

SOPHIA COLLEGE (AUTONOMOUS)

MEETING OF THE BOARD OF STUDIES IN MASS MEDIA
JANUARY 15, 2022 (NEW BOS)



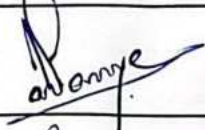

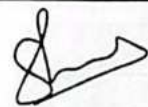

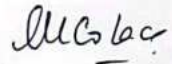
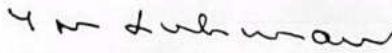
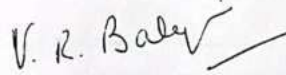
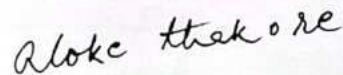
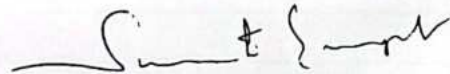

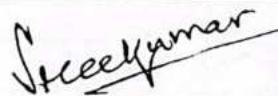
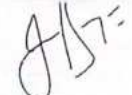
SOPHIA COLLEGE (AUTONOMOUS) MASS MEDIA DEPARTMENT

AGENDA FOR THE BOARD OF STUDIES MEETING

January 15, 2022

1. Welcome and Introduction
2. Granting leave of absence to Board of Studies members who are unable to attend the meeting
3. To ratify and pass the division of marks between internal assessment and semester end exams for the current academic year
4. To discuss the conduct of the Semesters I, III, V exams in the academic year 2021 - 22
5. To ratify and pass the new syllabi for Semester V (Strategic Communication and Journalism) as per the new curriculum plan under the BA(SCJ) programme for the academic year 2022 - 23
6. To ratify and pass changes in the existing syllabus of the BMM programme for Semesters V and VI (Advertising and Journalism)
7. To ratify and pass the list of examiners for semesters I, III and V
8. To ratify and pass resolution/s
9. Any other matter with the permission of the Chair

BOARD OF STUDIES IN MASS MEDIA
SOPHIA COLLEGE (AUTONOMOUS)
MEETING ATTENDANCE | January 15, 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)
MASS MEDIA DEPARTMENT**

BOARD OF STUDIES MEETING | JANUARY 15, 2022




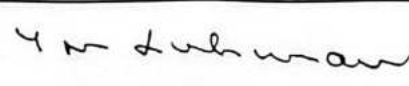
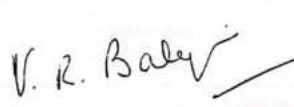
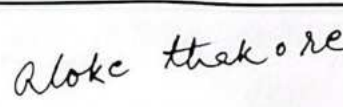

Resolution

1. The Board of Studies in Mass Media, Sophia College (Autonomous), hereby approves of the modification of the new syllabi designed for Semester V to be implemented from the academic year 2022 – 23 for the Bachelor of Arts (Strategic Communication and Journalism) programme.
2. The Board of Studies in Mass Media, Sophia College (Autonomous), hereby approves of the list of paper-setters and examiners for Semesters I, III and V for the academic year 2021 - 22.
3. The Board of Studies in Mass Media, Sophia College, (Autonomous), hereby approves and ratifies the change in the structure of the curriculum in Semesters V and VI of the BMM programme for the academic year 2020 – 21. **“Advertising Design”** (subject code: SBMMEDA506) will be interchanged with **“Legal Environment and Advertising Ethics”** (subject code: SBMMEDA602). TYBMM (Journalism): **“News Design”** (subject code: SBMMEDJ506) will be interchanged with (subject code: SBMMEDJ604) **“Issues in the Global Media”**.
4. The Board of Studies in Mass Media, Sophia College, (Autonomous), hereby approves and ratifies the new paper, **“Social and Rural Marketing”** to replace **“Financial Management in Marketing and Advertising”** (subject code: SBMMEDA603) in Semester VI of the Bachelor of Mass Media programme for the academic year 2021 - 22.

5. The Board of Studies in Mass Media, Sophia College (Autonomous), hereby approves of the conduct of the Entrance Exam for admission into the Bachelor of Arts (Strategic Communication and Journalism) programme to the academic year 2022 – 23.

The above are being implemented for the Academic Year 2021 - 22, at the virtual meeting held on the 15th of January, 2022, at Sophia College (Autonomous), Mumbai.

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

Ms. Lavanya Varadrajan	
Ms. Sonia Khudanpur	
Mr. Saiprasad Shetty	
Mr. Sumantra Sengupta	
Dr. M. Colaço	
Prof. (Dr.) Yasmeen Lukmani	
Prof. Vispi R. Balaporia	
Dr. Alope Thakore	
Mr. Sumanta Ganguly	

Prof. (Dr.) D. Parthasarathy	D. Parthasarathy
Prof. Sreekumar G. V.	Sreekumar
Ms. Jane Borges	J. Borges