

## **As Per NEP 2020**

### **University of Mumbai**



#### **Title of the program**

- A-** U.G. Certificate in Commerce
- B-** U.G. Diploma in Commerce
- C-** B.Com.
- D-** B.Com. ( Hons.)
- E-** B.Com. (Hons. with Research)

#### **Syllabus for**

#### **Semester – Sem I & II**

**Ref: GR dated 20<sup>th</sup> April, 2023 for Credit Structure of UG**

**(With effect from the academic year 2024-25  
Progressively)**

# University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	<b>Title of program</b> O: _____A	A	<b>U.G. Bachelor of Commerce</b>
	O: _____B	B	<b>U.G. Diploma in Commerce</b>
	O: _____C	C	<b>B.Com</b>
	O: _____D	D	<b>B.Com. (Hons.)</b>
	O: _____E	E	<b>B.Com. (Hons. with Research)</b>
2	<b>Eligibility</b> O: _____A	A	12th <b>OR</b> Passed Equivalent Academic Level 4.0
	O: _____B	B	Under Graduate Certificate in Commerce <b>OR</b> Passed Equivalent Academic Level 4.5
	O: _____C	C	Under Graduate Diploma in Commerce <b>OR</b> Passed Equivalent Academic Level 5.0
	O: _____D	D	Bachelors of Commerce with minimum CGPA of 7.5 <b>OR</b> Passed Equivalent Academic Level 5.5
	O: _____E	E	Bachelors of Commerce with minimum CGPA of 7.5 <b>OR</b> Passed Equivalent Academic Level 5.5
3	<b>Duration of program</b> R: _____	A	One Year
		B	Two Years
		C	Three Years
		D	Four Years
		E	Four Years
4	<b>Intake Capacity</b> R: _____	120	

5	<b>Scheme of Examination</b> R: _____	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination	
6	R: _____ <b>Standards of Passing</b>	40%	
7	<b>Sem. I &amp; II Credit Structure</b> R: _____ <b>A</b> R: _____ <b>B</b>	Attached herewith	
	<b>Sem. III &amp; IV Credit Structure</b> R: _____ <b>C</b> R: _____ <b>D</b>		
	<b>Sem. V &amp; VI Credit Structure</b> R: _____ <b>E</b> R: _____ <b>F</b>		
8	<b>Semesters</b>	A	Sem I & II
		B	Sem III & IV
		C	Sem V & VI
		D	Sem VII & VIII
		E	Sem VII & VIII
9	<b>Program Academic Level</b>	A	4.5
		B	5.0
		C	5.5
		D	6.0
		E	6.0
10	<b>Pattern</b>	Semester	
11	<b>Status</b>	New	
12	<b>To be implemented from Academic Year Progressively</b>	From Academic Year: 2024-25	

**Sign of the BOS  
Chairperson  
Prof. Dr. Kishori  
Bhagat  
BOS in Commerce**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant  
Balkrishna Sangurde  
Faculty of Commerce  
& Management**

**Sign of the  
Offg. Associate Dean  
Prof. Dr. Kishori  
Bhagat  
Faculty of Commerce  
& Management**

**Sign of the  
Offg. Dean  
Prof. Kavita Laghate  
Faculty of  
Commerce &  
Management**

# Preamble

## 1) Introduction

The Bachelor of Commerce (B.Com) program is designed at the heart of a dynamic and personalized educational journey of the students. The program is meticulously crafted curriculum goes beyond traditional academic boundaries, offering an array of specialized courses designed to empower each student with a diverse skill set and a competitive edge in the modern business landscape. In addition to the fundamentals subject that provide a comprehensive understanding of business, finance, accounting, management, marketing, and entrepreneurship, the program places a strong emphasis on growth and success of the students. Students will have the opportunity to tailor education to their aspirations and interests, with a range of vocational skill courses including Fundamentals of Startups, Business Etiquettes, Corporate Grooming, Negotiation Skills, Mall Management, Tourism Management, Business Leadership Skills, Sensory Marketing, Inventory Management, Quality Management, Social Media Marketing, Family Business Management, Finance for Non finance executives, Principles of investment, Human Resource Associate, Personnel Management and Basics of Healthy Work Environment. The NEP (2020) recognizes that each student is unique, and hence the Program aims to provide students not only with a solid academic foundation but also a plethora of practical, real-world skills to ensure their success in a rapidly evolving business world. The journey through the B.Com program now shall be more than just earning a degree; it shall unlock full potential of the students and prepare them for a rewarding and fulfilling career tailored to their individual passions and aspirations.

## 2) Aims and Objectives: -

Aim:

The program aims to provide students with a personalized and diverse educational experience, encompassing a wide range of specialized fields while aiming to equip them with practical skills and knowledge in commerce to excel in their unique career aspirations, fostering individual growth and success.

Objectives:

- To tailor education to individual needs and fostering a diverse skill set for success.
- To provide students with a well-rounded understanding of commerce, encompassing a wide range of specialized areas.
- To bridge the gap between academic knowledge and real-world applications with practical skills and knowledge.
- To equip students for diverse and rewarding career opportunities with VSC's.
- To Nurture personal and professional growth through a student-centric approach.
- To prepare students for a wide array of career opportunities while fostering their individual growth, ethical awareness, and ability to excel in the ever-evolving world of commerce.



### **3) Learning Outcomes**

1. The Graduates will demonstrate a profound understanding of essential commerce subjects, enabling them to apply their knowledge effectively in real-world situations.
2. The Students will acquire practical skills in specialized areas, empowering them to implement strategies and solve complex problems in fields like Startups, Marketing, and Quality Management.
3. The learner will develop strong critical thinking skills and ethical decision-making abilities, essential for navigating the business world with integrity and foresight.
4. The program will instill a global perspective, preparing students to understand and engage in the international business environment.
5. The Program will enhance communication skills, enabling students to convey ideas and concepts clearly and professionally.
6. The Graduates will gain leadership and management skills, positioning them for leadership roles in various business and organizational settings.
7. The program will equip students with the knowledge and skills necessary for diverse career opportunities, fostering their preparedness for roles in entrepreneurship, marketing, finance, and the service sector.
8. The students will develop the ability to adapt to evolving business dynamics and industry trends, ensuring their continued relevance in the competitive job market.
9. The program will cultivate research and analytical skills, enabling graduates to gather and interpret data for informed decision-making.
10. The learners will adopt a customer-centric mindset, critical for success in fields such as Sensory Marketing and Social Media Marketing.
11. Graduates will be proficient in applying Quality Management principles to enhance business processes and product quality, contributing to operational efficiency and customer satisfaction.
12. The program allows students to specialize in specific fields like Mall Management or Tourism Management, positioning them for unique and fulfilling career paths.
13. Students will be well-versed in ethical business practices and corporate social responsibility, aligning with contemporary values in the business world.

#### **4) Any other point (if any)**

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**5) Credit Structure of the Program (Sem I, II, III, IV, V & VI) Sem. I & II Credit Structure**

**Under Graduate Certificate in Commerce**

**Credit Structure (Sem. I & II)**

	<b>R: _____ A</b>									
	Se me ste r	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum Cr.
		Mandatory	Electives							
4.5	I	(2+2+2)  <b>Commerce-I</b> (Introduction To Business) (2)  Balance (02+02) Credits from Accountancy / Business Economics / Business Management			2+2	<b>VSC :</b> Fundamentals of Start Ups (2)  OR Business Etiquettes & Corporate Grooming (2)  <b>SEC :</b> Negotiation Skills (2)	<b>AEC: 2</b> <b>VEC: 2</b> <b>IKS:2</b>	<b>CC :2</b>  CC 1	22	UG Certificat e 44
	<b>R: _____ B</b>									
	II	(2+2+2)  <b>Commerce-II</b> (Introduction to Service Sector) (2)  Balance (02+02) Credits from Accountancy / Business Economics / Business Management		2	2+2	<b>VSC:</b> Mall Management (2)  OR Tourism Management (2)  <b>SEC</b> Business Leadership Skills (2)	<b>AEC: 2</b> <b>VEC: 2</b> <b>IKS:2</b>	<b>CC :2</b>  CC 2	22	
	<b>Cu m Cr.</b>	<b>12</b>	<b>-</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>4</b>	<b>44</b>	

**Exit Option :- Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/Internship  
OR Continue with Major and Minor**

# SEMESTER-I

## MAJOR MANDATORY INTRODUCTION TO BUSINESS

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>INTRODUCTION TO BUSINESS</b>
<b>VERTICLE /CATEGORY</b>	<b>A/MAJOR MANDATORY (CORE)</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

<b>COURSE OBJECTIVE</b>
This course provides an overview of the business, understanding and significance of the Business Environment, Project Planning and Business Strategy.
<b>COURSE OUTCOMES</b>
CO1: Learners will recognize the fundamental components of the business
CO2: Learners will be able to apply theoretical knowledge to real world scenarios within the Business Environment.
CO3: Learners would understand the concept and importance of project planning and would get hands on through case studies
CO4: To create comprehensive understanding among the learners about Business Strategies

### ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Business and Business Environment	15
2	Project Planning and Business Strategies	15
TOTAL HOURS		30

<b>COURSE DESIGN</b>	
<b>COURSE UNIT TITLE 1: BUSINESS and BUSINESS ENVIRONMENT (15)</b>	
a. Business	Introduction - Traditional and Modern Concept of business.; Functions, Scope and Significance of business. Objectives of Business: Steps in setting business objectives,
b. Business Environment	Concept and Importance of business environment, Constituents of Business Environment, Educational Environment and its impact, International Environment – Current Trends in the World, Climate change and its impact
PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments	
<b>COURSE UNIT TITLE 2 PROJECT PLANNING and BUSINESS STRATEGIES: (15)</b>	
a. Project Planning	Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion. Statutory Requirements in Promoting Business Unit.
b. Business Strategy	Introduction :- Concept of Business strategy, New Trends in Business strategy: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies
PEDAGOGICAL APPROACH: Lecture Method, Assignments and Case Studies	

### **REFERENCES:-**

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P. International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction to Commerce, Vikram, Amit, Atlantic Pub
- A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials of Business Environment, Aswathappa K., Himalaya Pub
- Essentials of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann

<b>Course</b>	<b>Accountancy &amp; Financial Management -I (Semester I; Level 4.5)</b>	<b>Credits</b>	<b>02</b>
<b>Type</b>	<b>Major: Mandatory</b>	<b>No of Teaching hours</b>	<b>30</b>
<b>Evaluation/ Assessment</b>	<b>Total 50 Marks = 30 Marks Semester End Evaluation and 20 Marks Continuous Evaluation</b>		

### **Preface**

India is experiencing a surge in entrepreneurial endeavors. For young minds planning to start their businesses or manage family businesses, a deep understanding of accounting principles is vital for financial management, decision-making, and ensuring the growth and sustainability of their enterprises. Accounting serves as the cornerstone of commerce education. It is the language of business and forms the basis for understanding financial transactions, records, and statements. Learning accounting is fundamental for students pursuing careers in commerce. Many commerce learners aspire to become Chartered Accountants (CAs), Cost and Management Accountants (CMAs), or Company Secretaries (CS) in India. A strong foundation in accounting and financial management is a prerequisite for pursuing these prestigious and highly regarded professional qualifications. The present course designed imparts a foundation of knowledge and skills that are not only pertinent to academic success but also invaluable for successful careers in the complex and dynamic business landscape of India. Whether students aim to become accountants, opt for administrative services of government, entrepreneurs, financial analysts, or professionals in any related field, this course provides the necessary tools to excel in their chosen paths while contributing to India's financial stability.

### **Aims and Objectives**

CO1	To recognize the fundamental accounting concepts and conventions in financial reporting and understand its applicability.
CO2	To articulate the applicability and valuation of selected Accounting Standards.
CO3	To ascertain the process of preparation of final accounts for a proprietary manufacturing firm.

