

*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 Vidyavibar!

*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!

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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 number 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 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 holistic development of the students to meet and match the challenging tasks ahead.
- To extend skill based, industry oriented knowledge for enabling towards gainful employment.
- To impart basic human values of honesty and hard work.
- To provide best of infrastructure and facilities to the students and faculty.
- To infuse action orientation in the students and to cultivate a proactive approach towards life.
- To create competent citizens for the country.
- To create a market brand of the Somaiyaites who will be recognized globally.

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 courses (B.A. & B.Com. offered by the college)
- B) 51% of the sanctioned intake in case of unaided courses (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 constant quality evaluation and monitoring of the student's performance in order to maintain the standards of education imparted. The teaching methods and evaluation patterns followed in the college include new methods 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.) <i>(In Third Year B.A. Entire Eco, Psy & Soc is available)</i>	Bachelor of Commerce (B. Com.)
Bachelor of Science (Computer Science)	Bachelor of Mass Media (B.M.M.)
Bachelor of Management Studies (B. M. S.)	Bachelor of Science (Information Technology)
Bachelor of Commerce (Accounting & Finance)	Bachelor of Commerce (Banking & Insurance)
	Bachelor of Commerce (Financial Markets)

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)
M.A. (Entertainment Media and Advertising)	Ph.D. Research Centre (Economics, Commerce)

Note : 1. All courses other than B.A. and B.Com. are of Self-financing in nature.
2. The College has got permission from the Government to start TYBA 6 papers in the Subject of Psychology as well as Sociology and also MA in Entertainment Media and Advertising.

COURSE STRUCTURE

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

First Semester (Seven papers)

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

Second Semester (Seven papers)

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

Third Semester (Six papers)

Compulsory Papers

- 2.1 Accountancy & Financial Management-III
- 2.2 Commerce - III
- 2.3 Business Economics - III
- 2.4 Business Law-I

Applied Component (Any One)

- 2.5 a) Advertising, b) Computer Prog.
- 2.6 Foundation Course - III

Fourth Semester (Six papers)

Compulsory Papers

- 2.1 Accountancy & Financial Management-III
- 2.2 Commerce - III
- 2.3 Business Economics - III
- 2.4 Business Law-I

Applied Component (Any One)

- 2.5 a) Advertising, b) Computer Prog.
- 2.6 Foundation Course - III

Fifth Semester (Seven papers)

Compulsory Papers

- 3.1 to 3.3 - Accountancy & Finan. Mng.(I, II & III)
- 3.4 - Marketing and Human Resource Management
- 3.5 - Business Economics-V

3.6 & 3.7 **Applied Component** *(any one Combination)*

- A) Direct & Indirect Taxes/Computer System
- B) Direct & Indirect Taxes/Operations Research
- C) Direct & Indirect Taxes/Investment Analysis & Portfolio Mngt.
- D) Direct & Indirect Taxes/Export Management

Sixth Semester (Seven papers)

Compulsory Papers

- 3.1 to 3.3 - Accountancy & Finan. Mng.(I, II & III)
- 3.4 - Marketing and Human Resource Management
- 3.5 - Business Economics-V

3.6 & 3.7 **Applied Component** *(any one Combination)*

- A) Direct & Indirect Taxes/Computer System
- B) Direct & Indirect Taxes/Operations Research
- C) Direct & Indirect Taxes/Investment Analysis & Portfolio Mngt.
- D) Direct & Indirect Taxes/Export Management

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

COURSE STRUCTURE

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

<p>Semester I & II (Six Papers)</p> <p>Compulsory Papers</p> <ol style="list-style-type: none"> 1.1 Foundation Course - I 1.2 Communication Skills 1.3 Language - Hindi or Marathi <p>Optional Subjects (Any one of the following combinations)</p> <ol style="list-style-type: none"> 1.1 Economics/Sociology/Political Science 1.2 Economics/Sociology/Philosophy 1.3 Economics/Sociology/History 1.4 Economics/Sociology/Psychology 1.5 Economics/History/Political Science 1.6 Economics/History/Philosophy 1.7 Sociology/History/Political Science 1.8 Sociology/History/Philosophy 1.9 Sociology/History/Psychology 	<p>Semester III & IV (Eight Papers)</p> <p>Compulsory Papers</p> <ol style="list-style-type: none"> 2.1 Foundation Course - II 2.2 Applied Component - Advertising <p>2.3 to 2.8 Optional Subjects (Two papers in each of three optional subjects selected in the First Year)</p> <ol style="list-style-type: none"> 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) <p><i>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.</i></p>
<p>Note: Students can specialize either in entire Economics, entire Psychology, entire Sociology or can opt for a combination of two subjects out of Economics/History/Sociology.</p>	
<p>Semester V & VI (Six Papers)</p> <p>Specialisation in Entire Economics</p> <ol style="list-style-type: none"> 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 & Practice 3.6 Corporate Finance 	<p>Semester V & VI (Six Papers)</p> <p>Specialisation in Entire Psychology</p> <ol style="list-style-type: none"> 3.1 Psychology Testing & Statistics (Part-I&II) 3.2 Abnormal Psychology 3.3 Industrial and Organisational Psychology 3.4 Cognitive Psychology 3.5 Counselling Psychology 3.6 Practicles in Cognitive Processes and Psychological Testing
<p>Economics/ History/ Sociology (Any two subjects combination with three papers each)</p> <p>Economics (Semester V & VI)</p> <ol style="list-style-type: none"> 3.1 Advanced Economic Theory 3.2 Growth and Development 3.3 Indian Financial System <p>History (Semester V & VI)</p> <ol style="list-style-type: none"> 3.1 History of Medieval India 3.2 History of Modern India 3.3 History of Mass Media <p>Sociology (Semester V)</p> <ol style="list-style-type: none"> 3.1 Social Theory 3.2 Sociology of Work 3.3 Sociology of Gender <p>Sociology (Semester VI)</p> <ol style="list-style-type: none"> 3.1 Theoretical Anthropology 3.2 Sociology of Informal Sector 3.3 Gender And Society In India 	<p>Semester V(Six Papers)</p> <p>Specialisation in Entire Sociology</p> <ol style="list-style-type: none"> 3.1 Social Theory 3.2 Sociology of Gender 3.3 Quantitative Social Research 3.4 Sociology of Work 3.5 Urban Sociology Paper 3.6 Sociology of Human Resource Development <p>Semester VI (Six Papers)</p> <p>Specialisation in Entire Sociology</p> <ol style="list-style-type: none"> 3.1 Theoretical Anthropology 3.2 Sociology of Informal Sector 3.3 Gender & Society In India: Emerging Issues 3.4 Sociology of Organisations 3.5 Urbanisation in India: Issues and Concerns 3.6 Qualitative Social Research

