Opportunities:** The exchange facilitated discussions that could lead to future collaborative research initiatives.
- **Enhanced Professional Networks:** Participants built valuable relationships that may foster further collaborations.

Feedback from Participants:

Faculty members expressed appreciation for the collaborative environment at Lotus Institute, highlighting the positive impact of shared experiences and knowledge.

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Conclusion:

The Faculty Exchange Program at Lotus Institute of Pharmacy successfully strengthened the academic collaboration between Bareilly International University and Lotus. The initiative provided significant professional development opportunities for faculty, paving the way for ongoing partnerships in teaching and research.

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Faculty Exchange Program at Metro College of Health Science and Research

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Faculty Exchange Program at MATS University

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and MATS University was initiated to promote academic collaboration and exchange of innovative teaching practices. This program allowed faculty members from BIU to immerse themselves in the academic environment at MATS University, fostering professional growth and enhancing pedagogical approaches.

Objectives of the Program:

1. To facilitate the exchange of teaching methodologies and academic resources.
2. To collaborate on research initiatives and explore common academic interests.
3. To strengthen professional ties between faculty members of both institutions.

Program Duration:

The program was conducted over a period, from 09.01.2023 to 28.01.2023, providing ample opportunities for faculty engagement in various academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Ms. Shakshi Arora	Assistant Professor
2.	Mr. Vimal Mohan Pandey	Assistant Professor
3.	Mr. Pankaj Kr. Shankhdhar	Assistant Professor
4.	Mr. Balbir Singh	Assistant Professor
5.	Mr. Amit Gupta	Assistant Professor
6.	Mr. Rohit Kumar Bijauliya	Assistant Professor
7.	Ms. Himanshi	Assistant Professor
8.	Mr. Arpit Mishra	Assistant Professor

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Key Activities:

1. **Lectures and Teaching Sessions:**

   Faculty from BIU conducted lectures on advanced topics, enriching the curriculum at MATS University. This engagement allowed for an exchange of knowledge and teaching techniques between the institutions.

2. **Collaborative Research Discussions:**

   Faculty members engaged in discussions to identify research areas of mutual interest, laying the groundwork for collaborative projects that can benefit both institutions and the wider community.

3. **Workshops on Effective Teaching:**

   Workshops focused on curriculum enhancement, where faculty exchanged ideas on innovative teaching practices and curriculum design to better meet student needs and industry demands.

Learning Outcomes:

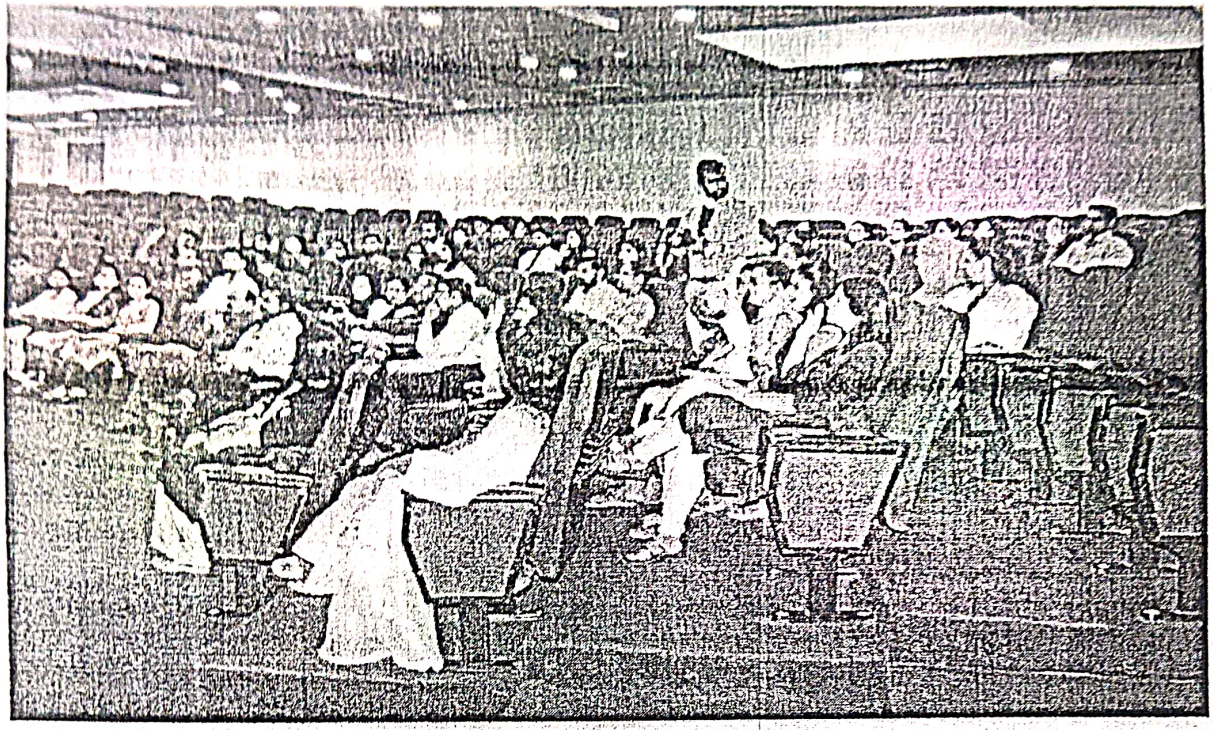
- **Broadened Teaching Techniques:** Faculty members reported acquiring new strategies for teaching that they are eager to implement in their own classrooms.
- **Research Opportunities:** The exchange facilitated discussions that could lead to future collaborative research projects, enhancing academic output.
- **Strengthened Professional Relationships:** Participants established stronger academic networks, setting the stage for future collaborations.

Feedback from Participants:

Participants expressed their satisfaction with the exchange, highlighting the enriching experiences and the collaborative spirit at MATS University.

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Conclusion:

The Faculty Exchange Program at MATS University successfully promoted academic collaboration and professional growth among faculty members from Bareilly International University. This initiative has strengthened the ties between the two institutions, paving the way for ongoing partnerships in education and research.

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Faculty Exchange Program at Jainya Hospital and Research Centre

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Jainya Hospital and Research Centre was established to enhance academic collaboration and share innovative teaching methods. This exchange allowed faculty members from BIU to immerse themselves in a different educational environment, fostering professional development and the exchange of best practices.

Objectives of the Program:

1. To promote collaboration in research and curriculum development.
2. To enhance faculty members' teaching methodologies through exposure to new educational practices.
3. To foster professional relationships between faculty members of both institutions.

Program Duration:

The exchange program was conducted over a period, from 12.07.2022 to 30.07.2022, during which faculty members engaged in teaching, collaborative research, and workshops.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Priya Rani Adhaya	Assistant Professor
2.	Miss Aleeza Muneer	Assistant Professor
3.	Dr. Archana Singh	Associate Professor
4.	Dr. Rakesh Gupta	Professor
5.	Dr. Parul Saxena	Assistant Professor

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Key Activities:

1. **Guest Lectures and Teaching:**

   Faculty from BIU delivered guest lectures on advanced topics related to healthcare and patient management. This experience allowed them to share their expertise and interact with students and faculty at Jainya Hospital.

2. **Collaborative Research Initiatives:**

   Faculty members participated in joint research discussions, focusing on current trends in health sciences and exploring potential joint research projects that aim to enhance patient care and treatment methodologies.

3. **Workshops on Innovative Teaching Practices:**

   Workshops were held to share effective teaching strategies and pedagogical innovations. Faculty members from both institutions discussed integrating technology in education and best practices for student engagement.

Learning Outcomes:

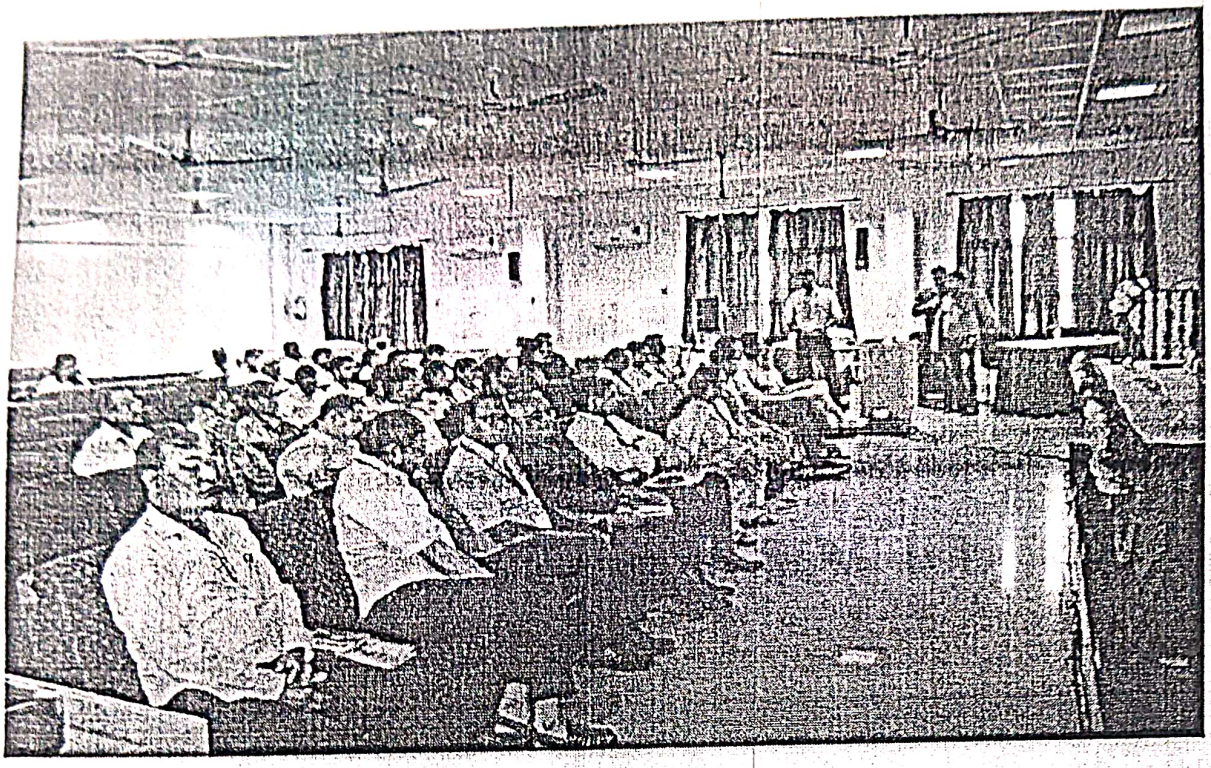
- **Enhanced Teaching Skills:** Faculty members gained new insights into effective teaching strategies and methodologies, which they plan to implement in their own courses at BIU.
- **Research Collaboration:** The exchange fostered ongoing research collaborations, leading to joint projects and publications.
- **Professional Growth:** Faculty participants reported significant professional development through networking and exchanging ideas with their peers at Jainya Hospital.

Feedback from Participants:

Participants expressed satisfaction with the exchange program, highlighting the value of collaborative teaching and research opportunities. They appreciated the welcoming environment at Jainya Hospital and are eager to apply their experiences at BIU.

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Conclusion:

The Faculty Exchange Program at Jainya Hospital and Research Centre was a successful initiative that strengthened the academic ties between Bareilly International University and Jainya Hospital. The exchange has paved the way for continued collaboration in teaching and research, benefiting faculty members and students alike.

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Faculty Exchange Program at G.R.S College of Pharmacy

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and G.R.S College of Pharmacy was established to enhance academic collaboration and share innovative teaching methods. This exchange enabled faculty members from BIU to immerse themselves in a different educational environment, fostering professional development and the exchange of best practices.

Objectives of the Program:

1. To promote collaboration in research and curriculum development.
2. To enhance faculty members' teaching methodologies through exposure to new educational practices.
3. To foster professional relationships between faculty members of both institutions.

Program Duration:

The exchange program was conducted over a period from 11.08.2022 to 27.08.2022, during which faculty members engaged in teaching, collaborative research, and workshops.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Ms. Shakshi Arora	Assistant Professor
2.	Mr. Vimal Mohan Pandey	Assistant Professor
3.	Mr. Pankaj Kr. Shankhdhar	Assistant Professor
4.	Mr. Balbir Singh	Assistant Professor
5.	Mr. Amit Gupta	Assistant Professor
6.	Mr. Rohit Kumar Bijauliya	Assistant Professor
7.	Ms. Himanshi	Assistant Professor
8.	Mr. Arpit Mishra	Assistant Professor

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Key Activities:

1. **Guest Lectures and Teaching:**

   Faculty from BIU delivered guest lectures on advanced topics related to pharmaceutical sciences and healthcare management. This experience allowed them to share their expertise and interact with students and faculty at G.R.S College.

2. **Collaborative Research Initiatives:**

   Faculty members participated in joint research discussions, focusing on current trends in pharmaceutical research and development. This collaboration resulted in the initiation of research projects that aim to explore innovative solutions to industry challenges.

3. **Workshops on Innovative Teaching Practices:**

   Workshops were held to share effective teaching strategies and pedagogical innovations. Faculty members from both institutions discussed integrating technology in education and best practices for student engagement, enriching the teaching and learning experiences.

Learning Outcomes:

- **Enhanced Teaching Skills:** Faculty members gained new insights into effective teaching strategies and methodologies, which they plan to implement in their own courses at BIU.
- **Research Collaboration:** The exchange fostered ongoing research collaborations, leading to joint projects and publications.
- **Professional Growth:** Faculty participants reported significant professional development through networking and exchanging ideas with their peers at G.R.S College.

Feedback from Participants:

Faculty members expressed satisfaction with the exchange program, highlighting the value of collaborative teaching and research opportunities. They appreciated the welcoming environment at G.R.S College and are eager to apply their experiences at BIU.

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Conclusion:

The Faculty Exchange Program at G.R.S College of Pharmacy was a successful initiative that strengthened the academic ties between Bareilly International University and G.R.S College. The exchange has paved the way for continued collaboration in teaching and research, benefiting faculty members and students alike.

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Faculty Exchange Program at D.V.M College of Pharmacy

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and D.V.M College of Pharmacy aimed to facilitate academic collaboration and the sharing of pedagogical innovations. This exchange provided faculty members from BIU with the opportunity to engage in teaching, research, and workshops at D.V.M College, enhancing their professional development.

Objectives of the Program:

1. To promote the sharing of best practices in teaching and curriculum design.
2. To foster collaborative research initiatives between faculty members of both institutions.
3. To enhance professional networks and academic relationships.

Program Duration:

The program was conducted over a period from 08.09.2022 to 29.09.2022, allowing faculty members to engage in a variety of academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mrs. Jennifer	Assistant Professor
2.	Mrs. Richa Gangwar	Assistant Professor
3.	Mr. Amit Kr. Gangwar	Assistant Professor
4.	Mr. Satyendra Kumar	Assistant Professor
5.	Ms. Babita Sharma	Associate Professor
6.	Mrs. Charu Saxena	Assistant Professor
7.	Mr. Rajesh Kumar Gangwar	Associate Professor

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Key Activities:

1. **Teaching and Curriculum Development:**

   Faculty from BIU conducted lectures and participated in curriculum development discussions, sharing innovative teaching strategies and the latest advancements in the field. This collaboration aimed to enrich the academic programs at both institutions.

2. **Research Collaboration:**

   Collaborative research discussions were held, focusing on current issues in pharmaceutical sciences and exploring potential joint research projects. This engagement is expected to foster long-term research partnerships.

3. **Workshops on Effective Teaching:**

   Workshops facilitated by faculty members from both institutions provided a platform for discussing effective teaching methodologies and classroom engagement techniques. Participants exchanged ideas on utilizing technology in education and enhancing student learning experiences.

Learning Outcomes:

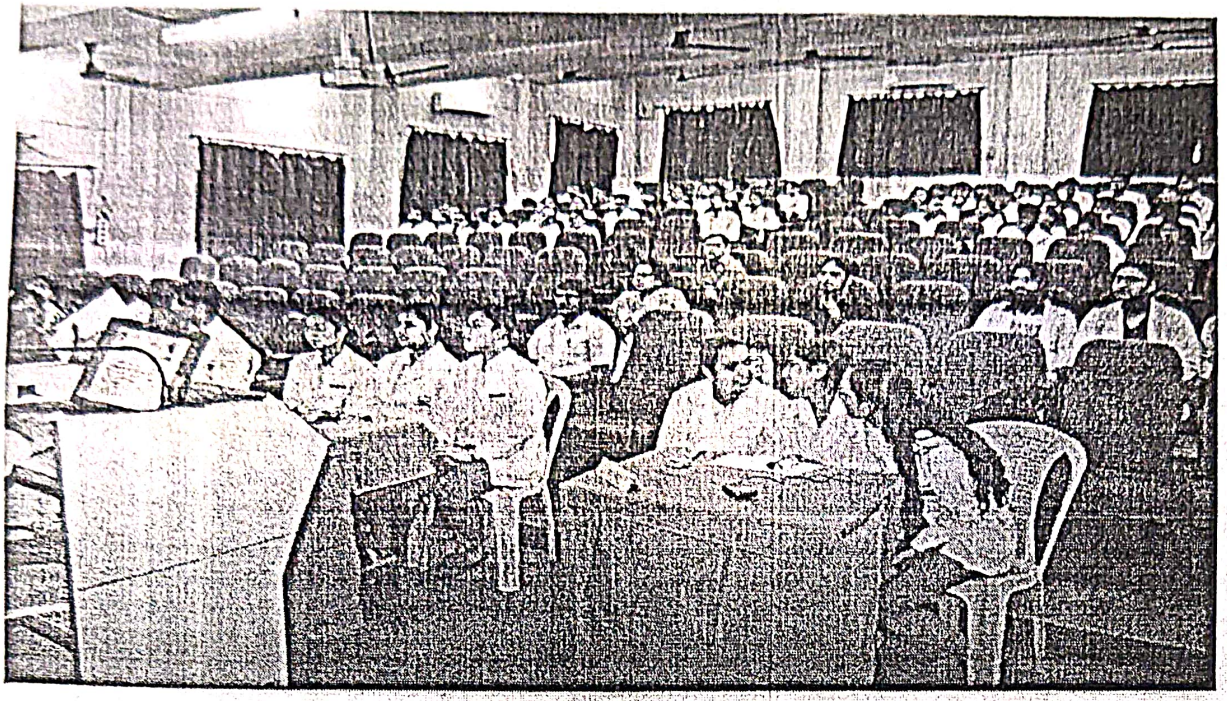
- **Improved Teaching Methodologies:** Faculty members gained new insights into effective teaching practices and curriculum enhancement, which they plan to incorporate into their own courses.
- **Research Opportunities:** The exchange led to potential joint research initiatives, fostering collaboration that could benefit both institutions.
- **Networking and Professional Development:** Faculty participants reported significant growth in their professional networks, allowing for future collaborations.

Feedback from Participants:

Participants expressed their satisfaction with the exchange, highlighting the enriching experience of collaborating with peers and learning from each other's teaching styles.

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Conclusion:

The Faculty Exchange Program at D.V.M College of Pharmacy proved to be a successful initiative, strengthening academic ties between Bareilly International University and D.V.M College. The collaboration fostered professional development and set the foundation for ongoing partnerships in teaching and research.

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Faculty Exchange Program at Cambridge School of Pharmacy

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Cambridge School of Pharmacy was established to foster collaboration in teaching methodologies and academic research. This initiative enabled faculty members from BIU to share their expertise and gain insights from the educational practices at Cambridge, enhancing their professional growth and academic networks.

Objectives of the Program:

1. To exchange innovative teaching strategies and pedagogical practices.
2. To collaborate on research initiatives and explore common academic interests.
3. To strengthen the relationship between the two institutions through academic cooperation.

Program Duration:

The exchange program was conducted over a period from 11.01.2022 to 29.01.2022, during which faculty engaged in various academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Pushpendra Kannojia	Professor
2.	Mr. Yogendra Singh	Assistant Professor
3.	Ms. Deeksha Sahai	Assistant Professor
4.	Mr. Rohit Kr. Bijauliya	Assistant Professor
5.	Mr. Prashant Kr. Sharma	Assistant Professor
6.	Mrs. Suman	Assistant Professor
7.	Mr. Sunny Patel	Assistant Professor
8.	Ms. Yogita Pandey	Assistant Professor
9.	Mr. Anurag Bharti	Assistant Professor
10.	Ms. Megha Yadav	Assistant Professor

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Key Activities:

1. **Guest Lectures and Seminars:**

   Faculty members from BIU delivered guest lectures on contemporary topics in pharmaceutical sciences. This interaction provided an opportunity to share knowledge and best practices with students and faculty at Cambridge.

2. **Collaborative Research Projects:**

   Faculty from both institutions engaged in discussions about ongoing research projects, identifying areas for collaboration. This engagement resulted in the initiation of joint research endeavors, focusing on emerging trends in the pharmaceutical field.

3. **Workshops on Innovative Teaching Practices:**

   A series of workshops were conducted to share effective teaching methodologies, with a particular focus on integrating technology into education. Faculty members explored various approaches to enhance student engagement and learning outcomes.

