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SCHOOL OF MASS COMMUNICATION
KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY (KIIT)
DEEMED TO BE UNIVERSITY, BHUBANESWAR-24

MINUTES OF THE 3rd BOARD OF STUDIES MEETING HELD ON 18th MAY, 2019 AT 10.00 AM, IN LECURER HALL-1, SCHOOL OF MASS COMMUNICATION, KIIT UNIVERSITY

The following members were present:

External Members:

1. Prof. Sunil Kanta Behera, Professor of Eminence, Department of Mass Communication & Journalism, Tezpur University.
2. Prof. Mrinal Chatterjee, Regional Director, Indian Institute of Mass Communication, Dhenkanal. *Mrinal Chatterjee 18/5/19*
3. Prof. Benudhar Panda, Former Head, PG Department of JMC, Ravenshaw University *B Panda 18/5/19*
4. Sri Dilip Bisoi, Former Editor, The Financial Express, Bhubaneswar
5. Sri Soumyajit Patnaik, Chief Editor, Kalinga TV, Bhubaneswar

Internal members:

1. Prof. H. S. Khatua, CEO, SFMS, SFT & SMC and Chairman, BoS
2. Dr. B. B. Dash, Asst. Professor and Convener *B Dash*
3. Ms. R. Nanda, Faculty Associate, SMC *Ruby Nanda*
4. Mr. S. Sahoo, Faculty Associate, SMC

Prof. H. S. Khatua, CEO, SFMS, SFT & SMC and Chairman, Board of Studies chaired the meeting and welcomed all the members of the BoS. He introduced Prof. Sunil Kanta Behera, Professor of Eminence, Dept. of Mass Communication & Journalism, Tezpur University.

Hon'ble Vice Chancellor graced the occasion. He conveyed his gratitude to all the Board of Studies members and advised to update the syllabus as per the market need and include local phenomenon of communication.

Discussions were held as per the agenda and the following decisions were taken.

ITEM No: 03-BOS-01

The detailed revised syllabus and curriculum of Bachelor of Communication & Journalism (BCJ) course for the 2019-20 was discussed in the meeting. Minor modifications were incorporated and finally approved in the meeting which will be implemented for 2019 admitted batch onwards.

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Sudassar Sahoo
18/05/2019

Prof. H.S. Khatua advised to introduce softwares like Adobe Indesign and other editing softwares in the Computer Application for Journalism course of the First Semester.

The members of the Board of Studies suggested removing Introduction to Journalism course from first semester. Print Journalism course will be taught in the first semester instead of second semester. Similarly, Print Journalism Practice & Production course will be taught in second semester instead of third semester.

The members of the Board of Studies also suggested renaming the course "Advertising and Brand Communication" as "Advertising"

After due deliberations, the Board of Studies approved and recommended the syllabus to be placed for kind approval of the Chairman in the next Academic Council meeting.

ITEM No: 03-BOS-02

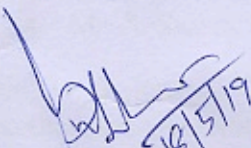
It was decided by the members of the Board of Studies to start Master of Communication & Journalism course from the Academic Session 2019-20. They also suggested including a few electives which will meet the need of the hour.

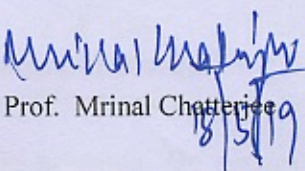
Prof. Behera suggested the board to change the name of the course 'Media Psychology' to 'Psychology of Communication'

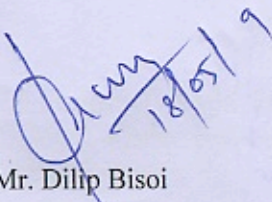
Prof. Khatua advised to modify the content of the Audiovisual Production paper and include some TV elements.

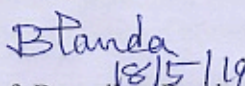
All the members of the board advised to adopt the open elective papers of other schools like SOT, SRM, SOM, SOL and SPH. The School of Mass Communication should also offer open electives for other schools.

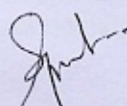
The meeting was ended with vote of thanks to the Chair.

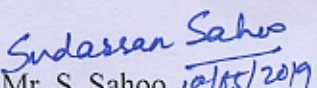

Prof. Sunil K. Behera

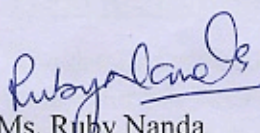

Prof. Mrinal Chatterjee

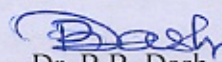

Mr. Dilip Bisoi

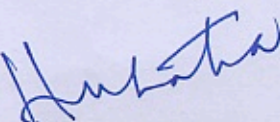

Prof. Benudhar Panda


Mr. S. Patnaik


Mr. S. Sahoo


Ms. Ruby Nanda


Dr. B.B. Dash


Prof. H.S. Khatua