First Semester (Seven Papers)

- 1.1 Introduction to Financial Accounts
- 1.2 Business Law
- 1.3 Business Statistics
- 1.4 Business Communication-I
- 1.5 Foundation Course-I
- 1.6 Foundation of Human Skills
- 1.7 Business Economics-I

Second Semester (Seven Papers)

- 2.1 Principles of Marketing
- 2.2 Industrial Law
- 2.3 Business Mathematics
- 2.4 Business Communication-II
- 2.5 Foundation Course-II
- 2.6 Business Environment
- 2.7 Principles of Management

Third Semester (Seven Papers)

Elective Courses (EC)

(Any one group of courses from the following list of the courses)

Finance Group:

- 3.1 Introduction to Cost Accounting
- 3.2 Corporate Finance

Marketing Group:

- 3.1 Consumer Behaviour
- 3.2 Advertising

Human Resource Group:

- 3.1 Recruitment & Selection
- 3.2 Organisation Behaviour & HRM

Compulsory Subjects:

- 3.3 Information Technology in Business Management - I
- 3.4 Foundation Course (Environmental Management) - III
- 3.5 Business Planning & Entrepreneurial Management
- 3.6 Accounting for Managerial Decisions
- 3.7 Strategic Management

Fourth Semester (Seven Papers)

Elective Courses (EC)

(Group Selected in semester III will continue in Semester-IV)

Finance Group:

- 4.1 Financial Institutions & Markets
- 4.2 Strategic Cost Management

Marketing Group:

- 4.1 Integrated Marketing Communication
- 4.2 Rural Marketing

Human Resource Group:

- 4.1 Human Resource Planning & Information System
- 4.2 Training & Development in HRM

Compulsory Subjects:

- 4.3 Information Technology in Business Management-II
- 4.4 Foundation Course (Ethics & Governance) - IV
- 4.5 Business Economics-II
- 4.6 Business Research Methods
- 4.7 Production & Total Quality Management

Fifth Semester (Seven Papers)

- 5.1 Logistics & Supply Chain Management
- 5.2 Ethics & Governance
- 5.3 Project Work

Any one Elective:

(Group Selected in semester III will continue in Semester-V)

Finance Group:

1. Investment Analysis & Portfolio Mgmt.
2. commodity & Derivatives Market
3. Wealth Management
4. Strategic Financial Management

Marketing Group:

1. Services Marketing
2. E-Commerce & Digital Marketing
3. Sales & Distribution Management
4. Customer Relationship Management

Human Resource Group:

1. Finance for HR Prof. & Compen. Mgmt.
2. Strategic HR Mgmt. & HR Policies
3. Performance Mgmt. & Career Planning
4. Industrial Relations

Sixth Semester (Seven Papers)

- 6.1 Operation Research
- 6.2 Indian Ethos in Management
- 6.3 Corporate Commun. & Public Relations

Any one Elective:

(Group Selected in semester III will continue in Semester-VI)

Finance Group:

1. Risk Management
2. International Finance
3. Innovative Financial Services
4. Project Management

Marketing Group:

1. Brand Management
2. Retail Management
3. International Marketing
4. Media Planning & Management

Human Resource Group:

1. HRM in Global Perspective
2. Organizational Development
3. HRM in Service Sector Management
4. HR Planning & Information System

First Semester (Seven Papers)

- 1.1 Financial Accounting – I
- 1.2 Cost Accounting - I
- 1.3 Business Economics – I
- 1.4 Commerce Paper – I (BEVT)
- 1.5 Business Communication - I
- 1.6 Foundation Course Paper – I (EVT)
- 1.7 Financial Management