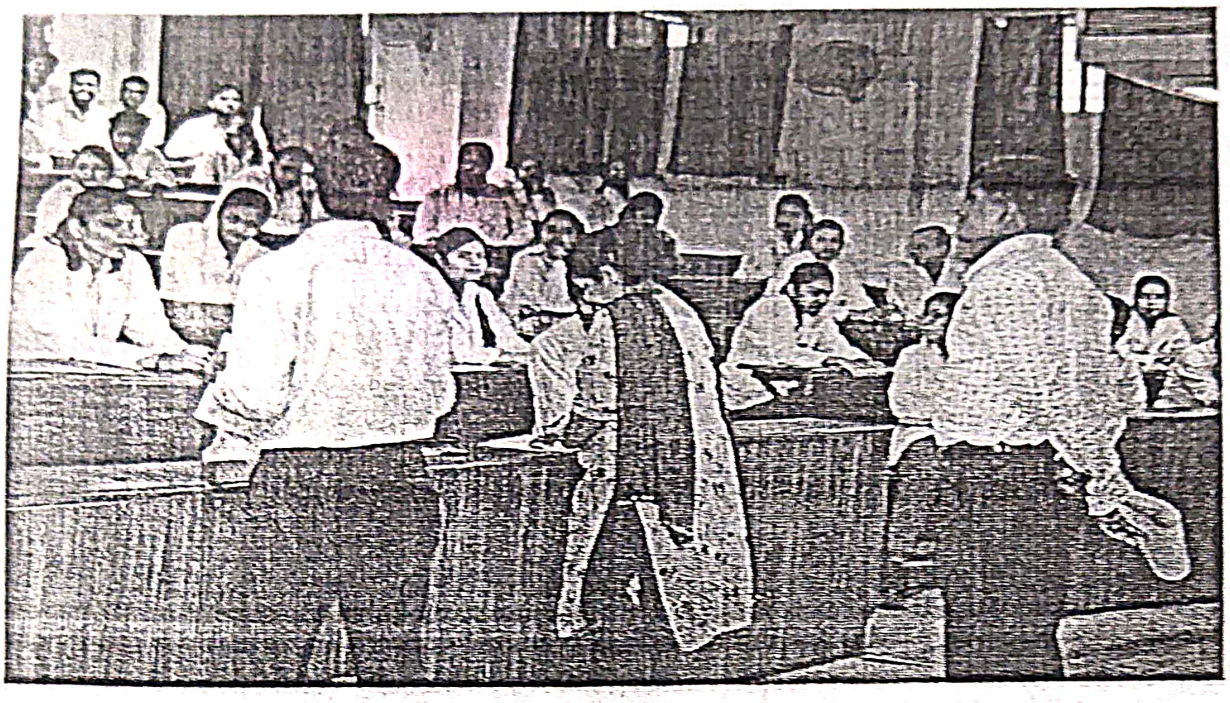
Learning Outcomes:

- **Enhanced Teaching Skills:** Faculty members gained new insights into effective teaching practices, which they plan to implement in their courses at BIU.
- **Research Collaboration:** The exchange opened avenues for joint research initiatives, strengthening academic ties between the institutions.
- **Professional Networking:** Participants established valuable connections that could lead to future collaborations and exchanges.

Feedback from Participants:

Faculty members expressed enthusiasm about the exchange experience, noting the value of sharing ideas and learning from one another. They appreciated the collaborative environment fostered by Cambridge School.

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Conclusion:

The Faculty Exchange Program at Cambridge School of Pharmacy was a fruitful initiative, enhancing the academic collaboration between Bareilly International University and Cambridge. The exchange has laid the groundwork for continued partnerships in research and teaching methodologies, benefiting faculty and students alike.

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Faculty Exchange Program at Technocrats Institute of Technology-Pharmacy

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Technocrats Institute of Technology-Pharmacy aimed to promote collaborative learning and the sharing of innovative teaching practices. This initiative allowed faculty from BIU to immerse themselves in the academic environment at Technocrats, fostering professional growth and enhancing pedagogical approaches.

Objectives of the Program:

1. To exchange teaching methodologies and academic resources.
2. To collaborate on research initiatives that address industry needs.
3. To strengthen professional ties between faculty members of both institutions.

Program Duration:

The program was held over a period, from 08.02.2022 to 25.02.2022 providing ample opportunities for faculty engagement in various academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mr. Prashant Kr. Sharma	Assistant Professor
2.	Mrs. Suman	Assistant Professor
3.	Mr. Sunny Patel	Assistant Professor
4.	Ms. Yogita Pandey	Assistant Professor
5.	Mr. Anurag Bharti	Assistant Professor
6.	Ms. Megha Yadav	Assistant Professor
7.	Mrs. Anita Yadav	Assistant Professor
8.	Mr. Dharamveer Singh	Assistant Professor

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Sr. No	Faculty Member Name	Designation
9.	Mrs. Jennifer	Assistant Professor

Key Activities:

1. **Lectures and Teaching Sessions:**

   Faculty from BIU conducted lectures on advanced topics, enriching the curriculum at Technocrats. This engagement allowed for an exchange of knowledge and teaching techniques between the institutions.

2. **Collaborative Research Discussions:**

   Faculty members engaged in discussions to identify research areas of mutual interest, laying the groundwork for collaborative projects that can benefit both institutions and the wider community.

3. **Workshops on Pedagogical Innovations:**

   Workshops were organized to explore modern teaching strategies, including the use of digital tools and active learning techniques. Faculty shared experiences and discussed best practices to enhance student engagement.

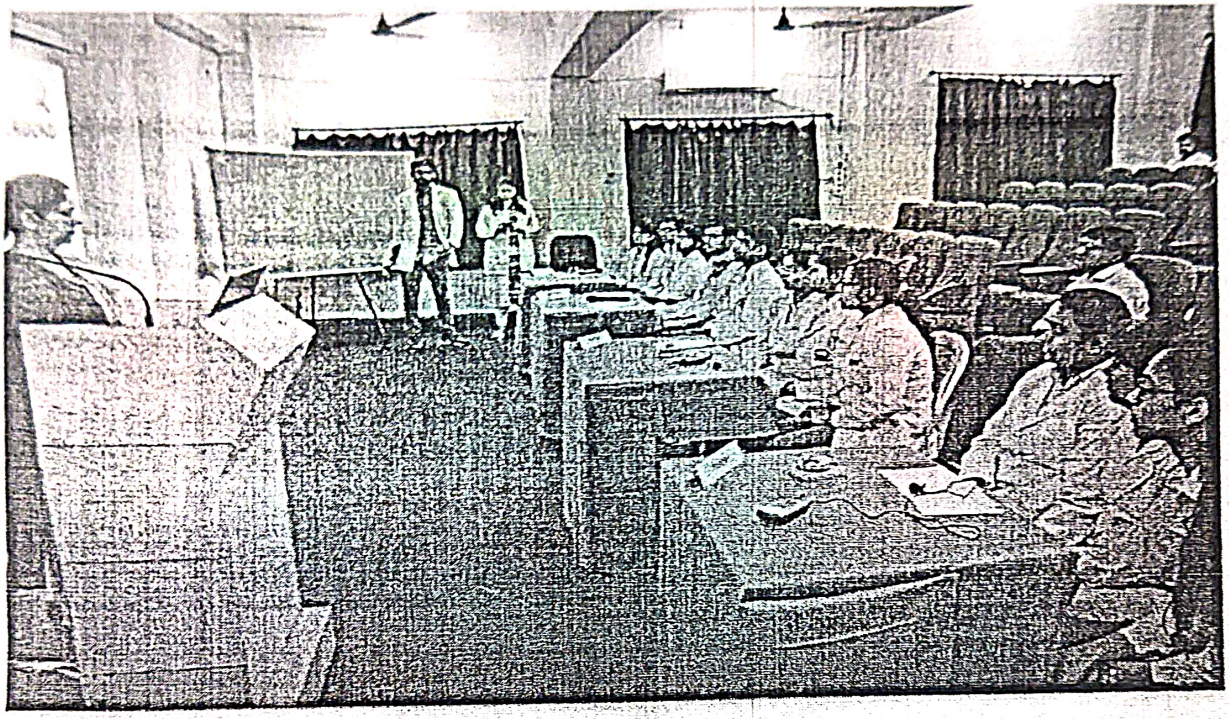
Learning Outcomes:

- **Broadened Teaching Techniques:** Faculty members reported acquiring new strategies for teaching that they are eager to implement in their own classrooms.
- **Research Opportunities:** The exchange facilitated discussions that could lead to future collaborative research projects, enhancing academic output.
- **Strengthened Professional Networks:** Participants built valuable relationships that may lead to further collaborations in various academic initiatives.

Feedback from Participants:

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Faculty members expressed appreciation for the collaborative atmosphere at Technocrats Institute, highlighting the positive impact of sharing ideas and best practices.



Conclusion:

The Faculty Exchange Program at Technocrats Institute of Technology-Pharmacy successfully enhanced academic collaboration between Bareilly International University and Technocrats. The initiative provided significant professional development opportunities for faculty members, paving the way for ongoing partnerships in teaching and research.

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Faculty Exchange Program at Shri Ramnath Sing College

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Shri Ramnath Sing College aimed to foster academic collaboration and professional development among faculty members. This exchange provided an opportunity for BIU faculty to share their expertise and learn from the educational practices at Shri Ramnath Sing College.

Objectives of the Program:

1. To enhance the quality of teaching through collaborative exchanges.
2. To share research methodologies and findings.
3. To strengthen academic relationships between both institutions.

Program Duration:

The exchange was conducted over a from 15.03.2022 to 31.03.2022, allowing faculty members to engage in a variety of academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Ms. Megha Yadav	Assistant Professor
2.	Mrs. Anita Yadav	Assistant Professor
3.	Mr. Dharamveer Singh	Assistant Professor
4.	Mrs. Jennifer	Assistant Professor
5.	Mrs. Richa Gangwar	Assistant Professor
6.	Mr. Amit Kr. Gangwar	Assistant Professor
7.	Mr. Satyendra Kumar	Assistant Professor
8.	Ms. Babita Sharma	Associate Professor

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Key Activities:

1. **Teaching Engagements:**

   Faculty from BIU conducted interactive lectures and discussions, sharing their knowledge on relevant topics. This engagement enriched the academic experience for students at Shri Ramnath Sing College.

2. **Research Collaboration Meetings:**

   Collaborative meetings were held to discuss ongoing research projects, with a focus on exploring joint initiatives that can lead to significant contributions to the field.

3. **Workshops on Curriculum Development:**

   Workshops focused on curriculum enhancement, where faculty exchanged ideas on innovative teaching practices and curriculum design to better meet student needs and industry demands.

Learning Outcomes:

- **Improved Teaching Practices:** Faculty members gained valuable insights into effective teaching strategies that can enhance student engagement.
- **Research Initiatives:** The exchange fostered discussions that are likely to lead to collaborative research projects in the future.
- **Enhanced Professional Relationships:** Participants established stronger academic networks, setting the stage for future collaborations.

Feedback from Participants:

Faculty expressed satisfaction with the exchange, noting the enriching experiences and the collaborative spirit at Shri Ramnath Sing College.

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Conclusion:

The Faculty Exchange Program at Shri Ramnath Sing College successfully promoted academic collaboration and professional growth among faculty members from Bareilly International University. This initiative has strengthened the ties between the two institutions, paving the way for ongoing partnerships in education and research.

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Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Metro College of Health Science and Research aimed to enhance collaboration in teaching and research. This initiative provided faculty from BIU the opportunity to engage with the academic community at Metro, fostering professional growth and collaborative opportunities.

Objectives of the Program:

1. To promote innovative teaching methodologies and best practices.
2. To collaborate on research initiatives and projects.
3. To strengthen academic relationships between the two institutions.

Program Duration:

The exchange program took place over a period, from 18.10.2022 to 09.11.2022, allowing faculty members to engage in a variety of academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Ms. Nazia	Assistant Professor
2.	Mrs. Nikita Thakur	Assistant Professor
3.	Ms. Pooja Thakur	Assistant Professor
4.	Ms. Shyama Parveen	Assistant Professor
5.	Ms. Nidhi Chaudhary	Assistant Professor
6.	Ms. Divya Sharma	Assistant Professor
7.	Mr. Arpit Charan	Assistant Professor
8.	Mr. Tarun Kumar Hiremath	Assistant Professor
9.	Mr. Birendra Singh	Assistant Professor
10.	Mrs. Roma Singh	Assistant Professor

Key Activities:

1. **Teaching Engagements:**

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Faculty from BIU conducted lectures and interactive sessions, sharing their expertise and knowledge with students at Metro College. This engagement enriched the learning experience and fostered academic dialogue.

2. **Collaborative Research Meetings:**

   Faculty members engaged in discussions to identify areas for joint research, focusing on addressing challenges and trends in the field. This collaboration is expected to lead to valuable research outputs.

3. **Workshops on Curriculum Enhancement:**

   Workshops were held to discuss curriculum development and innovative teaching strategies, enabling faculty to share experiences and ideas for improving student engagement.

Learning Outcomes:

- **Improved Teaching Practices:** Faculty members reported gaining new insights into effective teaching strategies, which they plan to apply in their own courses.
- **Research Collaboration:** The exchange fostered discussions that could lead to collaborative research initiatives, enhancing academic output.
- **Strengthened Professional Networks:** Participants built valuable relationships that may lead to future collaborations in various academic initiatives.

Feedback from Participants:

Faculty members expressed their satisfaction with the exchange, noting the enriching experience of collaborating with peers and learning from each other's teaching styles.

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Conclusion:

The Faculty Exchange Program at Metro College of Health Science and Research was a successful initiative that strengthened academic ties between Bareilly International University and Metro College. The collaboration fostered professional development and set the foundation for ongoing partnerships in teaching and research.

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Faculty Exchange Program at Lingaya Vidyapeeth

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and Lingaya Vidyapeeth aimed to foster academic collaboration and share innovative teaching practices. This initiative allowed faculty members from BIU to immerse themselves in the educational environment at Lingaya Vidyapeeth, enhancing their professional growth and academic networks.

Objectives of the Program:

1. To facilitate the exchange of teaching methodologies and academic resources.
2. To collaborate on research initiatives that address industry needs.
3. To strengthen professional ties between faculty members of both institutions.

Program Duration:

The program was held over a period of four weeks, from 10.05.2022 to 28.05.2022, providing ample opportunities for faculty engagement in various academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Mr. Rajesh Kumar Gangwar	Associate Professor
2.	Ms. Shakshi Arora	Assistant Professor
3.	Mr. Vimal Mohan Pandey	Assistant Professor
4.	Mr. Pankaj Kr. Shankhdhar	Assistant Professor
5.	Mr. Balbir Singh	Assistant Professor
6.	Mr. Amit Gupta	Assistant Professor

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Key Activities:

1. **Guest Lectures and Teaching Sessions:**

   Faculty from BIU conducted guest lectures on key topics in health sciences, providing students at Lingaya Vidyapeeth with valuable insights and knowledge.

2. **Collaborative Research Discussions:**

   Faculty members engaged in discussions to identify mutual research interests, laying the groundwork for collaborative projects that can benefit both institutions and the wider community.

3. **Workshops on Pedagogical Innovations:**

   Workshops were conducted to explore modern teaching strategies, including the use of digital tools and active learning techniques. Faculty shared experiences and discussed best practices to enhance student learning experiences.

Learning Outcomes:

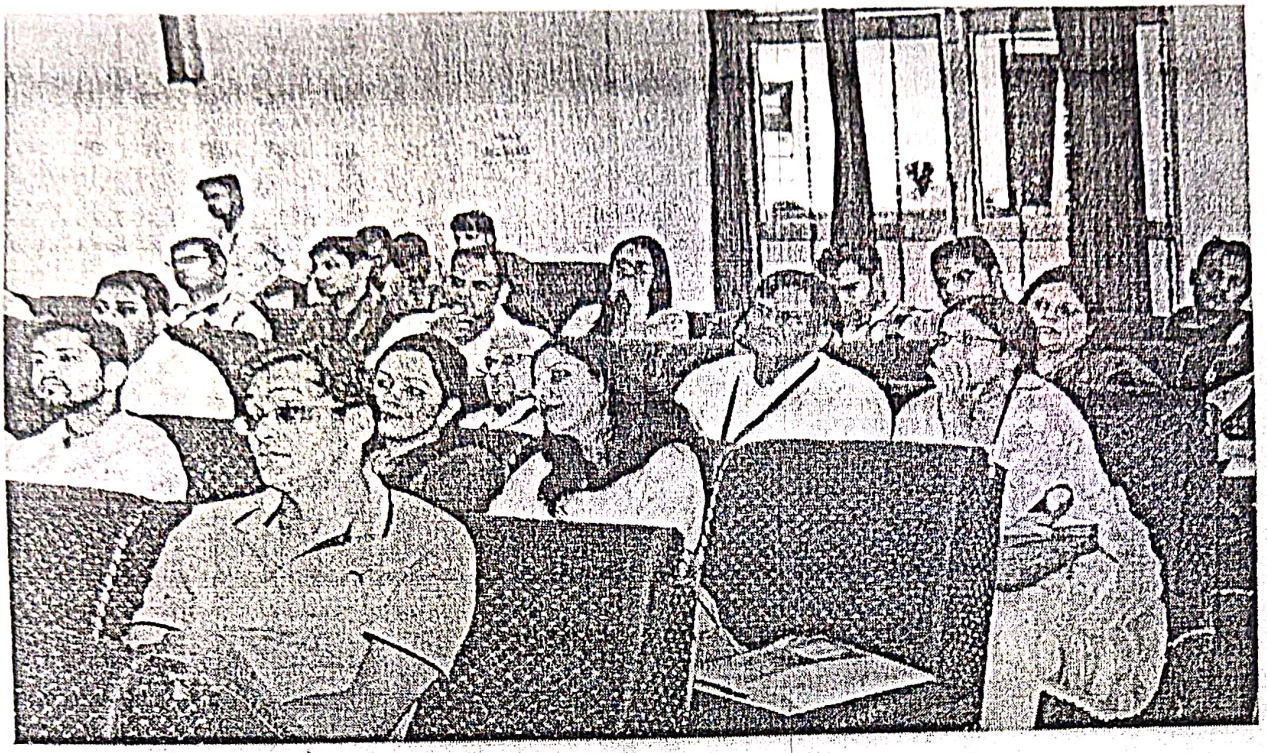
- **Broadened Teaching Techniques:** Faculty members gained new perspectives on effective teaching practices, which they plan to incorporate into their own classrooms.
- **Research Collaboration Opportunities:** The exchange facilitated discussions that could lead to future collaborative research initiatives.
- **Enhanced Professional Networks:** Participants built valuable relationships that may foster further collaborations.

Feedback from Participants:

Faculty members expressed appreciation for the collaborative atmosphere at Lingaya Vidyapeeth, highlighting the positive impact of sharing ideas and best practices.

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Conclusion:

The Faculty Exchange Program at Lingaya Vidyapeeth successfully strengthened the academic collaboration between Bareilly International University and Lingaya Vidyapeeth. The initiative provided significant professional development opportunities for faculty members, paving the way for ongoing partnerships in teaching and research.

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Faculty Exchange Program at Institute of Professional Studies

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and the Institute of Professional Studies was initiated to promote academic collaboration and the exchange of innovative teaching practices. This program allowed faculty members from BIU to engage with the academic community at the Institute, fostering professional growth and collaborative opportunities.

Objectives of the Program:

1. To enhance the quality of teaching through collaborative exchanges.
2. To share research methodologies and findings.
3. To strengthen academic relationships between both institutions.

Program Duration:

The exchange was conducted over a period, from 11.04.2022 to 29.04.2022, allowing faculty members to engage in a variety of academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Vibhuti Goyal	Associate Professor
2.	Dr. Kriti Grover	Assistant Professor
3.	Dr. Anjana Arya	Professor
4.	Dr. Anu Jhanji	Assistant Professor
5.	Dr. Nitesh Mohan	Professor
6.	Dr. Shabnam Izhar	Assistant Professor

Key Activities:

1. **Teaching Engagements:**

   Faculty from BIU conducted interactive lectures and discussions, sharing their knowledge on relevant topics. This engagement enriched the academic experience for students at the Institute.

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2. **Research Collaboration Meetings:**

   Collaborative meetings were held to discuss ongoing research projects, with a focus on exploring joint initiatives that can lead to significant contributions to the field.

3. **Workshops on Curriculum Development:**

   orkshops were organized to discuss curriculum enhancement, where faculty exchanged ideas on innovative teaching practices and curriculum design to better meet student needs and industry demands.

