



# **St. Joseph's College of Commerce** **(Autonomous)**

*163 Brigade Road, Bengaluru, Karnataka - 560 025.*

**P**

**e**

**A**

**R**

**e**

---

**A**



## A u

j 7 a ‘ ( R ‘ ‘ ( ‘ ( R ‘ ‘ z‘ ( l j aRR25 , ‘ ( x( x ( ‘ ( j 7 a ‘ ( R ‘ ‘ 5  
‘ xy ‘ – ( ( ‘ ( ‘ x (: GAF ( x x ‘ – ( y ( ‘ ( Qx x ‘ ( a‘ ( T– zx x ( j z ‘ ( lQaTj 27  
k ‘ (R ‘ ‘ z‘ (S‘ x ‘ ( x ( ‘ xy ‘ – ( ( ‘ ( ‘ x (: HCHx – ( (y‘zx ‘ (x ( – ‘ ‘ –  
z ‘ ‘ ( ( ( (y – ( ( Q x– ( i x– ( ( ‘ ( ‘ x (: HFA7 n (x ( y‘z ‘ ( ‘  
x ( x ( – zx ( ( ‘ ) ‘ – ( ‘ (R ‘ ‘ z‘ (x – (d x x ‘ ‘ 5 (z ‘ ‘ ( x (y‘  
x ( (x (x ‘z ( ‘ ) ‘ ( – zx ( ‘ (x( ( ‘ – ( ‘ ) ‘ 7j aRR( x ( x ‘ (x  
‘ x– ( ( ‘ ‘ (z z (x – (xy 5‘ x x (x – ( x x ( x ‘ 5x – (‘xz  
x – (‘x ( ‘ – ( ( – (‘x( z( – zx ( ‘ ) ‘ ( ‘ (x – ( ‘ ) ‘ (x – (‘  
‘ 7k ‘ (z ‘ ‘ ( x ( – z x ‘ – (x (x(R ‘ ‘ ( (g ‘ x ) (T z‘ ‘ z‘ ( ( ‘ ( ‘ x (A9: 97  
Y (A9: : 5j aRR( x ( ‘ z ‘ – (x (xi ‘ ‘ x z (R‘ ‘ (y (Qx x ‘ (l ‘ 7k ‘ (z ‘ ‘ ( x  
z ‘ ‘ (y‘ ‘ ( x ‘ – (x ( ‘ ( ‘ (: 99(z ‘ ‘ ( ( ‘ (z (y ( ‘ (e x x  
Y x (i x (U x ‘ (le Y U25(d ( ‘ (T– zx 5V ‘ ‘ ( ‘ (Y– x5  
z‘ ( ( z‘ ( ( A9: F7

$$\frac{R}{x} = \frac{(d \cdot (U - (c \cdot xy)^5) \cdot x \cdot (Ux) \cdot (x - k) \cdot 7Ux) \cdot (z \cdot (V - x - (y \cdot (k \cdot (x - 7))))}{x - (y \cdot (k \cdot (x - 7)))}$$

m &"& 'P' 'Q (z 'x '(x 5 'z x (x -( ' z x z( z' ( 'z x ( ( '( ' z' '( '( 5 '( ' -(x -( '( x x '-7

[illegible]d', &

- [illegible]