Second Semester (Seven Papers)

- 2.1 Financial Accounting – II
- 2.2 Auditing – I
- 2.3 Taxation - I
- 2.4 Business Communication – II
- 2.5 Foundation Course - II
- 2.6 Business Law – I
- 2.7 Business Mathematics

Third Semester (Seven Papers)

- 3.1 Financial Accounting-III
(Special Accounting Areas)
- 3.2 Cost Accounting-II(*Methods of Costing*)
- 3.3 Taxation - II (*Direct Taxes Paper- I*)
- 3.4 Information Technology in Accountancy-I
- 3.5 Foundation Course in Commerce-III
(Financial Market Operations)
- 3.6 Business Law-II
(Business Regulatory Framework)
- 3.7 Business Economics - II

Third Semester (Seven Papers)

- 3.1 Financial Accounting-IV
(Special Accounting Areas)
- 3.2 Management Accounting
(Introduction to Management Accounting)
- 3.3 Taxation - III (*Direct Taxes Paper- II*)
- 3.4 Information Technology in Accountancy-II
- 3.5 Foundation Course in Management-IV
(Introduction to Management)
- 3.6 Business Law-III
(Company Law)
- 3.7 Research Methodology in Accounting and Finance

Fifth Semester (Six Papers)

- 5.1 Financial Accounting - V
- 5.2 Cost Accounting - III
(Methods and Accounting)
- 5.3 Financial Management-II
- 5.4 Taxation - III (Direct Taxes-I)
- 5.5 Auditing - III
- 5.6 Management - II

Sixth Semester (Six Papers)

- 6.1 Financial Accounting - VI
- 6.2 Cost Accounting - IV
(Techniques of Costing)
- 6.3 Financial Accounting - VII
- 6.4 Taxation - IV (Direct Taxes-II)
- 6.5 Financial Management-III
- 6.6 Economics - III (Indian Economy)

First Semester (Seven Papers)

- 1.1 Environment and Management of Financial Services
- 1.2 Principles of Management
- 1.3 Quantative Methods - I
- 1.4 Business Economics-I
- 1.5 Business Communication-I
- 1.6 Financial Accounting - I
- 1.7 Foundation Course - I

Second Semester (Seven Papers)

- 2.1 Principles and Practices of Banking and Insurance
- 2.2 Business Law
- 2.3 Financial Accounting - II
- 2.4 Business Communication - II
- 2.5 Foundation Course - II
- 2.6 Organisational Behaviour
- 2.7 Quantitative Methods - II

Third Semester (Seven Papers)

- 3.1 Financial Management-I
- 3.2 Risk Management
- 3.3 Mutual Fund Management
- 3.4 Information Technology in Banking & Insurance-I
- 3.5 Foundation Course-III
(An Overview of Banking Sector)
- 3.6 Financial Markets
- 3.7 Direct Taxation

Fourth Semester (Seven Papers)

- 4.1 Financial Management-II
- 4.2 Wealth Management
- 4.3 Customer Relationship Management
- 4.4 Information Technology in Banking & Insurance-II
- 4.5 Foundation Course-IV
(An Overview of Insurance Sector)
- 4.6 Corporate & Securities Law
- 4.7 Business Economics-II

Fifth Semester (Six Papers + Project)

- 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 (Six 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 (Seven Papers)

- 1.1 Financial Accounting-I
- 1.2 Business Economics-I
- 1.3 Business Communication-I
- 1.4 Business Mathematics
- 1.5 Business Environment
- 1.6 Introduction to Financial System
- 1.7 Foundation Course-I

Second Semester (Seven Papers)

- 1.1 Financial Accounting - II
- 1.2 Principles of Management
- 1.3 Business Statistics
- 1.4 Business Communication - II
- 1.5 Foundation Course - II
- 1.6 Environmental Science
- 1.7 Computer Skills - I

Third Semester (Seven Papers)

- 3.1 Equity Markets-I
- 3.2 Commodities Markets
- 3.3 Portfolio Management
- 3.4 Business law-I
- 3.5 Foundation Course in Financial Markets-III
(*Money Market*)
- 3.6 Management Accounting
- 3.7 Computer Skills - II

Fourth Semester (Seven Papers)

- 3.1 Equity Markets-II
- 3.2 Commodities Derivatives
- 3.3 Merchant Banking
- 3.4 Business law-II
- 3.5 Foundation Course in Financial Markets-IV
(*Foreign Exchange Markets*)
- 3.6 Corporate Finance
- 3.7 Business Economics - II

Fifth Semester (Five Papers+Project)

- 5.1 Marketing in financial Services
- 5.2 Technical Analysis
- 5.3 Financial derivatives
- 5.4 Organizational Behaviour
- 5.5 Corporate Accounting
- 5.6 Project-I

Sixth Semester (Five Papers + Project)

- 6.1 Venture Capital & Private Equity
- 6.2 Mutual Fund Management
- 6.3 Risk Management
- 6.4 Strategic Corporate Finance
- 6.5 Corporate Restructuring
- 6.6 Project-II

First Semester

- 1.1 Object oriented Programming
- 1.2 Microprocessor Architecture
- 1.3 Web Programming
- 1.4 Numerical and Statistical Methods
- 1.5 Green Computing