Learning Outcomes:

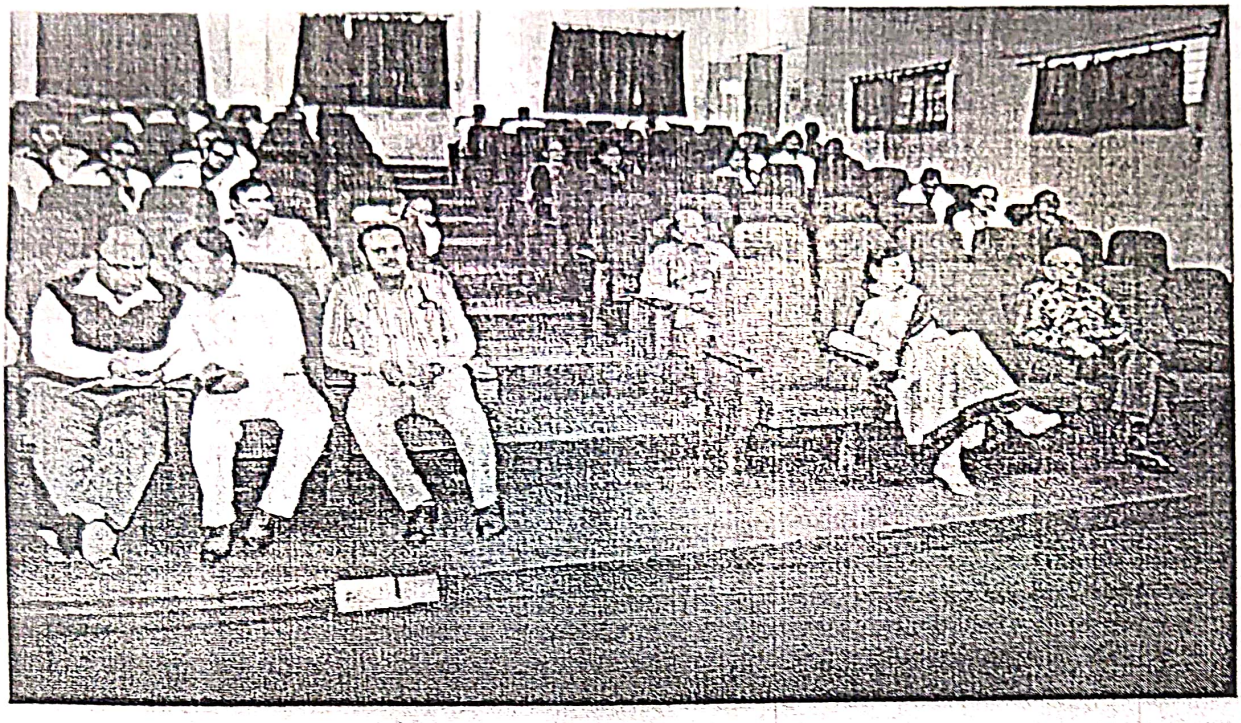
- **Improved Teaching Practices:** Faculty members gained valuable insights into effective teaching strategies that can enhance student engagement.
- **Research Initiatives:** The exchange fostered discussions that are likely to lead to collaborative research projects in the future.
- **Enhanced Professional Relationships:** Participants established stronger academic networks, setting the stage for future collaborations.

Feedback from Participants:

Participants expressed their satisfaction with the exchange, noting the enriching experience of collaborating with peers and learning from each other's teaching styles.

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Conclusion:

The Faculty Exchange Program at the Institute of Professional Studies successfully promoted academic collaboration and professional growth among faculty members from Bareilly International University. This initiative has strengthened the ties between the two institutions, paving the way for ongoing partnerships in education and research.

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Faculty Exchange Program at IPS College of Technology and Management

Introduction:

The Faculty Exchange Program between Bareilly International University (BIU) and IPS College of Technology and Management was designed to enhance academic collaboration and share innovative teaching practices. This initiative allowed faculty members from BIU to immerse themselves in the academic environment at IPS, fostering professional growth and academic networking.

Objectives of the Program:

1. To facilitate the exchange of teaching methodologies and academic resources.
2. To collaborate on research initiatives and explore common academic interests.
3. To strengthen professional ties between faculty members of both institutions.

Program Duration:

The program was conducted over a period, from 05.10.2021 to 27.10.2021 providing ample opportunities for faculty engagement in various academic activities.

Participating Faculty Members:

Sr. No	Faculty Member Name	Designation
1.	Dr. Meghna Yadav	Assistant Professor
2.	Dr. Neha Singh	Assistant Professor
3.	Dr. Rashi Tyagi	Assistant Professor
4.	Dr. Shubham Solanki	Assistant Professor
5.	Dr. Simona Ranjan	Assistant Professor
6.	Dr. Aditi Dixit	Assistant Professor
7.	Dr. Anam Nayeem	Assistant Professor
8.	Dr. Anjali Yadav	Assistant Professor
9.	Dr. Astha Chaudhary	Assistant Professor

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Key Activities:

1. **Lectures and Teaching Sessions:**

   Faculty from BIU conducted lectures on advanced topics, enriching the curriculum at IPS College. This engagement allowed for an exchange of knowledge and teaching techniques between the institutions.

2. **Collaborative Research Discussions:**

   Faculty members engaged in discussions to identify research areas of mutual interest, laying the groundwork for collaborative projects that can benefit both institutions and the wider community.

3. **Workshops on Pedagogical Innovations:**

   Workshops focused on curriculum enhancement, where faculty exchanged ideas on innovative teaching practices and curriculum design to better meet student needs and industry demands.

Learning Outcomes:

- **Broadened Teaching Techniques:** Faculty members reported acquiring new strategies for teaching that they are eager to implement in their own classrooms.
- **Research Opportunities:** The exchange facilitated discussions that could lead to future collaborative research projects, enhancing academic output.
- **Strengthened Professional Relationships:** Participants established stronger academic networks, setting the stage for future collaborations.

Feedback from Participants:

Participants expressed their satisfaction with the exchange, highlighting the enriching experiences and the collaborative spirit at IPS College.

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Conclusion:

The Faculty Exchange Program at IPS College of Technology and Management successfully promoted academic collaboration and professional growth among faculty members from Bareilly International University. This initiative has strengthened the ties between the two institutions, paving the way for ongoing partnerships in education and research.

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Report on Faculty Exchange Program at Sankalchand Patel University

Objective: To report on the successful completion of the Faculty Exchange Program, which aimed to promote academic collaboration, research, and cultural exchange.

Overview:

The Faculty Exchange Program between **Bareilly International University** and **Sankalchand Patel University** was successfully conducted from 15.06.2021 to 13.07.2021. The program involved the participation of faculty members from **Bareilly International University**, who contributed to teaching, research, and collaborative activities at Sankalchand Patel University.

Participants (Faculty Members):

Sr. No	Faculty Member Name	Designation
1.	Mr. Waseem Ahamad	Assistant Professor
2.	Ms. Ashu Gupta	Assistant Professor
3.	Ms. Himani Joshi	Assistant Professor
4.	Mr. Abhishek Singh	Assistant Professor
5.	Mrs. Priya Raj Singh	Assistant Professor
6.	Mr. Hariom	Assistant Professor
7.	Mr. Shanabi Khan	Assistant Professor
8.	Mr. Joshua Jaiwant Dass	Assistant Professor
9.	Mr. Birendra Singh	Assistant Professor
10.	Mr. Sukhvendra	Assistant Professor
11.	Ms. Pratigya Patel	Assistant Professor
12.	MS. Rashi Saxena	Assistant Professor
13.	Mr. Mridul Pandey	Assistant Professor
14.	Ms. Savita Thapa	Assistant Professor
15.	Ms. Shalini Jaiwant Singh	Assistant Professor

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Activity Highlights:

1. **Orientation and Introduction:**

   The program commenced with an introductory session where faculty members from **Bareilly International University** were welcomed and introduced to the academic and administrative staff of Sankalchand Patel University. The session provided an overview of the host institution's curriculum and academic expectations for the exchange

2. **Teaching Assignments:**

   The visiting faculty actively engaged in teaching various courses and modules across different departments. Each faculty member delivered lectures, facilitated seminars, and conducted practical sessions based on their area of expertise. Their contributions were well-received by students, enhancing the overall learning experience.

3. **Research Collaboration:**

   Faculty members were paired with research teams at Sankalchand Patel University to explore collaborative research opportunities. This led to productive discussions on potential joint publications and research projects, laying the foundation for future academic collaborations between the two institutions.

4. **Workshops and Seminars:**

   A series of workshops and seminars were conducted by the visiting faculty. These sessions provided valuable insights into the latest developments in their respective fields and were attended by students, faculty members, and industry professionals. Topics covered ranged from emerging technologies to innovative teaching methodologies.

5. **Observation and Feedback:**

   Visiting faculty members had the opportunity to observe classes conducted by the host institution's faculty, gaining exposure to different teaching techniques. In turn, the host institution provided constructive feedback on the visiting faculty's teaching approaches, fostering a two-way exchange of knowledge.

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Conclusion:

The Faculty Exchange Program at Sankalchand Patel University was a resounding success, achieving its goals of fostering academic collaboration, promoting research, and facilitating cross-cultural understanding. The program has set a strong precedent for future exchanges and collaborations between the two institutions.

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Report on Clinical Research Projects and Study Management at Canvass Academy

Objective: To report the successful completion of clinical research initiatives and study management conducted by Canvass Academy, emphasizing collaborative efforts in trial management, data analysis, and project coordination.

Overview:

Canvass Academy has successfully concluded a series of clinical research projects and study management activities aimed at advancing healthcare research and enhancing the efficacy of trial protocols. The projects spanned over a period from 01.01.2021 to 31.03.2021 and involved close collaboration with various healthcare institutions and research teams. The core focus was on optimizing the design, execution, and management of clinical trials to ensure accurate and reliable outcomes.

Key Participants:

Sr. No	Team Member Name	Designation
1.	Dr. Navdeep Dahiya	Professor
2.	Dr. Rohit Palta	Associate Professor
3.	Dr. Mukesh Chandra Jha	Associate Professor
4.	Dr. Arvind Agarwal	Assistant Professor
5.	Dr. Ghayasul Rehman	Assistant Professor
6.	Dr. Sarda Mukund Shyam	Assistant Professor
7.	Dr. Saurabh Goel	Associate Professor
8.	Dr. Ramjan Ali	Associate Professor
9.	Dr. Arpit Jaiswal	Associate Professor
10.	Dr. Abhinav Kuchhal	Assistant Professor
11.	Dr. Ekaansh Sharma	Associate Professor

Key Activities and Achievements:

1. **Project Design and Protocol Development:**

   The research team at Canvass Academy collaborated with healthcare professionals and research institutions to design and develop protocols for various clinical trials. The team meticulously crafted study protocols that

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between faculty members of both institutions. These interactions resulted in strong professional relationships and discussions about future collaborations in research and academic development.

7. **Cultural Exchange:**

   The visiting faculty actively participated in cultural activities organized by Sankalchand Patel University, including campus tours and local cultural events. This provided them with a deeper understanding of the region's cultural and social dynamics, enriching their overall experience.

8. **Evaluation and Reflection Session:**

   At the conclusion of the program, a reflection session was held where both visiting and host faculty shared their experiences. The session provided an opportunity to evaluate the successes and challenges of the program, with all participants expressing satisfaction and suggesting areas for further collaboration.

Outcomes:

- **Teaching Enhancement**: The program successfully introduced new teaching methodologies to Sankalchand Patel University, enhancing the overall academic environment.
- **Research Collaboration**: The exchange fostered meaningful discussions on joint research initiatives, with several faculty members already planning collaborative research projects.
- **Institutional Ties Strengthened**: The program significantly strengthened the relationship between **Bareilly International University** and Sankalchand Patel University, laying the groundwork for future exchanges and collaborations.
- **Cross-Cultural Learning**: Both visiting faculty and students benefitted from the cultural exchange aspect, broadening their global perspective.

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adhered to international standards and regulatory requirements, ensuring ethical and scientific rigor. This phase of the project was critical in laying the foundation for successful research outcomes, and the protocols were approved by all relevant authorities before the trials began.

2. **Trial Execution and Monitoring:**

   Canvass Academy's team played a pivotal role in the execution of clinical trials. The trials were conducted across multiple sites, with rigorous monitoring and oversight to ensure compliance with study protocols. The team utilized state-of-the-art data collection and monitoring tools to track patient progress and ensure the accuracy and reliability of data. Regular site visits were made to maintain high-quality standards and ensure that all trials adhered to the established timelines.

3. **Data Collection and Management:**

   One of the critical components of the research projects was efficient data collection and management. Canvass Academy implemented advanced data management systems to streamline the collection, storage, and analysis of trial data. The system ensured that data integrity was maintained, with a focus on minimizing errors and discrepancies. The team also provided ongoing training to site staff on data management protocols, ensuring consistency and accuracy throughout the trials.

4. **Study Coordination and Participant Engagement:**

   The Academy's role in study coordination involved managing various logistical and operational aspects of the trials. This included coordinating between clinical sites, research teams, and regulatory bodies. A significant focus was placed on engaging with trial participants to ensure retention and compliance. Canvass Academy employed patient-centric approaches, including clear communication, patient education, and support mechanisms to maintain participant engagement throughout the trial duration.

5. **Interim Analysis and Reporting:**

   Throughout the trial period, interim data analysis was conducted to assess the progress of the study and ensure that the outcomes aligned with the research objectives. The team at Canvass Academy worked closely with statisticians and data analysts to perform these interim assessments. Comprehensive reports were generated at each milestone, providing

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insights into the trial's progress and any adjustments that needed to be made to the protocol or execution plan.

6. **Collaboration with Regulatory Authorities:**

   Canvass Academy ensured compliance with all regulatory guidelines and ethical standards throughout the clinical research process. The team facilitated communication with regulatory authorities, ensuring timely submissions of necessary documentation, including progress reports, safety updates, and final study reports. These efforts helped to streamline the approval processes and ensure that the trials progressed without delays.

7. **Data Analysis and Final Reporting:**

   At the conclusion of each clinical trial, Canvass Academy led the data analysis phase, compiling and analysing all collected data to generate final reports. The reports included detailed statistical analyses, safety evaluations, and outcome measures, providing a comprehensive overview of the trial results. The findings were then shared with the sponsoring organizations, contributing to the overall body of clinical knowledge and potentially influencing future healthcare practices.

8. **Post-Study Evaluation and Knowledge Sharing:**

   After the trials were completed, Canvass Academy organized post-study evaluations with the research teams and collaborators. The purpose of these evaluations was to assess the overall success of the projects, identify areas for improvement, and share the lessons learned. The Academy also facilitated knowledge-sharing sessions where the outcomes of the research were discussed with industry stakeholders, contributing to future research innovations.

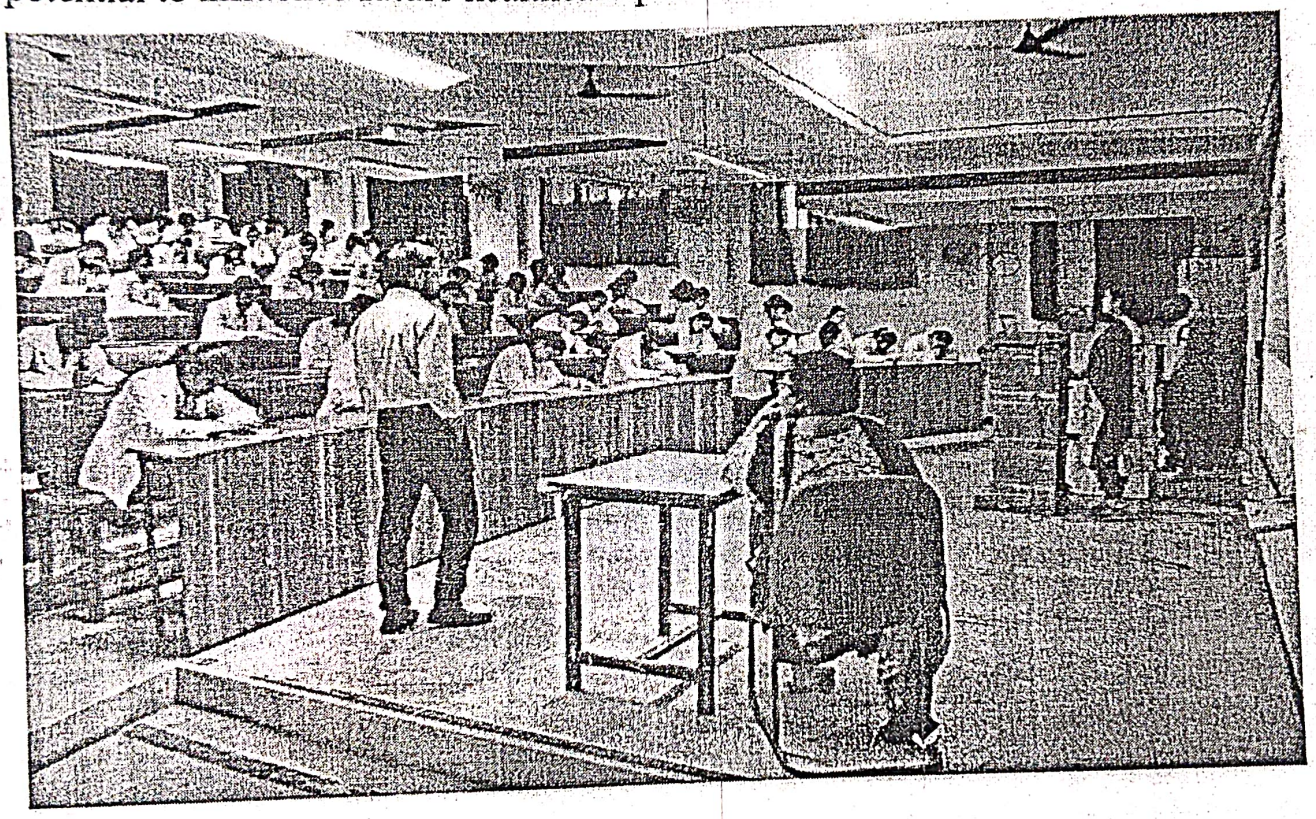
Key Outcomes:

- **Successful Completion of Clinical Trials:** The trials were successfully completed within the stipulated timeframes, adhering to all regulatory and ethical guidelines. The data collected has significantly contributed to advancing the understanding of the therapeutic interventions under study.
- **Enhanced Collaboration Across Research Teams:** The program fostered collaboration among researchers, healthcare professionals, and regulatory authorities, creating a robust network that will facilitate future clinical research projects.

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- **Data Integrity and Reliability:** The use of advanced data management systems ensured the accuracy and reliability of the data collected during the trials, contributing to the validity of the study results.
- **Regulatory Compliance:** Canvass Academy's meticulous attention to regulatory requirements ensured that all trials were conducted in compliance with international standards, leading to successful approvals and recognition from relevant authorities.
- **Publication and Dissemination of Findings:** The outcomes of the research projects have been compiled into detailed reports, which are now being prepared for publication in peer-reviewed journals. These findings will contribute to the broader clinical research community and have the potential to influence future healthcare practices.



Conclusion:

The clinical research projects and study management initiatives carried out by Canvass Academy have been highly successful, achieving all the established objectives. The Academy's expertise in study coordination, data management, and trial execution played a crucial role in ensuring the success of these projects. The collaborative approach adopted during the research has strengthened partnerships with key stakeholders, and the results of the trials are

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expected to have a lasting impact on the healthcare research landscape. The Academy's commitment to maintaining high standards of research integrity and ethical conduct has set a benchmark for future clinical research endeavors.

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Bareilly International University

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Efforts towards Employability/ Skill Development/ Self Employment:

Internships (in Reputed Companies); Job Fairs (in affiliation with other Institutions) and Workshops are conducted in regular intervals for the betterment of the students.

CRITERION 1- CURRICULAR ASPECTS

1.3.1 Institution integrates crosscutting issues relevant to Gender, Environment and Sustainability, Human Values, Health Determinants, Right to Health Issues, Emerging demographic changes and Professional Ethics in the curricula





BIU COLLEGE OF HUMANITIES & JOURNALISM

(Bareilly International University)

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NAAC Report on Integration of Cross-Cutting Issues (Gender, Environment, Sustainability, Human Values, Professional Ethics) in the Humanities and Journalism Curriculum

Introduction:

The University has made concerted efforts to integrate cross-cutting issues such as **Gender**, **Environment and Sustainability**, **Human Values**, **Health Determinants**, **Right to Health Issues**, **Emerging Demographic Changes**, and **Professional Ethics** into its curricula, particularly in the fields of Humanities and Journalism. By incorporating these themes into core and elective courses, the institution strives to promote a holistic educational experience that fosters awareness, critical thinking, and social responsibility among students. These issues are seamlessly woven into the teaching-learning process, encouraging students to engage with contemporary global challenges and their implications for society.

List of Courses Integrating Cross-Cutting Issues:

To ensure a comprehensive approach to the above cross-cutting issues, the University has developed several courses, especially in the Humanities and Journalism disciplines. These courses are designed to engage students with these themes through theoretical exploration, case studies, and practical applications. Some key courses integrating these issues include:

- **Gender Studies and Media**
  Focuses on gender representation in media, exploring issues like gender inequality, stereotypes, and the role of media in shaping gender identities and perceptions.

- **Environmental Journalism and Sustainability**
  A course dedicated to exploring environmental issues, climate change, sustainability practices, and how media can address environmental concerns through effective journalism.

- **Human Rights and Media Ethics**
  Examines human rights issues, the role of media in advocating for human rights, and the ethical responsibilities of journalists in reporting on sensitive social issues.

- **Health Communication and Public Health Ethics**
  Focuses on health communication strategies, including how media can effectively disseminate health information, address public health crises, and promote healthy behaviors. It also covers the ethical issues in health reporting.

- **Cultural Diversity and Social Justice**
  Addresses the importance of cultural diversity and social justice in the media, focusing on the representation of marginalized groups and promoting inclusive narratives.
- **Ethics in Journalism**
  Provides an in-depth exploration of professional ethics in journalism, focusing on the importance of truth, accuracy, fairness, accountability, and the role of journalists in a democratic society.
- **Sociology of Health and Demographics**
  Explores emerging demographic changes, their effects on society, and the ways in which media and public discourse can shape policies and attitudes toward these changes.

