



St. Joseph's College of Commerce (Autonomous)

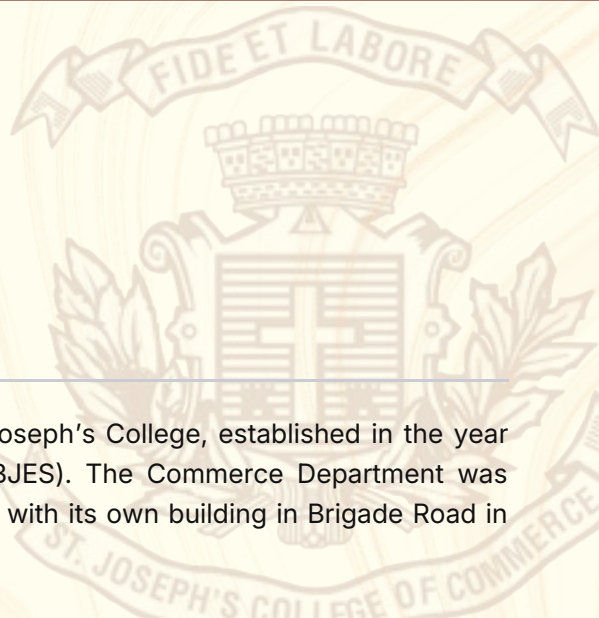
163 Brigade Road, Bengaluru, Karnataka - 560 025.

Bachelor of Arts

(English, Psychology and Media Studies)

Admissions 2027-28





About the Institution

St. Joseph's College of Commerce (SJCC) formerly a part of St. Joseph's College, established in the year 1882, is managed by the Bangalore Jesuit Educational Society (BJES). The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream. With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern, and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council composed of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'.

It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has consistently been ranked among the top 100 colleges in the country by the National Institutional Ranking Framework (NIRF), Ministry of Education, Government of India, since its inception in 2017. The college has also been ranked among the top ten commerce colleges in India in leading national rankings and surveys.

The college offers diverse programmes in Commerce, Business Administration, Computer Applications, Humanities and Sciences. Under the Faculty of Commerce, it offers B. Com (Regular), B. Com (FinTech), B.Com (Professional - International Accounting and Finance), B. Com (Professional - Strategic Finance), B.Com (Accounting and Taxation - CA Integrated), B. Com (Analytics), B. Com (Industry Integrated - Logistics and Supply Chain Management), M. Com (Finance & Taxation), M. Com (International Business) & M. Com (Financial Analysis). Under Business Administration, it offers BBA (Regular), BBA (Entrepreneurship) and BBA (Professional - Finance and Accountancy). B.A. (English, Psychology and Media Studies) and B.Sc. (Economics, Mathematics and Data Analytics) were introduced in the academic year 2022-23, and BCA (AI & Data Analytics) is the newest addition to the college's programmes. The college also offers five one-year Post Graduate Diploma programmes.

Milestones

- 1882:** St Joseph's College was established
- 1949:** St Joseph's College introduced the Department of Commerce
- 1972:** Became an independent college, St Joseph's College of Commerce
- 2000:** First cycle of NAAC, accredited with 5 stars
- 2004:** Granted 'Autonomous' status by UGC
- 2007:** Second cycle of NAAC accredited with an 'A' grade
- 2010:** Recognised as "College with Potential for Excellence" by UGC
- 2010:** Bangalore University recognised the College as a Research Centre
- 2012:** Third cycle of NAAC accredited with 'A' grade, CGPA 3.37
- 2021:** The fourth cycle of NAAC accredited with 'A++' grade, CGPA 3.57
- 2022:** Celebrated the Golden Jubilee
- 2023:** The inception of the BA programme by the Department of English
- 2026:** Celebrated the Platinum Jubilee (B.Com Department)



Department of English

Established in 1972, the Department of English focuses on providing a humanistic perspective to the study of language and literature. Over the years, the department has evolved as a centre for critical and creative thinking, fostering literary sensibilities, and creating platforms for open dialogues. The curricula of English courses are shaped as a response to the contemporary challenges in the society, both cultural and professional, and introduce students to different literatures across genres and cultures. The philosophical orientation of the department has been inspired by the Jesuit vision and mission of education and shaped by the efforts of public intellectuals and creative teachers like Prof. G. K. Govind Rao and Prof. R. Rajaram. The faculty members of the department come from a variety of socio- cultural backgrounds and pursue diverse academic interests.