Second Semester

- 2.1 Imperative Programming
- 2.2 Digital Electronics
- 2.3 Operating Systems
- 2.4 Discrete Mathematics
- 2.5 Communication Skills

Third Semester

- 3.1 Python Programming
- 3.2 Data Structure
- 3.3 Computer Networks
- 3.4 Database Management Systems
- 3.5 Applied Mathematics

Fourth Semester

- 4.1 Core Java
- 4.2 Introduction to Embedded Systems
- 4.3 Computer Oriented Statistical Techniques
- 4.4 Software Engineering
- 4.5 Computer Graphics & Animation

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 Project Management
- 6.3 Data Warehousing
- 6.4 Electives (Any one of the following)
 - (a) IPR and Cyber Laws
 - (b) Digital Signals and Systems
 - (c) Geographic Information Systems
- 6.5 Project Report and Project Viva-voce

First Semester

- 1.1 Computer organization and design
- 1.2 Programming with python - I
- 1.3 Free and open source software
- 1.4 Database systems
- 1.5 Discrete mathematics
- 1.6 Descriptive Statistics & Introduction to Probability
- 1.7 Soft skills development
- 1.8 COMPUTER SCIENCE PRACTICAL

Second Semester

- 2.1 Programming with C
- 2.2 Programming with Python- II
- 2.3 Linux
- 2.4 Data Structures
- 2.5 Calculus
- 2.6 Statistical Methods and Testing of Hypothesis
- 2.7 Green Technologies
- 2.8 COMPUTER SCIENCE PRACTICAL

Third Semester

- 3.1 Theory of Computation
- 3.2 Core Java
- 3.3 Operating System
- 3.4 Database Management System
- 3.5 Combinatorics and Graph Theory
- 3.6 Physical computing and IoT Programming
- 3.7 Skill Deveopement: Web Programming

Fourth Semester

- 4.1 Fundamentals of Algorithms
- 4.2 Advanced JAVA
- 4.3 Computer Networks
- 4.4 Software Engineering
- 4.5 Linear Algebra using Python
- 4.6 .NET Technologies
- 4.7 Skill Enhancement: Android Developer Fundamentals

Fifth Semester

- 5.1 Data Communication and networking
- 5.2 Advanced Java Programming- I
- 5.3 Mobile Application Development
- 5.4 Data Management using PL/SQL- I
- 5.5 .Net Technologies

Sixth Semester

- 6.1 Advanced Networking & Security
- 6.2 Advanced Java Programming- II
- 6.3 Software Engineering and Teasting
- 6.4 Data Management using PL/SQL- II
- 6.5 Advanced Web Technology

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
- 2.4 Introduction to Media Psychology
- 2.5 Introduction to Literature
- 2.6 Principles of Management

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
- 6.7 Digital Media

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
- 6.7 Digital Media

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 International Finance
- 2.4 Investment Management

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

PART - I (Semester - I)

1. Analysis of Algorithms and Researching Computing
2. Advanced Networking Concepts
3. Advanced Database Systems
4. Robotics and Artificial Intelligence

PART - I (Semester - II)

1. Advanced Operating System
2. Design and Implementation of Modern Compilers
3. **Elective-I**
 - a) Cloud Computing (Concepts & Design of Web services)
 - b) Cyber & Information Security (Network Security)
4. **Elective-II**
 - c) Business Intelligence & Big Data Analytics (Business intelligence)
 - d) Machine Intelligence (Fundamentals of Machine Intelligence)

PART - II (Semester - III)

1. Artificial Intelligence
2. Distributed Computing
3. **Elective-I(Select ONE)**
 - a) Parallel Processing
 - b) System Security
 - c) Enterprise Networking
 - d) Fuzzy Logic and Neural
 - e) Natural Language
4. **Elective-II(Select ONE)**
 - a) Pattern Recognition
 - b) Virtual Reality and Virtual
 - c) Environment
 - d) Bio Informatics
 - e) Optimization Techniques
 - f) Principles of Robotics
 - g) Programming – I

PART - II (Semester - IV)

1. Image Processing
2. Embedded Systems
3. Elective – I(Select ONE)
 1. Embedded Systems
 2. Information Security
 3. Satellite Communication
 4. Multimedia Systems and convergence to technologies
 5. Natural Language Processing-II
4. Elective-II (Select ONE)
 1. Computer Vision
 2. Java Technology
 3. Intelligent System
 4. Customer Relationship
 5. Management
 6. Principles of Robotics
 7. Programming – II
5. Project Work

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

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

Part-I Semester - II

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

Part-II Semester - III

- 3.1 Embedded Systems
- 3.2 Information Security Management
- 3.3 **Elective-I**
 - a) Artificial Neural Networks
 - b) Virtualization
- 3.4 **Elective-II**
 - a) Digital Image Processing
 - b) Ethical Hacking

Part-II Semester - IV

- 4.1 Artificial Intelligence
- 4.2 IT Infrastructure management
- 4.3 **Elective-I**
 - (a) Computer Forensics, (b) Intelligent System, (c) Real Time embedded Sys.
- 4.4 **Elective-II**
 - (a) Design of Embedded Control Sys., (b) Advanced Image Processing, (c) Cloud Management
- 4.5 Project

