

GOVERNMENT DEGREE FOR WOMEN, BEGUMPET, HYDERABAD

Autonomous

Accredited with "B" Grade by NAAC

FACULTY OF JOURNALISM

MEETING OF BOARD OF STUDIES ON July 12, 2019.

MINUTES RECORD

The meeting of the Board of Studies of the Department of Journalism under Choice Based Credit System (CBCS), Government Degree College for Women, Begumpet, Hyderabad was held on July 12, 2019 at 2pm in the Department of Journalism, Osmania University.

The following resolutions taken in the meeting are:

1. It was resolved to introduce the Journalism as 4 credits course per semester following UGC guidelines for allocation of credits as per the teaching hours per week.
2. The adoption of syllabus prescribed by Osmania University for B.A. 3rd year under CBCS for the batch of students in the academic year 2018-19.
3. The division of syllabus for V & VI semesters consists of Units I, II, III & IV of Osmania University syllabus.

Semester-V

MODULE -V

Paper III (A) Advertising Core

- Unit-I - Concept of Advertising
- Unit-II - Media and Advertising
- Unit-III - Ad agency
- Unit - IV - Creation and Visualisation

Paper IV (A) Elective

Media and Development

- Unit-I - Development
- Unit-II - Media Coverage
- Unit-III - Traditional media

Unit – IV - State development
Semester VI **MODULE – VI**

Paper III (B) Public Relations Core

Unit-I - Concept of Public Relations
Unit-II - Organization and Functions
Unit-III - PR in various Sector
Unit – IV - Corporate Communications

Paper IV (B) Elective

Business Communication

Unit-I - Communication Concept
Unit-II - Types of Business comm
Unit-III - Effective Communication
Unit – IV - Event Management and comm

4. The Board approved the division and adoption of syllabus as mentioned above.
5. It was resolved the prescribed text books and the reference books recommended by Osmania University.
6. It was resolved to conduct 2 internal assessment test for 25 marks during each semester and having average of two internal marks to be considered as internal marks for the semester results.
7. The maximum marks for the end semester theory examination is 75 marks with the examination pattern as follows.

Section – A: Very Short Questions

5 out of 7 questions – each question carries 2 marks
5 X 2= 10 marks.

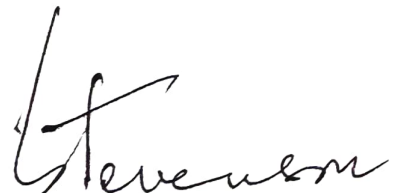
Section – B: Short Questions

4 out of 6 questions – each question carries 5 marks
4 X 5= 20 marks

Section – C: Essay Questions

Internal choice from each unit
3 out of 6 questions
3 X 15= 45 marks

Total = 75 marks



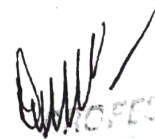
8. The Board approved the above mentioned examination pattern and scheme of evaluation.
9. The Board approved the panel of examiners which was provided.

Board of Studies
Chairman BOS

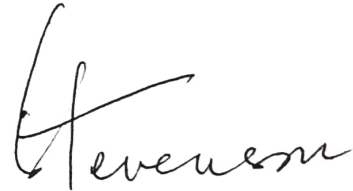
University Nominee

Members

- 1.
- 2.
- 3.


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