

*Padmabhushan
Late Pujya Karamshi J. Somaiya
(1902-1999)*



“The buildings of stone and mortar would be temples of learning only where a bond would be woven between the traditions and values of the past and the skills and opportunities of the present and the future.”

A Message from our Founder

My dear young Students,

Welcome to you to the Institutions of the Vidyavihar!

Your finest hour is here. The future belongs to you. Let us all zealously work together and dedicate ourselves to build India of our dreams.

Remember, nothing was ever achieved without Hard Work. Be bold but be not bowled over. Let Truth and Duty be your watchwords. Never despair in the face of setbacks. Keep Courage and continue to work with Fortitude. Have Faith in yourselves and in the Almighty.

Strive for your Goals and the Future is yours!



ॐ पूर्णमदः पूर्णमिदं पूर्णात् पूर्णमुदच्यते ।
पूर्णस्य पूर्णमादाय पूर्णमेवावशिष्यते ॥१॥

1. OM. Whole is that (Brahman), whole also is this (world). From whole comes the whole; take whole from whole; (yet) whole remains.

ॐ ईशावास्यमिदं सर्वं यत् किं च जगत्यां जगत् ।
तेन त्यक्तेन भुञ्जीथा मा गृधःकस्य स्विच्छनम् ॥२॥

2. OM. Whatever exists in this world is to be enveloped by God. (the Ruler). By renouncing it (the world) thou mayst enjoy. Do not covet the riches of any one.

मूकं करोति वाचालं पङ्गुं लङ्घयते गिरिम् ।
यत्कृपा तमहं वन्दे परमानन्दमाधवम् ॥३॥

3. I bow down to Madhava, the Bliss Eternal; to Him whose grace enables the dumb to speak (and) the lame to go across a mountain.

ॐ प्रणो देवी सरस्वती वाजेभिर्वाजिनीवती धीनामवित्र्यवतु ।
ॐ चोदयित्री सूनृतानां चेतन्ती सुमतीनाम् । यज्ञं दधे सरस्वती ॥४॥

4. OM. May Sarasvati, the Divine, protect us by her strength-giving favours, she who is rich in strength-giving favours, the protector of our thoughts. Sarasvati, who inspires hymns and promotes pious thoughts, brings about our sacrifice.

ॐ असतो मा सद्गमय । तमसो मा ज्योतिर्गमय ।
मृत्योर्माऽमृतं गमय ॥५॥

5. OM. From the unreal lead me to the real. From darkness lead me to light. From death lead me to immortality.

ॐ सहनाववतु सहनौ भुनक्तु सहवीर्यं करवावहै ।
तेजस्विनावधीतमस्तु, मा विद्विषावहै ॥६॥

6. OM. May God protect us both at the same time; at the same time support us both; May both of us at the same time apply (our) strength. May our learning be illustrious. May there be no hatred (between us).

सर्वेऽत्र सुखिनः सन्तु सर्वे सन्तु निरामयाः ।
सर्वे भद्राणि पश्यन्तु मा कश्चिद् दुःखमाप्नुयात् ॥७॥

7. May all here be happy. May all be free from disease. May all see well-being. May nobody experience misery.

ॐ शांतिः । शांतिः । शांतिः ॥
OM. Peace, Peace, Peace.

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ABOUT THE CAMPUS

Somaiya Vidyavihar is well renowned for its vast and lush green campus housing 34 institutions imparting academic excellence in fields as varied as medical, engineering, commerce, Sanskrit, Buddhism et al. Somaiya qualifications have acquired a brand name world over. For last 50 years the Somaiya educational group has created a glorious record of providing 'Value Based Quality Education'.

ABOUT THE COLLEGE

S. K. Somaiya College of Arts, Science and Commerce is one of the few young institutions of Somaiya Vidyavihar Campus which has, within a very short span established a prestigious name in the field of education. The college made a modest beginning in the year 1995 with 300 students offering just two educational streams. Today it proudly boasts of educating more than 5000 students every year and offering more than 15 courses. Inspired by the vision of our founding father we endeavour to impart qualitative value based education. Over the years we have strived to blend conventional education with contemporary courses so as to equip our students with knowledge and skills required for gainful employment. We offer, to our eligible students a basket of career oriented courses to choose from, as per their likes and interests. The teaching learning process at our institute imbibes a very global approach i.e. while using the traditional personal touch method the faculty also uses the latest information communication technology to make the learning process highly effective.

QUALITY POLICY

To nurture young minds with values knowledge and skills so as to equip them to earn a life of dignity and become proud successful citizens of our country.

Several teaching techniques are used in combination to provide a balance of theoretical and practical knowledge. This two pronged approach towards education grooms our students to face the professional challenges of career in a most amicable manner.

VISION STATEMENT

To be an re-accredited, autonomous and proactive center for excellence, combining knowledge with innovation leading to an all-round development of students in their chosen area of specialization.'

MISSION STATEMENT

The following mission strategies have been evolved in order to attain the goals of the College and to create a harmonious society.

- To initiate a holistic development of the students to meet and match the challenging tasks ahead.
- To extend education to all its branches.
- To impart the basic human values of truth and hard work.
- To provide state of the art infrastructure to the students and faculty.
- To infuse action orientation in the students and to cultivate a proactive approach to life.
- To create competent role models for the country.
- To create a market brand of the Somaiyaites who will be recognized globally.
- Developing humane citizens of the nation.

MINORITY STATUS

Government of Maharashtra vide letter no. अथैसं-2009/619/प्र.क्र.39/2009/का.1 dated 25th Feb. 2009 has granted approval of Gujarati linguistic minority status in the state of Maharashtra to all the academic institutions run by our trust, Somaiya Vidyavihar. Accordingly, the limit for granting admission on the basis of merit to eligible candidates of Gujarati community is as under:

- A) 50% of the sanctioned intake in case of aided institutes (B.A. & B.Com. offered by the college)
- B) 51% of the sanctioned intake in case of unaided institutes (All courses other than B.A. & B.Com. Offered by the college)

Candidates aspiring to seek admission under the minority quota should apply separately for the same.

GOALS

There is a constant quality control in monitoring the student's academic performance in order to maintain the standards of education and examination. The teaching methods and evaluation patterns followed in the college include novel experiments in higher education giving importance to the following three features:

- I) To give a sound theoretical knowledge base,
- ii) To infuse a versatility in the personality of the students ,
- iii) To motivate the students to undertake responsibility connected to the chosen field.

COURSES OFFERED

A) Three Year integrated Undergraduate Degree Courses

Bachelor of Arts (B.A.)	Bachelor of Commerce (B. Com.)
Bachelor of Science (Computer Science)	Bachelor of Science (Information Technology)
Bachelor of Management Studies (B. M. S.)	Bachelor of Commerce (Banking & Insurance)
Bachelor of Commerce (Accounting & Finance)	Bachelor of Commerce (Financial Markets)
Bachelor of Mass Media (B.M.M.) (English Medium)	

B) Two year Post Graduate Degree Courses

M. Sc. (Computer Science)	M. Sc. (Information Technology)
M.Com. (Accountancy and Financial Management)	M.A. (Economics)
M.Com. (Banking and Finance)	M.A. (Communication & Journalism)

- Note :** 1. All courses other than B.A. and B.Com. are of Self-financing in nature.
 2. The college has applied for additional divisions for the courses of B.Com. (Accounting and Finance), BMS, BMM, B.Sc. (Computer Science) and B.Sc. (Information Technology) and also for a PG course (M.Com.) In Banking and Finance and also for a research centre in Economics. The University has recommended the same to the Government and permission from the Government is awaited.

COURSE STRUCTURE

B.COM. BACHELOR OF COMMERCE Degree Course (Semester System)

First Year - (Seven papers - All Compulsory)

- 1.1 Foundation Course - I
- 1.2 Business Communication
- 1.3 Business Economics - I
- 1.4 Commerce - I
- 1.5 Environmental Studies
- 1.6 Mathematical & Statistical Techniques
- 1.7 Accountancy & Financial Management-I

Second Year - (Six Papers)

Compulsory Papers

- 2.1 Foundation Course - II
- 2.2 Business Economics - II
- 2.3 Business Law
- 2.4 Accountancy & Financial Management-II
- 2.5 Commerce - II

Applied Component (Any One)

- 2.6 a) Advertising, B) Computer Prog.

Third Year (Seven Papers)

Compulsory Papers

- 3.1 to 3.3 - Accountancy & Finan. Mng.
(Paper I, II & III)
- 3.4 - Development Issues of Indian Eco.
& Busi. Eco.-III
- 3.5 - Management & Production Planning.

Applied Component

- 3.6 & 3.7- (Any one of the following combinations) :
- A) Computer System/Direct and Indirect Taxes
 - B) Direct and Indirect Taxes/Operations Research
 - C) Direct and Indirect Taxes/Investment Analysis & Portfolio Management
 - D) Direct and Indirect Taxes/Export Management

Note : Students can offer any of the applied component's combinations offered by the college subject to the availability of the seats in the concerned subjects.