a

e

T xy '-( ( : HFA ( ' ( S ' x ' ( ' ( T ( ' z ' ( ( - ( x( x z  
 ' ' z ' ( ( ' ( - ( ' ( x x ' ( x -( ' x ' 7f ' ( ' ( ' x 5 ' (- ' x ' ( x  
 ' ' -(x (x(z' ' ( ' ( z zx (x -(z ' x ' ( 5' ' ( ' x ( ' y ' 5x -  
 z ' x ( x ' ( ' ( ' (- x ' 7k ' (z z x( ' ( T (z ' ( x ' ( x ' -(x (x  
 ' ' ( ( ' (z ' x (z x ' ' ( ( ' ( z' 5y (z x (x -( ' ' x 5x -  
 - z' ( - ' ( (- ' ' ( ' x ' (xz ( ' ' (x -(z ' 7k ' ( zx  
 ' x ( ' ( ' (- ' x ' ( x (y' ' ( ' -(y ( ' (a' ( (x -( ( ' ,  
 '- zx 5x -( x ' -(y ( ' ( ' ' ( ' ( y z( ' ' z x (x -(z ' x ' ( ' xz ' ( ' (g ' 7V  
 b(V -(i x (x -(g ' 7i (i x x x 7k ' (xz ( ' y' ( ' ( ' (- ' x ' (z ' ( ' (x  
 x ' ( ' ( z 6 x (yxz - 5x -( ' (- ' ' (xzx- ' z( ' ' 7

a

k ' ( S ' x ' ( ' ( g z ( x ( ( - ' ( x( ' -x x( - ' x - ( ' ,  
 z zx (z z' (x -(x ( ' x ( ' ( ' ( z xz ' ( ' ( ' x ( -7k ' ,  
 - ' x ' ( ' ( ( - ' ( ' (y' ( ' z' (x -( ' x ( ' ' ( ' ( ' ( z  
 - ' ' ' ( ' ( ' ( - - x 5x -( ' (- ' ' ' ( ' ( ' z' x ( ' ( ' ' x z 7Y(x  
 x ( ( - z' ( - ' ( ( ' (- ' ' ( ' ' - ( (g z 5' z x ( ' ( ( x-  
 (x ( ' - z x (x xz ( ( - ' x -( x ( ' ' ' z' 7

P ( x ( ' ( ' (g z (P z x 5 - ' (x ' (xz ' ( ' z x ' -( ( x z x ' ( (z 6  
 z z x (xz ' 7k (- x z( x ' ( ' (x ' ' ( ' ( - ' ( ( x ' ( ' ,  
 ' ' ' z' (x -(z y ' ( ( ' ( z( 5' ' (x( ' ' ( ' (z (x -  
 x ' -( ' x 7



## A

k '( QP( IT      ƒ g z      ƒ x -( R      zx '( T      ƒ g x      '( ( x(      '  
 'zx x (      x '( x( ' '      -( '( -( '( ' x 'ƒ z      ƒ x -  
 z      zx ( (y ( yx(x -(Y-x(z ' 7k (z '( (-' '-( (      -'  
 -' ( (x( -x ( ( ' '( ' '( - ƒ ' x ( ' ( (-' '( ' '      x(x -  
 xzx-' z(      ' 7

## S &

T (z ' ƒ      (x(z '( -( '( ' (x -(z ' ƒ'x x '( -' (      '  
 ' x (      '( '( '( -(x -( ' ( ' ( ' x ( ' y '( x -( ( ' ,  
 ' ' x 7Y( (x '( z ( ( ' 'x z ( ' x (x -(z x (      ' ƒ z' (x -  
 x ( ' ' ' z' ƒx -( ' ( ' '( '( ' x ' 7

## g -

g z (z '( -'(x( -x x( -' x - ( '( z zx(z z' ƒ (x  
 ' x ( ( ' ( xz zx(x zx ( (z zx ƒ'- zx x ƒx -( - x ( ' 7Q  
 ' ( x (x 'z ( '( '( ' -ƒ -' (-' ' ( ( x ( ' x z' ( ' ' 5  
 ' x ƒx -( zx ( ' y 7k ' '( ( ' x '( ' ( '( (z ' ƒ x  
 ' z' ƒx -( ' ( ' ' 6z' z( ' - 7