M.A.C.J. MASTER IN ARTS - COMMUNICATION AND JOURNALISM**Part-I(Sem-I)**

- 1.CommunicationTheory
- 2.MediaEconomics
- 3.ReportingandEditing
- 4.MediaCriticism

Part I (Semester-II)

1. Introduction to Television Studies
2. Introduction to Film Studies
3. Introduction to Media Research
4. Media Laws

Part-II(Sem-III)

- 1.Ethics
- 2.AdvancedMediaResearch
- 3.IntroductiontoMediaProduction
- 4.NewMedia

Part II (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 will be 720 hours and the number of credits awarded for the dissertation would be minimum 24

M.A.(E.M.A.) MASTER IN ARTS - Entertainment Media and Advertising**Part-I(Sem-I)**

1. Overview-EntertainmentMedia & Advertising
2. Overview-BroadcastMedia
3. Management-Film
4. Management-Animation,VFXandgaming
5. Management-Events&Livemedia
6. Radio-Overview,production&business

Part-I(Sem-II)

1. MarketingManagement
- 2.CommunicationSkills&Personalitydevelopment
3. PrinciplesofManagement
4. IntegratedMarketingCommunications
5. Entrepreneurship&Innovation
6. BasicsofFinance&Accounting

Part-II(Sem-III)

1. FilmIndustry-TrendsandTechnology
2. FilmProduction&Contentpipeline
3. FilmDistribution
4. FilmMarketing
5. FilmAppreciation&Criticism
6. FieldAssignment/Internshipreport

Part-II(Sem-IV)

1. BroadcastBusinessManagement
2. Television&RadioProduction&programming: Fiction, Non-Fiction, Documentary
3. Television&RadioProduction&programming: News&SpecializedEvents
4. TheBusinessPlanandPartnerships
5. BusinessNegotiationSkills
6. FinalProjectReport

Ph.D. Research Centre

Our Institute is Ph.D. Research Centre in the Subject of **Economics** and **Commerce**.

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.)	Duration
Certificate Courses		
Beauty & Wellness Program (NSDC Government of India-skill development programme)	1,500 <i>Exam fee</i>	3 months
Stock market operation management	3,000	6 Months
Advertising & sales Promotion	3,000	6 Months
Professional Skills	3,500	6 Months
Numerical Aptitude Proficiency	3,000	6 Months
Sound and Film Editing	5,000	6 Months
Film making	15,000	6 Months
Web designing	3,000	6 Months
Android Applications	18,000	6 Months
Laptop Repairing	500	6 Hrs.
Mobile Repairing	500	6 Hrs.
Human Rights	2,000	6 Months
E-Commerce	3,500	18 Hrs.
Digital Marketing	2,500	18 Hrs.
Certificate Course (Language):		
French/German/Japanese	4,000	6 Months
Industry Supported Programmes:		
Campus to Corporate	500	3 Months
Finance & Accounting	1,000	6 Months
Diploma Course :		
Numerical Aptitude Proficiency	3,000	1 year
Sound Engineering	20,000	1 year
Business Accounting Process	1,200	6 Months

COURSE FEES
for Academic Year 2017-18

Description	B Com			Accounting & Finance			Banking & Insurance			BA					
	FY	S Y	T Y	FY	S Y	T Y	FY	S Y	T Y	FY	S Y	T Y	TY (PSY)	TY (SOC)	
	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	
Tuition Fees	800	800	800	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	800	800	10000	9500
Library Fees	200	200	200	600	600	600	600	600	600	600	600	200	200	200	200
Gymkhana Fees	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
Other Fees / Extra Curricular Activity	250	250	250	250	250	250	250	250	250	250	250	250	250	400	400
Exam Fees	2,000	2,000	1,350	2,000	2,000	1,550	2,000	2,000	1,550	2,000	1,550	2,000	1,350	1,100	1,100
Enrollment Fees	220	-	-	220	-	-	220	-	-	220	-	220	-	250	250
Industrial Visit Fee	-	-	-	500	500	500	500	500	500	500	500	-	-	200	200
Admission Processing Fee	200	200	200	200	200	200	200	200	200	200	200	200	200	250	250
Utility Fees	250	250	250	250	250	250	250	250	250	250	250	250	250	100	100
Magazine	100	100	100	100	100	100	100	100	100	100	100	100	100	50	50
I Card	50	50	50	50	50	50	50	50	50	50	50	50	50	40	40
Group Insurance	40	40	40	40	40	40	40	40	40	40	40	40	40	50	50
Student Welfare Fund	50	50	50	50	50	50	50	50	50	50	50	50	50	500	500
Development Fees	500	500	500	500	500	500	500	500	500	500	500	500	500	20	20
Vice Chancellors' Fund	20	20	20	20	20	20	20	20	20	20	20	20	20	10	10
Disaster Relief Fund	10	10	10	10	10	10	10	10	10	10	10	10	10	25	25
Alumini Association Fees	25	25	25	25	25	25	25	25	25	25	25	25	25	36	36
Uni Sports & Cultural Activity	36	36	36	36	36	36	36	36	36	36	36	36	36	70	70
E - Charges + E - Suwidha	70	70	70	70	70	70	70	70	70	70	70	70	70	10	10
NSS	10	10	10	10	10	10	10	10	10	10	10	10	10	0	0
Internal Exam Fees	1,400	1,200	1,400	-	-	-	-	-	-	-	-	600	800	200	200
Project Fees	-	-	-	1,400	1,400	1,200	1,200	1,400	2,200	2,200	2,200	-	-	-	-
(A)	6,631	6,211	5,761	16,731	16,511	15,861	16,531	16,511	16,861	16,861	16,861	5,811	4,961	13,911	13,411
<u>Computer / Laboratory Fees</u>															
Computer Practicals	-	600	600	1,000	1,000	1,000	2,000	1,000	1,000	1,000	1,000	600	600	2,400	-
Laboratory Fees	-	800	800	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	1,400	1,400	2,400	-
<u>Refundable</u>															
Caution Money	150	-	-	150	-	-	150	-	-	-	-	150	-	-	-
Library Deposit	250	-	-	250	-	-	250	-	-	-	-	250	-	-	-
Laboratory Deposit	-	400	400	400	400	400	400	400	400	400	400	400	400	-	-
(C)	400	400	400	800	400	400	800	400	400	400	400	400	400	-	-
Fees (A+B+C)	7,031	8,011	7,561	19,531	18,911	17,861	20,331	18,511	18,861	18,861	18,861	6,231	7,611	16,311	13,411