Department of Psychology

The Department of Psychology aims to provide a foundational understanding of psychological concepts and an exploration of the intricacies of the human mind. The department strives to provide the best resources and learning environment for the holistic development of the individual and the development of skills necessary for research. It also aims to introduce students to the diverse fields within psychology, encouraging them to adopt an interdisciplinary approach to understand human experiences .

As part of the Psychology Association, students are actively encouraged to participate in co-curricular activities. This dynamic platform opens avenues for students to share their experiences and contribute to their holistic growth, fostering a sense of community and shared learning.



About the Programme

The BA (English, Psychology, and Media Studies) Programme is a triple-specialisation programme that foregrounds the study of literature, psychology, and media studies in both global and Indian contexts. The course programme started in 2022 as a double major with English and Psychology and was later extended to be a triple major under SEP. This course is designed to provide students with a foundation in these three fields, preparing them for diverse professional and academic opportunities.



Psychology



English



Media Studies

English

English courses, through a close study of texts and contexts, familiarise students with literary histories of the world and equip them with literary sensibilities and skills of interpretation. They will also focus on researching literary and cultural histories, society and human experience, and emerging genres of literature.

Psychology

Psychology courses provide a foundational understanding of psychological concepts, with an emphasis on their practical applications in clinical, educational, and industrial settings. By exploring various aspects of the field, students develop skills that enhance self-awareness, empathy, and social responsibility. These skills prepare them for roles in counselling, human resources, and other people-centric fields.

Media Studies

Media studies courses build foundational knowledge of media concepts, with a focus on practical application in journalism, screen production, and audience research. Through critical and comparative analysis of media texts, industries, and systems, students develop analytical, ethical, and collaborative production skills, preparing them for careers in journalism, media production, and related communication fields.

Together, these three specialisations provide a comprehensive education that blends theoretical knowledge with practical skills, ensuring that students graduate as versatile professionals capable of adapting to and excelling in various fields.

Programme Objectives

- 01** To familiarise students with literature in English comprising texts of different genres, themes and concerns.
- 02** To orient students to foundational concepts and theories in the varying fields of Psychology.
- 03** To develop proficiency and gain practical experience in psychological research, including experimental studies and observational research.
- 04** To enhance communicative fluency and enable students to acquire academic writing and research skills.
- 05** To nurture the students' ability to critically analyse media texts, industries, and audiences while building the practical, ethical, and collaborative skills needed for professional media production.
- 06** To actively promote an interdisciplinary perspective in the context of literary studies, psychology and media studies.
- 07** To connect liberal arts, humanities, and social sciences through a multidimensional curriculum.

“

Maybe this is why we read, and why in moments of darkness we return to books: to find words for what we already know.”

- Alberto Manguel



Class timings: Shift II (11 a.m. onwards)



Eligibility Criteria:

Mandatory eligibility for the programme is a pass at the +2 level (Karnataka PUC, ISC, CBSE, NIOS, State Boards) in any stream from any recognised board from India or abroad.

No student shall be eligible for admission to the programme through non-formal/distance education unless he/she has successfully completed 12 years of schooling through an examination conducted by a board/university or through the National Institute of Open Schooling (NIOS).

Discipline Specific Areas/Themes

01 English Literature

- Literary Studies
- British Literature
- Cultural Studies
- Film Studies
- Linguistics & Phonetics
- Literary & Cultural Criticism
- Indian Writing in English
- European Literature
- American Literature
- Indian Writing in Translation
- Postcolonial and World Literature

02 Psychology

- Basic Psychological Processes
- Developmental Psychology
- Health Psychology
- Social Psychology
- Psychopathology
- Industrial Psychology
- Positive Psychology
- Child Guidance and Counselling

03 Media Studies

- Media Literacy
- Digital Ethnography
- Media Theories
- Visual Design and Typography
- Archival, Oral-History and
- Comparative Research
- Publication Design and Production
- Reporting and Writing
- AI in Journalism
- Documentary Filmmaking
- Advertising and Short-Form Video
- Broadcast and Video Journalism



Career Pathways

01



Media and Entertainment

Presenters, hosts, and content creators for creative programmes, social media management, and audience engagement

