

Undergraduate Degree in Strategic Communication and Journalism

**REVISED AS PER NEP 2020 GUIDELINES AND THE GOVERNMENT OF
MAHARASHTRA G.R.**

Sophia College for Women (Empowered Autonomous)
Mumbai

NAAC Re-Accredited with A Grade with CGPA 3.70 on a scale of 4 (2015)



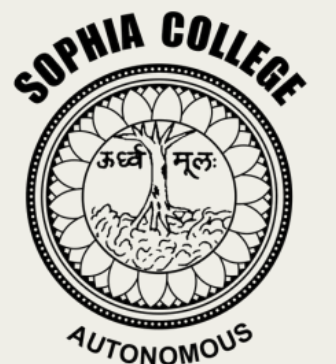
OUR MISSION

The MISSION of the College, from its very inception, has been to provide women with higher education of an excellent quality together with opportunities for self-growth through an academic experience combining curricular and extra-curricular activities.



OUR VISION

The VISION of the college is the empowerment of women through a holistic education which fosters independent thought and responsible action.



ABOUT BA(SCJ)

The Bachelor of Arts in Strategic Communication and Journalism is designed to be a single core discipline programme. It offers a specialization in Strategic Communication and Journalism in the third year.



DISCIPLINE SPECIFIC COURSES



The BA(SCJ) offers three Discipline Specific Courses (DSC) in Semester I:

- Introduction to Mass Media
- Introduction to Photography
- Reading Literature- I



Three Discipline Specific Courses (DSC) in Semester II:

- Media, Culture and Society: Development of Critical Perspectives
- Visual and Sound Studies
- Reading Literature II



Three Discipline Specific Courses (DSC) in Semester III:

- Introduction to Strategic Communication- I
- Introduction to Journalism- I
- Political and Social Thought



Three Discipline Specific Courses (DSC) in Semester IV:

- Introduction to Strategic Communication- II
- Introduction to Journalism- II
- Economic Thought



VOCATIONAL SKILL COURSE



Semester I : Page Design

Semester II : Fundamentals of Web Design

Semester III : Designing Digital Profiles

Semester IV :



OPEN ELECTIVE COURSES



Two Open Electives in Semester I:

- Soft Skills- I
- Postcolonial and Post Modern Paradigms in Media

One Open in Semester II: Soft Skills- II

One Open in Semester II: Digital Media and Society

One Open in Semester II: Understanding Media Ethics and Culture



COMMON COURSES



One Ability Enhancement Course and one Indian Knowledge System in Semester I:

- Communication Skills for Media - AEC
- History of Radio and TV in India- IKS



COMMON COURSES

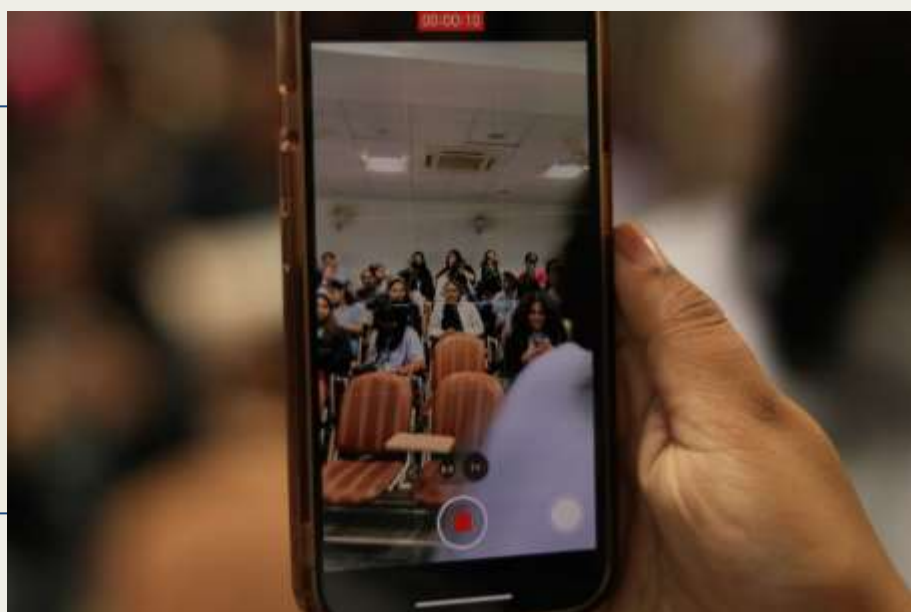


One Ability Enhancement Course and one Skills Enhancement Course in Semester II:

- Fundamentals of Strategic Communication- AEC
- Media Literacy- SEC



COMMON COURSES



One Ability Enhancement Course and one Skills Enhancement Course in Semester III and one in Semester IV:

SEM III: Understanding Cinema- AEC

SEM IV: Introduction to Paid Media- AEC



CO-CURRICULAR COURSES



Co-curricular Courses

To be done in semesters Two, Three and Four.

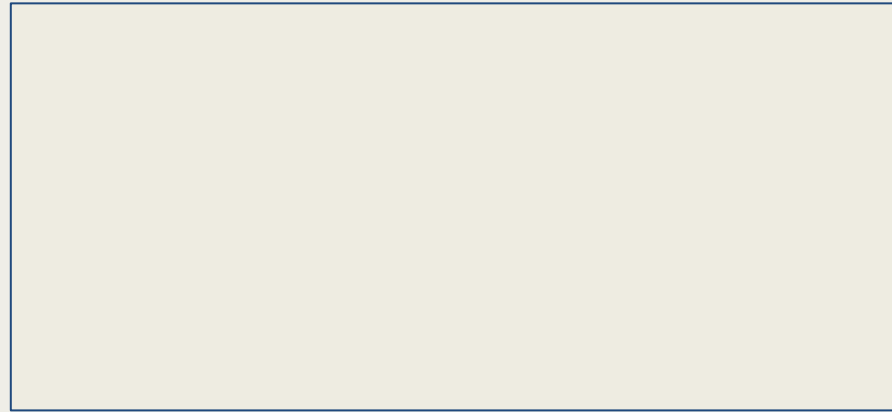
Semester II - Introduction to Documentary Film Making

Semester III - Scriptwriting for Media

Semester IV



FIELD PROJECTS



Field Projects (FP)

To be done in Semesters Three and Five.



IN THE FIRST SEMESTER EVERY LEARNER WILL DO THE FOLLOWING COURSES

3 DSC
4 + 4 + 4 Credits

1 AEC
2 Credits

1 IKS
2 Credits

1 VSC
2 Credits

1 OE
2 Credits

TOTAL
22 Credits



IN THE SECOND SEMESTER EVERY LEARNER WILL DO THE FOLLOWING COURSES:

3 DSC

4 + 4 + 4 Credits

1 AEC

2 Credits

1 SEC

2 Credits

1 VSC

2 Credits

1 OE

2 Credits

1 Co-Curricular Course

2 Credits

TOTAL 22 Credits



IN THE THIRD SEMESTER EVERY LEARNER WILL DO THE FOLLOWING COURSES:

3 DSC

4 + 4 + 4 Credits

1 AEC

2 Credits

1 OE

2 Credits

1 VSC

2 Credits

1 Field Project

2 Credits

1 Co-Curricular Course

2 Credits

TOTAL 22 Credits



IN THE FOURTH SEMESTER EVERY LEARNER WILL DO THE FOLLOWING COURSES:

3 DSC
4 + 4 + 4 Credits

1 AEC
2 Credits

1 OE
2 Credits

1 VSC
2 Credits

**1 Community
Engagement Project**
2 Credits

1 Co-Curricular Course
2 Credits

TOTAL 22 Credits