COURSE STRUCTURE

B.A. BACHELOR OF ARTS Degree Course (Semester System)

First Year (Six Papers)

Compulsory Papers

- 1.1 Foundation Course - I
- 1.2 Communication Skills
- 1.3 Language - Hindi or Marathi

Optional Subjects

(Any one of the following combinations)

- 1.1 Sociology / Economics / History
- 1.2 Sociology / History / Political Science
- 1.3 Political Science / Economics / History
- 1.4 Sociology / Economics / Psychology
- 1.5 Economics / Philosophy / Psychology
- 1.6 Sociology / History / Philosophy

Second Year (Eight Papers)

Compulsory Papers

- 2.1 Foundation Course - II
- 2.2 Applied Component - Advertising

2.3 to 2.8 Optional Subjects

(Two papers in each of three optional subjects selected in the First Year)

- A) Economics (II & III)
- b) Sociology (II & III)
- c) Psychology (II & III)
- d) Philosophy (II & III)
- e) History (II & III)
- F) Political Science (II & III)

Note: Students have to continue with the same subject combination selected at first year level as change in subject combination at second year level is not permitted by the University.

Third Year (Six Papers)

Note: Students can specialize either in entire economics or can opt for a combination of two subjects out of Economics/History/Sociology.

Specialisation in Entire Economics

- 3.1 Advanced Economic Theory
 - 3.2 Growth and Development
 - 3.3 Indian Financial System
 - 3.4 Mathematics & Statistics for Economic Analysis
- OR
- Research Methodology
- 3.5 Introduction to Econometrics
- OR
- International Economics: Theory and Practice
- 3.6 Corporate Finance

Economics/ History/ Sociology

(Any two subjects combination with three papers each)

Economics

- 3.1 Advanced Economic Theory
- 3.2 Growth and Development
- 3.3 Indian Financial System

History

- 3.1 History of Medieval India
- 3.2 History of Modern India
- 3.3 History of Mass Media

Sociology

- 3.1 Social theory
- 3.2 Sociology of work
- 3.3 Gender and Society

First Semester (Seven Papers)

- 1.1 Foundation of Human Skills
- 1.2 Introduction to Financial Accounts
- 1.3 Business Law
- 1.4 Business Statistics
- 1.5 Business Communication
- 1.6 Principles of Management
- 1.7 Introduction to Computers

Second Semester (Seven Papers)

- 2.1 Business Environment
- 2.2 Industrial Law
- 2.3 Computer Applications in Business
- 2.4 Managerial Economics - I
- 2.5 Business Mathematics
- 2.6 Introduction to Cost Accounting
- 2.7 Environmental Management

Third Semester (Six Papers)

- 3.1 Management Accounting
- 3.2 Managerial Economics - II
- 3.3 Marketing Management
- 3.4 Business Aspects in Bank. & Insur.
- 3.5 Production Management & Material Management
- 3.6 Strategic Management

Fourth Semester (Six Papers)

- 4.1 Productive & Quality Management
- 4.2 Direct and Indirect Taxes
- 4.3 Export-Import Procedures and Documentation
- 4.4 Co-operatives and Rural Markets
- 4.5 Research Methods in Business
- 4.6 Public Relations Management

Fifth Semester (Seven Papers)

- 5.1 Human Resource Management
- 5.2 Service Sector Management
- 5.3 Financial Management
- 5.4 Elements of Logistics and Supply Chain Management
- 5.5 Business Ethics and Corporate Social Responsibility
- 5.6 Elective I:
 - (i) Special Studies in Marketing

OR

 - (ii) Special Studies in Finance

OR

 - (iii) E-Commerce
- 5.7 Project Work

Sixth Semester (Six Papers)

- 6.1 Entrepreneurship and Management of Small and Medium Enterprises
- 6.2 Operation Research
- 6.3 International Finance
- 6.4 Indian Management Thoughts & Practices
- 6.5 International Marketing
- 6.6 Elective II:
 - (i) Retail Management

OR

 - (ii) Investment Analysis and Portfolio Management

OR

 - (iii) Econometrics

First Semester (Seven Papers)

- 1.1 Financial Accounting - I
(Elements of Financial Accounting)
- 1.2 Cost Accounting - I
(Introduction and Element of cost)
- 1.3 Economics Paper - I
(Micro Economics)
- 1.4 Commerce - I
(Business Environment)
- 1.5 Information Technology - I
(Introduction and Elements)
- 1.6 Business Communication - I
(Introduction and Principles)
- 1.7 Foundation Course - I
(Fundamentals of Environment Mngt.)

Second Semester (Seven Papers)

- 2.1 Financial Accounting - II
(Special Accounting Areas)
- 2.2 Auditing - I (Introduction Planning and technique of Auditing)
- 2.3 Financial Management - I
(Introduction to Financial Management)
- 2.4 Taxation - I (Indirect Taxes)
- 2.5 Business Law - I (Business Regulatory Framework)
- 2.6 Quantitative Methods for Business - I
- 2.7 Business Communication - II
(Application in Business)

Third Semester (Seven Papers)

- 3.1 Financial Accounting - III
(Special Accounting Areas)
- 3.2 Cost Accounting - II
(Methods of Costing)
- 3.3 Auditing - II (Technique of Auditing)
- 3.4 Economics - II (Macro Economics)
- 3.5 Business Law - II (Company Law)
- 3.6 Management - I
(Principles of Management)
- 3.7 Foundation Course - II
(Fundamentals of Entrepreneurship)

Fourth Semester (Seven Papers)

- 4.1 Financial Accounting - IV (Special Accounting Areas)
- 4.2 Management Accounting - I (Intro. to Management Accounting)
- 4.3 Taxation - II (Indirect Taxes)
- 4.4 Commerce - II (Financial Market Operations)
- 4.5 Business Law - III (Industrial Regulatory Frame Work)
- 4.6 Information Technology-II
(IT Application in Acct. & Finance)
- 4.7 Quantitative Methods for Business - II

Fifth Semester (Six Papers)

- 5.1 Financial Accounting - V
- 5.2 Cost Accounting - III
- 5.3 Financial Accounting Paper VI
- 5.4 Management Accounting - II
(Financial Statement Analysis)
- 5.5 Taxation - III (Direct Taxes)
- 5.6 Economics - III (Indian Economy)

Sixth Semester (Six Papers)

- 6.1 Financial Accounting - VII
- 6.2 Cost Accounting - IV
- 6.3 Auditing - IV
- 6.4 Financial Accounting - VII
- 6.5 Taxation - IV (Direct Taxes)
- 6.6 Management - II (Principles of Management and Applications)

First Semester (Six Papers)

- 1.1 Environment and Management of Financial Services
- 1.2 Principles of Management
- 1.3 Effective Communication - I
- 1.4 Economics - I (Micro)
- 1.5 Quantitative Methods - I
- 1.6 Introduction to Computer Systems

Second Semester (Six Papers)

- 2.1 Principles and Practices of Banking and Insurance
- 2.2 Financial Accounting
- 2.3 Effective Communication - II
- 2.4 Economics - II (Macro)
- 2.5 Quantitative Methods - II
- 2.6 Business Law

Third Semester (Seven Papers)

- 3.1 Laws Governing banking & Insurance
- 3.2 Financial Management
- 3.3 Management Accounting (*Tools & Tech. Focus on Bank. & Insu.*)
- 3.4 Customer Relationship Management in Bank. and Insur.
- 3.5 Info. Tech. in Banking & Insurance
- 3.6 Organizational Behaviour
- 3.7 Taxation and Financial Services

Fourth Semester (Seven Papers)

- 4.1 Universal Banking
- 4.2 Financial Management
- 4.3 Innovations in Banking & Insurance
- 4.4 Corporate Law and Laws Governing Capital Markets
- 4.5 Entrepreneurship Management
- 4.6 Financial Markets (Equity, Debts, Forex & Derivatives)
- 4.7 Cost Accounting of Banking & Insurance

Fifth Semester (Six Papers)

- 5.1 Marketing in Banking & Insurance
- 5.2 Financial Services Management
- 5.3 International Banking & Finance
- 5.4 Financial Reporting and Analysis (Corporate Bank. & Insur.)
- 5.5 Security Analysis and Portfolio Management
- 5.6 Auditing
- 5.7 Special studies in Banking (Project)

Sixth Semester (Seven Papers + Project)

- 6.1 Strategic Management
- 6.2 Central banking
- 6.3 International Business
- 6.4 Human Resources Management in Banking & Insurance
- 6.5 Business Ethics & Corporate Governance
- 6.6 Turnaround Management
- 6.7 Special Studies in Insurance (Project)

First Semester (Six Papers)

- 1.1 Principles of Investment
- 1.2 Micro Economics
- 1.3 Basic Statistics
- 1.4 Basic Computer Skills
- 1.5 Financial Accounting
- 1.6 Business Environment

Second Semester (Six Papers)

- 2.1 Environment of Financial System
- 2.2 Macro Economics
- 2.3 Statistical Applications
- 2.4 Communication Skills
- 2.5 Management Accounting
- 2.6 Principles of Business Management

Third Semester (Seven Papers)

- 3.1 Debt Markets
- 3.2 Corporate Finance-I
- 3.3 Equity Markets-I
- 3.4 Banking in Financial System
- 3.5 Computer Applications in Investment
- 3.6 Business Ethics
- 3.7 Organizational Behaviour

Fourth Semester (Seven Papers)

- 4.1 Commodities Markets
- 4.2 Corporate Finance -II
- 4.3 Equity Markets-II
- 4.4 Financial Services
- 4.5 Taxation for Investments
- 4.6 Security Analysis
- 4.7 Business Law

Fifth Semester (Six Papers+Project)

- 5.1 Global Capital Markets
- 5.2 Regulation of Securities Markets
- 5.3 Insurance (Fund Management)
- 5.4 Derivatives Markets
- 5.5 Foreign Exchange Markets
- 5.6 Portfolio Management
- 5.7 Project-I
(Report Writing)

Sixth Semester (Six Papers + Project)

- 6.1 Risk Management
- 6.2 Corporate Governance
- 6.3 Computer Applications in Financial Services
- 6.4 Marketing of Financial Services
- 6.5 Mutual Fund Management
- 6.6 Customer Relationship Management in Financial Services
- 6.7 Project-II (Computer Lab based)

Note on projects : 5.7 i.e. Project I will be a basic in nature like collection and presentation of Data on the topic allotted, while 6.7 i.e. Project II will be a analytical in nature based on the Project I.