These courses aim to enhance students' understanding of the complex issues at the intersection of media, ethics, social justice, and sustainability, equipping them with the tools to be responsible, informed, and ethical professionals.

Course Files of the Above Courses:

The course files for the above-listed courses contain detailed syllabi, reading materials, assignment guidelines, and resources that integrate the cross-cutting issues. Each file ensures that the theoretical frameworks related to these issues are applied to real-world scenarios, often through case studies, practical exercises, and media projects. The course files also emphasize experiential learning opportunities such as field visits, workshops, and internships with organizations working on gender, environmental sustainability, health, and human rights.

Conclusion:

By integrating critical cross-cutting issues such as **Gender, Human Values, Sustainability,** and **Professional Ethics** into the Humanities and Journalism curricula, the University has successfully developed a comprehensive framework to address contemporary social challenges. These initiatives not only equip students with academic knowledge but also foster social responsibility, critical thinking, and ethical decision-making, preparing them to be conscientious and skilled professionals. The continuous efforts in organizing activities and workshops further ensure that students remain actively engaged with these pressing issues, shaping them into responsible and ethical media practitioners.

B. Titles of the Courses:

Core (Major) Courses (CC)

CC 1: Communication and Mass Media
CC 2: Mass Communication: Concepts and Processes
CC 3: Introduction to Print Media
CC 4: Reporting Techniques and Skills
CC 5: Editing, Layout and Design
CC 6: Basics of Camera, Light and Sound
CC 7: Introduction to Electronic Media
CC 8: New Media and Cyber Journalism
CC 9: Introduction to Audio-visual Media
CC 10: Media Industry and Management
CC 11: Media Ethics and Laws
CC 12: Fundamentals of Film
CC 13: Communication Research
CC 14: Corporate Communication

Minor Courses (MC)

Group A: Any Two

MC 1: Non-linear Video Editing
MC 2: Media, Society and Culture
MC 3: World Media Scenario
MC 4: Public Relation

Group B: Any One

MC 5: Development Communication
MC 6: Photo Journalism
MC 7: National Security and Media
MC 8: Advertising

Multi-Disciplinary Courses (MDC)

MDC 1: Indian Constitution, Politics and Economy
MDC 2: Event Management
MDC 3: Environmental Science

Ability Enhancement Courses (AEC)

AEC 1: Communicative English
AEC 2: Communicative Hindi
AEC 3: Computer for Mass Communication

Skill Enhancement Courses (SEC)

SEC 1: Radio Programme Production

SEC 2: Documentary Production

SEC 3: Television Programme Production

Value-Added Courses (VAC)

VAC 1: Human Values and Professional Ethics

VAC 2: Indian Knowledge System

Internship: 4 – Credits

Project: 4 – Credits

LIST OF COURSES, INTREGRATING THE CROSS CUTTING ISSUES LIKE GENDER, HUMANVALUES, ENVIRONMENTALAND SUSTAINABILITY, PROFESSIONAL ETHICS.

Sr.no	Cross cutting issues	Courses
1.	**Gender**	-World Media Scenario
2.	**Human values**	-Human Values and Professional Ethics.
3.	**Environmental & Sustainability**	-Development Communication -Environmental Science
4.	**Professional ethics**	-National security and Media - Media, Society and Culture - Media Ethics and Law - Corporate communication -Human Value and Professional Ethics

Bareilly International University

Course File Index

(Session: 2024-25)

BIU College of Humanities & Journalism

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1	Vision and Mission of the University
2	Vision and Mission of the Department
3	Program Educational Objectives (PEOs)
4	Program Outcomes (POs)
5	Program Specifics Outcomes (PSOs)
6	Course Syllabus
7	Academic Calender
8	Class Time Table
9	Lecture Plan
10	I. Course Outcomes (COs) II. Course Outcomes Mapping with POs & PSOs
11	Brief Notes on the Importance of the Course
12	Lecture Notes
13	List of Power Point Presentations
14	University Question Papers
15	Unit wise short & long answer question bank
16	Quiz Questions
17	Assignment Question papers
18	Internal Question papers/External Question papers Mapped with CO & PO
19	List of Slow & Advanced Learner
20	Remedical Class for Slow Learners
21	Advance Learners - Engagement documentation
22	Curriculum Exit survey form
23	Attendance Register

Vision

Bareilly International University will have a transformative impact on society through continued innovation in education, research, creativity, and entrepreneurship.

To be a leading medical institution excels in providing quality education, research environment and affordable health care services.

Mission

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of the students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.

Our endeavor is to create academic and research environment by providing state of art infrastructure & facilities to impart knowledge and develop skill in its pupil and function as a center of cost effective comprehensive health care services where people are treated with dignity and respect. Ensure holistic development of its pupil to attain success in personal and professional life and handle contemporary health problem of society effectively.

BIU College of Humanities & Journalism

Vision

BIU College of Humanities & Journalism, Bareilly International University, Bareilly aspires to be a leading institute in higher education, known for shaping the future of journalism, communication, and the humanities.

Mission

The mission of BIU College of Humanities and Journalism, Bareilly International University, Bareilly is to cultivate critical thinking, creativity, and scholarly excellence in students by providing comprehensive education across a range of discipline, including journalism, communication, and the humanities.

B.A. (Mass Communication)

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- Gain knowledge of Mass Communication and the related avenues.
- Acquire the knowledge related to various avenues of Mass Communication and their impact.
- Get skills enough to excel in professional techniques of media industry.
- Empower himself by journalistic, communicative and professional skills.
- Become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press Style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTIVES

The programme (BA in Mass Communication) will enable the learner to:

- Impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.
- Develop the student into skillful, competitive and responsible professional for media industry.
- Empower learners by soft skills, life skills and journalistic skills.
- Impart media literacy and competency with new media technologies.
- Inculcate the student with values, ethics and legal knowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND SKILLS

Upon completion of this undergraduate programme (BA in Mass communication) the student shall:

- Be equipped with skills in information and communication technologies (ICT) including new media literacy.
- Acquire the primary research skills, employability and incubation abilities.
- Become ethically committed media professionals and entrepreneurs adhering to the human values.
- Have an understanding of acquiring knowledge throughout life.
- Acquire the understanding of importance of cooperation and teamwork.

BIU College of Humanities & Journalism
BIU, Bareilly

B.A. (Mass Communication) – Semester IV
Environmental Sciences

Hours: 2 Max Marks: 30

Unit I
Introduction to Earth: Surface, and Structure; Atmosphere: Composition and Structure; Ocean, Land, Rivers and Glaciers; Air, Water and Soil; Environment- Elements, Scope; Social Inequalities: Inequalities of Race, Class, Gender, Region, State and Nation; Introduction to Soil, Structure, Resources of Soil, Soil Pollution and Degradation: Causes, Types and Solutions, Recycling of Soil Nutrients, Effect of Soil Pollution on Environment, Vegetation and other Life Forms, Control Strategies

Unit II
Air: Pollution Sources, Types of Pollutants (primary and secondary), Monitoring and Standards (National Ambient Air Quality Standards of India), Air Quality Index and associate Health Impact, Smog, Effects of different pollutants on Human Health and Control Measures, Indoor Air Pollution: Sources and Effects, Noise Pollution: Sources and Permissible Ambient Noise Levels; Effect on Communication, Impacts on Life Forms and Humans, Control Measures

Unit III
Water: Surface and Ground Water; Water Table; Vertical Distribution of Water, Groundwater Recharge; River Structure and Patterns; Rain Water Harvesting in Urban Settings; Surface and Ground Water Pollution; Pollution Sources: Freshwater, Surface Water and Ground Water Pollution; Water Quality Parameters and Standards; COD, BOD, DO; Effect of Water Contaminants on Human Health; Water-borne Diseases

Unit IV
Ecology: Basic Concepts and Definitions, Ecology of Populations and Communities, Concept of Population and Meta-population; Population Growth; Ecological Succession; Ecosystems, Resistance and Resilience; Ecosystem: Definition, Components of Ecosystem, Types of Ecosystem: Forest, Grassland, Estuarine, Marine, Desert, Wetlands; Global Warming and Climate Change; Ozone Layer: Importance, Depletion and Causes; Effects of Ozone Depletion

Unit V
Urbanization and Environment: Production and Consumption oriented Approaches to Environmental Issues in Indian as well as Global Context; Impact of Industry and Technology on Environment: Urban Sprawl, Traffic and Social-economic Problems; Legislation in India- National Green Tribunal, Legal Definitions: Environmental Pollution, Natural Resource, Biodiversity, Forest, and Sustainable Development, Environmental Ethics, Environmental, Ecological and Social Justice

Readings:

- Kishor R Pawar and Sachin B Narkhede: *Environmental Sciences*
- Benny Joseph: *Environmental Science and Engineering*
- Anubha Kaushik and C. P. Kaushik: *Perspectives in Environmental Studies*
- R. Rajagopalan: *Environmental Studies: From Crisis To Cure*
- Dr Avnish Chauhan: *Environmental Science*

(Dr Avnish) (Dr Pushpendra)

BIU College of Humanities & Journalism

Academic Calendar

Sr. No.	Particulars	Period of Time
1.	Commencement of Classes (Odd Sem)	Third week of Aug 2024
2.	Last date of submission of University Form	As per notification
3.	First Internal Examination (on completion of two units)	Second week of Oct 2024
4.	Second Internal Examination (on completion of all units)	Last week of Dec 2024
5.	University Examination (Odd Sem)	Third week of Jan 2025
6.	Commencement of Classes (Even Sem)	Last week of Feb 2025
7.	First Internal Examination (on completion of two units)	Last week of April 2025
8.	Second Internal Examination (on completion of all units)	Third week of June 2025
9.	University Examination (Even Sem)	Third week of July 2025

Regular class tests, presentations and other activities will be held as per the Lecture Plan of each subject.

BIU COLLEGE OF MANAGEMENT

Bareilly International University

SESSION: 2024-25 (Even Semester)]

L:	19	T:	02	P:	00	Total Load	21

Name of Faculty Member: Mr. Atul Babu

Day/Period	I 09:00-10:00	II 10:00-11:00	III 11:00-12:00	IV 12:00-01:00	01:00-02:00	V 02:00-03:00	VI 03:00-04:00	VII 04:00-05:00
Monday		1641203 (L)	16094 (L)	16043 (L)	RECESS	16055,16099 (L)		16108 (T)
Tuesday		Library	16094 (L)	16043 (T)		Computer Lab		16108 (L)
Wednesday		1641203 (L)	16094 (L)	16043 (L)		16055,16099 (L)		16108 (L)
Thursday		1641203 (L)	16094 (L)	Computer Lab		16055,16099 (L)		16108 (L)
Friday		1641203 (L)	Library	16043 (L)		16055,16099 (L)		16108 (L)
Saturday	Presentation			Documentary Film/Guest Lecture		Sports		

Theory/Tutorial/ **Practical**

1	1641203	BBA (F. & T.)-II	Operation Research	Mr Atul Babu
2	16043	BBA (F. & T.)-IV	Supply Chain Management	Mr Atul Babu
3	16055 16099	BBA (F. & T.)-IV B.Com (H)-IV	Environmental Science	Mr Atul Babu
4	16094	B.Com (H)-IV	E-Commerce & Digital Marketing	Mr Atul Babu
5	16108	B.Com (H)-VI	Investment Management	Mr Atul Babu

(Signature of Time Table Committee with Date)

(Signature of the Principal/Dean)

	LECTURE SCHEDULE (Weekly)	Session: 2024-25 Semester: 4/7 Year: 2025

Course: DAMC

Faculty Name Mr. Afzal Dada

Subject Name /Code EVS

S. N.	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
01		Air pollution	Smog, effects of different pollutants on human health	17/04/25		
02		-do-	Control measures	21/04/25		
03		Indoor air pollution	Sources and effect on human health	23/04/25		
04		Noise pollution	Sources and permissible ambient noise level	24/04/25		
05		Revision	Revision	25/04/25		
06		Noise pollution	effect on Comm, impacts on life form and human control measures	28/04/25		

Assignment

A.No.	Questions :

LECTURE SCHEDULE
(Weekly)

Session: 2024-25
Semester: IV th
Year: 2nd

Course: BAMC
Subject Name Code: ENVS
Faculty Name: Mr Abdul Sabir

S N.	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
01		Air pollutions	what is air pollution & definitions	28/03/25		
02		-do-	Sources	02/04/25		
03		-do-	primary Air pollutants	03/04/25		
04		-do-	Secondary Air pollution	04/04/25		
05		-do-	Monitoring & Standard	14/04/25		
06		-do-	Air quality index and associate health impact	16/04/25		

LECTURE SCHEDULE
(Weekly)

Session : 2024-25
Semester: IV
Year: 2025

Course: BAMC (II)

Faculty Name Mr. Atul Babu

Subject Name /Code EVS

S. N.	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
01		Soil pollution	Impact of Soil degradation on agriculture and food security	20/3/25		
02		-do-	Industrial and Urban development	21/03/25		
03		-do-	Toxic Organic Chemical	24.3/25		
04		-do-	organic Contaminants of Soils	25/03/25		
05		-do-	fertilizers and fertilizers management	26/03/25		
06		-do-	Recycling of Soil nutrients.	27/03/25		

(Weekly) | Semester: IV
Year: II

Course: BBMC | Faculty Name: Afsal Basha

Subject Name /Code: EVS

S. N.	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
01		Land	Resource of soil	6/3/25		
02		-do-	Ecological and economic importance of soil	7/3/25		
03		Soil degradation	Cause, types	10/03/25		
04		-do-	Soil & of Soil degradation	12/03/25		
05		Soil pollution	Introduction & definitions	17/03/25		
06		-do	Soil pollution due to mining and mineral extraction	19/03/25		

Assignment

A.No.	Questions :

(Weekly) Semester: 4th
Year: 2025

Course: BAMC

Subject Name /Code EVS

Faculty Name Mrs. Atul Bala

S. N.	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
01		Environment	elements	25/02/25		
02		-do-	Scope	26/02/25		
03		Social inequalities	Social inequalities	27/02/25		
04		Inequalities of race	inequalities of race	28/02/25		
05		Test	Test	03/03/25		
06		Land	Introduction, Soil Structure	05/03/25		

Assignment

A.No.	Questions :

(Weekly) | Semester: 4th | Year: 2025

Course: BAMC&

Subject Name /Code Environmental Science | Faculty Name Mr. Atul Babu

S. N.	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
01		Earth	Introduction	17/02/25		
02		-do-	Earth Surface process	18/02/25		
03		Atmosphere	Atmosphere	19/02/25		
04		-do-	Composition	20/02/25		
05		do -	Structure	21/02/25		
06		Environment	Introduction & definitions	24/02/25		

Assignment

A.No.	Questions :

			journalism. • Prepare radio programs in different formats and style for different audiences.
4.1		Introduction to Audio-Visual Media	After the completion of the course, students will be able to: • Understand the history, forms, elements, theories, meaning, and principles of audio-visual media. • Identify the conventions of audio-visual media and learn the process of making audio and video. • Participate actively in class-room discussions and critique ideas and techniques employed by peers in a constructive manner.
4.2		Media Industry and Management	After the completion of the course, students will be able to: • Understand the landscape of media industry and management. • Analyze media management principles. • Understand media regulation and ethics. • Learn about audience analysis and market research
4.3		Media Ethics and Laws	After the completion of the course, students will be able to: • Identify ethical issues faced by the media and discuss trends in commercialization of news. • Discuss various media laws and their implications on conduct of media. • Analyze the issues of media regulation in India and their impact on media houses.
4.4		Environmental Science	After the completion of the course, students will be able to: • Articulate the interconnected and interdisciplinary nature of environmental studies. • Understand and evaluate the global scale of environmental problems. • Use critical thinking, problem-solving devices, and methodological approaches of environmental studies.
4.5		Documentary Production	After the completion of the course, students will be able to: • Identify and explain the major traditions of documentary studies for the past 100 years. • Connect their field-based experiences with appropriate archival sources and literatures. • Communicate effectively with individuals or groups outside.

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name-Environmental Science

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	-	-	2	2	1	1	2
CO2	1	2	2	1	1	3	2	2	1	2
CO3	2	2	2	1	1	2	2	1	1	2
Avg.	1.3	2	2	0.6	0.6	2.3	2	1.3	1	2

Importance of Environmental science

Environmental science is crucial for understanding how natural systems work, how humans impact the environment, and how to address pressing environmental challenges. It helps us develop sustainable practices, manage resources effectively, and ensure a healthy planet for future generations.

BIU College of Management

BIU, Bareilly

BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 5th

Short Answer Questions:

1. Define urbanization.
2. What is an urban heat island?
3. Mention two causes of urban flooding.
4. List any two solid waste management practices.
5. What is the role of land-use planning in urban development?

Long Answer Questions:

1. Discuss the environmental impacts of urbanization in detail.
2. Explain the causes, effects, and control measures for urban flooding.
3. What are the challenges of solid waste management in urban areas?
4. Describe the concept of urban environmental quality and how it can be improved.
5. Explain the role of urban planning in addressing environmental problems.

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BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 4th

Short Answer Questions:

1. Define ecology and ecosystem.
2. What is the difference between resistance and resilience?
3. Mention any two types of ecosystems.
4. What is ecological succession?
5. State two causes of ozone layer depletion.

Long Answer Questions:

1. Explain the components and types of ecosystems with examples.
2. Describe population growth and its environmental consequences.
3. What is ecological succession? Discuss its types and importance.
4. Discuss the causes and effects of global warming and climate change.
5. Write a detailed note on ozone layer depletion and its impact on life.

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BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 3rd

Short Answer Questions:

1. What is the difference between surface water and groundwater?
2. Define BOD and COD.
3. List any two sources of freshwater pollution.
4. Mention two effects of water pollution on human health.
5. What is the significance of water quality parameters?

Long Answer Questions:

1. Discuss the causes and effects of surface and groundwater pollution.
2. Explain the sources and effects of waterborne diseases on human health.
3. How does soil pollution affect water quality and aquatic life?
4. Describe methods of groundwater recharge and their importance.
5. Write a detailed note on pollution control strategies related to water resources.

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BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 2nd

Short Answer Questions:

1. Define air pollution.
2. Name any two primary pollutants and their sources.
3. What is smog, and how is it formed?
4. How does indoor air pollution affect human health?
5. Mention two control measures to reduce air pollution.

Long Answer Questions:

1. Explain the sources and effects of primary and secondary air pollutants.
2. Discuss the health impacts of air pollution and the need for air quality monitoring.
3. What are the permissible ambient noise levels and their impact on communication?
4. Describe the effects of indoor and outdoor air pollution on life forms and human health.
5. Suggest practical and policy-based control measures for air and noise pollution.

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BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 1st

Short Answer Questions (Answer in 3-5 sentences)

1. Define the structure of the Earth's atmosphere.
2. What are the main elements of the environment?
3. Explain any two causes of soil pollution.
4. What is meant by soil nutrient recycling?
5. How does soil pollution affect vegetation?

Long Answer Questions (Answer in 150-300 words)

1. **Describe the surface and internal structure of the Earth.**
   Include details about the crust, mantle, and core.
2. **Discuss the composition and structure of the atmosphere.**
   Explain the different layers and their significance.
3. **What are the major causes and solutions to soil pollution and degradation?**
   Include types of pollutants and control strategies.
4. **Explain the concept of environmental inequality based on race, class, gender, and region.**
   Give examples and suggest ways to address these inequalities.
5. **Write a detailed note on soil, its structure, resources, and importance in the ecosystem.**
   Include soil functions and its role in agriculture and biodiversity.