## P -y 'S

R ' (-' '-( -' ( '(R      zx '(T (- z '( ' -( (z 'x '(      '  
 ' ( -' ( ( ' x '( (-' ' '(x 'z ( '( '(T (x x '7Pz ( ( ' ' ' 5  
 -' ( ( ' x '( '( x '( '(T (x x '(      ƒz x(z ' ƒ z '      '  
 x -(y x z '( '(      z ƒx -(      '(x zx ( '( x x 'ƒy (x ( '( ' ' x  
 x -( ' x ( ' 7k '(z '( ( '( z ( ( z zx ( ( ' ' -'-( (-' ' ' ( ' - 5  
 z (x ( ƒ 'ƒ x ƒy x-zx ƒ ' 'z      zx ƒx -( - zx 7

k ' ' ƒ ' '( ' '( 'zx x (      -'(x(z ' ' ' '( -' zx ( x (y' -  
 ' ' zx (      -' '( ( xz zx ( ƒ'      ( x ( -' ( x- x '(x ( ' x '  
 ' ' x (zx xy '( '(x-x ( (x -( z' ( ( x ( ' - 7



- ( k ( 'x x ' ( - ' ( ( ' x ' ( T ( z ( ' ( ' ( - ' ' ( ' ' 5 ' ' (x -(z z' 7
- k ( ' ( - ' ( ( ' -x x(z z' (x - ' ' ( ( ' ( x ( ' - ( ' (g z 7
- k ( - ' ' ( ' ' z' z ( x -( x ( xz zx ' ' ' z' ( (g z zx ( ' ' x z 5 z - ' ' ' x ( - ' (x -( y ' x x ( ' ' x z 7
- k ( ' x z' (z zx ' ( ' ' z (x -( ' xy ' - ' ( ( xz ' ( xzx- ' z ( ( x - ' ' x z ( 7
- k ( xz ' ( ' ( x ( ' - z x ' ' z ' ( ( ' (z ' ( ' ( ' x ( - ' 5 z (x -(z zx 7
- k (z ' z ( y' x(x 5 x ' 5x -( z x z' z' ( ( x( - ' x z z 7

“ y , , , ,C, , , , f , , , , , , , , W , , , , , , b ~ , b ”

P y & G ' (Yl: : (x7 7f x - 2

S z P ' yG

d x -x ( ' y ( ' ( ' x ' ( (x( x (x ( ' 4A ' ' ( lb x x x x(gl R5 Y R5 RQj T5 e Y j 5j x ' Q x - 2 (x ( ' x ( ' (x ( ' z ' -(y x -( Y-x( (xy x-7

e ( - ' ( x ( y' ( ' y' ( ' ( x- ( ( ' x ' ( ( 6 x 8- x z' ( ' - zx ' ( ' 8 ' ( x ( zz' ' (z ' ' -( : A ' x ( ' j z ( (x ( ' x x (z - z' -(y (x Q x - 8 ' ( ( (e x x (Y ' ( ' (f ' j z (le Y j 27



- Alberto Manguel





a

A

S & 'y' &

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

L L L L  
L L L L  
L L L

,,,,,,a,,,,,

g -

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

P -y 'S &

- Writing for Media
- Discourse Analysis
- Communication Theories
- Communication for Media
- Contextual Communication
- Media Interaction Skills
- Storytelling for Media



R



,

Y-‘ ‘ -‘ (n 5  
R ‘x ‘ (n (‘ (d ‘- x  
x -(R ‘ x  
k‘z zx (n 5  
R (x -(R ‘  
n

c ‘ x (x -(R x  
a x 5Q ‘  
a x 5j  
a x (

Pzx-‘ z( x x (   
c ‘ x ( x x  
k‘z zx ( x x (   
d ‘- zx (k x x (

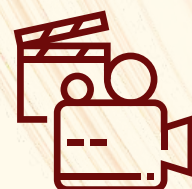


e

Rx ‘‘ ( ( x x ( y z  
‘ x (‘ (z x ‘  
, 5e Vf (x -( ‘  
(

k‘xz (x ( z (x -  
z ‘ ‘ 5R x ‘  
k x (

Rx ‘‘ ( ‘ (   
g y ( ‘ (x (-  
x -( ‘(‘x-‘



e

e

S ‘ ‘  
‘ ‘ ‘ ‘ x ( ‘z  
( ‘(‘ -(‘( ‘ x ‘  
x -(z ‘(

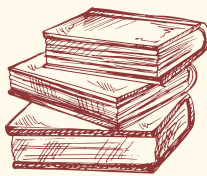
i ‘ ‘x z ‘ (‘ ( y  
‘ 5 x ‘ (x -  
x- ‘ ( 5  
Pzx-‘ z( ‘ ‘x z (