First Semester

- 1.1 Professional Communication Skills
- 1.2 Applied Mathematics - I
- 1.3 Electronics and Communication Technology
- 1.4 Fundamentals of Digital Computing
- 1.5 Introduction to C++ Programming

Second Semester

- 2.1 Web Technologies
- 2.2 Applied Mathematics-II
- 2.3 Micro processor and Micro Controller
- 2.4 DBMS
- 2.5 Digital Computer Networks

Third Semester

- 3.1 Computer Graphics
- 3.2 Advanced SQL
- 3.3 Object Oriented Programming with C++
- 3.4 Modern Operating Systems
- 3.5 Logic & Discrete Mathematics

Fourth Semester

- 4.1 Multimedia
- 4.2 Java and Data Structures
- 4.3 Quantitative Techniques
- 4.4 Embedded Systems
- 4.5 Software Engineering

Fifth Semester

- 5.1 Internet Security
- 5.2 ASP.NET with C#
- 5.3 Software Testing
- 5.4 Advanced Java
- 5.6 Linux Administration

Sixth Semester

- 6.1 Internet Technology
- 6.2 Digital Signals and Systems
- 6.3 Datawarehousing
- 6.4 Electives (Any one of the following)
 - (a) Project Management
 - (b) GIS
 - © IPR and Cyber Laws
- 6.5 Project

First Semester

- 1.1 Foundation Course
- 1.2 Descriptive Statistics-I
- 1.3 Statistical Method-I
- 1.4 Calculus and Analytical Geometry
- 1.5 Discrete Mathematics
- 1.6 Computer Organization-I
- 1.7 Algorithms and Programming in C - I

Second Semester

- 2.1 Foundation Course
- 2.2 Descriptive Statistics-II
- 2.3 Statistical Method-II
- 2.4 Calculus and Analytical Geometry
- 2.5 Discrete Mathematics
- 2.6 Computer Organization-II
- 2.7 Algorithms and Programming in C - II

Third Semester

- 3.1 Foundation Course
- 3.2 Calculus and Analysis
- 3.3 Computational Mathematics
- 3.4 Linear Algebra
- 3.5 Discrete Mathematics
- 3.6 C++ Programming
- 3.7 Data Base Management Systems-I

Fourth Semester

- 4.1 Foundation Course
- 4.2 Calculus and Analysis
- 4.3 Computational Mathematics
- 4.4 Linear Algebra
- 4.5 Computer Graphics
- 4.6 Java Programming
- 4.7 Software Engineering

Fifth Semester

- 5.1 Data Communication, Networking and Security - I
- 5.2 Advanced Java-I
- 5.3 Operating Systems
- 5.4 Database Management System-II
- 5.5 Practical of 5.1 and 5.2
- 5.6 Practical of 5.3 and 5.4
- 5.7 Principles of Web Design and Web Technologies - I
- 5.8 Practical of 5.7

Sixth Semester

- 6.1 Data Communication, Networking & Security - II
- 6.2 Advanced Java-II
- 6.3 Linux
- 6.4 Software Engineering
- 6.5 Practical of 6.1 and 6.2
- 6.6 Practical of 6.3 and 6.4
- 6.7 Principles of Web Design and Web Technologies - II
- 6.8 Practical of 6.7

First Semester (Six Papers)

- 1.1 Effective Communication Skills-I
- 1.2 Fundamental of Mass Communication
- 1.3 Introduction to Computers
- 1.4 Introduction to 20th Century World
History
- 1.5 Introduction to Sociology
- 1.6 Economics

Second Semester (Six Papers)

- 2.1 Effective Communication Skills-II
- 2.2 Political Concepts & Indian Political System
- 2.3 Principles of Marketing and Management
- 2.4 Introduction to Psychology
- 2.5 Introduction to Literature in English
- 2.6 Translation

Third Semester (Six Papers)

- 3.1 Introduction to Creative Writing
- 3.2 Introduction to Cultural Studies
- 3.3 Introduction to Public Relations
- 3.4 Introduction to Media Studies
- 3.5 Understanding Cinema
- 3.6 Advanced Computers

Fourth Semester (Six Papers)

- 4.1 Introduction to Advertising
- 4.2 Introduction to Journalism
- 4.3 Print, Production and Photography
- 4.4 Radio & Television
- 4.5 Mass Media Research
- 4.6 Organisational Behaviour

Curriculum for Specialisation - "Journalism"**Fifth Semester (Six Papers)**

- 5.1 Reporting
- 5.2 Editing
- 5.3 Feature and Opinion
- 5.4 Journalism and Public Opinion
- 5.5 Indian regional Journalism
- 5.6 Newspaper and Magazine Making
(Project Paper)

Sixth Semester (Six Papers)

- 6.1 Journalistic Laws and ethics
- 6.2 Broadcast Journalism
- 6.3 Niche Journalism-II
- 6.4 Internet and issues in Global media
- 6.5 News media management
- 6.6 Contemporary issues

Curriculum for Specialisation-"Advertising"**Fifth Semester (Six Papers)**

- 5.1 Advertising in Contemporary society
- 5.2 Copy writing
- 5.3 Consumer Behaviour
- 5.4 Media Planning and Buying
- 5.5 Brand Building
- 5.6 Advertising Design (Project Paper)

Sixth Semester (Six Papers)

- 6.1 Advertising and Marketing Research
- 6.2 Legal Environment & Advertising Ethics
- 6.3 Financial Management for Marketing
and Advertising
- 6.4 Agency Management
- 6.5 Principles & Practice of Direct Marketing
- 6.6 Contemporary issues

Note: Syllabi for first 4 Semesters are the same for all students and at the final year level, students can specialise either in "Advertising" or in "Journalism".

POST GRADUATE COURSE STRUCTURE**M. A. MASTER OF ARTS (Economics) (Semester System)**

Under the M. A. (By papers) scheme, there are 2 groups. Economics student will have to compulsorily choose both. The student will have to study a total of 8 papers (Groups I:4 Papers and Groups II:4 Papers) over the 2-year M.A. Degree course.

MA Part - I (First Year)**Group I (Economics)**

- 1.1 Microeconomics (Paper I)
- 1.2 Macroeconomics (Paper II)

Group II (Advanced Economics)

- 1.3 Agricultural Prod. & Markets (Paper I)
- 1.4 International Trade &
Comm.Policy(Paper I)

MA Part-II (Second Year)**Group I (Economics)**

- 2.1 Development Economics (Paper III)
- 2.2 Public Economics (Paper IV)

Group II (Advanced Economics)

- 2.3 Agricultural Growth & Develop.(Paper II)
- 2.4 International Fin.& Monetary Sys.
(Paper II)

M.COM. MASTER OF COMMERCE (Accountancy) (Semester System)

PART - I (Four Papers)

- 1.1 Business Policy & Strategic Management
- 1.2 Economics of Global Trade & Finance
- 1.3 Accountancy Paper-I
- 1.4 Accountancy Paper-II

PART -II (Four Papers)

- 2.1 Research Methodology in Commerce
- 2.2 Accountancy Paper-I
- 2.3 Accountancy Paper-II
- 2.4 Accountancy Paper-III

M.COM. MASTER OF COMMERCE (Banking & Finance) (Semester System)

PART - I (Four Papers)

- 1.1 Strategic Management
- 1.2 Economics of Global Trade & Finance
- 1.3 Commercial Bank Management Paper-I
- 1.4 Financial Service Paper-II

PART -II (Four Papers)

- 2.1 Research Methodology
- 2.2 Financial Markets in India
- 2.3 Investment Management

M.Sc.(C.S.) MASTER IN SCIENCE - COMPUTER SCIENCE

PART - I (Four Papers)

Paper I

Principles of Compiler Design

Paper II

Digital Signal Processing

Paper III

Mobile Computing and Computer Simulation and Modeling

Paper IV

Data Warehousing and Mining and Advanced Database Systems.