### **Learning Outcomes**

LO1	The learner will be able to identify and explain the various accounting concepts and conventions applicable to the accounting system.
LO2	The learner will be able to identify, summarize, distinguish the purpose of policies and compute the valuation of inventory as per Accounting Standards 2
LO3	The learner will be able to calculate the profit/loss of the manufacturing firm and prepare its final accounts.

### **MODULES AT GLANCE**

<b>Module No</b>	<b>Content</b>	<b>No of Hours</b>
1	Introduction to Accounting Concepts and Accounting Standards.	15
2	Final Accounts of Manufacturing Concern.	15
		<b>30</b>

<b>Module No</b>	<b>Content</b>	<b>No of Hours</b>
<b>1</b>	<b><u>Introduction to Accounting Concepts &amp; Accounting Standards.</u></b> <ul style="list-style-type: none"> <li>Accounting Concepts and Conventions.</li> <li>Meaning and Classification - Capital, Revenue: Expenditure and Receipts, Profit and Loss.</li> <li>Accounting Standard (AS) and Ind-AS &amp; IFRS – An Introduction, Concepts and Benefits.</li> <li>AS – 1 Disclosure of Accounting Policies.</li> <li>AS – 2 Valuation of Inventories.</li> <li>AS - 9 Revenue Recognition.</li> <li>Inventory Valuation and Experiential Learning- Physical Stock Taking Activity and Recording.</li> <li>Practical Problems on preparation of Stock Ledger Account using First in First Out (FIFO Method) and Weighted Average Cost method.</li> <li>Short practical problems on Valuation of Inventory as per AS 2.</li> </ul>	15
<b>2.</b>	<b><u>Final Accounts of Manufacturing Concern</u></b> <ul style="list-style-type: none"> <li>Introduction and meaning.</li> <li>Final Accounts of Manufacturing Concern (Proprietary Firm).</li> <li>Closing and Adjustment Entries in Final Accounts of Manufacturing Concern.</li> <li>Preparation of Trading Account, Manufacturing Account, Profit &amp; Loss Account and Balance Sheet.</li> </ul> <p>(Note: For Semester End Examination not more than 5 adjustments to be asked in one practical problem)</p>	15

### **Reference Books**

1. Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi.
2. Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi.
3. Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & Co. Ltd., Mumbai  
Financial Accounting by Lesile Chandwichk, Pentice Hall of India Adin Bakley (P) Ltd.

4. Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai.
5. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi.
6. Accounting Principles by Anthony, R.N. and Reece J.S., Richard Irwin Inc.
7. Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Shehgal Ashok, Mayur Paper Back.
8. Compendium of Statement & Standard of Accounting, ICAI.
9. Guidance Notes on Accounting Standard, ICAI
10. Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill & Co. Ltd., Mumbai Financial Accounting by Williams, Tata Mc. Grow Hill & Co. Ltd., Mumbai
11. Company Accounting Standards: Shrinivasan Anand, Taxman.
12. Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi.
13. Introduction to Financial Accounting by Horngren, Pearson Publications.
14. Financial Accounting by M. Mukherjee. M. Hanif. Tata McGraw Hill Education Private Ltd; New Delhi.

**Semester End External - 30 Marks**

**Time: 1:00 Hour**

**QUESTION PAPER PATTERN** **Attempt any 2 out of 3 questions.**

Question No	Questions	Marks
Q1	Practical/ Theory	15
Q2	Practical/ Theory	15
Q3	Practical/ Theory	15
	<b>TOTAL</b>	<b>30</b>

**Note**

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may be subdivided into 8 marks + 7 marks, 10 marks + 5 marks and 5 marks + 5 marks + 5 marks. Internal options may be given however it is not mandatory.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

**Continuous Evaluation: Internal (20 marks)**

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/Seminar/ Case Study/Field Visit/ Certificate Course/Projects/Assignments etc. (Physical/Online mode)	10



## As Per NEP 2020

# University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Information Technology	
UG First Year Programme	
Semester	I
Title of Paper	Credits 2/ 4
I. IT_Google Workspace (Open Elective) [OE]	2
From the Academic Year	2024-2025

**Name of the Course: IT\_Google Workspace**

Sr.No.	Heading	Particulars
1	<b>Description the course : Including but Not limited to:</b>	Google Workspace is a collection of cloud-based productivity tools that are designed to help individuals and organizations to work and collaborate efficiently. This course will provide an introduction to applications such as Gmail, Google Drive, Google meet and Google Calendar Google Docs, Google Sheets, Google Slides, Google Forms, Google Classroom.
2	<b>Vertical :</b>	<b>Open Elective</b>
3	<b>Type :</b>	Practical
4	<b>Credits :</b>	2 credits
5	<b>Hours Allotted :</b>	60 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives(CO):</b> CO 1. Understand Google Workspace and its applications. CO 2. Gain proficiency in key features of Google workspace application. CO 3. Acquire proficiency in Google workspace to collaborate, manage tasks and communicate effectively. CO 4. Leverage possibilities of Google workspace tolls to enhance productivity and streamline workflow.	
8	<b>Course Outcomes (OC):</b> OC 1. Manage email communications with Gmail. OC 2. Schedule and organize meetings and events using Google Calendar. Arrange and attend video meetings with Google Meet, Communicate with others using Google Chat. OC 3. Save , manage, and share files with Google Drive. OC 4. Generate and collaborate documents, spreadsheets and presentations. OC 5. Design Google Forms and collect data for surveys . Generate reports based on the collected data and integrate it with other Google Workspace applications. OC 6. Use Google Classroom to digitally organize, distribute, and gather assignments, course materials, and feedback. OC 7. Navigate confidently and make use of the numerous functionalities of Google Maps. OC 8. Able to design, develop, and maintain informative and visually appealing websites using Google Sites.	
9	<b>Modules:-</b> <b>Module 1:</b>	

	<ol style="list-style-type: none"> <li>1. <b>Google Workspace &amp; Mastering email communication with Gmail:</b> Overview of Google Workspace, Setting up a Google account and accessing Google Workspace, Set Profile information and Photo, Send and Receive emails, Organize emails using labels, filters, and stars for easy retrieval and management, Utilize Gmail's advanced features like scheduling emails, snoozing emails, and setting reminders.             <ol style="list-style-type: none"> <li>a. Create a Gmail account. Write a brief email to your friends inviting them to a meeting to discuss a possible industrial visit. Attach a document file with the many options for places to visit.</li> </ol> </li> <li>2. <b>Google Calendar , Meet and Chat :</b> Create a new calendar, Create an event in Google Calendar, Set reminders and alarms , Share a Calendar with Other People ,Integrate with Gmail and other apps. Scheduling and managing Google Meet events, Features in Google Meet like screen sharing, chat, annotations and recording, Creating public and private Google Chat rooms ,Inviting and managing participants in Google Chat rooms, Utilizing Chat room features like sharing files, links, and multimedia, pinning messages, and polls.             <ol style="list-style-type: none"> <li>a. Create a new event in Google Calendar for an event happening on a specific date and time. Set a reminder to alert you one day prior to the event. Share your Google Calendar with a specific email address and grant them view-only access.</li> <li>b. Set up a meeting with your project partners, choose the suggested security configurations, and send a meeting invite to the participants via email. Begin the meeting by letting everyone into the meeting room. To demonstrate to them the project's progress, share your screen. Use chats to send brief messages and share relevant documents.</li> </ol> </li> <li>3. <b>Google Drive :</b>Managing files and folders in Google Drive, Sharing files and folders with collaborators and setting access permissions.             <ol style="list-style-type: none"> <li>a. Create a project folder in Google drive. Add a PowerPoint presentation detailing project milestones and a Word document with project guidelines to the folder. Share the folder and allow the project team members to edit it.</li> </ol> </li> <li>4. <b>Google Docs:</b> Document creation with Google Docs, Apply Basic Formatting to Text , Inserting Images, Creating tables, Format a document with styles, Using Find and Replace, Using Regular Expressions for Advanced Searching, Sharing and Collaborating on files.             <ol style="list-style-type: none"> <li>a. Create a one page document which best describes you. Add the document's heading and page numbers. Make a list of your hobbies using bullet points. Employ formats and typefaces to give the document an elegant look. To highlight your skills, use hyperlinks to other documents in the folder. Include a picture of yourself on the page as well. Add a table with your educational background in it. Write about your positive college experiences by voice typing. After that, translate the document's content into a different language of your choice.</li> </ol> </li> <li>5. <b>Google Sheets :</b>Insert, delete and manage sheets , Insert a Function, Format Spreadsheets, Cells, and Ranges, Apply Number Formatting</li> </ol>
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	<p>and Conditional Formatting, Insert and View Notes, Choose Spreadsheet Settings, Merge Cells, Wrap and Rotate Cell Contents, Inserting Objects in Google Sheets, Sort and Filter Data, Apply Data Validation to Your Sheets, Protect Ranges in a Sheet, Protect a Sheet, Create and Manage Macros.</p> <p>a. Create a Personal budget sheet, list all your expenses and incomes of the month in the sheet. Use sum function to total the income and expenses. Use IF function to find if the budget is in deficit or not.</p>
	Module 2:
	<ol style="list-style-type: none"> <li>1. <b>Google Slides:</b> Add a Slide to a Presentation, Import Slides from an Existing Presentation, Understanding and Using Views, Work with Text Boxes, Add Audio and Video to a Slide, Insert Shapes and Word Art, Add a Transition and Animations, Edit a Slide Master, Organize the Slides in a Presentation <ol style="list-style-type: none"> <li>a. Open a new Google Slides presentation titled "Project Presentation". Add slides to provide a summary of your project. Use themes and transitions to make the slide experience better.</li> </ol> </li> <li>2. <b>Google Forms:</b> Create a Form, Choose Settings for a Form, Add Questions to a Form, Add Images to a Question, Add a Video to a Question, Import Questions from an Existing Form, Create a Form with Multiple Sections, Control Progression Based on Answers, Add Collaborators to a Form, Preview and Test a Form, Send a Form to Its Respondents, View the Responses to a Form, Analyse form responses and generate reports. <ol style="list-style-type: none"> <li>a. Create a Google Form to accept participation entries for the various events your department is organizing on the annual day. Mention the details of event in the form description. Include a dropdown menu to select the events they wish to participate in. Insert relevant multimedia to make the Google Form attractive.</li> <li>b. Create an online evaluation quiz using Google Form. Include a variety of question formats, such as ones with pictures, videos, etc. Assign points to the questions. Share the link with your friends and check out the the summary of the responses.</li> </ol> </li> <li>3. <b>Google Classroom:</b> Create and set up a Google Classroom, Add Students and Co-Teachers, Using Google Classroom to share resources, Create assignment, Set due dates and points, Use rubrics for grading, Integrate quizzes created using Google Form with Google Classroom. <ol style="list-style-type: none"> <li>a. Create a Google Classroom for a certain subject that includes a range of topics, resources, and activities. Include resources for each topic, such as Word docs, PowerPoints, and YouTube links. Include elements that encourage participation and interaction, such as assignments and discussions.</li> </ol> </li> <li>4. <b>Google Maps:</b> Search on Maps, Different Map Views (Satellite, Terrain, Street View), Customizing Maps, Get to your destination, Sharing Maps with Others. <ol style="list-style-type: none"> <li>a. Use google maps to explore local landmarks in your area. Find directions from your current location to a nearby restaurant. Use Maps to check the places you have visited on a particular day.</li> </ol> </li> </ol>