COURSE FEES
for Academic Year 2017-18

Description	BMS			BMM			Information Technology			Computer Science			FINANCIAL MARKET			
	FY	SY	TY	FY	SY	TY	FY	SY	TY	FY	SY	TY	FY	SY	TY	
	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount							
Fees																
Tuition Fees	10,000	10,000	10,000	10,000	10,000	13,000	10,000	10,000	10,000	16,000	18,000	12,000	10,000	10,000	10,000	
Library Fees	300	300	300	300	300	300	1,200	1,200	1,200	600	600	500	600	600	600	
Gymkhana Fees	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	
Other Fees / Extra Curricular Activity	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250	
Exam Fees	2,000	2,000	1,550	2,000	2,000	1,550	2,000	2,000	1,750	2,000	2,000	1,350	2,000	2,000	1,550	
Enrollment Fees	220	-	-	220	-	-	220	-	-	220	-	-	220	-	-	
Industrial Visit Fees	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	
Utility Fees	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	
I Card	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	
Student Welfare Fund	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	
Vice Chancellors' Fund	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	
Alumni Association Fees	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	
Uni Sports & Cultural Activity	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	
E - Charges + E - Suvidha	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	
Project Fees	1,400	1,200	1,800	1,200	1,200	2,100	1,000	1,000	1,900	2,000	2,000	2,000	1,200	1,400	2,200	
(A)	16,431	16,011	16,161	16,231	16,011	19,461	16,431	16,211	16,861	22,831	24,611	17,861	16,531	16,511	16,861	
<u>Computer / Laboratory Fees</u>																
Computer Practicals	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,500	2,500	2,000	2,000	1,000	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	3,000	3,000	1,200	1,000	1,000	1,000	
(B)	2,000	2,000	2,000	2,000	2,000	2,000	7,000	7,500	8,500	5,000	5,000	2,200	2,000	2,000	2,000	
<u>Refundable</u>																
Caution Money	150	-	-	150	-	-	150	-	-	150	-	-	150	-	-	
Library Deposit	250	-	-	250	-	-	250	-	-	250	-	-	250	-	-	
Laboratory Deposit	400	-	-	400	400	-	400	400	400	400	400	400	400	400	-	
(C)	800	-	-	800	400	-	800	400	400	800	400	400	800	400	-	
Fees (A+B+C)	19,231	18,011	18,161	19,031	18,411	21,461	24,231	24,111	25,761	28,631	30,011	20,461	19,331	18,911	18,861	

COURSE FEES
for Academic Year 2017-18

Description	M Sc - IT / CS		M Com- Acc&B/F		M A - Eco	
	Part I	Part II	Part I	Part II	Part I	Part II
	Amt	Amt	Amt	Amt	Amt	Amt
Fees						
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	400	400	400	400	400	400
Other Fees	250	250	250	250	250	250
Exam Fees + Mark Sheet	3,000	3,000	3,000	3,000	3,000	3,000
Registration Fees	1,025	-	825	-	1,025	-
Convocation Fee	-	250	-	250	-	250
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	100	100	100	100	100	100
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	36	36	36	36	36	36
E - Charges + E - Suvidha	70	70	70	70	70	70
Project Fees	-	2,000	800	800	800	800
(A)	22,051	23,276	13,671	13,096	10,851	10,076
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	-
Library Deposit	250	-	250	-	250	-
Laboratory Deposit	400	-	-	-	400	-
(C)	800	-	400	-	800	-
Fees (A+B+C)	37,851	38,276	15,571	14,596	12,151	10,576

Master of Arts (Communication & Journalism)	
Tuition Fees	40,000
Library Fees	2,000
Other Fees	3,175
Exam Fees + Mark Sheet	3,000
Registration Fees	825
Computer Fees	2,000
Fees	51,100

Master of Arts (Media, Entertainment & Advtg.)	
Tuition Fees	40,000
Library Fees	2,000
Other Fees	3,175
Exam Fees + Mark Sheet	3,000
Registration Fees	825
Computer Fees	2,000
Fees	51,000

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 2017-18 commences on 5th June 2017.