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BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 1st

Multiple Choice Questions (MCQs)

1. **Which of the following is not a component of the Earth's atmosphere?**
   A. Nitrogen
   B. Oxygen
   C. Carbon dioxide
   D. Silicon
   Answer: D. Silicon
2. **The outermost layer of the Earth is called the:**
   A. Mantle
   B. Core
   C. Crust
   D. Atmosphere
   Answer: C. Crust
3. **Which gas is most abundant in the Earth's atmosphere?**
   A. Oxygen
   B. Nitrogen
   C. Carbon dioxide
   D. Hydrogen
   Answer: B. Nitrogen
4. **Which of the following is a major cause of soil degradation?**
   A. Afforestation
   B. Organic farming
   C. Overgrazing
   D. Conservation tillage
   Answer: C. Overgrazing
5. **Soil nutrient recycling is essential for:**
   A. Industrial development
   B. Soil fertility
   C. Air quality
   D. Urban planning
   Answer: B. Soil fertility
6. **The term 'pedosphere' refers to:**
   A. Air
   B. Water
   C. Soil
   D. Fire
   Answer: C. Soil

7. **Which is a natural agent of soil erosion?**
   A. Plastic use
   B. Wind
   C. Pesticides
   D. Landfills
   Answer: B. Wind
8. **Which of the following is not a source of soil pollution?**
   A. Fertilizers
   B. Organic compost
   C. Industrial waste
   D. Pesticides
   Answer: B. Organic compost
9. **Atmospheric composition includes all except:**
   A. Nitrogen
   B. Oxygen
   C. Argon
   D. Silicon
   Answer: D. Silicon
10. **Social inequality includes differences based on:**
    A. Climate
    B. Vegetation
    C. Race and Gender
    D. Soil type
    Answer: C. Race and Gender

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BA.(MASS COMMUNICATION) –
Environmental Science
Unit : 2nd

Multiple Choice Questions (MCQs):

1. Which of the following is a primary air pollutant?
   - a) Smog
   - b) Ozone
   - c) Carbon monoxide
   - d) Sulfuric acid

   Answer: c) Carbon monoxide

2. The National Ambient Air Quality Standards (NAAQS) a
   - a) WHO
   - b) CPCB
   - c) UNEP
   - d) NASA

   Answer: b) CPCB

3. Smog is mainly caused by:
   - a) Fog and mist
   - b) Industrial effluents
   - c) Automobile emissions and sunlight
   - d) Deforestation

   Answer: c) Automobile emissions and sunlight

4. Indoor air pollution is commonly caused by:
   - a) Dust storms
   - b) Fossil fuel burning
   - c) Natural disasters
   - d) Fresh air circulation

   Answer: b) Fossil fuel burning

5. A major health effect of noise pollution is:
   - a) Flu
   - b) Cancer
   - c) Hearing loss
   - d) Diabetes

   Answer: c) Hearing loss

6. Air quality monitoring helps in:
   - a) Increasing air pollution
   - b) Identifying pollution sources
   - c) Reducing ozone depletion
   - d) Generating acid rain

   Answer: b) Identifying pollution sources

7. Which gas contributes most to **urban smog**?
   - a) CO_2
   - b) SO_2
   - c) O_3
   - d) NOx

   Answer: d) NOx
8. The **health impact** of smog includes:
   - a) Enhanced immunity
   - b) Improved lung capacity
   - c) Respiratory issues
   - d) Weight gain

   Answer: c) Respiratory issues
9. Noise pollution is measured in:
   - a) Volts
   - b) Watts
   - c) Decibels
   - d) Lumens

   Answer: c) Decibels
10. Which of the following is a **control measure for air pollution**?
    - a) Open burning of garbage
    - b) Increasing traffic
    - c) Using public transport
    - d) Deforestation

    Answer; c) Using public transport

BIU College of Management

BIU, Bareilly

BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 3rd

Multiple Choice Questions (MCQs):

1. Which of the following is a major source of **groundwater recharge**?
   - a) Industrial runoff
   - b) Rainwater harvesting
   - c) River pollution
   - d) Ocean waves

   Answer: b) Rainwater harvesting
2. The **vertical distribution** of water in the soil is measured by:
   - a) pH scale
   - b) Water table
   - c) Humidity index
   - d) Water pressure

   Answer: b) Water table
3. Which parameter is used to measure **organic pollution** in water?
   - a) COD
   - b) TDS
   - c) DO
   - d) Turbidity

   Answer: a) COD
4. **BOD** refers to:
   - a) Biological Oxidation Demand
   - b) Biological Oxygen Demand
   - c) Basic Oxygen Deficit
   - d) Bacterial Oxygen Deficiency

   Answer: b) Biological Oxygen Demand
5. Surface water pollution is often caused by:
   - a) Forest fires
   - b) Industrial discharge
   - c) Soil erosion
   - d) Seismic activity

   Answer: b) Industrial discharge
6. Which of the following diseases is **water-borne**?
   - a) Tuberculosis
   - b) Cholera
   - c) Asthma
   - d) Arthritis

   Answer: b) Cholera
7. Groundwater is primarily stored in:
   - a) Clouds
   - b) Reservoirs
   - c) Aquifers
   - d) Rivers

   Answer: c) Aquifers

8. One effect of soil pollution on water is:
    - a) Increased rainfall
    - b) Acidification of oceans
    - c) Contamination of water bodies
    - d) Earthquake occurrence

    Answer: c) Contamination of water bodies
9. What is the primary purpose of water quality standards?
    - a) Increase mineral levels
    - b) Promote waterborne disease
    - c) Ensure safe use of water
    - d) Decrease water supply

    Answer: c) Ensure safe use of water
10. Which of these is a control strategy for water pollution?
    - a) Dumping sewage into rivers
    - b) Using untreated wastewater
    - c) Setting up effluent treatment plants
    - d) Burning waste near rivers

    Answer: c) Setting up effluent treatment plants

BIU College of Management

BIU, Bareilly

BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 4th

Multiple Choice Questions (MCQs):

1. The study of the relationship between organisms and their environment is called:
   - a) Geology
   - b) Ecology
   - c) Anthropology
   - d) Zoology

   Answer: b) Ecology
2. Which of the following is an example of a **terrestrial ecosystem**?
   - a) Wetlands
   - b) Coral reefs
   - c) Desert
   - d) Estuarine

   Answer: c) Desert
3. The process of one community gradually being replaced by another is called:
   - a) Evolution
   - b) Succession
   - c) Dispersion
   - d) Mutation

   Answer: b) Succession
4. What is **resilience** in ecology?
   - a) Ability to resist change
   - b) Ability to recover after disturbance
   - c) Tendency to degrade
   - d) Growth without resources

   Answer: b) Ability to recover after disturbance
5. Ozone layer depletion leads to:
   - a) Earthquakes
   - b) Skin cancer
   - c) Soil erosion
   - d) Deforestation

   Answer: b) Skin cancer
6. Which gas is primarily responsible for **ozone layer depletion**?
   - a) CO_2
   - b) CH_4
   - c) CFCs
   - d) SO_2

   Answer: c) CFCs
7. Which of the following ecosystems has the **highest biodiversity**?
   - a) Desert
   - b) Forest
   - c) Grassland
   - d) Urban

   Answer: b) Forest

8. What is **population explosion**?
   - a) Decrease in population
   - b) Sudden large increase in population
   - c) Extinction of species
   - d) Migration of people

   Answer: b) Sudden large increase in population

9. An **estuarine ecosystem** is formed where:
   - a) River meets ocean
   - b) Lake meets glacier
   - c) Desert meets mountains
   - d) Forest meets city

   Answer: a) River meets ocean

10. **Meta-population** refers to:
    - a) A single isolated population
    - b) A set of populations in fragmented habitats
    - c) Population of microbes only
    - d) Urban human population only

    Answer: b) A set of populations in fragmented habitats

BIU College of Management

BIU, Bareilly

BA.(MASS COMMUNICATION) – Semester IV

Environmental Science

Unit : 5th

Multiple Choice Questions (MCQs):

1. Urbanization refers to:
   - a) Growth of forests
   - b) Migration to rural areas
   - c) Increase in the urban population and infrastructure
   - d) Decline in population

   Answer: c) Increase in the urban population and infrastructure
2. Which of the following is a **consequence of unplanned urbanization**?
   - a) Improved air quality
   - b) Efficient transportation
   - c) Poor waste management
   - d) Increased green cover

   Answer: c) Poor waste management
3. **Urban flooding** is often caused by:
   - a) Excess agricultural activity
   - b) Climate change and poor drainage
   - c) Deforestation in villages
   - d) River pollution

   Answer: b) Climate change and poor drainage
4. Which activity leads to **urban water pollution**?
   - a) Water harvesting
   - b) Use of organic compost
   - c) Sewage discharge
   - d) Rooftop gardening

   Answer: c) Sewage discharge
5. **Solid waste management** in cities involves:
   - a) Burning garbage
   - b) Dumping in rivers
   - c) Collection, segregation, and recycling
   - d) Ignoring non-biodegradables

   Answer: c) Collection, segregation, and recycling
6. The term **urban heat island** refers to:
   - a) Ocean warming near cities
   - b) Higher temperature in urban areas than surroundings
   - c) Volcanic activity in cities
   - d) Heat from industrial furnaces

   Answer: b) Higher temperature in urban areas than surroundings
7. A major environmental concern due to urbanization is:
   - a) Population decrease
   - b) Habitat restoration
   - c) Loss of green spaces
   - d) Reduced fossil fuel use

   Answer: c) Loss of green spaces

8. Which of the following is a key urban planning issue?
   - a) Rural employment
   - b) Noise reduction in forests
   - c) Land-use zoning
   - d) Mining expansion

   Answer: c) Land-use zoning

9. One major challenge in urban transportation is:
   - a) Excess bicycles
   - b) Lack of people
   - c) Traffic congestion
   - d) Fewer roads

   Answer: c) Traffic congestion

10. Urban environmental quality is affected by:
   - a) Rainfall only
   - b) Clean cooking fuels
   - c) Industrial emissions and vehicle exhaust
   - d) High literacy rate

   Answer: c) Industrial emissions and vehicle exhaust

BA(Mass Communication)-4th sem

Environmental Science

Asignment-1

Ques1-What are Earth surface process, explain in details?

Ques2-Write about atmosphere and explain composition and structure of atmosphere?

Ques3-What is Environment and explain its elements and scope?

Ques4- Discuss about social inequalities and inequalities of race?

Ques5-Write the introduction of soil and also explain the structure and sources of soil?

Ques6-Explain the soil pollution and degradation causes, types and solutions?

Ques7- Write the short note on:

a) Recycling of soil nutrients

b) Effect of soil pollution on environment

c) Control strategies of soil pollution

Environmental science

Asignment-2

Ques1-What is Air Pollution. Explain the sources of pollution and types of pollutants: Primary and secondary.

Ques2- Explain the monitoring and standards of air pollution?

Ques3- Write the air quality index and associate health Impact, smog, effects of different pollutants on human health and control measures?

Ques 4- Discuss the sources and effects of indoor air pollution?

Ques5- Discuss the sources of noise pollution and permissible ambient noise levels?

Ques6-Explain effect on communication of noise pollution and impacts on life forms and humans, its control measures?

BIU COLLEGE OF HUMANITIES & JOURNALISM

BA(MASS COMMUNICATION) IV SEMESTER

ENVIRONMENTAL SCIENCE

Assignment Questions:-

Unit-3

Q1.What is surface and groundwater? An explain water table and vertical distribution of water.

Q2.Discuss the Groundwater Recharge in detail?

Q3.Write about water born diseases in details?

Q4.Write about the River structure and patterns and Rain water?

Q5.Explain Effect On Communication of Noise Pollution and Impacts On Life Forms and Humans, Its Control Majors?

Unit-4

Q1.Write the concept and definition of ecology?

Q2.Write the concept of Population and meta Population?

Q3.Exam Population growth, types effect of Population growth?

Q4.Write the Definition of Ecosystem and type and Component of Ecosystem?

Q5.Write the short note:-

(i) Global warming and climate change.

(ii) Depletion and Causes of Ozone layer in effect of a ozone depletion.

Unit- 5

Q1.Explain the Production and Consumption Oriented Approaches to Environmental Issues in india as Well as Global Context?

Q2.Define Impact of Industry and Technology on environment: urban sprawl, traffic and social- economic problems?

Q3.Write the legislation in India- national green tribunal.

Q4. Write the short note on:-

(a)legal definition environmental pollution

(b) natural resource

(c)biodiversity

(c) forest and sustainable development

(d) environmental ethics

(e) environmental, ecological and social justice

BIU COLLEGE OF HUMANITIES AND JOURNALISM

BA(Mass Communication)

SEMESTER: IV

INTERNAL EXAMINATION: 1ST

ENVIRONMENTAL SCIENCE

Duration: 2 hours **Max Marks:** 50

Note: All questions are compulsory

Q1. Very Short Answer Type Questions 5 Questions x2 Marks Each =10

a. What is environment?
b. Explain the term land.
c. Write about weathering.
d. Write the effect of soil pollution.
e. Explain the term Erosion.
f. What are the resource of soil?

Q.2. Short Answer Type Questions 5 Questions x3 Marks Each =15

a. Explain the earth surface processes.
b. What is air pollution and its causes?
c. What is the causes and effects of acid rain?
d. Explain the indoor air pollution.
e. What is the reason of Ozone layer depletion and its effects.
f. Discuss the impact of soil degradation on agriculture.

Q.3. LongAnswer Type Questions 3 Questions x8.33 Marks Each =25

a. What is atmosphere and explain its composition?
b. What is soil degradation ,types and solution of soil degradation?
c. Write about environment and its element,scope.
d. Explain soil pollution and also explain its causes , solution.

BIU COLLEGEE OF HUMANITIES & JOURNALISM

BIU, Bareilly

Students details

Programme: BA (Mass Communication) Semester - IV

S.No.	Students Name	Slow /Advanced Learner
1	Saloni Gupta	Slow
2	Tanya Singh	Slow
3	Yaska Gangwar	Slow
4		
5		
6		
7		
8		
9		
10		

Note: On The Basis Of Internal Marks

Slow Learner- Below 50%

Advanced Learner- Above 50%

BIU COLLEGE OF HUMANITIES & JOURNALISM

First Internal Exam Marks
(April 7-12, 2025)

Program: BA (Mass Comm.)-IV **Max Marks:** 50

S. No.	Students Name	Subjects					
		WMS	MIM	MEL	FF	DP	ES
1.	Saloni Gupta	28	36	29	32	34	23
2.	Tanya Singh	24	17	27	27	34	10
3.	Yanka Gangwar	30	20	26	24	20	02

24/4/25 24/4/25 25-4-25

Action Taken Report for Slow Learner

Batch – 2023–24

Examination – I st Internal Exam

Program Name – BA (Mass Communication)

Semester – IV

Sr. No.	Date	Student's Name	Interaction Record	Action Taken	Student Signature	Faculty Signature
1	26/04/25	Saloni Gupta Tanya Singh Vanka gangwar	One to one Counselling post I st internal Exam	Discuss Exam related Issues		
2	3/05/25	Saloni Gupta Tanya Singh Vanka gangwar	Revision Unit – 1	Assignment given		
3	10/05/25	Saloni Gupta Tanya Singh Vanka gangwar	Doubt-Clearing Session	Evaluation of the Assignment		
4	17/05/25	Saloni Gupta Tanya singh Vanka gangwar	Revision of Unit – 2	Assignment Given		
5	24/05/25	Saloni Gupta Tanya Singh Vanka gangwar	Doubt clearing Session	Evaluates of the Assignment		
6		Saloni Gupta Tanya Singh Vanka gangwar				

Bareilly International University

Course File Index

(Session: 2024-25)

BIU College of Humanities & Journalism

Faculty Name: Ms. POORVI SAXENA

Sr. No	Title
1	Vision and Mission of the University
2	Vision and Mission of the Department
3	Program Educational Objectives (PEOs)
4	Program Outcomes (POs)
5	Program Specifics Outcomes (PSOs)
6	Course Syllabus
7	Academic Calender
8	Class Time Table
9	Lecture Plan
10	I. Course Outcomes (COs) II. Course Outcomes Mapping with POs & PSOs
11	Brief Notes on the Importance of the Course
12	Lecture Notes
13	List of Power Point Presentations
14	University Question Papers
15	Unit wise short & long answer question bank
16	Quiz Questions
17	Assignment Question papers
18	Internal Question papers/External Question papers Mapped with CO & PO
19	List of Slow & Advanced Learner
20	Remedical Class for Slow Learners
21	Advance Learners - Engagement documentation
22	Curriculum Exit survey form
23	Attendance Register

Vision

Bareilly International University will have a transformative impact on society through continual innovation in education, research, creativity, and entrepreneurship.

To be a leading medical institution excels in providing quality education, research environment and affordable health care services.

Mission

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of the students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.

Our endeavor is to create academic and research environment by providing state of art infrastructure & facilities to impart knowledge and develop skill in its pupil and function as a center of cost effective comprehensive health care services where people are treated with dignity and respect. Ensure holistic development of its pupil to attain success in personal and professional life and handle contemporary health problem of society effectively.

BIU College of Humanities & Journalism

Vision

BIU College of Humanities & Journalism, Bareilly International University, Bareilly aspires to be a leading institute in higher education, known for shaping the future of journalism, communication, and the humanities.

Mission

The mission of BIU College of Humanities and Journalism, Bareilly International University, Bareilly is to cultivate critical thinking, creativity, and scholarly excellence in students by providing comprehensive education across a range of discipline, including journalism, communication, and the humanities.

BIU College of Humanities & Journalism

Mission

The mission of BIU College of Humanities and Journalism, Bareilly International University, Bareilly is to cultivate critical thinking, creativity, and scholarly excellence in students by providing comprehensive education across a range of disciplines, including journalism, communication, and the humanities. Through rigorous academic programs, hands-on training, and interdisciplinary learning, the college aspires to empower students to become informed, ethical, and influential professionals capable of contributing meaningfully to the global society. It also seeks to foster a deep understanding of human societies, cultures, and communication systems, while developing practical skills that allow our graduates to excel in various fields including media, academia, research, public service, and beyond.

Vision

BIU College of Humanities and Journalism, Bareilly International University, Bareilly aspires to be a leading institution in higher education, known for shaping the future of journalism, communication, and the humanities. It envisions a learning environment where diverse ideas and perspectives are explored, encouraging students to engage with critical issues facing the world today. By nurturing a culture of academic excellence, ethical responsibility, and social engagement, it envisions to produce graduates who are not only leaders in their respective fields but also active agents of positive change in the global society. Through innovative programs and research, it will also contribute to the advancement of knowledge and the promotion of a free, fair, and informed public discourse.

B.A. (Mass Communication)

PROGRAMME OUTCOMES (POs):

Upon completion of this undergraduate programme (BA in Mass communication), the student will be able to:

- Develop communication skills, theoretical and practical knowledge among the students in print, electronic and new media.
- Gain knowledge of Mass Communication and the related avenues.
- Acquire the knowledge related to various avenues of Mass Communication and their impact.
- Get skills enough to excel in professional techniques of media industry.
- Empower himself by journalistic, communicative and professional skills.
- Become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES

Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press Style. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME EDUCATIONAL OBJECTIVES

The programme (BA in Mass Communication) will enable the learner to:

- Impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.
- Develop the student into skillful, competitive and responsible professional for media industry.
- Empower learners by soft skills, life skills and journalistic skills.
- Impart media literacy and competency with new media technologies.
- Inculcate the student with values, ethics and legal knowledge of Indian and global media scenario.

APPLICATION OF KNOWLEDGE AND SKILLS

Upon completion of this undergraduate programme (BA in Mass communication) the student shall:

- Be equipped with skills in information and communication technologies (ICT) including new media literacy.
- Acquire the primary research skills, employability and incubation abilities.
- Become ethically committed media professionals and entrepreneurs adhering to the human values.
- Have an understanding of acquiring knowledge throughout life.
- Acquire the understanding of importance of cooperation and teamwork.

5.1		Fundamentals of Film	After the completion of the course, students will be able to: • Learn the fundamentals of film, its form and content in theory and practice. • Understand crucial fine points that make cinema, classify various fascinating aspects of cinema and learn its language for captivating the masses. • Create a simple script and implement a shoot based on the same.
5.2 & 5.3 Group A/Any Two)		Non-linear Video Editing	After the completion of the course, students will be able to: • Understand how to generate a video by applying knowledge of mass media. • Present the edited video to the specific audiences. • Record short clips by using camera and edit these clips by using software.
		Media, Society and Culture	After the completion of the course, students will be able to: • Write and discuss on the issues related to media, culture and society and recognize the impact of mass media on culture and society. • Develop competency and efficiency for becoming media and entertainment industry-ready-professional. • Become socially responsible media academician, researcher, and professional with global version.
		World Media Scenario	After the completion of the course, students will be able to: • Understand the concept, importance and scope of world media, covering areas of present studies. • Identify the milestones of print and internet journalism in India and worldwide. • Learn the scenario of global news, news websites, print and online magazines, • newspapers, etc.
		Public Relation	After the completion of the course, students will be able to: • Understand various theoretical perspectives of public relations. • Critically assess the use of rhetoric in an array of public relation materials, as demonstrated through successful completion of quizzes and critical analyses. • Online and offline critiques of PR campaign materials, closely monitoring

			numerous media channels for public comment about a company or product image.
5.4		Television Programme Production	After the completion of the course, students will be able to: • Comprehend the evolution of TV industry and its growth in India and illustrate the basics of TV genres and essentials of TV journalism. • Explain the handling and operating video camera and sound controlling equipments used in TV production. • • Create the projects which will be beneficial for their career growth.
5.5		Indian Knowledge System	• Understand historical and philosophical foundations. • Explore diverse traditional knowledge areas. • Analyze the integration of Indian knowledge in contemporary contexts. • Apply theoretical knowledge to real-world scenarios.
6.1		Communication Research	After the completion of the course, students will be able to: • Develop foundational knowledge of communication research, cultivating communication competence. • Apply human communication strategies in a diverse world. • Evaluate and utilize evidence-based research in the field of mass communication.
6.2		Corporate Communication	After the completion of the course, students will be able to: • Provide basic and emerging concepts and principles in relation to better decision making in corporate communication. • Integrate various functions with organizational goals and strategies to provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant softwares, especially in media planning and production of campaigns.
6.3 (Group B: Any One)		Development Communication	After the completion of the course, students will be able to: • Recognize and explain the concept and importance of development communication. • Distinguish between communication and development communication with special reference to mass media.

