



**Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University under Category A by MHRD. Estd. u/s 3 of UGC Act 1956)

Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Minutes of Board of Studies in the Department of Visual Communication held on  
07.10.2023 at 10.30 a.m**

The 22<sup>nd</sup> Board of Studies meeting for the Department of Visual Communication was organized and the minute was drafted.

**Members List**

**Internal Members:**

1. **Dr.V.Jayashree, Chairperson**  
Assistant Professor & HOD (i/c)
2. **Dr.(Mrs.)E.Indira, Member**  
Assistant Professor (SG)
3. **Mrs.V.Ezhilarasi Member**  
Assistant Professor

**External Members:**

1. **Dr.G.Ravindran, Academician**  
Professor and Head  
Dept.of Media and Mass Communication  
Dean, School of Communication  
Central University of Tamil Nadu (CUTN)  
Thiruvarur-610 005
2. **R. Sujatha, Industry Expert**  
Deputy Editor -Reporting  
The Hindu, Chennai

**The following points were discussed and resolved:**

1. Passing the syllabi of Specialisation papers applicable for Ph.D. scholars admitted during July, 2023 – Not Applicable
  2. Passing the syllabi with the inclusion of CO-PO mapping and matrix for 5 th and 6 th semester, applicable for Undergraduate students admitted from the academic year 2023 - 2024 & onwards - **Annexure I**
- a) Considering this as Women's University imparting education to women students the external members suggested that the department should offer a paper titled, "Gender Aspects in Visual Communication". It was resolved that this paper can replace Public Relations that already exists in the scheme.

**Present**

**Chairperson**

**Dr.V.Jayashree**  
Assistant Professor & HOD (i/c)

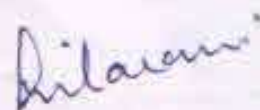
**Signature**



**Members**

**Dr.(Mrs.)E.Indira,**  
Assistant Professor (SG)

**Mrs.V.Ezhilarasi Member**  
Assistant Professor

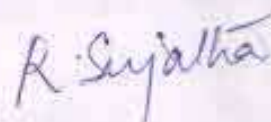


**External Members:**

**Dr.G.Ravindran, Academician**  
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Thiruvavur 610 005



**R. Sujatha, Industry Expert**  
Deputy Editor, Reporting  
The Hindu, Chennai







## **Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

### **Minutes of Board of Studies in the Department of Visual Communication held on 02.05.2024 at 09.45a.m**

The 23<sup>rd</sup> Board of Studies meeting for the Department of Visual Communication was organized and the minute was drafted.

#### **Members List**

#### **Internal Members present:**

- 1. Dr.V.Jayashree, Chairperson**  
Assistant Professor & HOD (i/c)
- 2. Dr.(Mrs.)E.Indira, Member**  
Assistant Professor (SG)

#### **The following points were discussed and resolved:**

1. Passing the syllabi of **Specialisation papers** applicable for **Ph.D. scholars** admitted during **January, 2024**. – Agreed.
2. Framing the syllabi from 3<sup>rd</sup> to 6<sup>th</sup> semester for the following programmes:
  - \* **B.Com. with minor specialisation programmes**
  - \* **B.Sc. Augmented Reality and Virtual Reality**
 The above mentioned syllabi were agreed.
3. Introduction of Four year Integrated Teacher Education Programme – Agreed
4. Passing the syllabi from 3<sup>rd</sup> to 8<sup>th</sup> semester for all **B.E. programmes**- Agreed
5. **Implementation of the following UGC Guidelines:**
  - \* Credit-Based Course on Pedagogical Aspects for Teaching Divyangjans and Persons with Specific Learning Disabilities (SLDs)

\* "Accessibility Guidelines and Standards for Higher Education Institutions and Universities".

The above mentioned points were agreed.

Present

Signature

Chairperson

**Dr. V. Jayashree**  
Assistant Professor & HOD (i/c)



21/5/2024

Member

**Dr. (Mrs.) E. Indira,**  
Assistant Professor (SG)



02/05/2024