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 6.00 p.m.
(Open on Sundays and Holidays)	

Library	:
Monday to Friday	: 8.00 a.m. to 6.00 p.m.
Saturdays	: 8.00 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 one 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, 2017, must have passed all subjects at First Year and Second Year Level.

INFORMATION ABOUT SELF-FINANCING COURSES

B.M.M. BACHELOR OF MASS MEDIA

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.

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

Readers Club: Readers Club, founded to promote reading culture in the college conducts weekly sessions on reading fiction, non-fiction, newspaper articles etc. and conducts various competitions viz., Essay Writing, Book Review, Speech, Debate, Poetry Recitation, Story Reading etc. The club encourages students to think beyond the academic textbooks to widen the horizons of knowledge and experience and grow as a refined human being.

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) and Bachelor of Commerce (Financial Markets) 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. Strict 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. Short, off shoulders, deep cut dresses should be strictly avoided by girl students. Three fourth length, or shorts should be avoided by boy students.
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 strictly 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 - 0.6086 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.

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. Upgraded knowledge of teachers is the backbone of this College. The college 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 Board of Studies, Syllabus restructuring committee members, some of the faculties 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, 11 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.
- E) The college has been selected as a study centre for Institute of Distance Education, University of Mumbai.
- F) 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 several 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 51,649 volumes of text and reference books from varied fields and are continuously reviewed and updated, 67 periodicals and 19 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. Library provides Common facility for the sister institutes in the campus.

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. Subscription to online resource Proquest Ebsco and N list enable access to all available online books and research resources.

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.

BEST ALL ROUNDER STUDENT GOLD MEDAL AWARD

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: L & T, Infosys , Wipro , ICICI Prudential, ICICI Bank , T.I.M.E.S , Redstone Marketing Services, Forties Zester, Edelweiss Financial Services, Riddhim and Siddhim Steel India Pvt. Ltd., Toppr.com, Syntel, Directi Medianet, Architecture Solutions, Intelnet - Aserco Company, Black Turtle,

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 : Dr. V. Rama Kiran, *M.Com. Ph.D.*
Mr. Ravikant Sangurde, *M.Com.*
Ms. Nigaar Patel, *M.Com.*
Ms. Swaranjit Kaur Saini

DEPT. OF ECONOMICS

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

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., M.Phil., GDCA, PGDFM*
Mrs. Aruna Singham, *M.Com., M.Phil.*
Mr. Jigar Vyas, *M.Com.*
Mr. Vijay Kokul Lahamge
Mr. Vishal Rajendra Kapasi

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 S Nayak, *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

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DEPT. OF PHILOSOPHY

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

DEPT. OF PSYCHOLOGY

Mrs. Chitra N. Kelkar, *M.A.*
Ms. Bharavi Shinde, *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)

Dr. Aparna Jain, *M.Com. - (Management), Ph.D.*
Ms. Meghna Vyas, *M.Sc., M.Phil.*
Dr. Shruti Chavarkar, *M.Com., M.Phil., Ph.D.*
Dr. Sanjay Rode, *M.A., Ph.D.*
Mr. Prashant Pimple, *M.Com., M.A.*
Mr. Arunkumar Dubey, *M.Com., M.Phil.*
Dr. Meera Rajawat, *M.Com., Ph.D.*
Mr. Deepak Chavan, *M.Com.,*
Ms. Monika Jain, *M.Com.,*
Mr. Ravi Kosgi, *M.Com.,*
Dr. Amit Naik, *MMS(Mgmt), MBA (HR), Ph.D.*
Mr. Prathamesh Tawade, *MMS*
Ms. Pooja Doshi, *M.A. (Economics)*
Ms. Shilpa Alshi, *M.Com., C.A.*

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

Ms. Marielia Assumption, *M.Sc. (Electronics)*
Mrs. Swati Maurya, *M.Sc. (Computer Science), M.Phil, M.Tech.*
Ms. G. B. Hemlatha, *M.C.A., M.Phil., M.Tech.*
Mr. Rajendra Patil, *M.Sc. (CS)*
Ms. Poonam Pandey, *M.Sc. (CS)*
Ms. Rakhi Yadav, *M.Sc. (IT)*

BACHELOR OF MASS MEDIA

Mrs. Richa Chaudhary, *Master of Journalism and Mass Comm.*
Mr. Rajesh Dhotre, *M.A. (Eng. Lit.)*

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 and Accountant*)
Mr. Rajesh S. Manjale (*Sr. Clerk*)
Mr. R. K. Choudhary (*Sr. Clerk*)
Mr. Parimal K Patel
Mr. Shivprasad P. Shukla (*Asst. Librarian*)
Mrs. Kusum Karande
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
Mr. Sunil G. Shengale
Mrs. Tanisha Kadam
Mr. Vijendra B. Tiwari
Mrs. Laxmi P Solanki
Mr. Amit Jadhav
Mr. Dattaram D. Pawar
Mr. Anand V. Nanavare
Mrs. Ramila Talavia
Mr. Sanjay Tiwari
Smt. Vaijayanta Vyapare
Mr. Pandit V. Saindane
Mrs. Shalini K. Magade
Mr. Sushil Tiwari
Mr. Leeladhar Y. Patil
Mr. Shrirang L Buva