g ‘ ‘ ‘ 5 5x -  
z ‘ (z ‘x (‘  
z ‘x ‘( x ‘ ‘ 5  
j z x ( ‘-x( x x ‘ ‘ 5  
P -‘ z‘( ‘ x ‘ ‘ (



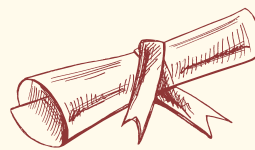
u

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



/

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



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



Professional mentorship offered by the teachers create a personal connect with students and thereby provide a supportive structure. Mentoring contributes to the holistic development of the students.

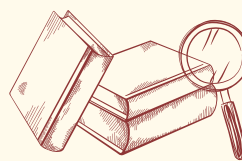


R

Professional counselling services provide essential life skills and nurtures the ethical dimensions of the students' personality, shaping them to be conscientious and socially responsive citizens.



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.



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



R

Collaborations with Media houses and International Universities enhances opportunities for students. International student exchange programme is a highlight of the BA programme.



R

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



u

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



/

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



R

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

e ,RR

k ' &V y y &' 'y -y &y y' & & ' &y  
 "& -y y & & &aPP&

Yg( ( xz z'-(y ( ( ' ( '(- zx x  
 z ' I  
 :R ' ( -' x - ( -' ( ' '(x -(z ' (   
 AT ' ' z' ( - ( ' 'z x (x -(x)"z '   
 'x ( ' (   
 Bñ "'z ( '( 'x ( ( ' '(x -( ' (   
 CPz ( -' ( ' x ( ' ( '( 'x '-(z ' (   
 DT x x ( '( -' ( (

P (j aRR(P zx-' z(T z' ' z' R x xz' (U x R x -  
 j z x (R z' ( ( ' ( "'( x ( '( -zx 7

N-y' ' -S -' ' -' &

- Y x ' (k'xz 6'x (g'-x ' (
- Y x ' (R (Y ' x (P ' ' (
- T -(j' ' ' (T x x (lk x x' z & y zx  
 'h g(x -(P ' ( ' 2
- Q -' (R ' (/ (i ' '-x (R x ' (
- U' - 8i ' 'x z (g 'z (
- R' ' ( (S x (c'x (x -(T- zx (
- R xz ( (g ' ' x (T x (
- Y ' x x (x -(e x x (z xy x (

P y y-' & y G

- R x (d ' (x -(R ' (j (
- j -' (R z R P z x (x -(R y (
- c'x-' (Rx (
- j -' (S' ' ' (g x ' (/ (R x (T ' 7
- p x(x -(j (
- l VR(d x -x '-(R' (
- j -' (n ' 'x '(f "z'

j -y & -' G

- Q' yx x6(R (T x ' ' (
- T ' (Pz ' ( (e j j Rj P Rl Uñi x xz 5  
 Tz (R y((
- T x (f (R' ' (
- P (x -(d x x ' ' (j z x (
- d -6-x (d 'x (j z ' ' (



a~ b b



## Co-curricular Activities

**m ' y & W' - ' y' & ' y & ' &**

k '(S' x ' ( ' (T ( (x (x x ( ' z ' x '( ' x '( ' ( - (x( xz' ('  
- ' '(x 5z ' 5x -( x x 7k ( x ' ( ' '(x (x( y x ( xz' ( x ( '  
z 'x (x -( ' ( 'x ' (z ' x 7k '( ' x(z ' (x( 'z ( ' ( ' x  
' ' 5x ( ' ( x ' (- z (x -( ' x (z ' ( ( (x -(z x  
' ' x z' 7