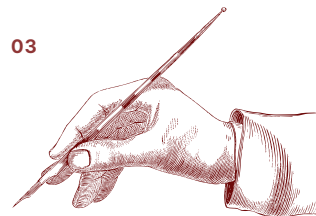
02



Journalism

Literary and Cultural Journalism, Business Journalism, and Sports Journalism

03



Writing

Creative Writing for Media and Cinema, Academic Writing, Copywriting and Content Writing

04



Public Relations

Careers in Public Relations for corporate firms, NGOs and other institutions

05



Teaching/ Training

Teaching at Schools and Colleges, Corporate Training

06



Editing & Publishing

Career opportunities in publishing houses as editors and proofreaders

07



Entrepreneurship

Developing Entrepreneurial Projects in the field of literature and culture

08



Research

Research roles for publishing houses, Marketing and Advertising firms, and Academic Research

09



Translation & Transcription

Academic translation
Literary translation
Technical translation
Medical Translation

Why study BA at SJCC?

01

Infrastructure

Located in the Central Business District of Bengaluru on Brigade Road, SJCC boasts of excellent infrastructure. The college is surrounded by bookshops, libraries, and buzzing cafeterias.

02

Placement Support

The college offers placement and career support to students on and off campus. Several top firms visit the institution for on-campus recruitment, and the institution continues to maintain an impressive placement record.

03

Scholarships

The institution supports the academic endeavours of students from marginalised socio-cultural and economic strata and meritorious students by offering them scholarships.

04

Library Resources

The college houses a huge collection of books, magazines, and national and international journals. The library has subscriptions to international literary magazines such as the Times Literary Supplement and Sight & Sound.

05

Psychology Lab

The Psychology Lab provides students with exposure to psychometric assessments and engages students with classic experiments and commonly used clinical assessments.

06

Media Lab

The college offers facilities for video recording with professional cameras, a green screen, and a writing lab for students to explore creative writing and multimedia projects.

07

Research

The BA curriculum focuses on researching literary texts, conducting psychological experiments, and innovating in communication skills.

08

Collaborations

Collaborations with media houses and international universities enhance opportunities for students. The international student exchange programme is a highlight of the BA programme.

09

Creative Writing

The BA programme encourages students to pursue creative writing projects and provides them with a platform to publish their work.

10

Internship & Project

Internships and projects are an integral part of the BA programme. They provide practical experience and help students discover their creativity.

11

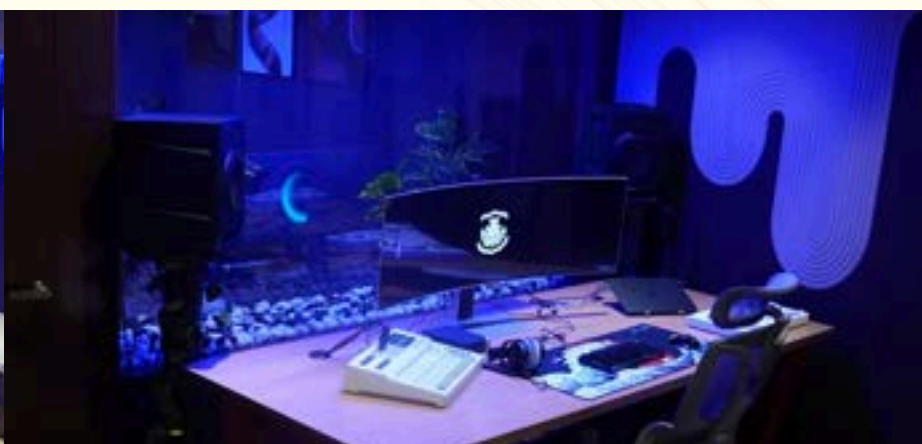
Mentorship

Professional mentorship offered by the teachers creates a personal connection with students and thereby provides a supportive structure. Mentoring contributes to the holistic development of students.

12

Counselling

Professional counselling services provide essential life skills and nurture the ethical dimensions of students' personalities, shaping them into conscientious and socially responsive citizens.





Education at SJCC

The Ignatian Pedagogical Paradigm (IPP) forms the basis of educational philosophy at SJCC.

IPP is practised by following the five educational principles:

1. Context -

Understanding student life and culture

2.

Experience -

Providing intellectual and affective learning opportunities

3.