Mrs. Reena Parmar
Mr. Shitlaprasad Yadav
Mr. Rajaram Bansode
Mr. Suryakant Waghmare
Mr. Dinesh Parmar
Mr. Sunil Lokhande
Smt. Vaishali Amberkar
Smt. Sunita Bhale
Mr. Pradeep Tharali
Mr. Santosh Kadam
Mr. Sanjay Tambe
Mr. Omprakash Chaudhary
Mr. Hemant Patil

ACADEMIC CALENDAR 2017-2018

5TH JUNE 2017	College reopens after summer vacation. Staff Common Room meeting. Display of roll call & Time Table for Second & Third Year classes on Notice Board.
5TH JUNE 2017	Classes for Second and Third Year UG courses begin
22ND JUNE 2017 (Tentative)	Commencement of Lectures for all First Year classes. (Depending upon admission processing dates prescribed by University of Mumbai)
26TH JUNE 2017	Holiday- Ramzan Id
15TH AUGUST 2017	Holiday- Independence Day
17TH AUGUST 2017	Holiday- Parsi New Year (Shahenshahi)
18TH AUGUST 2017 (Tentative)	INTERNAL CLASS TEST (I/III/V) begin
25TH AUGUST 2017	Holiday- Ganesh Chaturthi
25TH AUGUST 2017 TO 29TH AUGUST 2017	Break for Mid term
2ND SEPTEMBER 2017	Holiday- Bakari-Id
16TH SEPTEMBER 2017 (Tentative)	Sem-I/II/III/IV ATKT College Examination begin
As per Mumbai University exam date schedule	Second Year Sem-III REGULAR University Examination begin
30TH SEPTEMBER 2017	Holiday- Dassera
1ST OCTOBER 2017	Holiday- Moharum
2ND OCTOBER 2017	Holiday- Mahatma Gandhi Jayanti
As per Mumbai University exam date schedule	First Year Sem-I REGULAR & Sem-I/II ATKT University Examination begin
17TH OCTOBER 2017 TO 8TH NOVEMBER 2017	DIWALI VACATION
19TH OCTOBER 2017	Holiday-Diwali Amavasya (Lakshmi Pujan)
20TH OCTOBER 2017	Holiday- Diwali (Balipratipada)
21ST OCTOBER 2017	Holiday- Diwali (Bhaubeej)
4TH NOVEMBER 2017	Holiday- Guru Nanak Jayanti
9TH NOVEMBER 2017	College reopens after Diwali Vacation: Lectures resume as per Time Table
As per Mumbai University exam date schedule	FY-I/SY-III Regular/FY-Sem-I & II ATKT University Examination Result Declaration
1ST DECEMBER 2017	Holiday- Id-E-Milad
5TH DECEMBER 2017 TO 7TH DECEMBER 2017	Utkarsh Celebrations
7TH DECEMBER 2017 TO 12TH DECEMBER 2017	Acceptance of the forms for the best student selection
17TH DECEMBER 2017 TO 23RD DECEMBER 2017	NSS camp
25TH DECEMBER 2017	Holiday- Christmas
26TH DECEMBER 2017 TO 1ST JANUARY 2018	Winter Vacation
2ND JANUARY 2018	College reopens after Winter Vacation
4TH JANUARY 2018 & 5TH JANUARY 2018	Interview for Best Student Selection
18TH JANUARY 2018 (Tentative)	INTERNAL CLASS TEST (II/IV/VI)
26TH JANUARY 2018	Holiday- Republic Day
30TH JANUARY 2018	College Sports Day
6TH FEBRUARY 2018	Annual Prize Distribution Function
13TH FEBRUARY 2018	Holiday- Maha Shivratri
19TH FEBRUARY 2018	Holiday- Chhatrapati Shivaji Maharaj Jayanti
2ND MARCH 2018	Holiday- Holi
12TH MARCH 2018 (Tentative)	Sem-I/II/III/IV ATKT College Examination begin
As per Mumbai University exam date schedule	Sem I/III ATKT University Examination begin
As per Mumbai University exam date schedule	First Year Sem-II REGULAR & ATKT & Second Year Sem-IV REGULAR University Examination begin
18TH MARCH 2018	Holiday- Gudi Padwa
25TH MARCH 2018	Holiday- Ram Navami
29TH MARCH 2018	Holiday- Mahavir Jayanti
14TH APRIL 2018	Holiday- Dr. Babasaheb Ambedkar Jayanti & Good Friday
As per Mumbai University exam date schedule	FY-II/SY-IV Regular/FY-Sem-I & II/ SY-Sem-III ATKT University Examination Result Declaration
30TH APRIL 2018	Staff Common Room Meeting - Last Working Day
1ST MAY 2018	Maharashtra Day

Note: The Sequence & dates in the above calendar are subject to change, if necessary, by the Principal