

# **Minutes of the Board of Studies in Communication 2017-2018**

SACRED HEART COLLEGE KOCHI

Board of studies meeting on 19<sup>th</sup> July 2017.

SH School of Communication, Sacred Heart Autonomous College,  
Therava, Kochi.

The Board of studies meeting started with a silent prayer. Head and chair of board of studies of the department Dr. Asha Achy Joseph welcomed Principal and honourable chairperson of the academic council, Fr. Dr. Prasant Palakkappillil, hon. members of board of studies Mr. Thomas Jacob and Mr. Vinod Sukumaran, special invites to the meeting Mr. Krishanand R.K and Anubha George, and all faculty members who were present at the occasion. She thanked the director, Mr. Babu Joseph for guidance in all relevant matters and the administrator Ms. Elizabeth Xavier and Ms. Shamithi Mathai, senior faculty mentor for support and assistance all throughout.

Fr. Prasant Palakkappillil, Principal addressed the gathering. He started by reiterating the need for student feedback on all teaching, learning and evaluation related actions that the faculty members are conducting on a routine basis with the active participation of students. The college needs enough understanding on how students understand the merits and demerits of autonomous system.

He then elaborated on the various aspects of feedback students provided on the practice of autonomy. Academic autonomy is perceived by students as a system that would bring out results in time and that in turn is a huge progress in terms of time period of any whole academic program. The college managed to publish all results of PG and UG in time.

But the university has not been responsive to the specific requirements in academics raised by autonomous colleges. Though we have started this practice since 2014, the college has been continuously facing difficult situations with the attitude of university on running an autonomous system: academic freedom is curtailed. Even with minor changes to be implemented we are struggling to go ahead. The college has filed a case to correct the system and have no disrespect to the university on any level. It looks something similar to a 'black mailing strategy' that the university is following with the college.

Running academic schedule in time for PG departments means a real struggle against available time and our PG departments are struggling hard to deliver content in the given time period. There is too much to teach. So it would be desirable to revise the teaching design and philosophy. The credit and semester system at large is expected to give all students flexibility and mobility in their fields of study. But the present system fails to provide that due to various constraints in implementation of the credit and semester system. A semester is 18 weeks of teaching, learning and evaluation where one credit point is equal to 18 contact hours; so a 4 credit course in theory mode would have 72 contact hours. The practical courses would need double the amount of contact hours and the time would vary according to lab based and field based activities. Principal requested all faculty members to study corresponding syllabus of university to that of the college.

He raised key questions such as how can we bring in more rigor to learning in both UG and PG curriculum. How can more research orientation be built into the typical skill based programs which is the case of SHSC. On a wider note we need to look into the whole higher education scenario of India to finally pitch our student attributes according to vision and mission of SH.

Dr. Asha presented the minutes and was passed. Principal remarked that the minute should have a specific section of observations and the same be presented to academic council.

Separate notes be produced on the basis of discussion on topics such as standard practice on eligibility criteria, market demand of different programmes. Action taken on agenda items need to be highlighted. He suggested minutes be circulated earlier to garner better understanding and save time.

Mr. Babu Joseph addressed the gathering and reinforced the need for innovation and SHSC to have its unique selling proposition.

Dr. Asha presented agenda of the day

1. Approval of the life skills syllabus prepared by the faculty members Mr. Manu Jose and Mr. Santhosh Kumar.
2. selecting and adopting a BA programme from available list of programmes in MG University for next year.
3. 10% or change in implementation plan of existing syllabus programmes.

The meeting agreed in principle to these matters.

lifeskills syllabus was presented to honorable members and explained. It was also brought to light that the course content shall be compiled with the already existing syllabus of the first semester course English and shall be named lifeskills and English.

Ms. Malu Mohan was named as the chairperson of the syllabus sub-committee to select an existing BA programme from the list available with university related to animation and design.

BOS entrusted faculty members to form respective sub committees for syllabus revision and prescribe the necessary changes.

BOS also recommended the eligibility criteria of MA Digital Animation be altered from

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'Basic academic qualification is a graduation in any field. However preference will be given to candidates with the following qualification:- any degree in Multimedia, Animation, Graphics, Communication, Visual arts, painting, theatre, architecture and music.'

The rationale was explained as, the different types of diploma in Multimedia (in the earlier eligibility criteria) secured and submitted

for admission to the MA programme by various applicants are not standardized and due to the same the department spends more time bridging initial knowledge and more time in orientation. While the criteria is changed the department proposes to hold a thorough orientation of 10 days involving special initiation in animation, design, multimedia and visual effects.

Observations by honorable members and special invitees.

Mr. Vinod Sukumaran: All academic work must be done as class work. Because if the work is set as home work, it is observed many a times that the home work lacks rigor and these post graduate students forget the whole purpose of certain assignments.

He elaborated that no professional course focuses on home work as the students are encouraged to learn while in the academic environment as in case of national institutes. Mostly in case of the professional courses theory classes are conducted during the forenoon session and practicals in the afternoon.

The hon. members urged the gathering to devise ways to report back to BOS as it is the primary body to streamline academic quality management. Adding to it, Mr. Kiran Sasi pointed out that the respective course plans would be discussed with each new batch of students and their interests matched with the way of instruction.

Dr. Ashe Achy Joseph, Chairperson

Mr. Sukumaran wondered as the department has four streams of master programmes why students in different streams are not encouraged to take up and manage different departments in the final graduation ~~must~~ make it compulsory for students who are productions of students in each programme. He reiterated that the department must make it compulsory for students who are doing final graduation productions to seek inter departmental support of students from other master programmes. This could be devised as part of internships.

Mr. Thomas Jacob: In the present day understanding of creative people handling media, we need as many as twenty ideas to survive a situation as against one or two in earlier times. While citing the examples of *vanitha*, the women's magazine, he commented that the magazine has survived only because there has been thorough variety in content for different age groups and segments of readers. He added the evolution of all media formats and the elements involved such as logos, book covers, and illustration survived only due the abundance of ideas. All students must be able to brainstorm, explore and get exposed to the creation of ideas.

The discussion followed concluded where the experts and director himself pointed out the department must be able to draw students who are strong on building up on ideas.

The special invitees Mrs. Anubha and Mr. Kirishand expressed their concerns about the development of students at various levels of learning. Anubha was positive about the quality of intake getting better by each year in BA. Kirishand pointed out - as he looks at the present day understanding of design, it is clear that there is focus on user centric design and that approach would only be being built graphically stable solutions are more sensitively oriented towards interactive solutions. In this light Kirishand suggested inter disciplinary understanding within the programme be given more focus, Research process to be taken more seriously with Bachelor students and hence placements would turn out to be more important.

The meeting decided to raise concerns regarding the time constraints deterring the quality of the programme and to design more bridge courses for students to be at least with the actual course content in the long run.

The BOS suggested the department consider BA Animation and Visual Effects (Period 201) and BA Animation and Graphic Design (Period 201) of University as revised programmes and implement with a change in the Semester 1 English Course being replaced by 'Life Skills and English' developed by SHSC.

Dr. Asha Achy Joseph