*** Elective I (Any One)**

- 1] Section I: Parallel Processing
Section II: Advanced Computer Network
- 2] Section I: System Security
Section II: Internet Security
- 3] Section I: Enterprise Networking
Section II: Satellite Communication
- 4] Section I: Fuzzy Logic & Neural Networks
Section II: Multimedia Sys. & Convergence

PART - II (Four Paper+Project)

Paper V

Section I : Artificial Intelligence

Section II: Image Processing

Paper VI

Section I: Distributed Computing

Section II: Embedded System

* Paper VII (Elective-I) & ** Paper VIII (Elective -II)

(To be selected from the list given below)

Project

**** Elective II (Any One)**

- 1] Section I : Pattern recognition
Section II : Computer Vision
- 2] Section I : Virtual Reality and Virtual Environment
Section II : Java Technology
- 3] Section I : Bio Informatics
Section II : Intelligent systems
- 4] Section I : Optimization Techniques
Section II : Customer Relations Mgmt.

Note : Electives have to be chosen from the list mentioned in the respective sections only.

M.Sc. (I.T.) MASTER IN SCIENCE - INFORMATION TECHNOLOGY**Semester - I**

- 1.1 Data Mining
- 1.2 Distributed System
- 1.3 Data Analysis Tool
- 1.4 Software Testing

Semester - II

- 2.1 Mobile Computing
- 2.2 Advanced Computer Networks
- 2.3 Cloud Computing & Ubiquitous Systems
- 2.4 Advanced Database Systems

Semester - III

- 3.1 Software Testing
- 3.2 Artificial Intelligence
- 3.3 Parallel Processing
- 3.4 Multimedia Systems and convergence of Technologies

Semester - II

- 4.1 Information Security
- 4.2 Robotics
- 4.3 Distributed Computing
- 4.4 JAVA Technology

M.C.J. MASTER IN ARTS - COMMUNICATION AND JOURNALISM**Semester - I**

- Cj01 Communication Theory
- Cj02 Ethics
- Cj03 Reporting and Editing
- Cj04 Media Criticism

Elective Courses

- Cj05 Introduction to Public Relations Theory & Practices
- Cj06 Media Relations & Media Writing
- Cj07 Investigative reporting
- Cj08 Research in Public Relations
- Cj09 Advertising Theory and Practice
- Em05 Graphic Designing

Semester - III

- Cj18 Media Economics
- Cj19 Advanced Media Research
- Cj20 Introduction to Media Production
- Cj21 New Media

Elective Courses

- Cj22 Introduction to OB and HR in Media
- Cj23 Advertising Communication and Management
- Cj24 Introduction to Marketing
- Cj25 Introduction to Media Planning
- Cj26 Media and Knowledge Management
- Cj27 Media and Culture
- Cj28 Communication for Young Learners
- Cj29 Development Communication

SEMESTER - II

- Cj10 Introduction to Television Studies
- Cj11 Introduction to Film Studies
- Cj12 Introduction to Media Research
- Cj13 Media Laws

Elective Courses

- Cj14 Media Advocacy
- Cj15 Introduction to Media Organizations
- Cj16 International Public Relations
- Cj17 Advanced Advertising Theory and Practice

SEMESTER - IV

Semester-IV involves continuous evaluation of dissertation of the learners. During the continuous evaluation process, every Research Supervisor will teach as well as supervise the progress of the dissertation for a minimum of 192 hours. The learning hours would be 720 hours and the number of credits awarded for the dissertation would be minimum 24.

Institution specific Value added courses

Students are advised to register for atleast one or more University of Mumbai certificate/diploma course from the list given below, as per your area of interest.

Name of the course	Fees (Rs.)
Faculty - Humanities:	
<i>Certificate course :</i>	
Actuarial Science	3,000
Professional Skills	3,500
Faculty - Language:	
<i>Certificate course :</i>	
Sanskrit/French/Spanish/German/Italian	4,000
Chinese/ Japanese	6,000
Faculty – Computer Sc. & Information Tech.:	
<i>Certificate course :</i>	
Web designing and office automation	3,000
Hardware Maintenance	3,000
<i>Diploma course :</i>	
Web designing and office automation	4,000
Hardware Maintenance	4,000
Faculty - Media & Communication:	
<i>Certificate course :</i>	
Sound and Film Editing	5,000
Voice Modulation	5,000
Radio Jockeying	10,000
<i>Diploma course :</i>	
Sound Engineering	20,000
Film making	15,000
Faculty - Commerce & Management:	
<i>Certificate course :</i>	
International Business	3,000
Stock market operation management	3,000
<i>Diploma course :</i>	
Tax procedure and practice	4,000
Advertising sales promotion	4,000
Stock market operation management	4,000

Institution specific Value added courses

Industry supported programs

Tata Consultancy Services– Academia Interface Program – Business Process Management	4,000
Android Application in collaboration with collaborative systems and software solutions	18,000
Intellectual Property Rights	10,000
Collaboration with Krishna Saurashtri associates IPR proposed	

COURSE FEES
for Academic Year 2013-14

Description	B Com			Accounting & Finance			Banking & Insurance			FINANCIAL MARKET			BA			
	FY	S Y	T Y	FY	S Y	T Y	FY	S Y	T Y	FY	S Y	T Y	FY	S Y	T Y	
Tuition Fees	800	800	800	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	800	800	800
Library Fees	200	200	200	600	600	600	600	600	600	600	600	600	600	200	200	200
Gymkhana Fees	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Other Fees / Extra Curricular Activity	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250
Exam Fees	1,300	1,300	-	1,420	1,420	-	1,420	1,420	-	1,420	1,420	-	1,420	1,300	1,300	-
Enrollment Fees	220	-	-	220	-	-	220	-	-	220	-	-	220	-	-	-
Industrial Visit Fee	-	-	-	500	500	500	500	500	500	500	500	500	500	-	-	-
Admission Processing Fee	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Utility Fees	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250
Magazine	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I Card	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Group Insurance	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Student Welfare Fund	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Development Fees	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Vice Chancellors' Fund	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Disaster Relief Fund	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Alumni Association Fees	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
Uni Sports & Cultural Activity	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
E - Charges + E - Suvidha	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70
NSS	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Project Fees	1,400	600	1,400	1,400	1,400	1,200	1,200	1,400	1,400	1,200	1,200	1,400	1,200	600	800	600
(A)	5,725	4,705	4,205	15,945	15,725	14,105	15,745	15,725	15,105	15,745	15,725	15,105	15,745	4,905	4,925	3,405
Computer/Laboratory Fees																
Computer Practicals	-	600	600	1,000	1,000	1,000	2,000	1,000	1,000	1,000	1,000	1,000	1,000	-	600	600
Laboratory Fees	-	800	800	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	-	800	800
(B)	-	1,400	1,400	2,000	2,000	2,000	3,000	2,000	2,000	2,000	2,000	2,000	2,000	-	1,400	1,400
Refundable																
Caution Money	150	-	-	150	-	-	-	-	-	-	-	-	-	150	-	-
Library Deposit	250	-	-	250	-	-	250	-	-	-	-	-	250	-	-	-
Laboratory Deposit	-	400	400	400	400	-	400	-	-	-	-	-	400	-	400	400
(C)	400	400	400	800	400	-	800	-	-	800	400	-	800	400	400	400
Fees (A+B+C)	6,125	6,505	6,005	18,745	18,125	16,105	19,545	17,725	17,105	18,545	18,125	17,105	18,545	6,705	5,325	5,205

COURSE FEES
for Academic Year 2013-14

Description	B M S			B M M			Information Technology			Computer Science		
	F Y	S Y	T Y	F Y	S Y	T Y	F Y	S Y	T Y	F Y	S Y	T Y
Tuition Fees	10,000	10,000	10,000	10,000	10,000	13,000	10,000	10,000	10,000	8,000	10,000	12,000
Library Fees	300	300	300	300	300	300	1,200	1,200	1,200	300	500	500
Gymkhana Fees	200	200	200	200	200	200	200	200	200	200	200	200
Other Fees / Extra Curricular Activity	250	250	250	250	250	250	250	250	250	250	250	250
Exam Fees	1,420	1,420	-	1,420	1,420	-	1,420	1,420	-	1,270	1,270	-
Enrollment Fees	220	-	-	220	-	-	220	-	-	220	-	-
Industrial Visit Fees	500	500	500	500	500	500	-	-	-	-	-	-
Admission Processing Fee	200	200	200	200	200	200	200	200	200	200	200	200
Utility Fees	250	250	250	250	250	250	250	250	250	250	250	250
Magazine	100	100	100	100	100	100	100	100	100	100	100	100
I Card	50	50	50	50	50	50	50	50	50	50	50	50
Group Insurance	40	40	40	40	40	40	40	40	40	40	40	40
Student Welfare Fund	50	50	50	50	50	50	50	50	50	50	50	50
Development Fees	500	500	500	500	500	500	500	500	500	500	500	500
Vice Chancellors' Fund	20	20	20	20	20	20	20	20	20	20	20	20
Disaster Relief Fund	10	10	10	10	10	10	10	10	10	10	10	10
Alumni Association Fees	25	25	25	25	25	25	25	25	25	25	25	25
Uni Sports & Cultural Activity	30	30	30	30	30	30	30	30	30	30	30	30
E - Charges + E - Suvidha	70	70	70	70	70	70	70	70	70	70	70	70
NSS	10	10	10	10	10	10	10	10	10	10	10	10
Project Fees	1,400	1,200	1,700	1,200	1,200	2,000	1,000	1,000	1,900	1,400	1,400	2,000
(A)	15,645	15,225	14,305	15,445	15,225	17,605	15,645	15,425	14,905	12,995	14,975	16,305
Computer/Laboratory Fees												
Computer Practicals	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,500	2,500	1,000	1,000	1,000
Laboratory Fees	1,000	1,000	1,000	1,000	1,000	1,000	6,000	6,000	6,000	1,200	1,200	1,200
(B)	2,000	2,000	2,000	2,000	2,000	2,000	7,000	7,500	8,500	2,200	2,200	2,200
Refundable												
Caution Money	150	-	-	150	-	-	150	-	-	150	-	-
Library Deposit	250	-	-	250	-	-	250	-	-	250	-	-
Laboratory Deposit	400	-	-	400	400	-	400	400	400	400	400	400
(C)	800	-	-	800	400	-	800	400	400	800	400	400
Fees (A+B+C)	18,445	17,225	16,305	18,245	17,625	19,605	23,445	23,325	23,805	15,995	17,575	18,905

