

SOPHIA COLLEGE (AUTONOMOUS)  
MEETING OF THE BOARD OF STUDIES IN STRATEGIC  
COMMUNICATION AND JOURNALISM  
OCTOBER 8, 2022



SOPHIA COLLEGE (AUTONOMOUS)  
DEPARTMENT OF STRATEGIC COMMUNICATION AND  
JOURNALISM

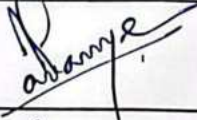
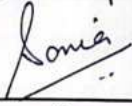
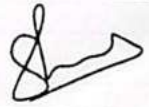
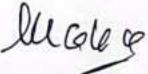
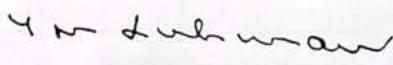
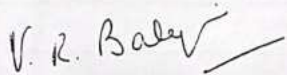
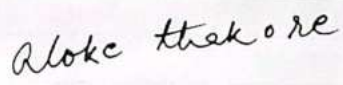
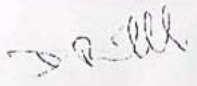

**AGENDA FOR THE BOARD OF STUDIES MEETING**

October 8, 2022

1. Welcome and Introduction
2. Granting leave of absence to Board of Studies members who are unable to attend the meeting
3. To discuss the TYBA(SCJ) Semester VI Syllabi papers
4. To discuss the modalities and result of the entrance exam for the BA(SCJ) programme held between May and September 2022
5. To discuss the conduct of and guidelines for the Semesters I, III and V exams in the academic year 2022 - 2023
6. To ratify and pass the list of examiners for semesters I, III and V
7. To discuss the examination reform in papers of semesters I, III and V
8. To discuss the interchange of papers between semester V and VI of the TYBA(SCJ) Strategic Communication syllabus
9. To ratify various Value-Added Courses offered by the Department of Strategic Communication and Journalism
10. To pass resolution/s to declare the Film Society and Photography Society as flagship activities of the BA(SCJ) Programme and make attendance and participation in the activities of these societies mandatory for students, in keeping with the vision of the department
11. To discuss the introduction of Communication Honours Programme to be offered by the Department of Strategic Communication and Journalism
12. To discuss any other matter with the permission of the Chair

BOARD OF STUDIES IN STRATEGIC COMMUNICATION AND  
JOURNALISM

SOPHIA COLLEGE (AUTONOMOUS)  
MEETING ATTENDANCE | October 8, 2022

Ms. Lavanya Varadrajan Chairperson	
Ms. Sonia Khudanpur Full-time Faculty	
Mr. Saiprasad Shetty Vice-Chancellor's Nominee	
Mr. Sumantra Sengupta Representative from Industry	
Dr. M. Colaço Subject Expert	
Prof. (Dr.) Yasmeen Lukmani Subject Expert	
Prof. Vispi R. Balaporia Expert for Special Courses	
Dr. Alope Thakore Subject Expert	
Mr. Sumanta Ganguly Expert for Special Courses	
Prof. (Dr.) D. Parthasarathy Expert from Outside University	
Prof. Sreekumar G. V. Expert from Outside University	
Ms. Jane Borges Meritorious Alumna	



**SOPHIA COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF STRATEGIC COMMUNICATION AND**  
**JOURNALISM**

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**BOARD OF STUDIES MEETING | October 8, 2022**

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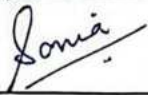
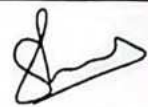

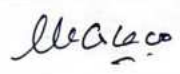
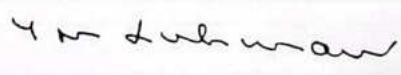
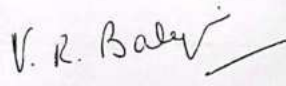
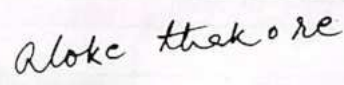



