



**SOPHIA COLLEGE FOR WOMEN
(EMPOWERED AUTONOMOUS)**

**INSTRUCTIONS FOR ADMISSION TO THE BASCJ PROGRAMME- 2026-27
This is a Self-Financed Programme**

Filling of Online Entrance Test Form	From 16th March 2026 till 15th April 2026- https://forms.gle/SQQ6FUpeqGfWxhbF8
Date of Online Entrance Test	20th April 2026
Form Filling - Mumbai University	after 12th results- check Mumbai University website
Form Filling- Sophia College for Women	after 12th results- check Sophia College for Women website
Declaration of First Merit List	As per schedule declared by Mumbai University

Admission Schedule for FYBASCJ 2026-27

For any specific stream-related enquiries, please contact the concerned authorities at the appropriate email Id listed below:

F.Y.B.A.(S.C.J.) (formerly B.M.M.)	fybascj.admission@sophiacollege.edu.in
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INFORMATION ON THE B.A.(S.C.J.) PROGRAMME:

- As of the batch of the academic year 2020-21, the B.M.M. programme at Sophia College for Women (Empowered Autonomous), operates under the new nomenclature, **Bachelor of Arts (Strategic Communication and Journalism) or B.A.(S.C.J.)**.
- Students who graduate from this programme will be awarded a B.A.(S.C.J.) degree from the University of Mumbai.

- The papers taught in Semesters I, II, III and IV are mandatory.
- In the final year of the programme (Semesters V and VI), the students will have to choose between a specialisation in **Strategic Communication[#], Journalism or Filmmaking***. All the papers taught in each specialisation are mandatory.

Strategic Communication, as we approach it in the Mass Media department of Sophia College for Women (Empowered Autonomous), is any form of management and marketing communication which spans a range of persuasive and goal-oriented messaging across multiple media platforms, channels and activities including: Advertising, Branding, Media Planning, Corporate Communications and Public Relations, Advocacy, Social, Political and Health Communication, Digital and Social Media Marketing. It is driven by an understanding of an organisation's key communication goals, comprehensive market research, an analysis of the audience, and a purposive, clear message strategy.

***Filmmaking** is being introduced from 2026-27 at the TY level, subject to Academic Council approval.

BASCJ ENTRANCE TEST

Admission to the Strategic Communication and Journalism programme at Sophia College for Women (Empowered Autonomy) will be granted on the basis of entrance test.

The details of the entrance test, the group discussion and the form for it is put up on a separate notice on the Sophia College for Women (Empowered Autonomy) site and the department website- <https://sophiabascj.com/admissions/>

The form for registration for the Online Entrance Test-
<https://forms.gle/SQQ6FUpeqGfWxhbF8>

Please read it carefully and fill the form up after paying the registration fee, details of which are given below.

The entrance test is mandatory for admission in the BASCJ Programme

Instructions for the FYBASCJ 2026-27 Admission Process

The Department of Strategic Communication and Journalism at Sophia College for Women (Empowered Autonomy) invites applicants to register and appear for the entrance test that is

a mandatory criteria for admission to the programme. The admission process consists of the following:

1) Fill the following registration form for entrance exam:

<https://forms.gle/SQQ6FUpeqGfWxhbF8>

(READ ALL INSTRUCTIONS CAREFULLY BEFORE CLICKING ON LINK)

<https://www.sophiacollegemumbai.com/index.aspx>

<https://sophiabascj.com/admissions/>

- 2) Appear for the online entrance test and clear it
- 3) Fill the Mumbai University admission form when it is released after 12th results
- 4) Fill the Sophia College First Year admission form when it is released after 12th results
- 5) Declaration of First Merit List
- 6) Submission of documents and payment of college fees on campus to secure the seat

Admission Criteria

Admission to the Strategic Communication and Journalism programme at Sophia College for Women (Empowered Autonomy) will be granted on the basis of three criteria:

1. **Online Entrance Test- 30% weightage-** The test is designed to assess the language competence and grammar skills of the students along with their awareness of current affairs and general knowledge.
2. **Group Discussion- 50% weightage**
3. **12th Std result- 20% weightage-** It is mandatory for the applicant to pass their 12 std exam.

Instructions for ONLINE ENTRANCE TEST and GROUP DISCUSSION

1. The online test will take place on 20th April 2026 at 10 am. The details of the online test will be emailed to you at the same time. **You will be added to a Google Classroom a day prior, please accept the request via email** and you are expected to submit the test on this Google Classroom.
2. Use of any AI tools is prohibited for the assignment. We have tools available that detect any AI used and there will be negative consequences for the use of AI.
3. Applicants who fail to submit the assignment on time or join the meeting for their group discussion on time will NOT be considered for admission
4. The link for the group discussion zoom portal will be put up along with the Group Discussion Schedule.
5. The group discussion will take place ONLINE via Zoom on the same day at 12 pm.
6. Students must join the zoom meeting five minutes before their scheduled time and wait to be let into the meeting.

7. It is compulsory to keep the camera on at all times. Please ensure that you have a stable network beforehand itself. You will NOT be allowed to keep your camera off at any time.

Registration Fee Payment

The applicant will have to pay the selection process fee, the instructions for which are as follows:

SELECTION PROCESS REGISTRATION FEE AMOUNT: Rs. 1,500/-

Payments can be made by NEFT transfer or using any UPI platform.

Bank details:

Name of the Account: SHEWI CO CURRICULAR FACILITIES ACCOUNT

Bank Account Number: 417613426

Account Type: SAVINGS

Name of the Bank: INDIAN BANK

Branch: CUMBALA HILL

IFSC CODE: IDIB000C036

Please take a screenshot of the payment and then fill out the following Registration Form:

This entrance test registration form does not equate to filling the college application form. The college application form is a separate mandatory form.

(INSERT LINK HERE)

LAST DATE FOR REGISTRATION IS 15th APRIL 2026

IMPORTANT NOTE: CLEARING THE ENTRANCE TEST IS NOT EQUIVALENT TO SECURING YOUR ADMISSION. CONFIRMATION OF ADMISSION WILL ONLY TAKE PLACE ONLY AFTER APPLICANT FOLLOWS SOPHIA COLLEGE ADMISSION PROCEDURE AND HAS PAID THE COLLEGE FEES.

Any queries regarding the entrance test should be directed to

fybascj.admission@sophiacollege.edu.in

A. P. Patil

Dr Anagha Tendulkar Patil

Principal

Sophia College for Women (Empowered Autonomous)

Important: Sophia College for Women (Empowered Autonomous) reserves the right to reject any application for providing incomplete and/or incorrect information.