**N y & ' z - & y & ' - ' & ' ' &**

T ' ( 'x (x -( ' ( ' ( ' (i ' y z(S x 5 '(S' x ' ( ' (T ( ' (x( ' '-  
y z( ' 'z x( -( ' (x('z '( (z ' x ( z 6 zx(x -(z x(z x ' ' 7

**j' y & & ' & ' ' ' -**

k '(S' x ' ( ' (T (x -( '(S' x ' ( ' (g z ( x ' ( ' ( 'z ' 5  
5 ' x 5x -(z ' 'z' ( ( -( ' ( ' x '( ( ' 5  
x 5x 5 z 5x -( ' x( 'x ( ' x 7k ( ' z x '( - ( '  
(y' -( 'z z (x -( ' ( ' ( ' 'z (y' ' (x (- z ' (x -( ' - 7

**S ' & W' - ' y' & ' ' &**

T ' ( (x (x x (x x ( ' ( ' z ' x '(z ' ( ' -( ( ' ( ' (j' ' y'  
( ' ( ' ( ' ( 'x- (x x ' ' (xy ( z -( ' ' 7Y( (z - z' -(  
z xy x ( ( ' (j z -(g ' ' (Y-x(U -x (lj g YU27j - ( x (x (xz '  
' ( ( x ( ' (z ' 7

**S - & ' & y & - & z &**

k '(x x (g z ( ' y (T z ( ' xy' ( - ( ( ' ( ' ( ' ' x  
( y ( zx ( ' (x ' ' (x -( ' ' ' ( ' ( x '(z - z' -( ( '  
zx 7j - (x '(x ( ' z x -( ( x '( ( - ( ' (z x z( ' ' (x (x  
x ( '( x ( (g z (x (x(z' z'(y' -( ' (z z 7



O

a

e



**Mr. Vinay Kambipura**

(d P(IT 2e Tk7  
U (j - ' 3c ' x (k ' 3d ' - x(x -  
k'z (j - ' 3j z' z'(n



**Dr. Neeti Roy**

(d P(IT 2g 3 (Y - x (n 3S x x(c ' x ' 5  
Tc k3R ' ( (V' - ' (j - ' 5  
U (j - ' 5



**Ms. Marina Joyce Roche**

(d P(IT 23QT-3g VS RT  
i ' (j - ' 3g 5  
c ' x ' (x -(Y'



**Mr. Thomas Mathew**

(d P(IT 2e Tk7  
R x (j - ' 3R zx (k ' 5  
g 3j (n 5  
c z



**Mr. Jeffin Lijo**

(d P(IT 2e Tk7  
S x (c ' x ' 3P ' zx  
c ' x ' 3k x x (j - ' 5  
U (j - ' 5



**Ms. Vijayshanthi**

(d P(IT 2e Tk7  
V' - ' (j - ' 3S x (j - ' 5  
Y - x (n ( (k x x 5  
R x (j - ' 5



**Ms. Divya Hari Rao**

(d P(IT 23bj Tk7  
g ' 3R x (j - ' 3k x '  
n 3P ' zx (c ' x ' 5  
Q ' (R zx



**Mr. David Sunil**

(d P(IT 2  
U (j - ' 3j z 6 (c ' x ' 5  
(V x z(e ' 5



**Dr. Diana Sushmitha**

(d P(IT 23QT-3g 3  
j x x (j - ' 3R x (j - ' 5  
V' - ' (j - ' 3g z x  
j - ' 7



**Dr. Aruna Parandhama**

(d P(IT 23QT-3g 3  
Tc k3T ' x (W x ' 5  
j z z 3U (j - ' 5  
Pzx-' z(x -(i ' ' x z (n (T