	5. <b>Google Sites:</b> Creating and building simple websites using Google Sites, Adding content, images, and widgets to websites. a. Assume you runs a small business. Create a visually appealing website which includes the following pages: Home page , About the business, Products page, Announcement of discounts.	
10	<b>Text Books and Online Resources</b> 1. <b>Hart-Davis, G. (2021). Teach Yourself Visually Google Workspace. Visual.</b> 2. <b><a href="https://support.google.com/a/users#topic=9247638">https://support.google.com/a/users#topic=9247638</a></b> 3. <b><a href="https://support.google.com/edu/classroom#topic=10298088">https://support.google.com/edu/classroom#topic=10298088</a></b> 4. <b><a href="https://support.google.com/maps/?hl=en#topic=9729258">https://support.google.com/maps/?hl=en#topic=9729258</a></b>	
11	<b>Reference Books</b> 1. <b>Team, Z. (2017). The Ultimate Guide to G-Suite. Lean Pub G-Suite.</b> 2. <b>Iyer, b. (2022). Google workspace user guide: a practical guide to using google apps efficiently while integrating them with your data.</b>	
12	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 )	
14	<b>Format of Question Paper: Duration 2 hours. Certified copy of Journal is compulsory to appear for the practical examination</b> Practical Slip: Q1. From Module 1      13 marks Q2. From Module 2      12marks Q3. Journal and Viva    05 marks	

**Sign of Chairperson**  
**Dr. Mrs. R. Srivaramangai**  
**Ad-hoc BoS (IT)**

**Sign of the**  
**Offg. Associate Dean**  
**Dr. Madhav R. Rajwade**  
**Faculty of Science & Technology**

**Sign of Offg. Dean,**  
**Prof. Shivram S. Garje**  
**Faculty of Science & Technology**

## VSC Semester 1

### Fundamentals of Start Up

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Fundamentals of Start up</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 1</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

<b>COURSE DESCRIPTION</b>
The course Fundamentals of Start up introduce the fundamentals of startup in India, funding strategies & motivation to start own business.
<b>COURSE OBJECTIVE</b>
To understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up.
<b>COURSE OUTCOME</b>
Course Outcomes: On successful completion of this course, the students will be able:
CO1: Develop a start-up Enterprise with Big Idea Generation.
CO2: Analyze start-up capital requirement by analyzing legal factors.
CO3: Interpret feasibility Analysis towards funding issues.
CO4: Access growth stages in new venture and reasons for scaling ventures.
CO5: Evaluate financial stability and decide on expansion possibilities

<b>ORGANISATION OF THE COURSE</b>		
UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Start-up Opportunities	15
2	Start-up Capital Requirements and Legal Environment	15
TOTAL HOURS		30

<b>COURSE DESIGN</b>
<b>Semester I Title: Fundamentals of Start-ups</b>
<b><u>Module 1: Start-up Opportunities (15)</u></b>
<ul style="list-style-type: none"> <li>• The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of the start-up Economy</li> <li>• The Six Forces of Change- The Start-up Equation, The Entrepreneurial Ecosystem: Entrepreneurship in India, Government Initiatives.</li> </ul>
PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments
<b><u>Module 2: Start-up Capital Requirements and Legal Environment (15)</u></b>
<ul style="list-style-type: none"> <li>• Identifying Startup Capital Resource requirements, Constructing a Process Map, Approval for New Ventures</li> <li>• Funding Strategies with Bootstrapping, Crowd Funding, Preparation of Startup Project Report.</li> </ul>
PEDAGOGICAL APPROACH: Lecture Method, Case study and Hands on project report
<b>REFERENCES:-</b> <ul style="list-style-type: none"> <li>• Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016. Page 6 of 6 Anjan Raichaudhuri,</li> <li>• Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.</li> <li>• S. R. Bhowmik, M. Bhowmik, Entrepreneurship, New Age International, 2007.</li> <li>• Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.</li> <li>• Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.</li> <li>• Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009.</li> </ul>

**Total 50 Marks: with 2 Credits**  
**30 Marks External and 20 Marks Internal**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

**20 Marks Internal**  
**Any 4 out of 6**

3) Class Test (05 Marks)

2) Assignment (05 Marks)

3) Presentation (05 Marks)

4) Group Discussion (05 Marks)

5) Quiz (05 Marks)

6) Case Study (05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.**

**4) The internal Assessment shall be conducted throughout the Semester.**



**SEC Semester 1  
Negotiation Skills**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Negotiation Skills</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 1</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

**COURSE DESCRIPTION**

The course in negotiation skills will help the learners to have a better understanding of negotiation, negotiation skills, negotiation style & competencies in communication

**COURSE OBJECTIVES**

1. To understand the basics of negotiation skills & perspectives of negotiation
2. To know the ability of bargain
3. To discuss the different types of competencies in communication

**COURSE OUTCOME**

CO 1: Execute proven tactics for negotiation

CO 2: Refine personal negotiation style

CO 3: Improve ability to bargain successfully and ethically in any situation

CO 4: Build positive, productive relationship with all parties

CO 5: Applying appropriate communication skills across settings, purposes, and audiences.

CO 6: Displaying competence in oral, written, and visual communication.

**ORGANISATION OF THE COURSE**

UNIT NO	COURSE UNITS AT A GLANCE	TOTALHOURS
1	Negotiation and Types of Negotiations	15
2	Negotiation Skills	15
<b>TOTAL HOURS</b>		<b>30</b>

<b>COURSE DESIGN</b>
<b>Unit 1 Negotiation and Types of Negotiations (15)</b>
<ul style="list-style-type: none"> <li>Negotiation – Concept, Key Negotiation Concepts, Perception and Cognition in Negotiation, Negotiation Process, Conflict and Negotiation Strategy</li> <li>Types - Distributive Negotiation; Integrative Negotiation; Multiple Phases and Multiple Parties, Preparation for a deal; Table tactics; Frequently asked tactical questions; Barriers to Agreement; Mental Errors in reaching an agreement.</li> </ul>
PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments
<b>Unit 2: Negotiation Skills (15)</b>
<ul style="list-style-type: none"> <li>Negotiation Skills - Negotiating as an organizational capability; skills of an effective negotiator, Negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.</li> <li>Developing power, decision trees, psychological tools. Practical practice of negotiation</li> </ul>
PEDAGOGICAL APPROACH: Lecture Method, Case study and Role Play
<p><b>REFERENCES:-</b></p> <ol style="list-style-type: none"> <li>1. Michael A. Wheeler. (2003). Negotiation. Harvard Business Essential Series</li> <li>2. David S. Hames. (2012). Negotiation: Closing Deals, Settling Disputes and Making Team Decisions. Sage Publications</li> <li>3. C.S Rayudu, “Communication” Himalaya Publishing House, 2012</li> <li>4. Myer &amp; Myer, Communication Mcgraw Hill, 2007</li> <li>5. Rai &amp; Rai, Business Communication – Himalaya Publishing House , 2011</li> <li>6. Harvard Business Essentials Guide to Negotiation2 Michael Wheeler. Harvard Business School Press Paperback: 208 pages, Harvard Business Press (July 1, 2003). ISBN-10: 1591391113 ISBN-13: 978-1591391111</li> <li>7. Lewicki, R., Barry, B., Saunders, D.M. (2024). Negotiation (9th Ed.). McGraw Hill Education</li> <li>8. Carrell, M. R., Heavrin, C. (2008). Negotiating Essentials: Theory, Skills and Practices(1st ed.). Pearson</li> </ol> <p><b>Recommended Reading</b></p> <ol style="list-style-type: none"> <li>1. David Campbell. (2015). Guerrilla Business Negotiation Techniques</li> <li>2. Jack Welch and Suzy Welch. (2009). Winning: The Ultimate Business How-to-Book.Harper Collins</li> <li>3. P. D. Chaturvedi, Mukesh Chaturvedi , Business Communication- Skills, Concepts and Applications, Pears on Publications, 2013.</li> </ol>

### **30 Marks External**

DURATION: 1 Hour

MARKS: 30

#### **Any 2 out of 3**

Q. 1 Answer the following

(15 Marks)

- a.
- b.

Q. 2 Answer the following

(15 Marks)

- a.
- b.

Q. 3 Answer the following

(15 Marks)

- a.
- b.

### **20 Marks Internal**

1) Class Test

(05 Marks)

2) Assignment

(05 Marks)

3) Presentation

(05 Marks)

4) Group Discussion

(05 Marks)

5) Quiz

(05 Marks)

6) Case Study

(05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.**

**2) The internal Assessment shall be conducted throughout the Semester.**

AC –20.04.2024

Item No. –5.6 (N) Sem I (1d)

## As Per NEP 2020

# University of Mumbai



Syllabus for Basket of AEC	
Board of Studies in English	
UG First Year for B.Com. Programme	
Semester	I
Title of Paper	Credits
Business Communication Skills I for B.Com.	2
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>  <b>Including but Not limited to:</b>	<b>Business Communication Skills I (B.Com.)</b> Business communication is an integral part of the commercial and corporate world. The growth of commercial organizations is directly linked to the effectiveness of their methods of communication with all their stakeholders. The success of an organization is also closely linked to its image building. As a discipline, business communication has changed diametrically and exponentially because of the rapid changes in information technology. In this scenario, it is imperative that all corporate professionals should have command over the various dimensions of business communication including the intentional and unintentional, the verbal and non-verbal, the in-person and the digital. The systematic study of business communication prepares the learners to become capable entrepreneurs, professionals, team-members and managers in today's competitive, networked and digitized business world.
2	<b>Vertical :</b>	<b>Ability Enhancement Course</b>
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To make learners familiar with the basics of business communication theory.</li> <li>2. To make learners aware of digital communication for personal and business use.</li> <li>3. To improve learners' understanding of verbal and non-verbal communication.</li> <li>4. To enable learners with effective business correspondence skills.</li> </ol>	

8	<p><b>Course Outcomes:</b></p> <p>At the end of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basics and significance of business communication theory.</li> <li>2. Adapt to and use digital communication methods for personal and business purposes.</li> <li>3. Grasp and effectively use the nuances of verbal and non-verbal communication.</li> <li>4. Improve their skills in business correspondence.</li> </ol>
9	<p><b>Modules:-</b> Per credit One module can be created</p>
	<p><b>Module 1: Introducing the Theory of Business Communication (15 Lectures)</b></p>
	<ol style="list-style-type: none"> <li><b>1. Concept of Communication</b> <ul style="list-style-type: none"> <li>- Definition and meaning of communication</li> <li>- Process of communication</li> <li>- Need of communication</li> <li>- Feedback</li> </ul> </li> <li><b>2. Communication at the Workplace</b> <ul style="list-style-type: none"> <li>- Channels of communication: Downward, Upward, Horizontal, Grapevine</li> <li>- Methods of communication: Verbal and non-verbal</li> </ul> </li> <li><b>3. Impact of Digital Technology on Communication</b> <ul style="list-style-type: none"> <li>- Internet-enabled communication; Email</li> <li>- Social media: FaceBook, Twitter, Instagram, WhatsApp</li> </ul> </li> </ol>
	<p><b>Module 2: Business Correspondence (15 Lectures)</b></p>
	<ol style="list-style-type: none"> <li>1. <ul style="list-style-type: none"> <li>- Parts of a business letter</li> <li>- Layouts of a business letter</li> </ul> </li> <li>2. <ul style="list-style-type: none"> <li>- Job application with bio-data</li> <li>- letter of appointment</li> <li>- letter of appreciation</li> <li>- letter of resignation</li> </ul> </li> </ol>