**RESOLUTIONS**

1. The Board of Studies in Strategic Communication and Journalism, Sophia College (Autonomous), hereby approves the modalities and result of the entrance exam for the BA(SCJ) programme held between May and September 2022.
2. The Board of Studies in Strategic Communication and Journalism, Sophia College (Autonomous), hereby approves of the modification of the new syllabi designed for Semester VI to be implemented from the academic year 2022 – 23 for the Bachelor of Arts (Strategic Communication and Journalism) programme.
3. The Board of Studies in Strategic Communication and Journalism, Sophia College, (Autonomous), hereby approves and ratifies the permanent change in the structure of the curriculum in Semesters V and VI of the BA(SCJ) programme from the academic year 2022 – 23 onwards. "Media Planning and Buying" (subject code: SBMMEDA505) will be interchanged henceforth with "Digital Marketing" (subject code: SBMMEDA602).
4. The Board of Studies in Strategic Communication and Journalism, Sophia College, (Autonomous), hereby approves of the proposed reforms in the content, structure, and delivery of the Semester End Examinations in the following papers:
  - a. Understanding Cinema (subject code: SBMMED304)
  - b. Reporting – I (subject code: SBMMEDJ501 | Theory + Practical Examination)
  - c. Broadcasting and Digital – I (subject code: SBMMEDJ503 | Practical Examination)
  - d. Research in Journalism (subject code: SBMMEDJ506 | Practical Examination)
5. The Board of Studies in Strategic Communication and Journalism, Sophia College (Autonomous), hereby approves of the list of paper-setters and examiners for Semesters I, III and V for the academic year 2022 – 23.

6. The Board of Studies in Strategic Communication and Journalism, Sophia College, (Autonomous), hereby approves of the following suggested Add-on and Value-Added Programmes offered by the Department of Strategic Communication and Journalism:
  - a. Media Literacy | 2 credits
  - b. Storytelling and Creative Writing | 1 credit
  - c. Advanced Computer Skills | 2 credits
  - d. Advanced Film Appreciation | 2 credits
  - e. Screenwriting | 2 credits
  - f. Filmmaking | 2 credits
  
7. The Board of Studies in Strategic Communication and Journalism, Sophia College, (Autonomous), hereby resolves to declare the Film Society and Photography Society as flagship activities that deepen the curricular and co-curricular integrity of the BA(SCJ) Programme, and to make attendance and participation in the activities of these societies mandatory for students enrolled in the programme across all three years, in keeping with the academic vision of the department.
  
8. Arising out of a discussion on other matters during the meeting, with the permission of the Chair, the Board of Studies in Strategic Communication and Journalism, Sophia College, (Autonomous) hereby approves of the creation of the following:
  - a. A dedicated **BA(SCJ) Media Laboratory** with requisite infrastructure (a computer laboratory with internet access and desktop publishing and editing software, and equipment for broadcast, filmmaking, and design purposes), in order to improve department facilities, deepen teaching-learning and assessment in key specialisation papers, attract a larger student body with higher scores at the time of admissions, and most important, to differentiate the BA(SCJ) programme of Sophia College as a value offering in material terms from its competitors in the city.
  
  - b. A **Radio Station** run by the students of the programme under the guidance of BA(SCJ) department faculty, to deepen teaching-learning and assessment in key specialisation papers, to give students hands-on training in producing and distributing radio and digital content, and to improve the infrastructure of the department.
  
  - c. A dedicated **BA(SCJ) website**, with necessary professional assistance, dedicated to showcase and promote the activities of the BA(SCJ) programme, build a network, and enhance placement opportunities with key stakeholders in different media disciplines and industries.

The above are being implemented for the Academic Year 2022 - 23, as discussed at the virtual meeting held on the 8<sup>th</sup> of October, 2022, at Sophia College (Autonomous), Mumbai.

BOARD OF STUDIES IN MASS MEDIA | SOPHIA COLLEGE  
(AUTONOMOUS)

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