BIU College of Humanities & Journalism

BIU, Bareilly

B.A. (Mass Communication) – Semester IV

World Media Scenario

Unit I

World Media Scenario: Meaning and Concept; Historical Background (Since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non-Aligned Block and its Relevance); Colonization of Communication: 10% Population dominating 90% of Global News Agencies

Unit II

Integration between Information and Armament: Close Encounters between Information and Armament/Media and Military; Use of Media by Power Blocks, Super Power; Demand for a New Information Order by Developing Countries; Bilateral, Multi-lateral and Regional Information Corporation

Unit III

Non-Aligned News Pool; Struggle for News between Developing and Developed Countries; Barriers to the Flow of News; International Practices on Visual Coverage and Regulation in Media Exchange

Unit IV

UN Resolutions on Media related Issues; The Gandhian Approach; The New Information Age; Media Migrants dominating Global Media; Reality of Global Media

Unit V

Global Campaign; Global Consumer Research; Global Media Environment: Global Electronic Media, Global Print Media, Global New Media; Ethical and Legal Considerations in Global Media Environment; Impact of Technology on Ethical Perspectives

Readings:

- Lee Artz, Yahya R. Kamalipour, et al : *The Media Globe: Trends in International Mass Media* M.K. Rampal : *Global Comparative Media*
- Ratnesh Dwivedi : *Mass Media and Communication in Global Scenario*
- Toby Miller and Marwan M. Kraidy : *Global Media Studies*
- De Prato, et al : *Digital Media Worlds: The New Economy of Media*

BIU College of Humanities & Journalism

Academic Calendar

Sr. No	Particulars	Period of Time
1.	Commencement of Classes (Odd Sem)	Third week of Aug 2024
2.	Last date of submission of University Form	As per notification
3.	First Internal Examination (on completion of two units)	Second week of Oct 2024
4.	Second Internal Examination (on completion of all units)	Last week of Dec 2024
5.	University Examination (Odd Sem)	Third week of Jan 2025
6.	Commencement of Classes (Even Sem)	Last week of Feb 2025
7.	First Internal Examination (on completion of two units)	Last week of April 2025
8.	Second Internal Examination (on completion of all units)	Third week of June 2025
9.	University Examination (Even Sem)	Third week of July 2025

Regular class tests, presentations and other activities will be held as per the Lecture Plan of each subject.

BIU COLLEGE OF HUMANITIES & JOURNALISM
Bareilly International University

[SESSION: 2024-25 (Odd Semester)]

L:	20	T:	04	P:	00	Total Load	24

Name of Faculty Member: Ms Poorvi Saxena

Day/Period	I 09:00-10:00	II 10:00-11:00	III 11:00-12:00	IV 12:00-01:00	01:00-02:00	V 02:00-03:00	VI 03:00-04:00	VII 04:00-05:00
Monday	16054 (L)	18016 (T)	1602203 (L)	18027 (L)	RECESS	1641202 (L)	Studio	
Tuesday	16054 (L)	18016 (L)	1602203 (L)	18027 (L)		Computer Lab	18019 (L)	
Wednesday	Library	18016 (L)	1602203 (L)	18027 (L)		1641202 (L)	18019 (L)	
Thursday	16054 (L)	Studio	1602203 (T)	Studio		1641202 (L)	18019 (L)	
Friday	16054 (T)	18016 (L)	Library	18027 (L)		1641202 (T)	18019 (L)	
Saturday	Presentation			Documentary Film/Guest Lecture		Sports		

Theory/Tutorial/ **Practical**

1	18016	BA (MC)-IV	World Media Scenario	Ms Poorvi Saxena
2	18019	BA (MC)-IV	Fundamentals of Film	Ms Poorvi Saxena
3	18027	BA (MC)-VI	Communication Research	Ms Poorvi Saxena
4	1641202	BBA (F.&T.)-II	Human Resource Management	Ms Poorvi Saxena
5	16054	BBA (F.&T.)-VI	Customer Relationship Management	Ms Poorvi Saxena
6	1602203	BCA (IT &M.)-II	Business Organisation and Management	Ms Poorvi Saxena

(Signature of Time Table Committee with Date)

(Signature of the Principal/Dean)

LECTURE SCHEDULE
(Weekly)

Session : 2024-25
Semester: IV
Year: II

Course: BA(MC)

Faculty Name POORVI SAXENA

Subject Name /Code
World Media Scenario

S. N.	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
01	III		Class - Quiz Unit - III	20/5/25		
02						
03						
04						
05						
06						

Assignment

A.No.	Questions :

	LECTURE SCHEDULE (Weekly)	Session : 2024-25 Semester: IV Year: II

Course: BA(MC)

Subject Name /Code: World Media Scenario

Faculty Name: POORVI SAXENA

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
III		Revision - Unit III	21/5/25	PS	
III		Class Test Unit III	22/5/25	PS	
V		Presentation Unit V	23/5/25	PS	
V		Class Test Unit - V	24/5/25	PS	
I		Class Quiz Unit - I	26/5/25	PS	
II		Class - Quiz Unit - II	27/5/25	PS	

Assignment

No.	Questions :

LECTURE SCHEDULE
(Weekly)

Session : 2024-25
Semester: IV
Year: II

Course: BA(MC)

Faculty Name: POORVI SAXENA

ect Name /Code: World Media Scenario

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
V		Global New Media (+) Ethical and legal consideration in Global Media environment	12/5/25		
V		Impact of Technology on Ethical perspective	13/5/25		
V		Revision - V Unit	14/5/25		
V		Presentation	15/5/25		
V		Revision - I Unit	16/5/25		
		Presentation - Unit - II	20/5/25		

gnment

	LECTURE SCHEDULE (Weekly)	Session: 2024-25 Semester: IV Year: II

Course: BA(MC)

Subject Name /Code: WORLD MEDIA SCENARIO

Faculty Name: POORVI SAXENA

	Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
	IV		Media Migrants dominating Global Media	2/5/25	PS	
	IV		Doubts clearing session	5/5/25	PS	
	V		Global Campaign	6/5/25	PS	
	V		Global Consumer Research	7/5/25	PS	
5	V		Global Media Environment	8/5/25	PS	
6	V		Global Electronic Media ① Global Print Media	9/5/25	PS	

Assignment

S.No. | Questions: 4/5/25

4 ① Explain Gandhian approach

② Define New Information age and its features

③ How Media migrands dominate Global Media

④ Define Reality of Global Media with example

I-D - 10/5/25

	LECTURE SCHEDULE (Weekly)	Session: 2024-25 Semester: IV Year: II

Course: BA(MC)

ect Name /Code

ORLD MEDIA SCENARIO

Faculty Name POORVI SAXENA

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
III		International Practices on Visual coverage & Regulations in Media exchange	24/4/25		
III		Rules and Regulations of Media exchange	25/4/25		
IV		UN Resolutions on Media related issues	28/4/25		
IV		The Gandhian Approach	29/4/25		
IV		The New Information Age	30/4/25		
IV		Reality of Global Media -	1/5/25		

ignment

lo.	Questions :
	① Explain struggle for news between Developed and Developing countries. ② What are the different barriers to the flow of news. ③ What do you understand by Non-Aligned news pool. ④ Define - ⓐ Developing countries ⓑ Developed countries and ⓒ Underdeveloped countries. Explain its differences with example.

last Date - 25/4/25

LECTURE SCHEDULE
(Weekly)

Session : 2024 - 25
Semester: IV
Year: II

BA(MC)

Faculty Name POORVI SAXENA

World Media Scenario

		Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
III		Non-Aligned News Pool	15/4/25	PS	
III	Non-Aligned News Pool	Role, Examples; Purpose and Objectives ① History ② Challenges	16/4/25	PS	
IV		Struggle for News b/w Developing and Developed countries	17/4/25	PS	
III		Barriers to the flow of news	21/4/25	PS	
IV		International practices on visual coverage and Regulation in media exchange	22/4/25	PS	
III		Individual Oral Test	23/4/25	PS	

Questions:

① Explain the use of media by power blocks and super power.

② Define Bilateral, Multi-lateral and Regional Information Corporation.

LECTURE SCHEDULE
(Weekly)

Session: 2024-25
Semester: IV Sem
Year: 2nd

Course: BA(MC)
Subject Name/Code: WORLD MEDIA SCENARIO
Faculty Name: PURVI SAXENA

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
I	NAM	NAM - Relevance and challenges and criticism.	1/3/25	PS	D
I		Colonization of communication: 10% population dominating 90% of global news agencies	17/3/25	PS	D
II	Integration & Encounter b/w Media & Military	Integration b/w Info^n. and Armaments - close Encounter b/w info^n. and military explanation	24/3/25	PS	D
II		Use of Media by Power Blocks and Super power.	26/3/25	PS	D
II		Demand for a New information order by Developing countries	1/4/25	PS	D
II		Bilateral, Multi-lateral and Regional Information Corporation	2/4/25	PS	D

Assignment

No.	Questions:
I	(1) Explain emergence of third world countries and its features
	(2) Define colonization of communication; 10% population dominating 90% of global News Agencies.
	Last Date - 10/3

Course: BA(MC)	LECTURE SCHEDULE (Weekly)	Session: 2024-25 Semester: IV Sem Year: 2nd

Subject Name /Code: WORLD MEDIA SCENARIO

Faculty Name: POORVI SAXENA

Unit	Topic	Sub-Topics	Date	Sign (Fact.)	Sign (Prin.)
1	World Media Scenario	Meaning and Concept	18/2/25	PS	
1	World Media Scenario in World war II	Pre World war and Post world war scenario	21/2/25	PS	
1	world media scenario in cold war days	what is Cold war and media scenario during Cold war Days	25/2/25	PS	
1	Emergence of Third world countries	Historical context; characteristics and Modern Terminology	26/2/25	PS	
1		Third world countries western Block ⊕ Easter Block ⊕ Decolonization.	3/3/25	PS	
1		The Non-Aligned Block and its relevance	6/3/25	PS	

Assignment

S. No. | Questions :

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- World Media Scenario

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	2
CO2	1	3	1	2	2	1	2	2	3	2
CO3	2	2	2	2	2	2	3	3	2	2
CO4	2	2	1	1	1	2	1	2	2	3
Avg.	1.5	2.25	1.5	2	1.75	1.25	2	2.25	2.5	2.25

Importance of World Media Scenario in BA (Mass Communication)

1. Enhances communication skills by exposing students to global media practices and trends (PO1, CO1).
2. Provides theoretical understanding and practical insight into world media systems (PO1, CO1).
3. Expands knowledge of mass communication beyond local contexts to international platforms (PO2, CO1).
4. Encourages exploration of diverse media avenues such as global print, PR, and online journalism (PO2, CO2).
5. Helps students analyze the evolution and impact of media across different countries and cultures (PO3, CO2).
6. Develops critical awareness of the role of media in shaping public opinion worldwide (PO3, CO3).
7. Builds a solid understanding of global media milestones, helping to contextualize modern practices (PO2, CO2).
8. Strengthens students' ability to evaluate international news sources and reporting styles (PO4, CO3).
9. Equips students with professional insights into how news is managed, published, and consumed globally (PO4, CO3).
10. Develops skills for international journalism, public relations, and digital communication (PO4, CO2).
11. Enhances journalistic and communicative confidence in a global media environment (PO5, CO1).
12. Promotes media literacy and the ability to differentiate credible sources on a global scale (PO5, CO3).
13. Encourages students to think as globally responsible media professionals (PO6, CO1).
14. Inspires a global vision by studying varied media landscapes and cultural influences (PO6, CO1, and CO3).
15. Prepares students for careers in international media organizations, news agencies, and PR firms (PO4, PO6).

BIU College of Humanities and Journalism

Lecture Notes

Sr. No.	Program	Semester	Subject Name	Unit	Link
1.	BA (Mass Communication)	VI	Communication Research	Unit 1& 2,3, 4 8 5	https://drive.google.com/drive/folders/10G0bmsuphNyiVZiFQbxKd8Vhs9FJPx3v?usp=sharing
2.	BA (Mass Communication)	IV	Fundamentals of Film	Unit 1,2 & 3, 4, 5	https://drive.google.com/drive/folders/1ie9IQC4uokd_lNBJSPCz8XW-fbpzqB7w?usp=sharing
3.	BA (Mass Communication)	IV	World Media Scenario	Unit 1,2,& 3, 4, 5	https://drive.google.com/drive/folders/1GMDDdQgR_-EwJo3X_TIS9ZCVCD26IlTQ?usp=sharing

PPT List

BA (Mass Communication) 4TH Semester 2024-25

Fundamental of Film	
Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

World Media Scenario	
Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Media Industry and Management	
Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Media Ethics and Laws	
Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Documentary Production	
Sr No.	Topic
1	Unit – 1
2	Unit – 2
3	Unit – 3
4	Unit – 4
5	Unit – 5

Paper Code : 18016

University Examination –July-August 2024

B.A. (Mass Communication)

4th Semester

World Media Scenario

TIME: 3 hours Maximum marks: 70

Note: Draw appropriate diagrams wherever necessary. Parts of a question must be answered together.

Long Answer Type Questions-

Q.1. Attempt any two out of the following questions: (2×15=30)

(a) Describe McBride Commission in detail.

(b) Elaborate the demand for a new information order by Developing countries. Justify.

(c) Justify the statement "Media coverage can be particularly effective in emotionally moving mass audiences through visual stores, and in functioning as political rhetoric to manipulate public sentiment and influence foreign policy" with suitable examples.

(d) How are Media Migrants dominating the Global Media? Justify with suitable examples.

Short Type Questions-

Q.2. Attempt any four out of the following questions: (4×5=20)

(a) Underline the importance of Non-aligned Block and its relevance in today's scenario.

(b) Write a note on how bi-lateral, multilateral and Regional Information Corporations are playing vital role in reducing gap between Developing and developed countries.

(c) Underline the events highlighting the ever-existing struggle for NEWS between Developing and Developed countries.

(d) What are Media Migrants? How are they dominating the Global Media?

(e) Elucidate how media conglomerates are playing an important role in Global Media Entertainment.

Very Short Type Questions-

Q.3. Attempt all questions: (5×2=10)

(a) Write the main characteristics of The Cold War.

(b) Define Press Pool.

(c) "There is always a demand for a new information order by the developing countries". Justify with suitable examples.

P.T.O.

BA (Mass Communication)

Semester – 4th

World Media Scenario

Unit - I

Short Questions

1. What is meant by the "World Media Scenario"?
2. Define the term "media imperialism."
3. How does globalization influence the flow of information in world media?
4. How did World War II change the global media landscape?
5. What was the primary function of media during the Cold War?
6. Name one major Western and one major Soviet media outlet used during the Cold War for ideological promotion.
7. What does the term "Third World" signify in the context of global communication?
8. Why did newly independent nations in the Global South demand media reform in the 1970s?
9. How did the emergence of the Third World challenge the Western media monopoly?
10. What is meant by "colonization of communication"?
11. Name any two global news agencies that dominate international news flow.
12. What is the significance of the McBride Report in the context of global communication?
13. What was the main goal of the Non-Aligned Movement with regard to global media?
14. Name any two founding members of the Non-Aligned Movement.
15. What were the New World Information and Communication Order (NWICO)?

BA (Mass Communication)
Semester – 4th
World Media Scenario
Unit - I
Long Questions

1. Explain the concept of the "World Media Scenario" and how it reflects the global distribution of media power.
2. Discuss the meaning of media imperialism. How does it affect cultural diversity and media independence?
3. Evaluate the role of multinational media corporations in shaping global narratives and public opinion.
4. How has the process of globalization transformed traditional media systems into a global media order?
5. How did the end of World War II contribute to the restructuring of global media systems?
6. Analyze the role of media as a tool of ideological warfare during the Cold War era.
7. Compare the media strategies used by the United States and the Soviet Union during the Cold War.
8. Discuss the emergence of Third World countries in the global political and media landscape after World War II.
9. Why did Third World countries criticize the global information order in the 1970s?
10. Explain how the concerns of newly independent nations led to demands for a more balanced global media flow.
11. What were the main challenges faced by developing countries in establishing their own media voices?
12. Describe the formation of the Non-Aligned Movement and its stance on international communication issues.
13. Discuss the goals and contributions of the Non-Aligned Movement in the campaign for a New World Information and Communication Order (NWICO).
14. Define the term "colonization of communication" and analyze how it manifests in modern global media systems.
15. Critically evaluate the implications of a small fraction of the world's population controlling the majority of global news output.

BA (Mass Communication)

Semester – 4th

World Media Scenario

Unit - II

Short Questions

1. What is meant by the term "integration of information and armament"?
2. How did the Vietnam War mark a turning point in media's relationship with warfare?
3. What is the concept of "embedded journalism" in military operations?
4. How did the Cold War impact global media content and distribution? What was the main concern of developing countries regarding international media in the 1970s?
5. What does NWICO stand for, and what was its purpose?
6. Name the international report that called for a more balanced global media structure.
7. How did Western media portray the Global South, according to critics?
8. What role did UNESCO play in the New Information Order movement?
9. What is meant by bilateral information cooperation?
10. Give one example of a regional media cooperation effort.
11. How does multilateral cooperation benefit developing countries in the media sector?
12. What challenges do nations face when trying to build regional media partnerships?
13. Why is information cooperation important in promoting balanced global communication?

BA (Mass Communication)
Semester – 4th
World Media Scenario
Unit - II
Long Questions

1. What is meant by the integration of media and military, and why is this connection significant in modern warfare?
2. How did the Vietnam War change the way wars were reported in the media?
3. What is embedded journalism, and how is it different from independent war reporting?
4. In what ways can media act as a tool during military operations? Give one example.
5. Why do militaries use media strategies during conflicts? Mention one benefit and one drawback.
6. How did the United States use media to promote its ideas during the Cold War?
7. Name one international media outlet each used by the USA and the USSR during the Cold War, and describe their roles.
8. What is propaganda, and how was it used by superpowers in international media?
9. Why was Radio Free Europe important during the Cold War?
10. What does it mean when media is used as a "soft power" tool by global superpowers?
11. What was the MacBride Report, and how did it support developing nations' concerns?
12. Why did countries in the Global South want more control over how they were represented in the media?
13. How does media imbalance affect the development and image of poor or developing countries?
14. What is bilateral media cooperation? Give one simple example.
15. How can multilateral cooperation between countries improve media access and representation?

BA (Mass Communication)
Semester – 4th
World Media Scenario
Unit - III
Short Questions

1. What is the Non-Aligned News Pool (NANAP)?
2. Which group of countries created NANAP?
3. What was one goal of NANAP in terms of news sharing?
4. What is one issue developing countries had with international news coverage?
5. Why did developing countries want more control over their media image?
6. What does "news imbalance" mean?
7. How do powerful countries influence global media?
8. Name one Western news agency with global reach.
9. What is one technical barrier to global news sharing?
10. How can culture affect the way news is shared or understood?
11. What financial problem do many poor countries face in media production?
12. How does language affect international news exchange?
13. Name one political reason why some news doesn't cross borders.
14. What is a common concern when showing violent images in global news?
15. What is meant by “editorial standards”?
16. What does media self-regulation mean?

BA (Mass Communication)
Semester – 4th
World Media Scenario
Unit - III
Long Questions

1. What was the Non-Aligned News Pool (NANAP), and how did it aim to address the imbalance in global news coverage?
2. Discuss the role of the Non-Aligned Movement (NAM) in the creation of NANAP. What were the key objectives of this media initiative?
3. How did the Non-Aligned News Pool attempt to provide an alternative to the dominance of Western media agencies?
4. Explain the reasons behind the eventual decline of the Non-Aligned News Pool. What factors led to its loss of influence in the 1990s?
5. In what ways did the Non-Aligned News Pool impact the global news flow in the context of developing countries? Discuss its achievements and limitations.
6. How has the media system historically favored developed countries in terms of news production and distribution? Discuss the power dynamics involved.
7. Why do developing countries often struggle to represent their own perspectives in global media? What are the consequences of this lack of representation?
8. How does the flow of news between developing and developed countries create an imbalance in the global media landscape?
9. Discuss the role of global news agencies like Reuters, BBC, and CNN in shaping international perceptions of developing countries.
10. Discuss the technological barriers that prevent the free flow of news between developing and developed countries. How do these barriers affect media coverage in the Global South?
11. Explain the cultural barriers to global news exchange. How can cultural differences hinder the way news is reported and received internationally?
12. How do political factors, such as censorship and government control, act as barriers to the free flow of news? Provide examples of countries where this is a major issue.
13. Economic factors often limit the ability of developing countries to produce news content. Explain the role of funding and infrastructure in media production and how this impacts global news flow.
14. Discuss how language barriers can prevent news from being effectively shared between different regions of the world. What role does translation play in overcoming this challenge?
15. How does the portrayal of conflict and violence in the media affect public perception, and why is it important to regulate visual coverage in international media?

BA (Mass Communication)
Semester – IVth
World Media Scenario
Unit – IV

Short Questions

Q1. What is the primary purpose of UN resolutions related to media?

Q2. How does the Gandhian approach influence media ethics?

Q3. What defines the New Information Age in terms of media?

Q4. Who are considered media migrants?

Q5. What is cultural homogenization in the context of global media?

Q6. What role does media play in promoting freedom of expression?

Q7. How does social media impact traditional journalism?

Q8. What is the significance of media literacy in today's society?

Q9. What challenges do media migrants face in global media?

Q10. How do UN resolutions address media representation of marginalized groups?

Q11. What is the impact of the digital divide on media access?

Q12. How does globalization affect local media cultures?