	<p>3. - Emails: Job application via email - writing and responding to official emails</p>
10	<p><b>Text Books: N.A.</b></p>
11	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Ashley, A. <i>A Handbook of Commercial Correspondence</i>. New Delhi: Oxford University Press, 1992.</li> <li>2. Aswalthapa, K. <i>Organisational Behaviour</i>. Mumbai: Himalaya Publications, 1991.</li> <li>3. Balan, K.R. and Rayudu, C. S. <i>Effective Communication</i>. New Delhi: Beacon Books, 1996.</li> <li>4. Bangh, L. Sue, Fryar, Maridell and Thomas David A. <i>How to Write First Class Business Correspondence</i>. N.T.C. Publishing Group USA, 1998.</li> <li>5. Benjamin, James. <i>Business and Professional Communication Concepts and Practices</i>. New York: Harper Collins College Publishers, 1993.</li> <li>6. Britt, Deborah. <i>Improving Business Communication Skills</i>. Kendall Hunt Publishing Co., 1992.</li> <li>7. Bovee Courtland, L. and Thrill, John V. <i>Business Communication Today</i>. McGraw Hill, New York, Taxman Publication, 1989.</li> <li>8. Drucher, P.F. <i>Technology, Management and Society</i>. London: Pan Books, 1970.</li> <li>9. Eyre, E.C. <i>Effective Communication Made Simple</i>. Kolkata: Rupa and Co., 1985.</li> <li>10. Ecouse, Barry. <i>Competitive Communication: A Rhetoric for Modern Business</i>. New Delhi: OUP, 1999.</li> <li>11. Fisher, Dalmar. <i>Communication in Organisation</i>. Mumbai: Jaico Publishing House, 1999.</li> <li>12. Frailley, L.E. <i>Handbook of Business Letters</i>. Revised Edn. New Jersey: Prentice Hall Inc., 1982.</li> <li>13. Flyn, Nancy. <i>The Social Media Handbook</i>. Wiley, 2012.</li> <li>14. Gartside, L.E. <i>Modern Business Correspondence</i>. Plymouth: McDonald and Evans Ltd, 1980.</li> <li>15. Ghanekar, A. <i>Communication Skills for Effective Management</i>. Pune: Everest Publishing House, 1996.</li> <li>16. Labade, Sachin, Katre Deepa et al. <i>Communication Skills in English</i>. Orient Blackswan, Pvt Ltd, 2021.</li> <li>17. Shainesh, G. and Githa Heggde. <i>Social Media Marketing: Emerging Concepts and Applications</i>. Springer Nature Singapore, 2018</li> </ol>

<b>12</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60%</b> <b>Individual Passing in Internal and External Examination</b>												
<b>13</b>	<b>Continuous Evaluation through:</b> <ul style="list-style-type: none"> <li>• Performance in activities: 10 marks (The class may be divided into batches to conduct the oral activities by creating formal schedule for the same before the semester End Examination.)</li> <li>• Written assignments or projects: 10 marks (Learners will have to write and submit written assignments in a timely manner.)</li> </ul> <b>Suggested Activities:</b> <ul style="list-style-type: none"> <li>• Use of social media accounts for purpose of business communication</li> <li>• Making short presentations on given topics</li> <li>• Official letter writing/ email writing exercises</li> <li>• Role play focusing on channels and methods of communication</li> </ul>													
<b>14</b>	<b>Format of Question Paper:</b> for the final examination  <table> <tr> <td><b>External / Semester End Examination</b></td><td><b>Marks: 30</b></td><td><b>Time: 1 Hours</b></td></tr> <tr> <td>Q.1. Essay Type Questions (Any One out of two on Unit I)</td><td></td><td>Marks 10</td></tr> <tr> <td>Q.2. Essay Type Questions (Any One out of two on Unit II)</td><td></td><td>Marks 10</td></tr> <tr> <td>Q.3. Short Notes/Problem (Any Three out of five on all Units)</td><td></td><td>Marks 10</td></tr> </table>		<b>External / Semester End Examination</b>	<b>Marks: 30</b>	<b>Time: 1 Hours</b>	Q.1. Essay Type Questions (Any One out of two on Unit I)		Marks 10	Q.2. Essay Type Questions (Any One out of two on Unit II)		Marks 10	Q.3. Short Notes/Problem (Any Three out of five on all Units)		Marks 10
<b>External / Semester End Examination</b>	<b>Marks: 30</b>	<b>Time: 1 Hours</b>												
Q.1. Essay Type Questions (Any One out of two on Unit I)		Marks 10												
Q.2. Essay Type Questions (Any One out of two on Unit II)		Marks 10												
Q.3. Short Notes/Problem (Any Three out of five on all Units)		Marks 10												

Sign of BOS Chairman  
Prof. Dr. Shivaji Sargar  
Board of Studies in  
English

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Associate Dean  
Dr. Suchitra Naik  
Faculty of  
Humanities

Sign of the Offg.  
Associate Dean  
Dr. Manisha Karne  
Faculty of  
Humanities

Sign of the Dean  
Prof. Dr. Anil Singh  
Faculty of  
Humanities



AC – 28.06.2024  
Item No. – 8.1 (N)

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Indian Knowledge System</b>	
<b>Board of Studies in Indian Knowledge System</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>I OR II</b>
<b>Title of Paper</b>	<b>Credits</b>
<b>I) Indian Knowledge System</b>	<b>2 ( either I or II Semester)</b>
<b>From the Academic Year</b>	<b>2024-2025</b>

Sr. No.	Heading	Particulars
1	<b>Description the course : Including but Not limited to :</b>	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.
2	<b>Vertical :</b>	Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System ( Choose By √ )
3	<b>Type :</b>	Theory / Practical
4	<b>Credit:</b>	2 credits ( 1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester )
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	100 Marks
7	<b>Course Objectives:</b> ( List some of the course objectives ) <ol style="list-style-type: none"> <li>1. To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.</li> <li>2. To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system.</li> <li>3. To help to study the enriched scientific Indian heritage.</li> <li>4. To introduce the contribution from Ancient Indian system &amp; tradition to modern science &amp; Technology.</li> </ol>	
8	<b>Course Outcomes:</b> ( List some of the course outcomes ) <ol style="list-style-type: none"> <li>1. Learner will understand and appreciate the rich Indian Knowledge Tradition</li> <li>2. Lerner will understand the contribution of Indians in various fields</li> <li>3. Lerner will experience increase subject-awareness and self-esteem</li> <li>4. Lerner will develop a comprehensive understanding of how all knowledge is ultimately intertwined</li> </ol>	
9	<b>Modules:-</b>	
	<b>Module 1: ( 10 Hours )</b>	

	<ol style="list-style-type: none"> <li>1. Introduction to IKS (What is knowledge System, Characteristic Features of Indian Knowledge System)</li> <li>2. Why IKS? (Macaulay's Education Policy and its impact, Need of revisiting Ancient Indian Traditions)</li> <li>3. Scope of IKS (The Universality of IKS (from Micro to Macro), development form Earliest times to 18th Century CE)</li> <li>4. Tradition of IKS (Ancient Indian Education System: Home, Gurukul, Pathashala, Universities and ancient educational centres)</li> </ol>
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	<b>5. Relevant sites in the vicinity of the Institute</b> (Water Management System at Kanheri, Temple Management of Ambarnath, etc.)	
	<b>Module 2: ( 10 Hours )</b>	
	1. Medicine (Ayurveda) 2. Alchemy 3. Mathematics 4. Logic 5. Art of Governance (Arthashastra)	
	<b>Module 3: (10 Hours) (Select Any FIVE out of the following)</b>	
	1. Aesthetics 2. Town Planning 3. Strategic Studies 4. Krishi Shastra 5. Vyakaran & Lexicography 6. Natyashastra 7. Ancient Sports 8. Astronomy 9. Yoga and Wellbeing 10. Linguistics 11. Chitrasutra 12. Architecture 13. Taxation 14. Banking 15. Trade and Commerce	
<b>10</b>	<b>Reference Books</b> 1. Concise history of science in India- D.M. Bose, S.N Sen, B.V. Subbarayappa. 2. Positive sciences of the Ancient Hindus- Brajendranatha seal, Motilal Banarasidas, Delhi 1958. 3. History of Chemistry in Ancient India & Medieval India, P.Ray- Indian Chemicals Society, Calcutta 1956 4. Charaka Samhita- a scientific synopsis, P. Ray & H.N Gupta National Institute of Sciences of India, New Delhi 1965. 5. MacDonnell A.A- History of Sanskrit literature 6. Winternitz M- History of Indian Literature Vol. I, II & III 7. Dasgupta S.N & De S.K- History of Sanskrit literature Vol. I. 8. Ramkrishna Mission- cultural heritage of India Vol. I, II & III. 9. Majumdar R. C & Pushalkar A.D- History & culture of the Indian people, Vol. I, II & III. 10. Keith A.B- History of Sanskrit literature. 11. Varadachari V- History of Sanskrit literature Chaitanya Krishna- A new History of Sanskrit	
<b>11</b>	<b>Continuous Internal Assessment: 40%</b>	<b>Semester End Examination : 60%</b>
<b>12</b>	<b>Continuous Evaluation through:</b> Assignment/ Presentations/ Projects (Group/Individual) / Field Visit Report <b>20 Marks,</b> class Test / MCQ Test <b>10 Marks,</b> Overall Conduct and Class Participation <b>10</b>	

	<b>Marks</b>	
<b>13</b>	<b>Format of Question Paper:</b> for the final examination Q1. Attempt any TWO Questions out of FIVE. <b>10 Marks</b> Q2. Attempt any FIVE Questions out of TEN <b>25 Marks</b> Q3. Attempt any FIVE Questions out of FIFTEEN. <b>25 Marks</b>	

**Sign of the BOS**  
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**Chairman**  
**Name of the BOS**

**Sign of the**  
**Offg. Associate Dean**  
**Name of the Associate**  
**Dean**  
**Name of the Faculty**

**Sign of the**  
**Offg. Dean**  
**Name of the Offg. Dean**  
**Name of the Faculty**

**As Per NEP 2020**

**University of Mumbai**



**Title of the Program**

**Co-Curricular Course  
NATIONAL SERVICE SCHEME**

**SEM I & SEM II**

**Syllabus for Two Credit**

**(With effect from the academic year 2024-25)**

## **UNIVERSITY OF MUMBAI**

### **National Service Scheme**

#### **1.1 Preamble:**

Students in the National Service Scheme are better able to comprehend all the most recent ideas. These courses include an Introduction to National Service Scheme that covers the concept of social services, which are a variety of public services meant to offer support and help to targeted specific groups, most often the underprivileged. They could be offered by individuals, autonomous, private entities, or under the management of a government body.

#### **1.2 Objectives of the Course:**

1. To Introduce National Service Scheme to learners and explain how it is used in current social studies.
2. To make the students aware of the need of having a foundation in social science and NSS.
3. To introduce students to social concepts and issues in society, as well as to get involved in resolving social issues.

#### **1.3 Learning Outcomes of the Course:** The students will be able to

1. The course will help students comprehend the foundations of the National Service Program.
2. To understand the unique camping program.
3. Students will learn about the regular activities of NSS.

#### **1.4. Programme Specific Outcomes:**

1. Students will be familiar with NSS fundamentals and history, particularly as they pertain to social work.
2. Students will recognize NSS and its ongoing operations.

#### **1.5 Programme Outcomes:**

1. Students will comprehend fundamental ideas and facts about the National Service Program.
2. Students will learn the essentials of NSS-related procedures.
3. Students will learn social work skills (such as Voter Awareness, Campus Cleanup, Tree Plantation, and Rallies).

**1.6 Modes of Internal Evaluation:** Assignment, Tutorial, Presentation, MCQs via Google, Field Visits, any other suitable mode along with marks for Attendance of the students.