Reflection of meaning for self and others

4.

Action -

The external expression of learned content

5.

Evaluation of student growth

At SJCC **Academic Excellence, Character Formation, and Social Concern** form the three pillars of education.

Academic Excellence

- Innovative Teaching-Learning Pedagogy
- Innovative Continuous Internal Assessments
- End Semester Examinations (Transparency in Publication of QP and Answer Key)
- Bridge Course & Remedial Classes
- Fieldwork/Research Projects
- Centre for Digital Learning and Education
- Coaching for Professional Exams
- International and National Collaborations

Character Formation

- One-on-One Mentoring and Counselling
- Support Student Council, Associations, and Clubs
- Leadership Camps
- Student Development Programme & Cultural Events.
- Yoga and Sports
- UGC Mandated Cells
- Student Welfare Office

Social Concern

- Bembala – Community Engagement
- Extension Activities – NSS, CSA, AICUF, Rotaract, Eco Club
- Equal Opportunity Cell
- Alumni and Management Scholarships Mid-day Meal Schemes

“Literature adds to reality, it does not simply describe it. It enriches the necessary competencies that daily life requires and provides; and in this respect, it irrigates the deserts that our lives have already become.”

- C.S. Lewis

Co-curricular Activities

01 Annual Republic Day Lecture Series

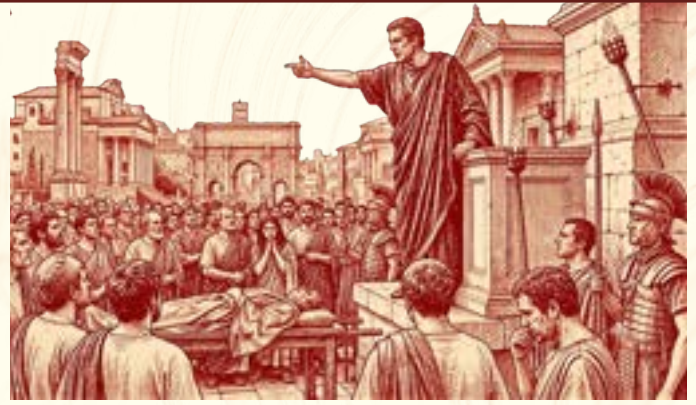
Every year around the eve of Republic Day, the Department of English invites a renowned public intellectual to deliver a lecture on contemporary socio-political and cultural challenges.

03 Seminars, Workshops and Conferences

The Department of English and the Department of Psychology organise guest lectures, workshops, seminars, and conferences to provide opportunities to engage with subject experts, journalists, artists, psychologists, and mental health professionals. These activities encourage students to think beyond the curriculum and explore the intersections between various disciplines and fields.

05 Swasthya: National-Level Workshop on Mental Health

Swasthya is a National Mental Health Workshop providing a platform for students, the public, and professionals to engage in dialogue on mental health. Swasthya, from Sanskrit, signifies holistic health: body, mind, spirit. This guides its focus on youth resilience. It addresses stress, anxiety, digital overload.



02 Vividha: Intercollegiate Literary Fest

The Department of English hosts an annual intercollegiate literary fest which provides a space for diverse art, culture, and imagination. This gathering serves as a vibrant platform that ignites creativity and fosters meaningful conversations. The festival comprises a spectrum of engaging events, ranging from panel discussions and literary competitions to workshops and cultural performances.

04 Animum: National-Level Short Film Festival

Derived from the Latin word for "mind" or "soul," ANIMUM is the first national-level short film festival on mental health and well-being. Rooted in 'Cura personalis' (care for the whole person), it has offered filmmakers a platform since 2022 to destigmatise mental health conversations through storytelling and filmmaking.

06 Industrial/Cultural Visits & Meet the Author

The Department enriches learning through industrial and cultural visits and Meet the Author workshops, offering students practical exposure to creative industries, cultural spaces, and literary practices while fostering critical thinking and creative engagement.



Our Faculty

Department of English



Mr. Vinay Kambipura

MA (English), NET

Film Studies, Literary Theory,
Media and Technology
Studies, Science Writing



Dr. Neeti Roy

MA (English), Ph.D

Indian Writing, Diaspora
Literature, ELT, Culture &
Gender Studies, Film Studies



Ms. Marina Joyce Roche

MA (English), B.Ed., PGDCE

Religious Studies,
Philosophy, Literature
and Identity



Mr. Thomas Mathew

MA (English), NET.