**Ms. Jyothsna K S**

(d P(IT 2e Tk7  
R x (j - ' 5  
k x x (j - ' 5  
T (j - ' 5



**Mr. Maxson Francis Desilva**

(d P(IT 23QT-7  
n -(n x (c ' x ' 3m x 6  
R x (j - ' 3U (j - ' 5  
S ' z (x -(R ' x x 7

A

O



**Dr. R. Rajaram**

(d P(IT 2g 3  
Y - x (n 3g z x (c ' x ' 3R x  
j - ' 3g ( ' (j z' z'

0

a

R



d ௩ y y ௩z y y  
d 7 z7IR zx (g z 2e Tk



d ௩ ' y ௩ '  
d 7 z7lg z zx (R ' 2



d ௩ ' ௩ y y  
d 7 z7IR zx (g z 2g VS



d ௩ ' ௩y ' ௩j y  
d j z7g VS ( ( IR ' (g z 2



d ௩ -y ' ௩ y ௩ny  
d 7 z7IR zx (g z 2



d ௩ y ௩ -  
d 7 z7IR ' (g z 2



d ௩ - ' ' ௩ ' y  
d 7 z7IR zx (g z 2



## j ScSPkWe &i f PSjj &

k ‘( ‘ x z‘( ‘ x x ( ‘ ( ‘( QP 7 IT 3 g z ( / ( R zx ‘( T 2  
g x ‘( ( x ‘( xz‘( ( 6zx (x –( ‘( –‘ 7

e 5y y y y& ‘&i Wey ‘ ‘y’ & &y ’& & &y ’&’  
’ y –& y &S 5i ‘Qy ‘& ‘&1& &’& ’& ‘  
& &‘ y &’&

k ‘( ‘ x z‘( ‘ (z ( ‘( ( – I(

i ‘&QaPP& ‘ ‘&’ &S 5j Nk5S 1&

k ‘(k‘ ( (z ( ‘( ‘( ‘( ‘z I(   
j ‘z (PI(T (c x x ‘(Py (l: D x 2  
j ‘z (QI(R zx (k (j (l: D x 2  
j ‘z (RI(R ‘ ‘ (gx x ‘(l: D x 2  
j ‘z (S I(i ‘ ‘z ‘(T x (l: D x 2

k x( x I(E)(  
k ‘(x ‘–I(E)( (

## W gf i kNe k&I WScWSj &

- j ‘z (P( ‘( ‘( ‘(T (x x ‘(xy ( ‘( ‘(zx –x ‘( ( ‘ ‘x– ( ‘( ‘  
x 7
- Rx –x ‘(x ‘( ‘( –( ( ‘(x( ‘( ‘( ‘( ‘( (j ‘z (QIR5x –(S 7
- Rx –x ‘( ‘( ‘( z‘–( ‘( ‘(z’ –( –( 7
- P ( ‘x z‘( ‘( x x ( (z ‘x ( ‘( ‘( ‘( ‘( –x ‘(– x ’zx 7

g ‘y ’& ’Gf ( ‘–(zx –x ‘( (i –(: ( (y‘(zx ‘–( ‘( ‘(j y ‘z (b ‘– ‘  
Y ‘ ‘ (i –7

i ‘&Qz’– 5 ‘ ‘&&’ y &W’ ‘ &

Y( ( –( ‘(zx –x ‘( (y‘( ‘( –( ‘( ‘( ‘( ‘x(’x x ( ( ‘(– z x  
‘– 3 ‘(xy ( ( –‘ x –(z z’ 3x –( ‘( x (x –( ‘ ‘( ( ‘  
QP( x ‘ 7

Tf i &NggcWNkWe &i f PSRI i S4W gf i kNe k&NkSj 4Ne R& kVSi &RskNWj &Ww  
kVS&Pf ccSUS& SOj WS& 6 –6‘ 6

Tf i &I i kVSi &RskNWj &Of l k&VS&i f Ui Nd d S&Pf e kNPk& ‘ ‘ \_M\_ –6‘ 6  
g & 58E81&B7C3CAA&AC

CLICK HERE TO APPLY!