**UNIVERSITY OF MUMBAI****Semester I****NSS CC****Sub: - Introduction to National Service Scheme****Credits: 02****Marks:50**

<b>Unit Number</b>	<b>SEMESTER 1 Title of the Unit</b>	<b>No. of Lecture</b>
1	<b>Introduction to National Services Scheme</b> NSS- History,Philosophy & Need of Emergence Aims, Objectives, Motto and Emblem of NSS, NSS Theme Song Organizational Structure of NSS-Hierarchy at different levels (National,State,University,College) Roles and Responsibilities of Program Officer Financial Provisions -Grant in Aid for NSS Advisory committees & their functions	15
2	NSS Programmes and Activities (Regular activities) NSS Programmes and Activities (Special Camp activities) Yearly Action Plan of NSS Unit Volunteerism– Meaning, definition, basic qualities of volunteers, need of volunteerism for National development. Opportunities in NSS for Volunteers (Various Camps) Report Writing	15

**UNIVERSITY OF MUMBAI**

**Semester II**

**NSS CC**

**Sub: - Leadership and Community Engagement**

**Credits: 02**

**Marks: 50**

<b>Unit Number</b>	<b>SEMESTER 2 Title of the Unit</b>	<b>No. of Lecture</b>	<b>No. of Credits</b>
1	<b>Leadership &amp; Personality development:</b> Meaning, definition, qualities, and characteristics of a Leader. Meaning of personality, Dimensions of personality. Personality and Leadership nexus.	15	
	Universal Human Values and Ethics for youths Sustainable Development Goals		
2	<b>Activity Based Programmes</b> (Suggestive list given below. Colleges can plan various social activities for learners and make a detailed report) Activities can be conducted throughout the academic year .Evaluation will be based on record keeping of the attendance of the learner.	30	
	<b>Shramadhan</b> – Plantation, Cleaning, Watering, Weeding, Any other activities.		
	<b>Awareness Programmes</b> – Seminar, Workshops, Celebration of National and International days, Personality Development Programmes, Group Activities, etc.,		
	Rally, Visit to Adopted villages, Swatchatha Programme, Visit and Conserving Ancient monuments and heritage site, Socio Economic Survey of village/slum, Nature Camp, Environmental Education, Women Empowerment Programme, Health Camps, Blood grouping awareness and Blood donation, Legal awareness Programme, Literacy Programme, Water Conservation Programme, One Day Special Camp in a village (preferably in adopted village/Adopted areas/Slums/MR Schools etc).		

**Note:**

- Above Paper will be exempted if the learner is involved in NSS as Volunteer and Successfully completes 60 hours in each Semester.
- If learner as a NSS Volunteer attends any Camps at National/State/University/District/ College Special Camp will be exempted from either Sem II OR Sem IV Paper provided they produce Certificate of Participation or Attendance in Camp certified by the Programme Officer.



## Evaluation Pattern

### Internal Assessment

Assessment Criteria	Marks
Assignment / Project / Quiz/Presentations	10
Attendance, Class and Activity Participation	10
<b>Total</b>	<b>20</b>

### External Assessment Question Paper Pattern

**Time: 1:00 Hours**

**Total Marks: 30**

**Introduction:-**1. All questions are compulsory.  
2. Figure to the Right indicates full marks.  
3. Draw neat labeled drawings wherever necessary.

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Q.1) Rewrite the following by choosing the correct options given below  
(with four alternatives) 6 Objectives question of 1 mark each **06 marks.**

- |       |    |    |    |
|-------|----|----|----|
| 1. a) | b) | c) | d) |
| 2. a) | b) | c) | d) |

Q.2) Short Notes . (Any Two out of Four) **06marks**

- 1.
- 2.
- 3.
- 4.

Q.3) Answer the following questions (Any Three out of Five) **18 marks**

- 1.
  - 2.
  - 3.
  - 4.
  - 5.
- .....

## References:

1. National Service Scheme Manual 2006, Government of India
2. Salunkhe P.B. Ed, Chhtrapati Shahu the Pillar of Social Democracy
3. National Service Scheme Manual, Govt. of India
4. Training Programme on National Programme Scheme TISS
5. Orientation Courses for N.S.S. Programme Officers, TISS
6. Hans Gurmeet, Case Material as a Training Aid for Field Workers
7. Tarachand, History of the Freedom Movement in India Vol.II
8. Kapil K. Krishan, Social Service Opportunities in Hospitals (TISS)
9. Ram, Social Problems in India.
10. Arnold, K. (2018). What is R.E.S.P.E.C.T. When it comes to teamwork? Available at: <https://www.extraordinaryteam.com/what-is-r-e-s-p-e-c-t-when-it-comes-to-teamwork/>
11. Barnard, I. C. (1938). Functions of the Executive. Boston: Harvard Press.
12. Barrett, R. (2013). The Values-driven Organisation: Unleashing Human Potential for Performance and Profit. London: Fulfilling Books
13. Barret Values Center (2018). Values-based leadership. Available at: <https://www.valuescentre.com/mapping-values/leadership/values-based- leadership>
14. Bauman, D. C. (2013). Leadership and the three faces of integrity. The Leadership Quarterly, 24(3), 414-426.
15. Bishop, W. H. (2013). Defining the Authenticity in Authentic Leadership. The Journal of Values-Based Leadership, 6(1), Article 7. Available at : <https://scholar.valpo.edu/cgi/viewcontent.cgi?article=1077&context=jvbl>
16. Bourne, P. A. (2016). Leadership as a service: a new model for higher education in a new century – a bookreview. Review of Public Administration and Management, 4, 196. Available at: <https://www.omicsonline.org/open-access/leadership-as-a-service-a-new-model-for-higher-education-in-a-newcentury--a-book-review-2315-7844-1000196.php?aid=83165>
17. Cameron, K. (2008). Positive Leadership. San Francisco: Berret-Koehler.
18. Clarke, S. (2018). Why your values are key to your leadership. Leaderonomic.com Available: <https://leaderonomics.com/leadership/values- key-leadership>
19. Clarke, N. (2011). An integrated conceptual model of respect in leadership

## Mandatory Course – I

**Programme Name:** B. Com. (Business Economics)

**Course Name:** Economics for Professional Careers - I

**Total Credit:** 2

**University Assessment:** 50 Marks

**Pre-Requisite:** This course requires students to have a foundational understanding of basic economics.

### Course Objectives:

- To establish a comprehensive understanding of Business Economics.
- To demonstrate and understand the various concepts in the principles of demand.
- To compare and contrast the theories of consumer behavior.
- To develop expertise in the concept of supply and related concepts.

### Course Outcome:

CO1: Remembering the meaning, scope and importance of concepts used in the economics.

CO2: Understanding the role, problems and types of concepts used in the economics.

CO3: Applying the determinants of demand, supply.

CO4: Analysing the consumer's behaviour.

Modules	Units	Lecture Hours
1. Business Economics and Demand	Meaning, scope and importance of Business Economics, Basic Problems of an Economy and Role of Price Mechanism.	15
	Meaning and Determinants of Demand, Law of Demand, Increase & Decrease in Demand and Expansion & Contraction of Demand.	
2. Consumer's Behaviour and Supply	Theory of Consumer's Behaviour Marshallian approach and Indifference Curve approach.	15
	Meaning and Determinants of Supply, Law of Supply and Elasticity of Supply.	

### **Reference Books:**

- 1) Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011.
- 2) B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill, 2011.
- 3) Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007
- 4) Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.
- 5) Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008.
- 6) Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.
- 7) Salvatore, D.L., Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
- 8) Suma Damodaran, Managerial Economics, Oxford University Press, 2006
- 9) Varian, H.R., Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.
- 10) Sen, Anindya, Microeconomic Theory, Oxford Univ. Press, 1999.
- 11) Koutsoyiannis, A., Modern Microeconomics, MacMillan Press, 1979.
- 12) H.L. Ahuja, Business Economics, 1999.
- 13) H.L. Ahuja, Principles of Microeconomics.

**Title of the Course: Entrepreneurship and Innovative Start-ups with Strategic Economics**

**Programme: B. Com in Business Economics**

AC –  
Item No. –

**As Per NEP 2020**

## **University of Mumbai**



<b>Syllabus for Basket of VES</b>	
<b>Board of Studies in Value Education</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>I</b>
<b>Title of Paper</b>	<b>Credits 2</b>
<b>I) Environmental Management &amp; Sustainable Development -I</b>	
<b>From the Academic Year</b>	<b>2024-25</b>

## Name of the Course: **Environmental Management & Sustainable Development -I**

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	<p>Environmental awareness transcends academic boundaries. This course transcends academic boundaries, equipping you with a foundational understanding of ecosystems, biodiversity, and the human impact on natural resources and climate. Students will learn about critical issues like pollution and explore solutions for a sustainable future.</p> <p>The knowledge you gain here connects with diverse fields such as biology, economics, and even engineering. It is a foundation for further exploration in environmental science, conservation biology, and environmental policy.</p> <p>This course ignites your interest in environmental issues and opens doors to exciting careers in environmental management, conservation, and sustainable development – fields with growing demand across industries.</p> <p>Prepare for an interactive learning experience through engaging lectures, stimulating group discussions, and insightful case studies examining real-world environmental challenges and solutions.</p>
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits / ( 1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester )
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	<b>Course Objectives:</b> 1. To create and disseminate knowledge to the students about environmental problems at local, regional and global scale. 2. To introduce about ecosystems, biodiversity and to make aware for the need of conservation. 3. To sensitize students towards environmental concerns, issues, and impacts of	

	<p>human population.</p> <p>4. To prepare students for successful career in environmental departments, research institutes, industries, consultancy, and NGOs, etc.</p>
8	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Use principles of Environmental Science for explaining sustainable development and its related ethical concerns</li> <li>2. Display scientific perspective for issues confronting our present day environment.</li> <li>3. Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution.</li> <li>4. Explain the Role of an individual in relation to human population and environmental pollution.</li> </ol>
9	<p><b>Modules:-</b></p> <p><b>Unit I: Ecosystems, Biodiversity and Conservation (8 lectures)</b></p> <p>Introduction, structure, and function of ecosystems; Energy flow: food chains, food webs and ecological succession. Case studies of the following:</p> <ol style="list-style-type: none"> <li>a) Forest ecosystem</li> <li>b) Grassland ecosystem</li> <li>c) Desert ecosystem</li> <li>d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)</li> </ol> <ol style="list-style-type: none"> <li>1. Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns</li> <li>2. India as a mega-biodiversity nation; Endangered and endemic species of India</li> <li>3. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.</li> <li>4. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.</li> </ol> <p><b>Unit II: Natural Resources and Sustainable Development (7 lectures)</b></p> <p>Overview of natural resources: Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable.</p> <p>Biotic resources: Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine); Microbes as a resource; Status and challenges.</p> <p>Water resources: Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water.</p> <p>Soil and mineral resources: Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation.</p> <p>Energy resources: Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy;</p>
	<p>Non-conventional energy sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells; Implications of energy use on the environment.</p> <p>Introduction to sustainable development: Sustainable Development Goals (SDGs)-</p>

	targets and indicators, challenges and strategies for SDGs.
	<b>Unit III: Human Communities and the Environment (8 lectures)</b>
	<ol style="list-style-type: none"> <li>1. Human population growth: Impacts on environment, human health and welfare.</li> <li>2. Resettlement and rehabilitation of project affected persons; case studies.</li> <li>3. Disaster management: floods, earthquake, cyclones and landslides.</li> <li>4. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.</li> <li>5. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.</li> <li>6. Environmental communication and public awareness, case studies (e.g. CNG vehicles in Delhi).</li> </ol>
	<b>Unit IV: Environmental Issues; Local, Regional, and Global (7 lectures)</b>
	<p>Environmental issues and scales: Concepts of micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of local, regional, and global phenomena.</p> <p>Pollution: Impact of sectoral processes on Environment, Types of Pollution- air, noise, water, soil, municipal solid waste, hazardous waste; Transboundary air pollution; Acid rain; Smog.</p> <p>Land use and Land cover change: land degradation, deforestation, desertification, urbanization.</p> <p>Biodiversity loss: past and current trends, impact.</p> <p>Global change: Ozone layer depletion; Climate change.</p>
10	<b>Text Books</b> <ol style="list-style-type: none"> <li>1. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.</li> <li>2. Odum, E.P., Odum, H.T. &amp; Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.</li> <li>3. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.</li> <li>4. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future. 10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.</li> <li>5. John W. Twidell and Anthony D. (2015). Renewable Energy Sources, 3rd Edition, Weir Publisher (ELBS)</li> <li>6. Singh, J.S., Singh, S.P. &amp; Gupta, S.R. 2006. Ecology, Environment and Resource Conservation. Anamaya Publications <a href="https://sdgs.un.org/goals">https://sdgs.un.org/goals</a></li> <li>7. Down to Earth, Centre of Science and Environment ®.</li> <li>8. Hawkins R. E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay ®.</li> <li>9. Harper, Charles L. (2017) Environment and Society, Human Perspectives on Environmental Issues 6th Edition. Routledge.</li> <li>10. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press.</li> <li>11. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley-Blackwell.</li> </ol>