Cultural Studies, Critical
Theory, Philosophy, Sports
Writing, Linguistics



Mr. Jeffin Lijo

MA (English), NET

Dalit Literature, American
Literature, Translation Studies,
Film Studies



Ms. Vijayshanthi

MA (English), NET, KSET

Gender Studies, Dalit Studies,
Indian Writing in Translation,
Cultural Studies



Ms. Divya Hari Rao

MA (English), KSET

Poetry, Cultural Studies, Travel
Writing, American Literature,
Business Communication



Mr. David Sunil

MA (English)

Film Studies, Sci-fi Literature,
Graphic Novels, Comic &
Manga Studies



Dr. Diana Sushmitha

MA (English), B.Ed., Ph.D

Spatiality Studies, Cultural
Studies, Gender Studies,
Postcolonial Studies



Dr. Aruna Parandhama

MA (English), B.Ed., Ph.D.

ELT, Environmental Humanities,
Sociolinguistics, Feminist
Studies, Academic and
Research Writing in English



Ms. Jyothsna K S

MA (English), NET

Cultural Studies, Translation
Studies, English Studies



Mr. Maxson Francis Desilva

MA (English), B.Ed.

World War Literature, Visual-
Cultural Studies, Film Studies,
Direction and Cinematography



Dr. Albeena Stephen

MA (English), NET, Ph. D

Graphic Medicine; Medical
Humanities; Comic Studies;
Cultural Studies



Ms. Sunidhi Arakere

MA (English), NET, KSET

Indian Literature, Postcolonial
Literature, Linguistics and
Translation Studies

ADJUNCT FACULTY



Mr. Abishek .M

B.Com, MBA

Graphic Designer, Video Editor,
Content Creator, Social Media
Manager



Dr. R. Rajaram

MA (English), Ph.D

Indian Writing, Postcolonial
Literature, Cultural Studies,
Philosophy of Science

OUR FACULTY

Department of Psychology & Counselling



Mr. Shravan Abraham
M.Sc. (Clinical Psychology)
NET



**Mr. Melwin Canute
D'Souza**
M.Sc., PGD
(Counselling Psychology)



Ms. Michele Pereira
M.Sc. (Clinical Psychology)



Ms. Jyothsna Antic
M.Sc. (Counselling Psychology)



Ms. Minu Kurien
M.Sc. (Counselling
Psychology)



**Mr. Nikhil Thomas
George**
M.Sc. (Counselling
Psychology)



Ms. Natalia Rodrigues
M.Sc. (Counselling
Psychology)



Ms. Meenu S Babu
M.Sc. (Counselling Psychology)

SELECTION PROCESS

The entrance examination for the B.A. (English, Psychology & Media Studies) The programme will take place in on-campus and online mode.

Non-Karnataka and NRI candidates will have an option to take the entrance exam - Round 1 and Round 2 in the online mode with an additional fee

The entrance test consists of two rounds:

Round 1: SJCC Aptitude Test

The Test will consist of the following sections:

Section A: English Language Ability (15 marks)

Section B: Critical Thinking Skills (15 marks)

Section C: Comprehension Passage (15 marks)

Section D: Reflective Essay (15 marks)

TOTAL MARKS:

60

TIME ALLOTTED:

60 mins

Round 2: Subject Knowledge & Personal Interview

In this round the candidates will be tested on their general familiarity with the disciplinary knowledge, their ability to understand concepts, and their motivation and interest in pursuing the BA programme.

Please note: Only shortlisted candidates in Round 1 will be called for the Subject Knowledge Interview Round.

IMPORTANT GUIDELINES:

- Section A will test the English language ability of the candidates through proofreading or rewriting tasks.
- Candidates are required to write a response to the questions in Sections B, C, and D.
- Candidates must not exceed the specified word limit. Any instance of plagiarism or cheating will result in immediate disqualification.

FOR FURTHER DETAILS ABOUT THE PROGRAMME,

CONTACT: englishdept@sjcc.edu.in

Ph. Nos: (080) 2536 0644 / 46

FOR APPLICATION PROCEDURE, IMPORTANT DATES, AND OTHER
DETAILS VISIT THE COLLEGE WEBSITE. www.sjcc.edu.in