COURSE FEES for Academic Year 2013-14

Master of Comm & Jour.	
Tuition Fees	TUT
Library Fees	LIB
Other Fees	OTH
Exam Fees + Mark Sheet	CEF
Registration Fees	PGC
Computer Fees	CF
Fees	
	40,000
	2,000
	3,175
	2,000
	825
	2,000
	50,000

Description	M Sc - I T / C S		M Com- Acc&B/F		M A - Eco	
	Part I	Part II	Part I	Part II	Part I	Part II
Tuition Fees	15,000	15,000	6,000	6,000	3,000	3,000
Library Fees	1,000	1,000	1,000	1,000	1,000	1,000
Gymkhana Fees	200	200	200	200	200	200
Other Fees	250	250	250	250	250	250
Exam Fees + Mark Sheet	650	650	650	650	650	650
Registration Fees	-	250	-	250	-	250
Convocation Fee	1,025	-	825	-	1,025	-
Admission Processing Fee	200	200	200	200	200	200
Utility Fees	250	250	250	250	250	250
Magazine	100	100	100	100	100	100
I Card	50	50	50	50	50	50
Group Insurance	40	40	40	40	40	40
Student Welfare Fund	50	50	50	50	50	50
Development Fees	500	500	500	500	500	500
Vice Chancellors' Fund	20	20	20	20	20	20
Disaster Relief Fund	10	10	10	10	10	10
Ashwamedha Fund	-	-	20	20		
Uni Sports & Cultural Activity	30	30	30	30	30	30
E - Charges + E - Suvidha	70	70	70	70	70	70
Project Fees	-	2,000	-	-		
(A)	19,445	20,670	10,265	9,690	7,445	6,670
Computer / Laboratory Fees						
Computer Practicals	-	-	1,500	1,500	500	500
Laboratory Fees	15,000	15,000				
(B)	15,000	15,000	1,500	1,500	500	500
Refundable						
Caution Money	150	-	150	-	150	-
Library Deposit	250	-	250	-	250	-
Laboratory Deposit	400	-	-	-	400	-
(C)	800	-	400	-	800	-
Fees (A+B+C)	35,245	35,670	12,165	11,190	8,745	7,170

RULES REGARDING REFUND OF FEES

Rules regarding refund of fees in case of cancellation of admission are applicable as per University norms (University Circular No. UG/412 of 2008 dated 11th Sept 2008).

Candidates who have secured admission but not paid full fees as per University norms will be required to pay the difference amount on cancellation of admission for receiving original documents from the college.

Table-1: Fee Deduction on cancellation of admission

Period and percentage of deduction charges					
(i)	(ii)	(iii)	(iv)	(v)	(vi)
* Prior to commencement of academic term and instruction of the course	Upto 20 days after the commencement of academic term of the course.	From 21 st day upto 50 days after commencement of the academic term of the course.	From 51 st day upto 80 days after the commencement of academic term of the course or August 31 st whichever is earlier.	From September 1 st to September 30 th .	After September 30 th .
Rs. 500/ lump sum	20% of the total amount of fees.	30% of the total amount of fees.	50% of the total amount of fees.	60% of the total amount of fees.	100% of the total amount of fees.

Note: * Academic Term for 2013-14 commences on 10th June 2013.

Ordinance 2859 of University of Mumbai

Refund of Tuition, Development and all other fees after cancellation of admissions:

The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted by affiliated colleges, and recognised Institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before 30th day after the date of cancellation and thereafter. The percentage of fee for the course shall be refunded to the candidate after deducting charges as follows:

The total amount considered for the refund of fees from the commencement of academic term of the courses includes the following:

- (i) All the fee items chargeable for one year are as per relevant University circulars for different Faculties (excluding the courses for which the total amount is fixed by other competent authorities).
- (ii) The fee charged towards group insurance and all fee components to be paid as University share (including Vice-Chancellor fund, University fee for sports and cultural activities, E-charge, disaster management fund, exam fee and Enrollment fee) are non-refundable.
- (iii) Fee collected for Identity card and Library card, admission form and prospectus, enrollment and any other course specific fee are not refundable after the commencement of the academic term.

All refundable deposits (Laboratory, Caution Money and Library etc.) shall be fully returned when a student leaves the college or cancels the admission on production of original fee receipt. Deposits not claimed within one year of leaving the college or cancellation of admission will be forfeited.

For the students who are leaving the college after completion of studies, schedule for the refund of deposit will be put up on the college notice board after the declaration of the University result of the relevant course. For those students who cancel their admission in the middle of the course, the amounts of deposits will be refunded to the student after 30 days from the date of receipt of their application duly signed by student and NOC from departments concerned.

RULES FOR FEE REFUND FOR POST GRADUATE COURSES

Vide University Circular UG/ 253 OF 1996.

Ordinance 3574 of University of Mumbai

- A) The registration fees once paid for the PG course will not be refunded for any reason.
- B) The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course without attending any lectures, seminars or practical, subject to a deduction of 25% of the tuition fee. The application by the candidate for such refund will only be entertained if it is received by the Principal/Registrar/Head of Department within fifteen days of the date of commencement of the lectures of the academic year in which the fees is paid.
- C) The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course and joins another course of Mumbai University for which he/she applied at the same University admission is made later, subject to a deduction of 25% of the tuition fee.

NOTES RELATING TO FEE CONCESSION:

Students belonging to reserved category are eligible for fee concession. Those who are desirous of availing such facility should produce Caste Certificate duly certified by the government authority at the time of admission and should fill the prescribed Government free-ship / scholarship form with necessary documents within the due date on notification by the college and relevant notice for the same will be circulated in the Classrooms as well as will be displayed in the Notice Board. Those students who fail to fill the form in time are liable to pay the full fees.

ADMISSION GUIDELINES

Admission is **purely on merit** and is subject to availability of seats as per the directions issued by the University of Mumbai and Directorate of Higher Education, Mumbai region from time to time, duly following the reservation policy of the Government of Maharashtra. A transparent admission procedure is followed strictly based on the standard norms. Any modification in admission guidelines will be notified on the college notice board at the time of admission.

The Management or the college does not accept any donation or capitation fee for admission to any of the courses offered by the college. The public is cautioned not to fall prey to any misleading information regarding admission in the college against donation. In case , any person approaches the students / parents for donation / capitation fee, the same should be reported to the Principal immediately.

The college also provides for lateral entry and horizontal mobility to students i.e. students pursuing one particular programme can shift to another programme for example can shift between the courses of B.M.S. to B.Com. (Acct. and Finance) to B.Com. (Bank. And Insur.) or to B.Com. (Financial Markets). Further, students from other colleges can seek at the start of every academic year / semester for a transfer to our college for the same programme provided it is within the stipulated time subject to the availability of seats and to the requisites and procedures laid down by the University of Mumbai.

Application to each course and to each category has to be submitted in separate admission form.

Xerox Copy of Documents to be attached at the time of submission of form for the Linguistic Minority Category:

← Xerox copy of certificate regarding community membership along with registration number of issuing authority and authorized signature.

OR

← Xerox of Student's / Father's / Mother's leaving certificate / passing certificate stating Gujarati Language as mother tongue.

OR

← Caste Letter regarding Gujarati minority / community letter from Samaj

OR

← Original affidavit on Rs. 20 stamp paper stating that they belong to Gujarati Community.

HELP US TO HELP YOU

1. Office counter is to be contacted only during counter timings for work relating to Admission, Payment of Fees, Railway Concessions, Bonafide Certificates, Leaving Certificate, Transfer Certificate, No Objection Certificate, True Copy, Examination Forms, Transcript, etc. The certificates applied for may not be issued on the same day.
2. Valid Identity Card and Fee Receipt are to be produced by the student whenever he/she approaches the College Office.
3. While submitting the letter of application for any certificate, the student is expected to mention clearly his/her personal details such as the course of study, class and roll number, academic year of admission, postal address with pin code, telephone number, if any, etc.
4. Enquiries are to be made only at the Office Counter. The student may meet the Superintendent / Registrar / Vice Principal/Principal only if he/she is not satisfied with the clarification given at the office counter.