11	<b>Reference Books</b> <ol style="list-style-type: none"> <li>1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.</li> <li>2. Gadgil, M., &amp; Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.</li> <li>3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.</li> <li>4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment &amp; Security. Stockholm Env. Institute, Oxford Univ. Press.</li> </ol>
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	5. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons. 6. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent. 7. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders. 8. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton. 9. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.	
12	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, Visits, assignment etc. (at least 4)	
14	<b>Format of Question Paper:</b> for the final examination For OE: External - 30 Marks (2 Credits) Internal - 20 Marks Question Paper Format for 30 Marks Format of Question Paper: 30 Marks per paper Semester End Theory Examination:  1. Duration - These examinations shall be of one hour duration. 2. Theory question paper pattern: a. There shall be 04 questions each of 10 marks out of which students will attempt ANY THREE	

**Signature:**  
**Prof. Kavita Laghate**  
**Chairman of Board of Studies in Value Education**

## As Per NEP 2020

### University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Mass Media	
UG First Year Programme	
Semester I	
Title of Paper	Credits 2
Content Writing	2
From the Academic Year	2024-2025

# CONTENT WRITING

Sr. No.	Heading	Particulars
1	<b>Description the course :</b> <b>Including but Not limited to :</b>	A content writing course is designed to equip students with the understanding and the skills required to create compelling, effective, and engaging written content for various platforms and purposes.
2	<b>Vertical :</b>	Open Elective
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> (List some of the course objectives) <ol style="list-style-type: none"> <li>1. To understand the role of content writing in marketing and communication strategies.</li> <li>2. To review essential grammar rules, punctuation, and writing style guidelines.</li> <li>3. To understand basic principles of content writing apt for different platforms and different target audiences</li> </ol>	
8	<b>Course Outcomes:</b> (List some of the course outcomes) <ol style="list-style-type: none"> <li>1. To provide students with tools that would help them communicate effectively.</li> <li>2. Understanding crisp writing as part of Mass Communication</li> <li>3. The ability to draw the essence of situations and develop clarity of thought.</li> </ol>	

9	<b>Modules:-</b> Per credit One module can be created
	<b>Module 1: FOUNDATION</b>
	<ol style="list-style-type: none"> <li>1. <b>Grammar Refresher:</b> With special emphasis on use of punctuations, prepositions, capital letters and lower case</li> <li>2. <b>Vocabulary building:</b> Meaning, usage of words , acronyms</li> <li>3. <b>Common errors:</b> Homophones and common errors in English usage.</li> <li>4. <b>Editing Skills:</b> Identifying redundant words and phrases and eliminating these.</li> <li>5. <b>Essentials of good writing:</b> With emphasis on writing with clarity, logic and structure, Structuring a story, Creating a flow,</li> </ol>
	<b>Module 2: WRITING TIPS AND TECHNIQUES</b>
	<ol style="list-style-type: none"> <li>1. <b>Writing tickers/ scrolls:</b> For television news</li> <li>2. <b>Writing social media post:</b> Twitter and for other social networks</li> <li>3. <b>Writing briefs/snippets:</b> News briefs, Lifestyle and entertainment snippets</li> <li>4. <b>Caption writing:</b> Picture stories etc</li> <li>5. <b>Writing headlines:</b> News headlines and feature headlines</li> </ol>
	<b>Module 3: PRESENTATION TOOLS AND TECHNIQUES</b>
	<ol style="list-style-type: none"> <li>1. <b>Power Point Presentation:</b> Use of Power Point tools, Power Point to Pdf Power Point to self-animated presentation, Auto timing of Power Point presentation</li> <li>2. <b>Info graphic:</b> Colour selection, Use of clip art, Use of Power Point smart tools, Minimalist animation for maximum impact</li> <li>3. <b>Three minute presentation:</b> Content for single slide, Uses of phrases, Effective word selection, Effective presentation</li> <li>4. <b>Google Advance search:</b> How to select relevant information, Locating authentic information, How to gather information for domestic and international websites</li> <li>5. <b>Plagiarism:</b> How to do a plagiarism check, Paraphrasing, Citation and referencing style</li> </ol>
	<b>Module 4: WRITING FOR THE WEB</b>
	<ol style="list-style-type: none"> <li>1. <b>Content is King:</b> Importance of content</li> <li>2. <b>Less is More:</b> Writing for print media/ social media like Twitter, etc</li> <li>3. <b>Copywriting:</b> Ad campaigns (creative, witty and attractive)</li> <li>4. <b>Realtime Content:</b> Difference in writing for print vs digital</li> <li>5. <b>Keywords:</b> Designing keywords for Search Engine Optimization</li> </ol>

10	<b>Text Books:</b>  1. The Editor’s Toolbox by Buck Ryan and Michael O’ Donnell, Surjeet Publication 2. Writing for the Mass Media by James Glen Stovall 3. A Handbook of Rhetorical Devices by Robert A Harris																
11	<b>Reference Books:</b>  1. The Editor’s Toolbox by Buck Ryan and Michael O’ Donnell, Surjeet Publication 2. Writing for the Mass Media by James Glen Stovall 3. A Handbook of Rhetorical Devices by Robert A Harris																
12	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60% Individual Passing in Internal and External Examination</b>															
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 )	 1. <b>Writing Captions and Headlines:</b> Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions.  2. <b>A three- minutes power point presentation:</b> This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes.  3. <b>Word Game/ Quiz:</b> This is an exciting way to get learners engaged in vocabulary building.															
14	<b>Format of Question Paper:</b> for the final examination  Question.1 is compulsory. Attempt any 1 from Q2. And Q3. Each question carries 15 Marks <table><tr><th>Question No</th><th>Questions</th><th>Marks</th></tr><tr><td>Q 1</td><td>Practical/ Case study</td><td>15</td></tr><tr><td>Q 2</td><td>Practical/ Theory</td><td>15</td></tr><tr><td>Q 3</td><td>Practical/ Theory</td><td>15</td></tr><tr><td></td><td><b>TOTAL</b></td><td><b>30</b></td></tr></table>		Question No	Questions	Marks	Q 1	Practical/ Case study	15	Q 2	Practical/ Theory	15	Q 3	Practical/ Theory	15		<b>TOTAL</b>	<b>30</b>
Question No	Questions	Marks															
Q 1	Practical/ Case study	15															
Q 2	Practical/ Theory	15															
Q 3	Practical/ Theory	15															
	<b>TOTAL</b>	<b>30</b>															

	<p>Note:</p> <ol style="list-style-type: none"> <li>1. Equal Weightage is to be given to all the modules.</li> <li>2. Internal option shall be given in Q1.</li> <li>3. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.</li> <li>4. Use of simple calculator is allowed in the examination.</li> <li>5. Wherever possible more importance is to be given to the practical problems.</li> </ol>
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**Sign of the BOS Chairman**  
**Dr. Navita Kulkarni**  
**BoS in Mass Media**

**Sign of the**  
**Offg. Associate Dean**  
**Prof. Suchitra Naik**  
**Humanities**

**Sign of the Offg. Dean**  
**Dr. Anil Singh**  
**Humanities**

# SEMESTER-II

<b>Course</b>	<b>Accountancy &amp; Financial Management -II (Semester II; Level 4.5)</b>	<b>Credits</b>	<b>02</b>
<b>Type</b>	<b>Major: Mandatory</b>	<b>No of Teaching hours</b>	<b>30</b>
<b>Evaluation/ Assessment</b>	<b>Total 50 marks = 30 Marks Semester End Evaluation and 20 Marks Continuous Evaluation</b>		

### **Preface**

Building on the foundational concepts covered in the previous semester, this course aims to equip learners with a deeper understanding of specialized accounting scenarios. It not only imparts theoretical knowledge but also emphasizes practical application, critical thinking, and decision-making skills essential for success in diverse business environments encouraging entrepreneurship.

The course constitutes of foundational and highly practical curriculum that plays a pivotal role in shaping versatile professionals in the fields of accounting and financial management. This curriculum equips learners with essential skills, ranging from navigating the complexities of incomplete financial records to understanding the intricacies of managing branches and handling insurance claims. The importance of this course lies in its ability to provide a holistic understanding of various accounting scenarios and their real-world applications. Learners emerge not only with a strong theoretical foundation but also with practical problem-solving skills crucial for success in dynamic business environments. The career prospects are equally diverse, spanning roles such as accountants, auditors, financial analysts, risk managers, and consultants, as well as opportunities for entrepreneurship. With its blend of theoretical knowledge and practical application, this course opens doors to a wide array of rewarding career paths in the ever-evolving fields of accounting, finance and business management.

### **Aims and Objectives**

CO1	To employ the principles of departmental accounting involving expenses and inter-departmental transactions while preparing the final accounts of the departmental store.
CO2	To understand the characteristics of dependent branches and apply specific accounting methods for the preparation of the books of accounts.

### **Learning Outcomes**

LO1	The learner will be able to figure out the impact of inter-departmental transfers and prepare the final accounts of the departmental store.
LO2	The learner will be able to define and articulate the characteristics that distinguish a dependent branch within a business structure and solve practical problems related to the preparation of accounts of the dependent branch in the books of the head office, demonstrating proficiency in implementing the Debtor's method and Stock & Debtor's method.



### **MODULES AT GLANCE**

<b>Module No</b>	<b>Content</b>	<b>No of Hours</b>
1	Departmental Accounts.	15
2	Branch Accounts.	15
		<b>30</b>

<b>Module No</b>	<b>Content</b>	<b>No of Hours</b>
1	<b><u>Departmental Accounts</u></b> <ul style="list-style-type: none"><li>• Introduction and meaning.</li><li>• Basic Principles of Departmental Accounts.</li><li>• Allocation of Expenses.</li><li>• Inter-Departmental Transfers at Cost / Invoice Price.</li><li>• Preparation of Final Accounts.</li></ul>	15
2.	<b><u>Branch Accounts</u></b> <ul style="list-style-type: none"><li>• Introduction and Meaning.</li><li>• Classification of Branch.</li><li>• Accounting for Dependent Branch not maintaining full books</li><li>• Debtor method and Stock &amp; Debtors method.</li></ul>	15

### **Reference Books**

1. Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., Delhi
2. Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
3. Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & Co. Ltd., Mumbai
- Financial Accounting by Lesile Chandwichk, Pentice Hall of India Adin Bakley (P) Ltd.
4. Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai.
5. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi
6. Accounting Principles by Anthony, R.N. and Reece J.S., Richard Irwin Inc.
7. Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Shehgal Ashok, Mayur Papers. New Delhi.

8. Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill & Co. Ltd., Mumbai Financial Accounting by Williams , Tata Mc. Grow Hill & Co. Ltd., Mumbai
9. Company Accounting Standards by Shrinivasan Anand, Taxman.
10. Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi.
11. Introduction to Financial Accounting by Horngren, Pearson Publications.
12. Financial Accounting by M. Mukherjee. M. Hanif. Tata McGraw Hill Education Private Ltd; New Delhi

**Semester End Evaluation: External 30 Marks**

**Time: 1 Hour**

**Question Paper Pattern:** **Attempt any 2 out of 3 questions.**

Question No	Questions	Marks
Q1	Practical/ Theory	15
Q2	Practical/ Theory	15
Q3	Practical/ Theory	15
	<b>TOTAL</b>	<b>30</b>

**Note**

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may be subdivided into 8 marks + 7 marks, 10 marks + 5 marks and 5 marks + 5 marks + 5 marks. Internal options may be given however it is not mandatory.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

**Continuous Evaluation: Internal (20 marks)**

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/Seminar/ Case Study/Field Visit/ Certificate Course/Projects/Assignments etc. (Physical/Online mode)	10

**MAJOR MANDATORY  
INTRODUCTION TO SERVICE SECTOR**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE TITLE</b>	<b>INTRODUCTION TO SERVICE SECTOR</b>
<b>VERTICLE /CATEGORY</b>	<b>A/MAJOR MANDATORY (CORE)</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

<b>ORGANISATION OF THE COURSE</b>		
<b>UNIT NO</b>	<b>COURSE UNITS AT A GLANCE</b>	<b>TOTAL HOURS</b>
1	Concept of Services and Recent Trends in Service Sector	15
2	Retailing and E-Commerce	15
<b>TOTAL HOURS</b>		<b>30</b>

## COURSE DESIGN

### Unit 1: Concept of Services and Recent Trends in Service Sector

- **Services**

**Introduction:** Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context. Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people. Opportunities and challenges in service sector.

- **Recent trends in service sector**

**ITES Sector:** Concept and scope of BPO, KPO, LPO and ERP. **Banking and Insurance-FDI** and its impact on Banking and Insurance Sector in India, **Logistics:** Net working – Importance – Challenges

### PEDAGOGICAL APPROACH : Lecture, Case Study and Assignment

### Unit 2: Retailing and E-Commerce

- **Retailing**

**Introduction:** Concept of organized and unorganized retailing, Trends in retailing, **Retail Format:** Store format, Non – Store format, Store Planning, design and layout **Retail Scenario:** Retail Scenario in India and Global context – Prospects and Challenges in India.

- **E-Commerce**

**Introduction:** Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce. **Types of E-Commerce:** Basic ideas and Major activities of B2C, B2B, C2C. **Present status of E-Commerce in India:** Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates.

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

### REFERENCES:-

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction To Commerce, Vikram, Amit, Atlantic Pub
- A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials Of Business Environment, Aswathappa, K., Himalaya Pub
- Essentials Of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann
- Strategic Management, David, Fred R., Phi Leraning
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Entrepreneurship, Hisrich, Robert D, Mc Graw Hill
- Entrepreneurship Development, Sharma, K.C., Reegal Book Depot
- Service Marketing, Temani, V.K., Prism Pub • Service Marketing, Temani, V.K., Prism Pub
- Management Of Service Sector, Bhatia, B S, V P Pub

**Total 50 Marks:30 Marks External and 20 Marks Internal  
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with 2 Credits**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

**20 Marks Internal**

- |                     |            |
|---------------------|------------|
| 1) Class Test       | (05 Marks) |
| 2) Assignment       | (05 Marks) |
| 3) Presentation     | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz             | (05 Marks) |
| 6) Case Study       | (05 Marks) |

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the Semester.**

## VSC Semester II

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE TITLE</b>	<b>Tourism Management</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 2</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

<b>COURSE DESCRIPTION</b>
The course focus on making the students understand the concept of tourism management & importance of tourism management
<b>COURSE OBJECTIVE</b>
The course aims at making the students aware about the different basicconcepts of travel and tourism.
<b>COURSE OUTCOME</b>
Imparting basic knowledge about tourism and its types

<b>ORGANISATION OF THE COURSE</b>		
<b>UNIT NO</b>	<b>COURSE UNITS AT A GLANCE</b>	<b>TOTALHOURS</b>
1	Tourism Overview	15
2	Types and Forms of Tourism	15
<b>TOTAL HOURS</b>		<b>30</b>

## **COURSE DESIGN**

### **Module – I: Tourism Overview (15)**

- Definition and Historical Development of Tourism, its Structure, Components and Elements. Nature, Characteristics and Significance of Tourism Industry
- Approaches to the Study of Tourism. Definition and Distinction between Travellers, Visitors, Excursionist, Tourist and Transit visitor. Travel Motivators and Deterrents.

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

### **Module–II: Types and Forms of Tourism (15)**

- Inter–regional and Intra–regional Tourism, Inbound and Outbound Tourism, Domestic, International Tourism. Forms of Tourism: Religious, Historical, Social, Adventure, Health, Business, Conferences, Conventions, Incentives, Sports and Adventure, Senior Tourism
- Special Interest tourism like Culture or Nature Oriented, Ethnic, Concept of Sustainable Tourism and importance

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

### **REFERENCES:-**

- *Mill and Morrison*, The Tourism System: An Introductory Text. Prentice Hall.
- *Mill, R.C.*, Tourism: The International Business. Prentice Hall, New Jersey.
- *Jayapalan. N.*, An Introduction to Tourism. Atlantic Publishers.
- *Mill R.C.*, Tourism, the International Business, Prentice Hall. New Jersey.
- *Swarbrooke, J.* Sustainable Tourism Management. CABI Publishers
- *Bhatia, A K.*, The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited
- *Gupta, V. K.*, Tourism in India. Neha Publishers and Distributor *Aggarwal, A.* Travel and Tourism in India. Sublime Publishers

**Total 50 Marks:30 Marks External and 20 Marks Internal  
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with  
2 Credits**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

---

**20 Marks Internal**

- |                     |            |
|---------------------|------------|
| 1) Class Test       | (05 Marks) |
| 2) Assignment       | (05 Marks) |
| 3) Presentation     | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz             | (05 Marks) |
| 6) Case Study       | (05 Marks) |

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the Semester.**



<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE TITLE</b>	<b>Business Leadership Skills</b>
<b>VERTICLE /CATEGORY</b>	<b>SEC 2</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

#### **COURSE DESCRIPTION**

This course focuses on leadership development in the corporate world. The topics include development of leadership skills at personal level and team level, coaching employees to improve performance, organizational leadership, ethics involved, performance management and new recruit management

#### **COURSE OBJECTIVES**

Enable the learners to

1. Distinguish between appropriate and inappropriate governance structures within an organization.
2. Distinguish between appropriate and inappropriate internal control systems, including system design, controls over data, transaction flow, wireless technology, and internet transmissions.
3. Improve communication skills
4. Be result oriented and focus on vision Level of Knowledge: Conceptual and Basic

#### **COURSE OUTCOME**

CO 1: To Develop interpersonal skills, professionalism, leadership and values

CO 2: To understand accountability, effectively resolve conflicts, teamwork

CO 3: To Develop human resource management skills

CO 4: To Develop External Awareness, be adaptable

CO 5: To Obtain and document information about an organization's strategic planning processes to identify key components of the business strategy and market risks.

#### **ORGANISATION OF THE COURSE**

<b>UNIT NO</b>	<b>COURSE UNITS AT A GLANCE</b>	<b>TOTALHOURS</b>
1	Personal Leadership	15
2	Team Leadership	15
<b>TOTAL HOURS</b>		<b>30</b>

## **COURSE DESIGN**

### **Module 1 Personal Leadership (15)**

- Personal Leadership - Concept and importance, Interpersonal skills (build trust, credibility and respect); Professionalism (project an image of integrity and maturity); Business professionalism (categories of important business relationships, attitude at business meetings, luncheons, dinners)
- Leadership styles; Focus and Discipline (Organizing and prioritizing skills, multitasking, ); Global travel and culture; Network through community service; Network to build business connections and personal brand, promote organization; Time Management

**PEDAGOGICAL APPROACH:-** Role Play, Case Study, Lecture

### **Module 2 Team Leadership (15)**

- Team Leadership – concept and importance, Tangible and intangible costs of employee turnover; Communications to lead (listening effectively, avoiding biases, speaking persuasively); Conflict management (between peers, associates & subordinates); Delegation (Identify candidates for delegation and collaboration); Lead effective meetings (skills essential for building cooperation and positive results in meetings); Leadership Communications;
- Leadership styles and tendencies; Leading strong teams (analyze and capitalize team strengths, working with diverse styles, creation of competitive spirit, motivation); Sharing the glory (focus on team achievements); Visionary Leadership

**PEDAGOGICAL APPROACH:-** Role Play, Case Study, Lecture

#### **REFERENCES:-**

1. Andrew J. Du Brin. (2016). Leadership: Research Findings, Practice and Skills. Cengage Learning, 2. Marshall Goldsmith & Mark Reiter. (2007).
2. What got you here, Won't get you there. Hachette Books Recommended Reading 1. Robert J. Anderson and William A. Adams. (2015).
3. Mastering Leadership: An Integrated Framework for Breakthrough Performance and Extraordinary Business Results. Wiley
4. Robert N. Lussier and Christopher F. Achua. (2016). Leadership: Theory, Application and Skill development. Cengage Learning
5. D. Sivanandhan Radhakrishnan Pillai. (2014). Chanakya's 7 Secrets of Leadership. Jaico Publishing House

**Total 50 Marks:30 Marks External and 20 Marks Internal  
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with 2  
Credits**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)  
a.  
b.

Q. 2 Answer the following (15 Marks)  
a.  
b.

Q. 3 Answer the following (15 Marks)  
a.  
b.

**20 Marks Internal**

- |                     |            |
|---------------------|------------|
| 3) Class Test       | (05 Marks) |
| 2) Assignment       | (05 Marks) |
| 3) Presentation     | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz             | (05 Marks) |
| 6) Case Study       | (05 Marks) |

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the  
Semester.**

**Letter Grades and Grade Points:**

<b>Semester GPA/ Programme CGPA Semester/ Programme</b>	<b>% of Marks</b>	<b>Alpha-Sign/ Letter Grade Result</b>	<b>Grading Point</b>
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

## As Per NEP 2020

### University of Mumbai



Syllabus for Basket of AEC	
Board of Studies in HINDI	
UG First Year Programme	
Semester	II
Title of Paper	Credits
हिन्दी भाषा : कौशल के आधार	2
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	<b>Description the course :</b>  <b>Including but Not limited to :</b>	<p style="text-align: center;"><b>हिन्दी भाषा : कौशल के आधार</b></p> <p>हिंदी राजभाषा होने के साथ-साथ भारत में बोलीजने वाली एक प्रमुख भाषा है। भारत के अधिकांश निवासी और यहां तक कि भारत के बाहर बसनेवाले भारतवंशी भी अपने दैनिक आपसी वार्तालाप, कार्य-व्यवहार में हिंदी भाषा का ही प्रयोग करते हैं। विश्व की प्रमुख पांच भाषाओं के अंतर्गत हिंदी का अस्तित्व है, इस दृष्टि से हिंदी को लेकर विभिन्न प्रकार के कौशल सीखे और सिखाए जा सकते हैं। विद्यार्थियों के लिए हिंदी एक सामान्य भाषा होने के साथ विशेष भाषा तब बन जाती है जब वह हिंदी के माध्यम से अपने कौशल में अभिवृद्धि करें, हिंदी के माध्यम से रोजगार के कई अवसरों को प्राप्त करें। इस दृष्टि से पाठ्यक्रम अत्यंत लाभवर्धक और उपयोगी सिद्ध होगा। हिंदी भाषा में कौशल विकास की असीम संभावनाएं हैं और कौशल के विभिन्न आयाम जुड़े हुए हैं जो अलग-अलग दिशाओं में देखे जा सकते हैं। पाठ्यक्रम विद्यार्थियों में लेखन, वाचन कौशल की अभिवृद्धि करने के साथ रोजगारपरक अवसर प्रदान करता है।</p>
2	<b>Vertical :</b>	Open Elective
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits ( 1 credit = 15 Hours for Theory in a semester )
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> ( List some of the course objectives ) 1. विद्यार्थियों को लेखन, वाचन कौशल का ज्ञान देना एवं रोजगार के अवसरों से जोड़ना। 2. विद्यार्थियों को लेखन, वाचन कौशल से परिचय करते हुए अभिव्यक्ति की शैलियों का विकास करना। 3. विद्यार्थियों को भाषण कला के विविध रूपों को समझाना, मौलिकता में अभिवृद्धि लाना एवं विशेषज्ञता दिलाना। 4. विद्यार्थियों को श्रवण कौशल की विशेषताओं से परिचय कराते हुए श्रवण कौशल के लाभों से अवगत कराना।	