Q13. What is the role of citizen journalism in the media landscape?

Q14. What are the ethical considerations in media reporting?

Q15. How do algorithms influence media consumption patterns?

BA (Mass Communication)
Semester – IVth
World Media Scenario
Unit – IV

Long Questions

Q1. Discuss the role of UN resolutions in shaping global media policies and their impact on freedom of expression.

Q2. Analyze the Gandhian approach to media and its relevance in promoting ethical journalism in the modern context.

Q3. Examine the characteristics of the New Information Age and how they have transformed the media landscape.

Q4. Evaluate the concept of media migrants and their influence on global media narratives and cultural exchange.

Q5. Critically assess the phenomenon of cultural homogenization in global media and its implications for local identities.

Q6. Explore the relationship between media and democracy, focusing on how media can both support and undermine democratic processes.

Q7. Investigate the challenges and opportunities presented by social media for traditional journalism and news reporting.

Q8. Discuss the importance of media literacy in empowering individuals to critically engage with media content in the digital age.

Q9. Analyze the barriers faced by media migrants in accessing opportunities and resources in the global media industry.

Q10. Examine how UN resolutions address issues of representation and diversity in media, particularly for marginalized communities.

Q11. Discuss the implications of the digital divide on access to information and media consumption in different socio-economic contexts.

Q12. Evaluate the impact of globalization on local media cultures and the preservation of cultural diversity in media content.

Q13. Analyze the role of citizen journalism in enhancing public discourse and accountability in the media landscape.

Q14. Discuss the ethical challenges faced by journalists in reporting sensitive issues and the importance of maintaining integrity in media.

Q15. Examine the role of algorithms in shaping media consumption patterns and their effects on public opinion and discourse.

BA (Mass Communication)
Semester – IVth
World Media Scenario
Unit – V

Short Questions

Q1. What is the main objective of a global campaign?

Q2. What methods are commonly used in global consumer research?

Q3. How does the global media environment differ from local media?

Q4. What are some examples of global electronic media?

Q5. What distinguishes global print media from local print media?

Q6. What defines global new media?

Q7. What ethical considerations are important in a global media context?

Q8. What legal issues must global media organizations consider?

Q9. How has technology influenced ethical perspectives in media?

Q10. What challenges do global campaigns face regarding cultural differences?

Q11. What benefits does global consumer research provide to businesses?

Q12. How has digital technology affected global print media?

Q13. What ethical principles should journalists uphold in a global media environment?

Q14. What role does technology play in the evolution of global media?

Q15. What are some potential ethical dilemmas arising from technological advancements in media?

BA (Mass Communication)
Semester – IVth
World Media Scenario
Unit – V

Long Questions

Q1. Discuss the significance of global campaigns in marketing and how they can effectively reach diverse audiences.

Q2. Analyze the various methods used in global consumer research and their effectiveness in understanding consumer behavior across different cultures.

Q3. Examine the characteristics of the global media environment and how it impacts the dissemination of information worldwide.

Q4. Evaluate the role of global electronic media in shaping public opinion and its influence on international relations.

Q5. Critically assess the differences between global print media and local print media, focusing on content, distribution, and audience engagement.

Q6. Explore the concept of global new media and its implications for communication, culture, and information sharing in the digital age.

Q7. Discuss the ethical considerations that media organizations must navigate in a global context, including issues of representation and bias.

Q8. Examine the legal challenges faced by global media companies, particularly in relation to copyright, censorship, and regulatory compliance.

Q9. Analyze the impact of technology on ethical perspectives in journalism, including the challenges posed by misinformation and digital manipulation.

Q10. Discuss the challenges that global campaigns encounter when addressing cultural differences and how they can adapt their strategies accordingly.

Q11. Evaluate the advantages of conducting global consumer research for businesses and how it can inform marketing strategies.

Q12. Examine the impact of digital technology on the evolution of global print media and the challenges it faces in the current landscape.

Q13. Discuss the ethical responsibilities of journalists in a global media environment and the importance of maintaining integrity and accountability.

Q14. Analyze the role of technology in transforming global media practices and its effects on audience engagement and content delivery.

Q15. Explore the potential ethical dilemmas that arise from technological advancements in media, including privacy concerns and the spread of fake news.

BA (Mass Communication)
Semester – 4th
World Media Scenario
Unit - I
MCQs

1. **What is the primary focus of the term "World Media Scenario"?**
   A. Local broadcasting practices
   B. Global trends, ownership, and influence in media systems
   C. Community radio programming
   D. Public service announcements
   Answer: B. Global trends, ownership, and influence in media systems
2. **Which of the following best describes media imperialism?**
   A. Equal media exchange between countries
   B. Dominance of powerful countries in global media content and flow
   C. Local control over media networks
   D. Internet freedom for all countries
   Answer: B. Dominance of powerful countries in global media content and flow
3. **What major geopolitical event led to the beginning of the Cold War era in global politics and media?**
   A. End of World War I
   B. Fall of the Berlin Wall
   C. End of World War II
   D. Vietnam War
   Answer: C. End of World War II
4. **During the Cold War, how was media primarily used by the US and USSR?**
   A. For entertainment purposes
   B. As a tool for tourism promotion
   C. As propaganda to promote ideology
   D. For weather forecasting
   Answer: C. As propaganda to promote ideology
5. **Which of the following media outlets was a major instrument of US soft power during the Cold War?**
   A. BBC
   B. RT
   C. Voice of America
   D. Xinhua
   Answer: C. Voice of America
6. **The term "Third World" originally referred to countries that were:**
   A. Militarily powerful nations
   B. Colonizers of the Global South
   C. Not aligned with NATO or the Communist Bloc
   D. Rich in media infrastructure
   Answer: C. Not aligned with NATO or the Communist Bloc

7. **Which region is commonly considered part of the Third World in media studies?**
   A. Western Europe
   B. North America
   C. Sub-Saharan Africa
   D. Eastern Europe
   Answer: C. Sub-Saharan Africa
8. **Which issue did Third World countries highlight regarding global communication in the 1970s?**
   A. Excessive digitalization
   B. Western domination and biased news flow
   C. Lack of sports content
   D. Poor movie distribution
   Answer: B. Western domination and biased news flow
9. **What was one key media demand of the Non-Aligned Movement?**
   A. To ban private media ownership
   B. Creation of a New World Information and Communication Order (NWICO)
   C. Complete media deregulation
   D. Monopolization of international news
   Answer: B. Creation of a New World Information and Communication Order (NWICO)
10. **Which term is often used to describe the inequality in international information flow?**
    A. Digital divide
    B. Information gap
    C. Communication imbalance
    D. News flow imbalance
    Answer: D. News flow imbalance
11. **Which international report highlighted concerns about media monopolization and suggested reforms in the 1980s?**
    A. McBride Report
    B. Bretton Woods Report
    C. Helsinki Accords
    D. Geneva Declaration
    Answer: A. McBride Report
12. **Which of the following is considered a major reason for Western dominance in global news?**
    A. High cost of news gathering
    B. Greater population
    C. More natural disasters
    D. Cultural similarity
    Answer: A. High cost of news gathering
13. **Why did developing countries criticize the role of global news agencies?**
    A. Lack of advertisement opportunities
    B. Focus on positive news only
    C. Biased portrayal of the Global South
    D. Frequent mention of local traditions
    Answer: C. Biased portrayal of the Global South

14. **Which organization attempted to address global communication inequalities by proposing NWICO?**
A. IMF
B. UNESCO
C. WTO
D. WHO
Answer: B. UNESCO

15. **Which concept supports the democratization of global media and fair representation of all cultures?**
A. Media conglomeration
B. Free market journalism
C. Communication rights
D. Clickbait journalism
Answer: C. Communication rights

BA (Mass Communication)
Semester – 4th
World Media Scenario
Unit - II
MCQs

1. **What does the term "integration of information and armament" imply?**
   A. Using media to report on sports events
   B. The fusion of communication technologies with military operations
   C. Replacing military with journalists
   D. Military training of news reporters
   Answer: B. The fusion of communication technologies with military operations
2. **Which conflict is widely considered the first "televised war"?**
   A. World War II
   B. Vietnam War
   C. Korean War
   D. Gulf War
   Answer: B. Vietnam War
3. **How was media used during the Gulf War (1990-91)?**
   A. Only for entertainment
   B. As a tool for independent journalism
   C. As part of military strategy and controlled narratives
   D. To broadcast weather reports
   Answer: C. As part of military strategy and controlled narratives
4. **Which term describes the military's strategy to control and manage media content during war?**
   A. Media freedom
   B. News globalization
   C. Information embargo
   D. Media embedding
   Answer: D. Media embedding
5. **Which of the following is an example of using information as a weapon?**
   A. Entertainment programming
   B. Psychological warfare and propaganda
   C. Weather forecasting
   D. Radio talk shows
   Answer: B. Psychological warfare and propaganda
6. **Why did superpowers invest heavily in international media during the Cold War?**
   A. To promote tourism
   B. To spread ideology and influence public opinion
   C. To support wildlife conservation

D. To advertise products

Answer: B. To spread ideology and influence public opinion

7. **What was the main purpose of Radio Free Europe during the Cold War?**
   A. Broadcasting music
   B. Promoting Soviet ideology
   C. Spreading Western democratic values to Eastern Bloc countries
   D. Selling electronics
   Answer: C. Spreading Western democratic values to Eastern Bloc countries
8. **Why did developing countries demand a New World Information and Communication Order (NWICO)?**
   A. To ban international news
   B. To balance the global flow of information
   C. To promote censorship
   D. To avoid digitalization
   Answer: B. To balance the global flow of information
9. **What was one major criticism developing countries had of Western media?**
   A. Too much sports coverage
   B. Ignoring technological advancements
   C. Biased portrayal and lack of representation
   D. Excessive coverage of local issues
   Answer: C. Biased portrayal and lack of representation
10. **Which term describes the imbalance in international media representation?**
    A. Information equality
    B. Communication equity
    C. Global info-fusion
    D. News flow imbalance
    Answer: D. News flow imbalance
11. **What is bilateral information cooperation?**
    A. Cooperation between NGOs and media
    B. Partnership between two countries to share media resources
    C. A global media summit
    D. One country dominating another's media
    Answer: B. Partnership between two countries to share media resources
12. **Which approach promotes collaboration between multiple countries in building independent media infrastructures?**
    A. Military-industrial complex
    B. Multilateral information cooperation
    C. Corporate media syndicates
    D. Information privatization
    Answer: B. Multilateral information cooperation

BA (Mass Communication)
Semester – 4th
World Media Scenario
Unit - III
MCQs

1. **What was the main aim of the Non-Aligned News Pool (NANAP)?**
   A. To support Western media agencies
   B. To share cultural content only
   C. To promote balanced news flow among developing countries
   D. To regulate internet content globally
   Answer: C. To promote balanced news flow among developing countries
2. **Which organization initiated the idea of the Non-Aligned News Agencies Pool?**
   A. NATO
   B. United Nations
   C. Non-Aligned Movement (NAM)
   D. G7
   Answer: C. Non-Aligned Movement (NAM)
3. **Which country played a leading role in organizing the Non-Aligned News Pool?**
   A. India
   B. Brazil
   C. Egypt
   D. Yugoslavia
   Answer: D. Yugoslavia
4. **What was a key goal of NANAP regarding global news flow?**
   A. To replace Western agencies
   B. To present developing countries in a fair and realistic manner
   C. To reduce news content
   D. To promote corporate advertising
   Answer: B. To present developing countries in a fair and realistic manner
5. **What was a major complaint of developing countries about global news coverage?**
   A. Too many lifestyle stories
   B. Lack of environmental news
   C. Biased and negative portrayal by Western media
   D. Too much coverage of their leaders
   Answer: C. Biased and negative portrayal by Western media
6. **Why do many developing nations struggle to produce global news content?**
   A. Strict international laws
   B. Lack of language skills
   C. Limited financial and technological resources

D. No audience for their stories

Answer: C. Limited financial and technological resources

7. **How do powerful nations often maintain influence over global narratives?**
   A. Through tourism ads
   B. By owning major global news outlets
   C. By banning local journalists
   D. By blocking websites
   Answer: B. By owning major global news outlets
8. **What is a cultural barrier in news flow?**
   A. Conflicts in data privacy laws
   B. Differences in how stories are interpreted or prioritized
   C. Lack of internet
   D. Shortage of camera equipment
   Answer: B. Differences in how stories are interpreted or prioritized
9. **Why is media concentration a problem in global news flow?**
   A. It improves the quality of reporting
   B. It limits diversity of viewpoints
   C. It increases public trust
   D. It helps small news agencies grow
   Answer: B. It limits diversity of viewpoints
10. **What is one key issue in international visual coverage ethics?**
    A. File formats used for images
    B. Use of AI in creating fake images
    C. Sharing too many cartoons
    D. Promoting film awards
    Answer: B. Use of AI in creating fake images
11. **What is typically required for broadcasting violent or graphic images internationally?**
    A. Translation in three languages
    B. Age ratings and editorial discretion
    C. Free distribution licenses
    D. Approval by the military
12. **What does "self-regulation" in media refer to?**
    A. Media companies policing their own content standards
    B. Government control of private media
    C. Audience voting on news stories
    D. Censorship by NGOs
    Answer: A. Media companies policing their own content standards

B A (MASS COMMUNICATION) – 4th SEMESTER

World Media Scenario

Assignment- I

1. Explain emergence of third world countries and its features.

2. Define colonization of communication, 10% population dominating 90% of global news agencies.

B A (MASS COMMUNICATION) – 4th SEMESTER

World Media Scenario

Assignment- II

1. Explain the use of media by power blocks and super power.

2. Define Bilateral, multi-lateral and regional information corporation.

BA (Mass Communication)

Semester – 4th

World Media Scenario

Assignment 3

1– Explain struggle for news between developing & developed countries.

2– What are the different Barriers to the flow of news?

3– What do you understand by Non– aligned news pool?

4– Define

- Developing countries
- Developed countries.
- Underdeveloped countries.

Explain its difference & give examples?

BIU COLLEGE OF HUMANITIES & JOURNALISM

SEMESTER 4th

WORLD MEDIA SCENARIO

ASSIGNMENT-4TH

1-Explain Gandhian Approach?

2- Define new information Age and its features?

3- How media migrants dominate global media?

4- Define Reality of global media with Example?

BA (MASS COMMUNICATION)

SEMESTER- 4th

World Media Scenario

Assignment- 5

1- Define:-

(i) Global campaign
(ii) Global consumer research

2- What are the different ethical & legal consideration once in global media environment?

3- Define global media environment.

(i) Global electronic media
(ii) Global print media
(iii) Global New media

4-How technology has impacted the ethical perspectives of global media?

BA (Mass Communication)
Semester:IV
Internal Examination:1st
World Media Scenario

Duration: 2 hours **Max Marks: 50**

Note: All questions are compulsory

Q1. Very Short Answer Type Questions **5 Questions x2 Marks Each =10**

a. What is World Media Scenario?
b. Define Under-developed Countries, Developed Countries and Developing Countries.
c. What do you understand by Third World Countries?
d. What was cold war?
e. Define the use of media by power blocks and super powers.
f. How global media was dominated by 10% population?

Q.2. Short Answer Type Questions **5 Questions x3 Marks Each =15**

a. Define Integration between information and armaments.
b. Explain the emergence of third world countries.
c. What are the close encounters between Media and Military?
d. What do you understand by the Non-aligned block and its relevance?
e. Explain the meaning and concept of World media scenario.
f. Define Bilateral and Multi-lateral Information Corporation.

Q.3. LongAnswer Type Questions **3 Questions x8.33 Marks each =25**

a. Explain the demand for a New Information Order by Developing Countries.
b. How Media is used by power blocks and super powers?
c. Explain Bilateral, Multi-lateral and Regional Information Corporation.
d. How communication is colonized by 10% population over 90% global news agencies.

BA (Mass Communication)
Semester:IV
Internal Examination: 2nd
World Media Scenario

Duration: 2 hours **Max Marks:** 50
Note: All questions are compulsory

Q1. Very Short Answer Type Questions **5 Questions x2 Marks Each =10**

a. What is Global Campaign?
b. What do you understand by the term, "Reality of Global Media".
c. Explain Non-Aligned News Pool.
d. Define the New Information Age.
e. Explain Global Electronic Media.
f. Explain different International Practices on Visual Coverage.

Q.2.Short Answer Type Questions **5 Questions x3 Marks Each =15**

a. What are the different Barriers to the flow of News, **Give examples**?
b. Explain Global Consumer Research.
c. What is the Impact of technology on the Ethical perspective of Global News?
d. Define various UN Resolutions on Media Related Issues.
e. How Media Migrants dominate Global Media.
f. Briefly explain the Ethical and Legal considerations in Global Media Environment.

Q.3.LongAnswer Type Questions **3 Questions x8.33 Marks each =25**

a. Expand the term Global Media Environment, how Global Electronic Media, Global Print Media and Global New Media affected the Global Media Environment, explain it **withexample.**
b. Explain –

- The Gandhian Approach
- The New Information Age

c. Define the struggle for news between Developing and Developed Countries.
d. Explain different International Practices on Visual Coverage and Regulations in Media Exchange, **with example.**

MAPPING OF COs, POs and PSOs

Programme Name- B A (Mass Communication)

Course Name- World Media Scenario

Semester – 4th

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	2	3	2	-	2	2	3	2
CO2	1	3	1	2	2	1	2	2	3	2
CO3	2	2	2	2	2	2	3	3	2	2
CO4	2	2	1	1	1	2	1	2	2	3
Avg.	1.5	2.25	1.5	2	1.75	1.25	2	2.25	2.5	2.25

BIU COLLEGEE OF HUMANITIES & JOURNALISM

BIU, Bareilly

Students details

Programme - BA(MC) Semester - IV

S.No.	Students Name	Slow /Advanced Learner
1	Saloni Gupta.	Advance Learner
2	Tanya Singh	Slow Learner
3	Yanka Gangwar	Advance Learner
4		
5		
6		
7		
8		
9		
10		

Note: On The Basis Of Internal Marks

Slow Learner- Below 50%

Advanced Learner- Above 50%

BIU COLLEGE OF HUMANITIES & JOURNALISM

First Internal Exam Marks
(April 7-12, 2025)

Program: BA (Mass Comm.)-IV

Max Marks: 50

S. No.	Students Name	Subjects					
		WMS	MIM	MEL	FF	DP	ES
1.	Saloni Gupta	20	36	29	32	34	23
2.	Tanya Singh	24	17	27	27	34	10
3.	Yanka Gangwar	30	20	26	24	20	02

RS SW 24/4/25 — RS 24/4/25 — SJ 24-4-25

Action Taken Report for Slow Learner

Batch – 2025-27 Examination – I Internal

Program Name – BA (Mass Communication) Semester – IV Subject- World Media Scenario

Sr. No.	Date	Student's Name	Interaction Record	Action Taken	Student Signature	Faculty Signature
1	26/4/25	Tanya Singh	One to One counselling to understand the issue/ problem	self-examination of Student	Tanya	
2	3/5/25	Tanya Singh	Revision of Unit ①	Assignment Given	Tanya	
3	10/5/25	Tanya Singh	Doubt-clearing session	Evaluation of Assignment	Tanya	
4	17/5/25	Tanya Singh	Revision of Unit ②	Assignment Given		
5	24/5/25	Tanya Singh	Doubt-clearing session	Evaluation of Assignment		
6						

BIU COLLEGE OF HUMANITIES & JOURNALISM

Bareilly International University

TIME TABLE : CLASS

[SESSION: 2023-24 (Even Semester)]

Course Coordinator: Ms. Monika

L:	23	T:	05	P:	02	Total Load	30

Course: BA (Mass Communication) **Year: II** **Semester: IV** **Room No.: 608**

Day/Period	I 09:00-10:00	II 10:00-11:00	III 11:00-12:00	IV 12:00-01:00	01:00-02:00	V 02:00-03:00	VI 03:00-04:00	VII 04:00-05:00
Monday	Studio	18016 (L)	18019 (T)	18017 (L)	**RECESS**	18018 (L)	Library	18020 (L)
Tuesday	Library	18016 (L)	18019 (L)	18017 (L)		18018 (T)	18021 (L)	18020 (L)
Wednesday	Studio	18016 (T)	18019 (L)	18017 (L)		18018 (L)	18021 (L)	18020 (T)
Thursday	Library	18016 (L)	18019 (L)	18017 (L)		18018 (L)	Studio	18020 (L)
Friday	Computer Lab	18016 (L)	18019 (L)	18017 (T)		18018 (L)	18021 (L)	18020 (L)
Saturday	**Studio Lab (11:00-01:00)**					Residency in Media House - IV		

Theory/Tutorial

1	18016	World Media Scenario	Mr Shivanshu Agnihotri
2	18017	Media Industry and Management	Mr Shivanshu Agnihotri
3	18018	Media Ethics and Laws	Dr Sunil Kumar Singh
4	18019	Fundamentals of Film	Dr Abnish Singh
5	18020	Documentary Production	Mr Ankit Yadav
6	18021	Environmental Sciences	Mr Atul Babu

Practical

1	Residency in Media House - IV	Ms. Monika (Internal) Mr. Chintan Rajput (External Member from Amrit Vichar)

(Signature of Time Table Committee with Date)