TIMINGS:

Office	: 8.00 a.m. to 4.00 p.m.
Cash Counter	: 8:30 a.m. to 3.00 p.m.
Computer Laboratory	: 7.00 a.m. to 8.00 p.m.
(Open on Sundays and Holidays)	

Library	:
Monday to Friday	: 7.30 a.m. to 7.30 p.m.
Saturdays	: 7.30 a.m. to 4.00 p.m.
Sundays	: 8.00 a.m. to 4.30 p.m.

INFORMATION ABOUT AIDED COURSES

BACHELOR OF ARTS AND BACHELOR OF COMMERCE

DURATION

The course is a three year degree course with credit-based semester wise evaluation. The course introduces the students to twenty subjects of commerce and management in a span of three years.

Admission procedures for First Year B.A/B.Com courses:

All admissions are online with detailed information available on the site <http://www.somaiya.edu>.

1. Students, at entry point, have to apply for a course after the declaration of the results of Higher Secondary Examination.
2. Computerized merit lists are prepared separately, one for in - house students and another for students from other colleges outside the campus, after scrutiny of the applications.
3. In house students from Junior Colleges under the same management are given admissions on preferential basis according to merit upto a cut off and thereafter the remaining seats, if any, are allotted to students from other Junior Colleges purely on the basis of merit.
4. The merit lists as per the cut off marks are displayed one day prior to the admission date on the notice board as per notification from University of Mumbai.

Admission to Second Year or Third Year B.A./B.COM.:

A candidate for being eligible for admission to the Second Year or Third year B.A. / B.Com. commencing from June, 2013, must have passed all subjects at First Year and Second Year Level.

INFORMATION ABOUT SELF-FINANCING COURSES

B.M.M. BACHELOR OF MASS MEDIA [*English medium*]

We were amongst the very few institutions to start BMM course in the Academic Year 2000-01 under the aegis of the University of Mumbai. The course primarily focuses on strengthening the students' competency in the specializations of either Advertising or Journalism. The objective of the course is to familiarize the students with several media related fields like photography, film making, designing, animation, public relation etc., enabling them to avail multiple avenues in the job market.

ELIGIBILITY

A candidate for being eligible for admission to the Degree course in Bachelor of Mass Media shall have passed XII std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent from the Science, Arts or Commerce stream.

Admissions are purely based on merit duly following the reservation policy as per the norms of Government of Maharashtra. While drawing the merit list, weightage has to be given to students from Arts, Commerce and Science Stream at 12th standard level. The stream wise weightage to be given is as under:

Stream	Arts	Commerce	Science
Weightage	50%	25%	25%

The applications are accepted, processed and the merit list is displayed stream wise taking into account the reservation policy prescribed by the Government of Maharashtra.

- A) In case of no application being received from a particular stream, the vacant seats are distributed equally between the other two streams only.
- B) After the first merit list is displayed, if any seat allotted to a particular stream remains vacant, the same shall be distributed equally between the remaining two streams. In case of vacancy in one stream is of single/odd number of seats, the single seat is to be allotted to the Arts Stream. In case if no applications are available from the two streams, then all the vacant seats of such two streams must be transferred to the third stream.
- C) Step (c) be repeated for the subsequent merit lists till all the forms are exhausted or the final merit list is displayed, whichever is earlier.

DURATION

The course is a full time course. 3 year degree course conducted under the aegis of University of Mumbai.

INTAKE CAPACITY

The college has two batches of 60 students each in English medium. The course follows a semester pattern with 36 papers covered over six semester. In the third year the student can choose any one specialization viz. Advertising or Journalism as per their Interest. 40% weightage is given to regular practical evaluation and 60% weightage to term end theory paper evaluation.

INSTRUCTIONAL SYSTEM

The course spans over a duration of 3 years divided over six semesters with six subjects covered in each semester. At the end of each term, the student's practical knowledge about the subject is assessed internally for 40 marks & theory assessment is conducted at the end of the semester for 60 marks.

The course shall consist of 36 theory papers.

Each paper will consist of three lectures per week. The duration of each lecture will be of 50 minutes.

The course offers a specialization choice in the third year i.e. a student can opt for either advertising or journalism so as to be thorough in 12 comprehensive subjects of their specialization in the last two semesters. A student can choose between Advertising or Journalism groups while getting admitted into Semester V (Third Year). The student will however not be permitted to change the group in Semester VI.

UNIQUE ACTIVITIES AT THE COLLEGE

Photography Club-View Finder: It gives the member students an opportunity to showcase their creative eye behind the lens.

Film Club - SMAC: The Somaiya Movie Appreciation Club is a movie club with a difference. It screens good and meaningful films for the students of the campus. The movies are followed by discussions on the films by eminent directors and professionals from the film industry.

Campus News paper - ViewPoint: This venture is completely managed by the students of the college. It provides the students a unique way of expressing their thoughts. It is a newspaper which gives information about event and happening on the campus and also other burning issues which directly or indirectly has an impact on our life.

Estro: is an annual inter collegiate BMM meet, giving exposure to students to interact with Bollywood personalities.

B.M.S. BACHELOR OF MANAGEMENT STUDIES

INTRODUCTION

The Bachelor of Management Studies (B.M.S.) course was introduced at our college since its inception at University of Mumbai in the academic year 1999-2000.

COURSE STRUCTURE

The course is a full time 3 year degree course conducted under the aegis of University of Mumbai.

ELIGIBILITY

A candidate for being eligible for admission to the B.M.S. Degree course shall have passed XII std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent examination or Diploma in any engineering branches with two years or three years or four years duration after S.S.C. conducted by the Board of Technical Education, Maharashtra state or its equivalent examination by

securing 45% of marks for general category (in one attempt) at respective examination and minimum 40% of marks for the reserved category (in one attempt).

Admissions are purely based on merit duly following the reservation policy as per the norms of Government of Maharashtra. While drawing the merit list, weightage has to be given to students from Arts, Commerce and Science Stream at 12th standard level. The stream wise weightage to be given is as under:

Stream	Arts	Commerce	Science	Diploma in Engineering and other
Weightage	25%	45%	25%	5%

The applications are accepted, processed and the merit list is displayed stream wise taking into account the reservation policy prescribed by the Government of Maharashtra.

- A) In case if no applications are received under the "Diploma in Engineering and other category" or if the seats remain vacant in "Diploma in Engineering and other category" after all the merit lists/ forms are exhausted, the vacant seats must be transferred to Commerce Stream.
- B) In case if no application is received from any stream the vacant seats are to be distributed equally between the remaining two streams only.
- C) After the first merit list is displayed, if any seat allowed to one stream remains vacant, the same shall be distributed equally between the remaining two streams. In case of vacancy in one stream is of single/odd number of seats, the single seat is to be allotted to the Commerce Stream. In case if no applications are available from the two streams, then all the vacant seats of such two streams must be transferred to the third stream.
- D) Step (c) be repeated for the subsequent merit lists till all the forms are exhausted or the final merit list is displayed, whichever is earlier.

B.Com.(ACCOUNTING & FINANCE), B.Com.(BANKING & INSURANCE) and B.Com. (FINANCIAL MARKETS)

With the turn of the millennium and changes in the global environment bright opportunities and challenges in the field of finance have come up. In response to this, the University of Mumbai introduced new undergraduate degree programmes viz., B.Com. (Accounting & Finance), B.Com. (Banking & Insurance) and B.Com. (Financial Markets). All these courses were introduced in the college in the same year as its inception at University of Mumbai.

COURSE STRUCTURE

The course is a full time 3 year degree course conducted under the aegis of University of Mumbai.

ELIGIBILITY

A candidate for being eligible for admission to the Bachelor of Commerce (Accounting & Finance) & Bachelor of Commerce (Banking & Insurance) Degree Courses shall have passed XII standard examination of the Maharashtra Board of Higher Secondary Education or its equivalent and secured not less than 45% marks in aggregate in one and the same sitting, (40% for reserved category). The eligibility conditions of the course is subject to change as per change in University norms issued from time to time.

B.SC. (COMPUTER SCIENCE) & B.SC. (INFORMATION TECHNOLOGY)

In response to the dynamic and ever changing global environment, the college offers a number of new career oriented modern disciplines where employment potentialities are very high. The courses in Computer Science & Information Technology have been offered in the college since the academic year 2000-01 at both under-graduate and post-graduate levels. These courses are industry centric and student centric offering an exciting academic journey for the students.

DURATION

The course is a full time courses. The duration of the undergraduate courses is 3 years and that of post graduate courses is 2 years. The courses, Computer Science and Information Technology are based on semester system.

ELIGIBILITY

Admission to First Year B.Sc. (C.S.)

A candidate for being eligible for admission to the three years integrated course leading to the degree of Bachelor of Science (B.Sc.) must have passed Higher Secondary School Certificate Examination (Std. XII) in Science stream conducted by the Maharashtra State Board of Secondary and Higher Secondary Education with Mathematics and Statistics as one of the subject or its equivalent.

Admission to First Year B.Sc. (I.T.)

(a) A candidate for being eligible for admission to the degree course of Bachelor of Science-Information Technology, shall have passed XII standard examination of the Maharashtra Board of Higher Secondary education or it's equivalent with Mathematic and Statistics as one of the subjects and should have secured not less than 45% marks in aggregate for open category and 40% marks in aggregate in case of Reserved category candidates.

(b) Candidates who have passed Diploma (Three years after S.S.C. Xth Std.) in Information Technology / Computer Technology / Computer Engineering / Computer Science / Electrical, Electronics and Video Engineering and Allied Branches / Mechanical and Allied branches are eligible for direct admission to the Second Year of the B.Sc.(I.T.) degree course. However, the Diploma should be recognized by the Board of Technical Education or any other recognized Government Body. Minimum marks required 45% aggregate for open category candidates and 40% aggregate for reserved category candidates.

ADMISSION TO POST GRADUATE DEGREE COURSES

Admission to all post graduate degree courses offered by the college is strictly on merit basis from among the candidates applied. Admission eligibility as per the University notifications.

GENERAL INSTRUCTIONS TO THE STUDENTS

1. All students who have taken admission in the college must possess a valid Identity Card. (Identity cards are issued by the college at the beginning of the first term.) Identity card is subject to inspection any day by the Principal or Teaching and Non Teaching Staff. Students must carry with them their Identity Card while in the campus and should produce it as and when demanded for checking. Identity card should be carefully preserved and the holder of the identity card will be held responsible for its misuse. In case of loss of Identity card, a duplicate must be obtained by paying the prescribed charges and fulfilling the necessary formalities.
2. Students should read the notices on the Notice Boards regularly.
3. Students should submit applications for scholarships / free ships etc. as also the Enrollment form (for first year degree students) on time as per the Notices issued.
4. Students must maintain silence in the classes, Library, Reading Room, Office, Laboratories and the corridors. When they are free they should make use of the college library and must not loiter about on the College premises or assemble in the corridor. Loud conversation and shouting should be avoided.
5. Absence in any lecture in a day will lead to losing the attendance for the whole day. Minimum 75% attendance and satisfactory progress in studies are the essential requirements for students to eligible to appear for University examinations.
6. Students should clear all dues before the end of each term
7. Admission to all classes will be on basis of performance and availability of seats.
8. Smoking is strictly prohibited in the Campus.
9. Unauthorized collection of money in college premises/campus for any purpose whatsoever is prohibited.
10. Disciplinary Action will be taken by the Principal against any student who is persistently indisciplined or is repeatedly or willfully mischievous or guilty of malpractice in unauthorized alteration in the mark sheet or who in the opinion of the Head of the Institution has a troublesome influence on his fellow students.
11. Students should not bring any outsider to the College Premises without permission of concerned authorities.
12. Students shall not organize any picnics, tours, excursions, get-together etc. without the written permission of the Principal.
In case of any problem, students can approach their Professors/Principal for help in solving their problems.

STUDENT CODE OF CONDUCT:

1. Use of Mobile phones, ipods, earphones, Mp3 player, headphones etc. in the college premises is strictly prohibited. If the student is found using any of the above mentioned electronic equipment in the college premises, the same (in case of mobile phone, with SIM card, Memory card) will be confiscated and the student will be punished for non adherence of code of conduct.
2. The students should follow a proper dress code. Sleeveless tops, short clothes, 3/4 length clothes should be strictly avoided. Dress & hair style should be in conformity with the standards accepted by the institution.
3. Every student should compulsorily wear the I-Card on their person. Students will not be allowed to enter the campus without wearing I-Card.

4. Any conduct of the student which affects the discipline and decorum of the institution will be severely punished.
5. Students are not allowed to sit on the staircase and block the passage way.
6. Chewing gums in the college premises is not allowed.
7. Students are required to be punctual and regular in attending lectures failing which the college will initiate action as per University Ordinance.
8. Candidate should remain personally present at the time of admission.

ATTENDANCE

Ordinance - 0.119 Relating to attendance:-

For granting the terms in each subject **minimum attendance of 75 percent of the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials in the subject conducted in the term.**

A student who has been given certain class work or homework has to complete it to the satisfaction of the concerned teacher.

A student who is not able to attend his/her classes regularly and/or who is not able to complete his/her tutorial/project/assignments properly will not be permitted to appear for the examinations as per the University norms.

Ordinance - 0.125 relating to the keeping of terms to the satisfaction of the Principal of the college:

To keep a term at a college or recognised institution, an undergraduate or post graduate student must complete, to the satisfaction of the Principal, the course of study at the college, prescribed for such a term for the class to which such a student belongs.

Leave of Absence

In case a student is not able to attend lectures and/or tutorials for a period exceeding one week in a term, he/she should give written application to the Principal of the college and take **prior permission** for such absence.

Absence on medical or other grounds

Absence on medical or other grounds, which is given to the satisfaction of the Principal, may be considered for a satisfactory reason for absence from lectures or tutorials. Yet, at the time of granting the terms to a student, utmost importance is given to completion of class work and other academic inputs by him/her. Absence should be **with prior permission; in case if it is due to unforeseen circumstances, an application duly supported by a medical certificate, must reach the Principal within a week of such occasion of absence.**

ACTIVITIES

"Successful people in this world are those who get up and look for the circumstances they want. If they can't find them, they make them."

ACADEMIC

Teacher quality and the strength of college leadership are recognised as the greatest determinants of educational success. Quality teaching has a measurable impact on student outcome. The high quality of teachers is the backbone of this College. The high calibre staff participate in academic and administrative activities of the University thereby enabling the college to enrich the minds of young students in an effective manner. A number of the college faculty are members of the following academic and professional bodies. They are as follows:

- A) The Principal, Dr. Sangeeta Kohli was the Chairperson of the Board of Studies in Bachelor of Mass Media of the University of Mumbai.
- B) Majority of our teachers are examiners, moderators and paper setters in the University examinations which enables them to register their views about curriculum design to the board members.
- C) Among our teachers, 8 teachers have been awarded by Ph.D. and 11 teachers are M.Phil. qualified.
- D) Seminars, workshops and symposia are widely attended by the faculty in all subjects to initiate the process of redesigning the syllabi as need may arise.
The College teachers have been actively participating as resource persons in many workshops. The college has so far organized four such workshops in the last year attended by the Board members of various subjects/course coordinators from various Colleges (one in Commerce and Business law, two in the subject of Economics and one in the subject of Accountancy. These workshops have been in addition to International, National and State level seminars arranged by the college.
- F) The college has been selected as a study centre for Institute of Distance Education, University of Mumbai.
- G) The college is also known for arranging lectures & seminars by a number of eminent visiting faculty from the industry, from renowned companies like L&T, RIL, A.I., ICICI, etc.

The college has assisted the University by providing physical and manpower support towards smooth conduct of all its exams. The college has been the TYBCom CAP cluster centre for last four years two term end examinations.

SUPPORT FACILITIES

STUDENT BENEFICIARY FUND

The college maintains a student welfare fund from which Scholarships and fee concessions are extended to meritorious and needy students.

LIBRARY FACILITY

The college maintains a well stocked library with more than 40,000 volumes of text and reference books from varied fields and are continuously reviewed and updated, 67 periodicals and 18 News papers. Students have access to lending library, reference library and a vast treasure of current and back volumes of Journals. The access to library has been made easier by automation of library.

The college library provides open access system to students & faculty members, which enables them to make optimum utilization of the collection available in the library. For outstanding students, 'Scholar Cards' are provided in appreciation of their performance.

COMPUTER LABORATORY

The Computer Lab of the College is well equipped with more than 100 advanced Computers with latest hardware and software to suit the multi faculty requirements and the same is upgraded on a continuous bases to keep pace with the development in the field.

RESEARCH & DEVELOPMENT LABORATORY (R&D Center)

The college has a Research and Development Computer Laboratory which is specifically equipped to cater to the high level research and innovation needs of the Post-Graduate students.

ELECTRONICS LABORATORY

The college maintains separate Electronics laboratory for practical, project and research activities for its Computer Science and Information Technology students both at Under Graduate and Post Graduate Level. The Laboratory is equipped with all the required devices and gadgets as per the requirements of the courses.

SPORTS ACTIVITIES

The College has, over the years, made a mark for itself in sports. A committee, comprising of teachers manages the activities of the gymkhana. Interested students are encouraged to compete at various Inter-Collegiate indoor and outdoor sports tournaments.

The vast open lush green campus with Cricket, Football grounds, Volley-ball, Basket-ball, Badminton and Tennis courts are a special attraction to sports enthusiasts. Currently the campus has also provided for Squash courts and an international athletic track has been set up to encourage a strong sports culture amongst the students.

The college Cricket, Volley-ball and Football teams have represented the University of Mumbai teams at the State and National levels. Our students have also participated in other sports events such as Chess, Kabaddi, Carom and Martial Arts and brought many laurels to the college. Students engaged in sports activities are given attendance concession and extra lectures to enable them to cope with their growing training schedules.

SOUND STUDIO

The professionally developed and designed studio provides the latest equipment and technology required to learn all aspects of sound, recording, editing, dubbing, mixing and film editing. The media lab is equipped with photography and handycams, Audio visual and public addressing system.

CULTURAL EVENTS:

The college organizes various technical, literary, performing and fine arts competition at its inter collegiate fest intra and utkarsh and Elevaura, Estro, Epistle, etc, which allow the students to discover new facets of their personalities.