21/2/2024

(Signature of the Principal/Dean)

Bareilly International University

TIME TABLE : CLASS

[SESSION: 2023-24 (Odd Semester)]

Course Coordinator: Ms. Monika

L:	20	T:	05	P:	05	Total Load	30

Course: BA (Mass Communication) **Year: II** **Semester: III** Room No.: 006.5

Day/Period	I 11:00-12:00	II 12:00-01:00	01:00-02:00	III 02:00-03:00	IV 03:00-04:00	V 04:00-05:00
Monday	18013 (L)	18012 (L)	RECESS	18011 (L)	18015 (L)	18014 (T)
Tuesday	18013 (L)	18012 (L)		18011 (T)	18015 (L)	18014 (L)
Wednesday	18013 (L)	18012 (T)		18011 (L)	18015 (L)	18014 (L)
Thursday	18013 (T)	18012 (L)		18011 (L)	18015 (L)	18014 (L)
Friday	18013 (L)	18012 (L)		18011 (L)	18015 (T)	18014 (L)
Saturday	Residency in Media House - I			Residency in Media House - I		

Theory/Tutorial

1	18011	Media, Society and Culture	Dr. Abnish Singh
2	18012	Introduction to Electronic Media	Ms. Shivani Saxena
3	18013	New Media and Cyber Journalism	Dr. Sunil Kr Singh
4	18014	Introduction to Audio-Visual Media	Dr. Sunil Kr Singh
5	18015	Radio Programme Production	Mr. Ankit Yadav

Practical

1	Residency in Media House - I	Ms. Monika (Internal) Mr. Chintan Rajput (External Member from Amrit Vichar)

(Signature of Time Table Committee with Date)

10/8/23

(Signature of the Principal/Dean)

BIU COLLEGE OF HUMANITIES & JOURNALISM

Bareilly International University

TIME TABLE : CLASS

[SESSION: 2024-25 (Even Semester)]

L:	18	T:	05	P:	00	Total Load	23

Course Coordinator: Ms Poorvi Saxena

Course: BA (Mass Communication) **Year: I** **Semester: II** **Room No.: 607**

Day/Period	I 10:00-11:00	II 11:00-12:00	III 12:00-01:00	01:00-02:00	IV 02:00-03:00	V 03:00-04:00	V 04:00-05:00
Monday	1801203 (L)	Studio	1801201 (L)	RECESS	1801204 (T)	1801205 (L)	1801202 (L)
Tuesday	1801203 (L)	Sports	1801201 (L)		1801204 (L)	1801205 (T)	1801202 (L)
Wednesday	1801203 (T)	Studio	1801201 (L)		1801204 (L)	Library	1801202 (L)
Thursday	1801203 (L)	Studio	1801201 (T)		Sports	1801205 (L)	1801202 (L)
Friday	1801203 (L)	Library	1801201 (L)		1801204 (L)	1801205 (L)	1801202 (T)
Saturday	Presentation		Documentary/Film /Guest Lecturer		Residency in Media House - II		

Theory/Tutorial				Practical	
1	1801201	Reporting Techniques and Skills	Mr Shivanshu Agnihotri	Residency in Media House-II	Ms. Poorvi Saxena (Internal) Mr. Chandan Yadav (External Member from Amrit Vichar)
2	1801202	Editing, Layout and Design	Mr Ankit Yadav		
3	1801203	Indian Constitution, Politics and Economy	Dr Sunil Kumar Singh		
4	1801204	Computer for Mass Communication	Mr Shivom Shankhdhar		
5	1801205	Human Values and Professional Ethics	Dr Abnish Singh		

(Signature of Time Table Committee with Date)

(Signature of the Principal/Dean)

COLLEGE OF HUMANITIES & JOURNALISM
Bareilly International University

TIME TABLE : CLASS
[SESSION: 2024-25 (Even Semester)]

Course Coordinator: Ms Poorvi Saxena

L:	21	T:	05	P:	00	Total Load	26

Course: BA (Mass Communication) **Year: II** **Semester: IV** **Room No.: 617**

Day/Period	II 10:00-11:00	II 11:00-12:00	III 12:00-01:00	01:00-02:00	IV 02:00-03:00	V 03:00-04:00	VI 04:00-05:00
Monday	18016 (T)	18020 (L)	18018 (L)	RECESS	18021 (L)	Studio	Library
Tuesday	18016 (L)	18020 (T)	18018 (L)		Computer Lab	18019 (L)	18017 (L)
Wednesday	18016 (L)	18020 (L)	Library		18021 (L)	18019 (L)	18017 (T)
Thursday	Studio	18020 (L)	18018 (L)		18021 (T)	18019 (L)	18017 (L)
Friday	18016 (L)	18020 (L)	18018 (T)		18021 (L)	18019 (L)	18017 (L)
Saturday	Presentation		Documentary/Film /Guest Lecturer		Residency in Media House - IV		

Theory/Tutorial

1	18016	World Media Scenario	Ms Poorvi Saxena
2	18017	Media Industry and Management	Mr Shivom Shankhdhar
3	18018	Media Ethics and Laws	Dr Sunil Kumar Singh
4	18019	Fundamentals of Film	Ms Poorvi Saxena
5	18020	Documentary Production	Mr Shivanshu Agnihotri
6	18021	Environmental Science	Mr Atul Babu

Practical

Residency in Media House-IV	Ms. Poorvi Saxena (Internal)
	Mr. Chandan Yadav (External Member from Amrit Vichar)

(Signature of Time Table Committee with Date)

(Signature of the Principal/Dean)

COLLEGE OF HUMANITIES & JOURNALISM
Bareilly International University

TIME TABLE : CLASS
[SESSION: 2024-25 (Even Semester)]

Course Coordinator: Ms Poorvi Saxena

L:	19	T:	04	P:	00	Total Load	23

Course: BA (Mass Communication) **Year: III** **Semester: VI** Room No.: 618

Day/Period	I 10:00-11:00	II 11:00-12:00	III 12:00-01:00	01:00-02:00	IV 02:00-03:00	V 03:00-04:00	VI 04:00-05:00
Monday	18028 (L)	Library	18027 (L)	RECESS	18031 (T)	18029 (L)	Library
Tuesday	18028 (T)	Studio	18027 (L)		18031 (L)	18029 (L)	18030 (L)
Wednesday	18028 (L)	Sports	18027 (L)		18031 (L)	18029 (T)	18030 (L)
Thursday	18028 (L)	Library	Studio		18031 (L)	18029 (L)	18030 (L)
Friday	18028 (L)	Studio	18027 (L)		18031 (L)	18029 (L)	18030 (T)
Saturday	Presentation		Documentary/Film /Guest Lecturer		Residency in Media House - VI		

Theory/Tutorial

1	18027	Communication Research	Ms Poorvi Saxena
2	18028	Photo Journalism	Mr Shivanshu Agnihotri
3	18029	Non-linear Video Editing	Mr Ankit Yadav
4	18030	Event Management	Ms Shivani
5	18031	National Security and Media	Dr Sunil Kumar Singh

Practical

1	Residency in Media House - VI	Ms. Poorvi Saxena (Internal) Mr. Chintan Rajput (External Member from Amrit Vichar)

(Signature of Time Table Committee with Date)

(Signature of the Principal/Dean)

BIU COLLEGE OF HUMANITIES & JOURNALISM

Bareilly International University

TIME TABLE : CLASS

[SESSION: 2024-25 (Odd Semester)]

L:	15	T:	05	P:	00	Total Load	20

Course Coordinator: Ms. Monika

Course: BA (Mass Communication) **Year: I** **Semester: I** **Room No.: 607**

Day/Period	I 10:00-11:00	II 11:00-12:00	III 12:00-01:00	01:00-02:00	IV 02:00-03:00	V 03:00-04:00
Monday	Studio	18002 (L)	18003 (T)	RECESS	18004 (L)	18005 (L)
Tuesday	18001 (L)	18002 (L)	Library		18004 (L)	18005 (T)
Wednesday	18001 (T)	18002 (L)	18003 (L)		Library	18005 (L)
Thursday	18001 (L)	Studio	18003 (L)		18004 (T)	18005 (L)
Friday	18001 (L)	18002 (T)	18003 (L)		18004 (L)	Sports
Saturday	Presentation		Documentary/Film /Guest Lecturer		Residency in Media House - I	

Theory/Tutorial				Practical	
1	18001	Communication and Mass Media	Mr Shivanshu Agnihotri	Residency in Media House-III	Ms. Monika (Internal) Mr. Chandan Yadav (External Member from Amrit Vichar)
2	18002	Mass Communication: Concepts and Processes	Dr Sunil Kumar Singh		
3	18003	Introduction to Print Media	Ms Poorvi Saxena		
4	18004	Communicative English	Dr Abnish Singh		
5	18005	Communicative Hindi	Ms. Monika		

(Signature of Time Table Committee with Date)

12/8/24

(Signature of the Principal/Dean)

BIU COLLEGE OF HUMANITIES & JOURNALISM

Bareilly International University

TIME TABLE : CLASS

[SESSION: 2024-25 (Odd Semester)]

Course Coordinator: Ms. Monika

L:	19	T:	05	P:	00	Total Load	24

Course: BA (Mass Communication) **Year: II** **Semester: III** Room No.: 617

Day/Period	II 10:00-11:00	II 11:00-12:00	III 12:00-01:00	01:00-02:00	IV 02:00-03:00	V 03:00-04:00	VI 04:00-05:00
Monday	Studio	18011 (T)	18014 (L)	RECESS	18013 (L)	18012 (L)	18015 (L)
Tuesday	Library	18011 (L)	18014 (T)		18013 (L)	18012 (L)	18015 (L)
Wednesday	Studio	18011 (L)	18014 (L)		18013 (T)	18012 (L)	18015 (L)
Thursday	Library	18011 (L)	18014 (L)		18013 (L)	18012 (T)	18015 (L)
Friday	Sports	18011 (L)	18014 (L)		18013 (L)	Studio	18015 (T)
Saturday	Presentation		Documentary/Film /Guest Lecturer		Residency in Media House - III		

Theory/Tutorial

1	18011	Media, Society and Culture	Ms Poorvi Saxena
2	18012	Introduction to Electronic Media	Mr Shivom Shankhdhar
3	18013	New Media and Cyber Journalism	Ms Poorvi Saxena
4	18014	Introduction to Audio-Visual Media	Mr Shivanshu Agnihotri
5	18015	Radio Programme Production	Mr Ankit Yadav

Practical

Residency in Media House-III	Ms. Monika (Internal)
	Mr. Chandan Yadav (External Member from Amrit Vichar)

(Signature of Time Table Committee with Date)

10/24

(Signature of the Principal/Dean)

BIU COLLEGE OF HUMANITIES & JOURNALISM
Bareilly International University

TIME TABLE : CLASS
[SESSION: 2024-25 (Odd Semester)]

Course Coordinator: Ms. Monika

L:	20	T:	05	P:	00	Total Load	25

Course: BA (Mass Communication) **Year: III** **Semester: V** **Room No.: 618**

Day/Period	I 10:00-11:00	II 11:00-12:00	III 12:00-01:00	01:00-02:00	IV 02:00-03:00	V 03:00-04:00	V 04:00-05:00
Monday	18023 (L)	18026 (L)	Studio	RECESS	18022 (L)	18025 (T)	18024 (L)
Tuesday	18023 (L)	18026 (L)	Library		18022 (L)	18025 (L)	18024 (T)
Wednesday	18023 (L)	18026 (T)	Studio		18022 (L)	18025 (L)	18024 (L)
Thursday	18023 (L)	18026 (L)	Library		18022 (T)	18025 (L)	18024 (L)
Friday	18023 (T)	18026 (L)	Sports		18022 (L)	18025 (L)	18024 (L)
Saturday	Presentation		Documentary/Film/ Guest Lecturer		Residency in Media House - V		

Theory/Tutorial

1	18022	Corporate Communication	Dr Sunil Kumar Singh
2	18023	Development Communication	Ms Poorvi Saxena
3	18024	Advertising	Ms Poorvi Saxena
4	18025	Public Relation	Mr Ankit Yadav
5	18026	Television Programme Production	Mr Shivanshu Agnihotri

Practical

1	Residency in Media House - V	Ms. Monika (Internal) Mr. Chintan Rajput (External Member from Amrit Vichar)

(Signature of Time Table Committee with Date)

12/8/24

(Signature of the Principal/Dean)

BIG COLLEGE OF HUMANITIES & JOURNALISM
Bareilly International University

TIME TABLE : CLASS
[SESSION: 2024-25 (Odd Semester)]

Course Coordinator: Ms. Monika

L:	20	T:	05	P:	00	Total Load	25

Course: BA (Mass Communication) **Year: III** **Semester: V** **Room No.: 618**

Day/Period	I 10:00-11:00	II 11:00-12:00	III 12:00-01:00	01:00-02:00	IV 02:00-03:00	V 03:00-04:00	V 04:00-05:00
Monday	18023 (L)	18026 (L)	Studio	**RECESS**	18022 (L)	18025 (T)	18024 (L)
Tuesday	18023 (L)	18026 (L)	Library		18022 (L)	18025 (L)	18024 (T)
Wednesday	18023 (L)	18026 (T)	Studio		18022 (L)	18025 (L)	18024 (L)
Thursday	18023 (L)	18026 (L)	Library		18022 (T)	18025 (L)	18024 (L)
Friday	18023 (T)	18026 (L)	Sports		18022 (L)	18025 (L)	18024 (L)
Saturday	**Presentation**		Documentary/Film/ Guest Lecturer		Residency in Media House - V		

Theory/Tutorial

1	18022	Corporate Communication	Dr Sunil Kumar Singh
2	18023	Development Communication	Ms Poorvi Saxena
3	18024	Advertising	Ms Poorvi Saxena
4	18025	Public Relation	Mr Ankit Yadav
5	18026	Television Programme Production	Mr Shivanshu Agnihotri

Practical

1	Residency in Media House - V	Ms. Monika (Internal) Mr. Chintan Rajput (External Member from Amrit Vichar)

(Signature of Time Table Committee with Date)

12/8/24

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CRITERION 1- CURRICULAR ASPECTS

1.3.4 Students undertake field visits / research projects / Industry internship / visits/Community postings as part of curriculum enrichment





BIU COLLEGE OF HUMANITIES & JOURNALISM

(Bareilly International University)

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Field Visits, Research Projects, and Industry Internships: Enriching Curriculum for Humanities and Journalism Students

As part of the curriculum enrichment process, students from the Humanities and Journalism departments actively engage in field visits, research projects, industry internships, and community postings. These hands-on experiences are integral to bridging the gap between academic learning and real-world application, thereby equipping students with practical skills and a deeper understanding of their respective fields.

Research Projects and Internships

Research projects and internships are central to the academic experience for students in the Humanities and Journalism disciplines. These activities foster critical thinking, analytical skills, and a deep engagement with real-world issues. Humanities students embark on research projects focusing on cultural studies, history, literature, and social theories, while journalism students participate in internships at media houses, news agencies, or NGOs. Here, they gain hands-on experience in reporting, content creation, media management, and investigative research. The combination of theory and practice through internships equips students with the necessary skills to excel in their respective fields.

This write-up highlights the interdisciplinary nature of the activities and their relevance to both **Humanities** and **Journalism** students, emphasizing real-world applications and community involvement.

Internship Report

Duration: 10 February – 10 March

Organization: Sadhna Prime News

Department: Output Department

I am Barshani Gupta. I completed a one-month internship in the media industry from 10 February to 10 March at Sadhna Prime News in the Output Department. During this internship, I worked under the guidance of Output Editor Head Mr. Ajitesh Mishra. Throughout this period, I learned various aspects of news production, newsroom functioning, and developed several practical skills useful for the media field.

In the first and second weeks, I focused mainly on observing the day-to-day activities of the Output Department. I closely watched how news content is gathered, edited, and prepared for broadcast. During this time, I also learned Hindi typing, which is an important part of preparing news scripts and headlines in the newsroom. I practiced typing in Hindi and understood how important speed and accuracy are when working with real-time news content. This observation and practice gave me a good understanding of the newsroom workflow and the importance of coordination among team members.

In the third week, I was trained in bulletin creation. I learned how a news bulletin is prepared, including selecting the right stories, arranging the flow of news, writing scripts, and coordinating visuals and voiceovers. I also gained insight into how the timing of segments is managed and how anchor scripts are written and reviewed before the broadcast. This training helped me understand how detailed and carefully planned a news bulletin must be for smooth telecast.

In the fourth week, I was assigned to work on creating top bands. Top bands are the moving headlines or short information strips that appear on the TV screen. I learned how to write short and impactful text that delivers key messages quickly. I also understood how to use newsroom software tools to create and manage these bands effectively during live shows.

In the final days of the internship, I participated in visual-related work and assisted with other tasks in the Output Department. I helped in editing video content, organizing visuals, and supporting the team during busy news hours. This gave me exposure to real-time pressure and how news professionals manage their responsibilities when deadlines are tight. I also became familiar with the technical and editorial tools used in newsrooms, which added to my practical learning.

Conclusion:

This one-month internship at Sadhna Prime News was a very valuable and enriching experience for me. It gave me hands-on exposure to how a professional news channel operates and helped me build essential skills in news writing, editing, and visual presentation. I am thankful to Mr. Ajitesh Mishra for his constant support and guidance. This experience has increased my confidence and confirmed my interest in pursuing a career in the media industry.

Internship Report

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Department: Output Department

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Conclusion:

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Internship Report

Duration: 11 February – 11 March

Organization: News Word India

Department: Output Department

I am Vanshika Patel; I had the opportunity to complete a one-month internship in the media industry at News Word India in the Output Department. This internship commenced on 11th February and concluded on 11th March. During this period, I worked under the guidance of anchor and producer Mrs. Monika, where I was exposed to various aspects of television news production and newsroom functioning.

In the first and second weeks of the internship, my primary focus was on observing the workflow of the Output Department. I closely watched how news stories are selected, processed, and presented to viewers. During this period, I also learned Hindi typing, which is a crucial skill in the newsroom for preparing scripts and headlines. This phase helped me understand the structure and speed required in media work, especially during breaking news scenarios.

In the third week, I was introduced to the process of creating news packages. I learned how to compile footage, write news scripts, and align voiceovers with visuals. This phase gave me hands-on experience in news editing and packaging, where I understood how editorial judgment plays a vital role in deciding how stories are told.

Moving into the fourth week, I was assigned the task of creating top bands for the news channel. Top bands are a significant component of television news presentation, as they provide headlines and key information to viewers in a concise format. I understood how the correct placement of words and visuals in the top band impacts the viewer's attention and engagement.

As the internship progressed, I became involved in various other visual and editorial tasks. I assisted in gathering visuals for stories, editing them as required, and supporting the team in day-to-day news production activities. Working with the Output Department helped me develop a practical understanding of newsroom dynamics, time management, coordination between teams, and the technical tools used in content creation.

Throughout the internship, I learned not only technical skills but also the importance of communication, teamwork, and quick decision-making under pressure. Observing professionals in real-time situations allowed me to grasp how responsibilities are managed in a fast-paced news environment.

Conclusion:

This one-month internship at News Word India has been a valuable stepping stone in my journey toward career in the media industry. Under the mentorship of Mrs. Monika, I gained foundational skills in Hindi typing, news packaging, and visual editing, while also learning the importance of accuracy and speed in news delivery. The experience has enhanced my confidence and deepened my interest in news production, and I now feel more prepared to pursue future opportunities in the media field.

Internship Report

Name: Yusra Zaidi

Duration: 3rd February to 3rd March

Organization: Hindi Khabar News Channel

Department: Input Department

I am Yusra Zaidi, and I had the opportunity to complete a one-month internship at Hindi Khabar, a prominent Hindi news channel. This internship, which lasted from 3rd February to 3rd March, was an enriching experience that allowed me to learn about the fast-paced environment of the media industry, especially in the field of journalism and news production.

During my internship, I worked under the guidance of Mr. Saurabh Upadhyay, who played a vital role in mentoring me throughout my time at the organization. His constant support and feedback helped me better understand the workflow and operations of a news channel. Under his supervision, I was introduced to various aspects of news gathering, content preparation, and newsroom coordination.

One of the most valuable skills I learned during this internship was Hindi typing. This is an essential skill in the Hindi media industry, and I dedicated a good amount of time to mastering it. With continuous practice, I significantly improved my speed and accuracy, which later helped me in handling assignments more efficiently.

I also spent a considerable amount of time observing the daily functioning of the newsroom. This observational period was highly educational as I got to see how a news story is picked, researched, verified, and then presented to the public. I saw firsthand how different departments like Input, Output, Editing, and Technical teams coordinate to ensure timely and accurate delivery of news. I learned about the importance of deadlines, fact-checking, and ethical reporting.

Throughout the internship, I was exposed to real-time newsroom situations, which helped me gain practical experience and understand the importance of teamwork and communication in a news environment. I was encouraged to ask questions, take part in discussions, and assist wherever possible, which boosted my confidence and interest in the field.

Conclusion:

In conclusion, this one-month internship at Hindi Khabar was a highly productive and inspiring experience. It helped me develop both technical and soft skills that are essential for a career in media. I am thankful to Hindi Khabar and especially to Mr. Saurabh Upadhyay for giving me this opportunity. I look forward to using the knowledge and experience I have gained here in my future endeavors.