“**UTKARSH**”, the College Cultural Forum organises annually various cultural activities which is aimed at the overall development of the student as well as providing them an opportunity to inculcate a sense of healthy competition. It has emerged as a popular event amongst the student community in the Mumbai University region and has been attracting a large number of students from several colleges of Mumbai..

“**ESTRO**” is an annual inter collegiate Media Fest, giving exposure to students to interact with Bollywood technicians.

NSS

The College possesses full-fledged NSS Unit, approved by the NSS wing of University of Mumbai. Students who are interested in social welfare activity are welcome to join the NSS Unit. The unit enrolls 150 students every year. They enthusiastically participate in several community welfare projects. The Unit organises blood / health check / awareness camps, regular visits to NGO institutions, helping police in controlling traffic during the Ganpati season. etc. The unit conducts a 10 days residential camp in a tribal area during winter vacations to inspire the students in socially productive activities. Students who complete requisite number of hours of social work are awarded certificates as well as 10 grace marks in examination.

NCC

The cadets of NCC Unit of this college are also known for active services as part of the campus unit attached to 6 MAH B,N.No I Coy. A separate female wing also operates in the campus. NCC Cadets of the campus are sent to the Republic Day Parade in New Delhi. Activities like blood donation camps, trekking etc., kindle the spirit of nationalism and co-operation in the minds of students. Students who complete the requisite number of hours of cadet activities are awarded certificates as well as grace marks in the examination.

GOLD MEDAL

Late Shri Karamshibhai J. Somaiya Gold Medal for all round Best Student award for a male student and Late Smt. Sakarben K. Somaiya Gold Medal for all round Best Student award for female student is

awarded every academic year. The selection is made through a systematic selection procedure conducted by a committee consisting of senior teachers.

PLACEMENT CELL/CAREER GUIDANCE CELL

Our College is one amongst the sought after institute for placements by esteemed companies. The placement cell of the college also functions as career guidance cell and gives regular guidance to the students. It conducts through out the year lectures, presentations, discussions, demonstrations, workshops and facilitates summer / winter placements for the students. The list of companies approaching our college for placement is ever growing, to name a few: INFOSYS, WIPRO, PATNI, ZEE, NOKIA, PRICE WATERHOUSE, MAHINDRA TECH, L&T INFOTECH, J. P. MORGAN, TCS, Ellerex, Toyota, Deutsche Bank, etc.

STUDENT COUNSELING

The student community undergo a great deal of stress and mental pressures due to high level of competition and personal and financial problems. The college conducts a Counseling Cell and undertakes special efforts to help the students in stress management. Prof. (Mrs.) Chitra Kelkar from the Psychology Department is the Co-ordinator of the cell.

NATURE CLUB

The Nature Club of the college organises many environment friendly activities for the students and staff. Outdoor excursions during the monsoon season arranged by the club are enthusiastically attended by the staff and students of the college . This goes a long way in encouraging the appreciation and experiencing and appreciating the true beauty of nature. Lectures of environmentalists are arranged by club to create environmental awareness.

MARATHI WANGMAY MANDAL

To explore nuances of Marathi culture and language, the Marathi Wangmay Mandal arranges functions twice in a year. Eminent Marathi poets, actors and scholars are invited to deliver lectures during the function in order to inculcate cultural and human values.

FACULTY

DEPT. OF COMMERCE

Principal (Dr.) Sangeeta Kohli, *M.Com., M. Phil., Ph.D.*
Head : Mrs. V. Rama Kiran, *M.Com.*
Mr. Ravikant Sangurde, *M.Com.*
Ms. Nigaar Shaikh, *M.Com.*

DEPT. OF ECONOMICS

Dr. Sujata S. Khadilkar, *M.A. Ph.D.*
Mr. Harishchandra Sharma, *M.A.*
Mr. Rajendra Ichale, *M.A.*

DEPT. OF ACCOUNTANCY & FINANCIAL MANAGEMENT

Head: Mr. Yogesh Patel, *M.Com., C.A.*
Mr. Dhaval Bhatt, *M.Com., C.A.*
Mr. D. Kembulkar, *M.Com.*
Mr. Kiran S. Temkar, *M.Com.*
Mrs. Aruna Singham, *M.Com.*
Ms. Soniya Jhunjhunwala, *M.Com.*
Mr. Virendra Singh, *M.Com.*

DEPT. OF MATHEMATICAL & STATISTICAL TECH.

Head: Mrs. Deepashri J Hadphadkar, *M.Sc.*
Mr. Anant N. Phirke, *M.Sc., PGDCA*
Mrs. Smita R. Angane, *M.Sc.*
Mrs. Aarti M Naik, *M.Sc., H.D.S.E.*

DEPT. OF ENGLISH

Dr. (Mrs.) Raji Ramesh, *M.A., Ph.D.*
Dr. (Mrs.) Sindhu Sara Thomas, *M.A., M.Phil., Ph.D.*

DEPT. OF ENVIRONMENTAL STUDIES

Mrs. Charlotte Braganza, *M.A.*

DEPT. OF HISTORY

Dr. (Mrs.) Meenakshi Rajan, *M.A., Ph.D.*

DEPT. OF PHILOSOPHY

Dr. (Mrs.) Manali Londhe, *M.A.*

DEPT. OF PSYCHOLOGY

Mrs. Chitra N. Kelkar, *M.A.*

DEPT. OF SOCIOLOGY

Mrs. Susannah Malkhan, *M.A.*

DEPT. OF POLITICAL SCIENCE

Mr. Nitin S. Mohod, *M.A.*

DEPT. OF MARATHI

Mrs. Varsha Bhosale-Mane, *M.A.*

SELF-FINANCING COURSES :

B.COM. ACCOUNTING & FINANCE, B.COM. BANKING & INSURANCE AND MANAGEMENT STUDIES, B.COM. (FINANCIAL MARKETS)

Mrs. Aparna Jain, *M.Com. - (Management)*
Ms. Meghna Vyas, *M.Sc.*
Ms. Pramila D'Souza, *B.A., LL.M.*
Mr. Nitin Pawar, *M.Com., M. Phil.*
Mrs. Shruti Chavarkar, *M.Com., M.Phil.*
Dr. Sanjay Rode, *M.A., Ph.D.*
Mr. Prashant Pimple, *M.Com., M.A., SET*
Mr. Arunkumar Dubey, *M.Com., M.Phil. SET*
Dr. Meera Rajawat, *M.Com., Ph.D.*
Mr. Deepak Chavan, *M.Com., SET*
Ms. Monika Jain, *M.Com., SET*
Mr. Ravi Kosgi, *M.Com., SET*
Mr. Amit Naik, *M.Sc.(Bio), MMS(Mgmt), MBA (HR), NET*

B.Sc. & M.Sc. (COMPUTER SCIENCE & INFO. TECH.)

Mrs. Rama Vijaykumar, *M.Sc., GNIIT, MCP*
Ms. Mareilia Assumption, *M.Sc. (Electronics)*
Mrs. Swati Maurya, *M.Sc. (Computer Science)*
Ms. G. B. Hemlatha, *M.C.A., M.Phil., M.Tech.*
Mr. Rajendra Patil, *M.Sc. (CS), SET*

BACHELOR OF MASS MEDIA

Mrs. Richa Chaudhary, *Master of Journalism and Mass Comm.*

LIBRARIAN

Mr. Sanam Pawar, *B.Sc., M.L.I.Sc.*

NON - TEACHING STAFF

Mr. Arun Adsul (*Office Superintendent*)
Mr. Premkumar T.N. (*Head Clerk*)
Mr. Aditya Gupta (*Admin. Co-ordinator*)
Mr. Rajesh S. Manjale (*Sr. Clerk*)
Mr. R. K. Choudhary (*Sr. Clerk*)
Mr. Parimal K Patel
Mr. Shreeram Y. Patil
Mr. Deepak Bhusekar
Mr. Nachiket Dave
Mr. Prasad Y. Mane
Ms. Rashmi P. Kanade
Mr. Sanjay Suradkar
Mr. Omprakash Dhuriya
Mr. Pinkesh Shah
Mr. Yugal Sharma
Mrs. Swati Mungekar

Mr. Vijendra B. Tiwari
Mrs. Laxmi P Solanki
Mr. Amit Jadhav
Mr. Dattaram D. Pawar
Mrs. Shalini K. Magade
Mr. Sushil Tiwari
Mr. Leeladhar Y. Patil
Mr. Shrirang L Buva
Ms. Reena Parmar
Mr. Suryakant Waghmare
Mr. Rajaram Bansode
Mr. Dinesh Parmar
Mr. Sunil Lokhande
Mrs. Vaishali Amberkar
Mrs. Sunita Bhale
Mr. Pradeep Tharali

Library Department

Mr. Shivprasad P. Shukla (*Asst. Librarian*)
Mrs. Kusum Karande
Mr. Pandit V. Saindane
Mr. Sanjay Tiwari
Mr. Anand V. Nanavare
Mrs. Vaijayanta Vyapare
Mrs. Ramila Talavia
Mr. Shivram Yadav
Mr. Shitlprasad Yadav