8	<p><b>Course Outcomes:</b> ( List some of the course outcomes )</p> <p>CO-1) विद्यार्थियों को लेखन, वाचन कौशल के ज्ञान प्राप्ति के साथ मौलिक अभिव्यक्ति में बदलाव आएगा।</p> <p>CO-2) विद्यार्थियों का लेखन, वाचन कौशल द्वारा मानसिक विकास होगा, पठन-शक्ति, शैली का विकास होगा।</p> <p>CO-3) विद्यार्थियों को लेखन, भाषण कौशल से भाषिक-शक्ति, शैलियों का संवर्धन होगा विशेषज्ञता आएगी।</p> <p>CO-4) विद्यार्थियों को लेखन, वाचन, श्रवण, भाषण कौशल की विशेषताओं और उपयोगिता का ज्ञान प्राप्त होगा।</p>									
9	<p><b>Modules:-</b></p> <table><tr><th>इकाई</th><th>पाठ</th><th>व्याख्यान संख्या</th></tr><tr><td>इकाई -1</td><td>1. लेखन कौशल का अर्थ एवं स्वरूप 2. लेखन कौशल की उपयोगिता एवं महत्व 3. लेखन कौशल की विधियाँ 4. लेखन कौशल के भेद एवं विशेषताएँ 5. वाचन कौशल का अर्थ, स्वरूप एवं विशेषताएँ 6. वाचन कौशल की उपयोगिता 7. वाचन कौशल की विधियाँ एवं विशेषताएँ</td><td>व्याख्यान- 15 क्रेडिट- 01</td></tr><tr><td>इकाई -2</td><td>8. भाषण कौशल का अर्थ एवं स्वरूप 9. भाषण कौशल का महत्व एवं उपयोगिता 10. भाषण कौशल की विशेषताएँ 11. भाषण कौशल की विधियाँ 12. श्रवण कौशल का अर्थ एवं स्वरूप 13. श्रवण कौशल का महत्व एवं उपयोगिता 14. श्रवण कौशल की विशेषताएँ</td><td>व्याख्यान- 15 क्रेडिट- 01</td></tr></table>	इकाई	पाठ	व्याख्यान संख्या	इकाई -1	1. लेखन कौशल का अर्थ एवं स्वरूप 2. लेखन कौशल की उपयोगिता एवं महत्व 3. लेखन कौशल की विधियाँ 4. लेखन कौशल के भेद एवं विशेषताएँ 5. वाचन कौशल का अर्थ, स्वरूप एवं विशेषताएँ 6. वाचन कौशल की उपयोगिता 7. वाचन कौशल की विधियाँ एवं विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01	इकाई -2	8. भाषण कौशल का अर्थ एवं स्वरूप 9. भाषण कौशल का महत्व एवं उपयोगिता 10. भाषण कौशल की विशेषताएँ 11. भाषण कौशल की विधियाँ 12. श्रवण कौशल का अर्थ एवं स्वरूप 13. श्रवण कौशल का महत्व एवं उपयोगिता 14. श्रवण कौशल की विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01
इकाई	पाठ	व्याख्यान संख्या								
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इकाई -2	8. भाषण कौशल का अर्थ एवं स्वरूप 9. भाषण कौशल का महत्व एवं उपयोगिता 10. भाषण कौशल की विशेषताएँ 11. भाषण कौशल की विधियाँ 12. श्रवण कौशल का अर्थ एवं स्वरूप 13. श्रवण कौशल का महत्व एवं उपयोगिता 14. श्रवण कौशल की विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01								
10	<p><b>संदर्भ ग्रंथ सूची -</b></p> <ol style="list-style-type: none"><li>हिंदी भाषा शिक्षण के विविध आयाम - प्राध्यापक डॉ. राठौर, किनले एडिशन</li><li>अभिनव पत्र लेखन - डॉ अनिल सिंह</li><li>हिंदी के व्यावहारिक रूप - डॉ संतोष मोटवानी, परिदृश्य प्रकाशन, मुंबई</li><li>हिंदी भाषा लेखन कौशल - गुलीबाबा पब्लिकेशन प्राइवेट लिमिटेड</li></ol>									

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	<p>Continuous Evaluation through:  <u>मूल्यांकन प्रारूप</u>  आंतरिक मूल्यांकन- 20- अंक</p> <p>रचनात्मक कार्य, प्रकल्प इत्यादि- 10 अंक,  कक्ष शिक्षण के दौरान सहभागिता इत्यादि - 05 अंक  अकादमिक, व्यावसायिक एवं कौशल संवर्धन  गतिविधियाँ- 05 अंक  कुलयोग -20 अंक</p>	
13	<p>Format of Question Paper:  <u>बाह्य मूल्यांकन- लिखित परीक्षा- 30- अंक</u> <span style="float: right;"><u>परीक्षा अवधि- 01 घंटा</u></span></p> <p><u>निम्नलिखित तीन में से किन्हीं दो प्रश्नों के उत्तर लिखिए</u> <span style="float: right;"><u>30 अंक</u></span></p> <p style="text-align: right;">कुलयोग- 30 अंक</p>	



Sign of the BOS  
Chairman  
Name of the  
Chairman  
Name of the BOS

Sign of the  
Offg. Associate Dean  
Name of the Associate  
Dean  
Name of the Faculty

Sign of the  
Offg. Dean  
Name of the Offg. Dean  
Name of the Faculty





No. AAMS\_UGS/ICC/2024-25/234

Date: 14<sup>th</sup> February, 2025

**CIRCULAR:-**

Attention of all the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head University Departments is invited to this office Circular No. AAMS\_UGS/ICC/2024-25/04 dated 11<sup>th</sup> June, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular at its meeting held on 06<sup>th</sup> February, 2025 has been accepted by the Hon'ble Vice Chancellor as per the powers confirmed upon him under Section 12 (7) of the Maharashtra Public Universities Act, 2016 and that in accordance therewith syllabus of **Co-Curricular Course Introduction to Sports, Physical Literacy, Health and Fitness & Yog Sem II** as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The said circular is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032  
14<sup>th</sup> February, 2025

(Dr. Prasad Karande)  
REGISTRAR

To,

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments.

**BOS/06/02/2025**

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Interdisciplinary,
- 3) The Chairman, Ad-hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Department of Students Development,
- 6) The Director, Department of Information & Communication Technology,
- 7) The Director, Centre for Distance and Online Education (CDOE), Vidyanaagari,
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).

<b>Copy forwarded for information and necessary action to :-</b>	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), <a href="mailto:dr@eligi.mu.ac.in">dr@eligi.mu.ac.in</a>
2	The Deputy Registrar, Result unit, Vidyanagari <a href="mailto:drresults@exam.mu.ac.in">drresults@exam.mu.ac.in</a>
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari <a href="mailto:dr.verification@mu.ac.in">dr.verification@mu.ac.in</a>
4	The Deputy Registrar, Appointment Unit, Vidyanagari <a href="mailto:dr.appointment@exam.mu.ac.in">dr.appointment@exam.mu.ac.in</a>
5	The Deputy Registrar, CAP Unit, Vidyanagari <a href="mailto:cap.exam@mu.ac.in">cap.exam@mu.ac.in</a>
6	The Deputy Registrar, College Affiliations & Development Department (CAD), <a href="mailto:deputyregistrar.uni@gmail.com">deputyregistrar.uni@gmail.com</a>
7	The Deputy Registrar, PRO, Fort, (Publication Section), <a href="mailto:Pro@mu.ac.in">Pro@mu.ac.in</a>
8	The Deputy Registrar, Executive Authorities Section (EA) <a href="mailto:eau120@fort.mu.ac.in">eau120@fort.mu.ac.in</a>  He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), <a href="mailto:rapc@mu.ac.in">rapc@mu.ac.in</a>
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in <a href="mailto:ar.tau@fort.mu.ac.in">ar.tau@fort.mu.ac.in</a>
11	The Deputy Registrar, College Teachers Approval Unit (CTA), <a href="mailto:concolsection@gmail.com">concolsection@gmail.com</a>
12	The Deputy Registrars, Finance & Accounts Section, fort <a href="mailto:draccounts@fort.mu.ac.in">draccounts@fort.mu.ac.in</a>
13	The Deputy Registrar, Election Section, Fort <a href="mailto:drelection@election.mu.ac.in">drelection@election.mu.ac.in</a>
14	The Assistant Registrar, Administrative Sub-Campus Thane, <a href="mailto:thanesubcampus@mu.ac.in">thanesubcampus@mu.ac.in</a>
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, <a href="mailto:ar.seask@mu.ac.in">ar.seask@mu.ac.in</a>
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, <a href="mailto:ratnagirisubcentre@gmail.com">ratnagirisubcentre@gmail.com</a>
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, <a href="mailto:director@idol.mu.ac.in">director@idol.mu.ac.in</a>
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha <a href="mailto:pinkumanno@gmail.com">pinkumanno@gmail.com</a>
19	Director, Department of Lifelong Learning and Extension (DLLE), Dlleuniversityofmumbai@gmail.com

**Copy for information :-**

1	P.A to Hon'ble Vice-Chancellor, <a href="mailto:vice-chancellor@mu.ac.in">vice-chancellor@mu.ac.in</a>
2	P.A to Pro-Vice-Chancellor <a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>
3	P.A to Registrar, <a href="mailto:registrar@fort.mu.ac.in">registrar@fort.mu.ac.in</a>
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), <a href="mailto:camu@accounts.mu.ac.in">camu@accounts.mu.ac.in</a>

**To,**

1	The Chairman, Board of Deans <a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>
2	<b>Faculty of Humanities,</b> <b>Dean</b> 1. Prof.Anil Singh <a href="mailto:Dranilsingh129@gmail.com">Dranilsingh129@gmail.com</a> <b>Associate Dean</b> 2. Dr.Suchitra Naik <a href="mailto:Naiksuchitra27@gmail.com">Naiksuchitra27@gmail.com</a> 3.Prof.Manisha Karne <a href="mailto:mkarne@economics.mu.ac.in">mkarne@economics.mu.ac.in</a>
	<b>Faculty of Commerce &amp; Management,</b> <b>Dean</b> 1. Dr.Kavita Laghate <a href="mailto:kavitalaghate@jbims.mu.ac.in">kavitalaghate@jbims.mu.ac.in</a> <b>Associate Dean</b> 2. Dr.Ravikant Balkrishna Sangurde <a href="mailto:Ravikant.s.@somaiya.edu">Ravikant.s.@somaiya.edu</a> 3. Prin.Kishori Bhagat <a href="mailto:kishoribhagat@rediffmail.com">kishoribhagat@rediffmail.com</a>

	<b>Faculty of Science &amp; Technology</b> <b>Dean</b> 1. Prof. Shivram Garje <a href="mailto:ssgarje@chem.mu.ac.in">ssgarje@chem.mu.ac.in</a> <b>Associate Dean</b> 2. Dr. Madhav R. Rajwade <a href="mailto:Madhavr64@gmail.com">Madhavr64@gmail.com</a> 3. Prin. Deven Shah <a href="mailto:sir.deven@gmail.com">sir.deven@gmail.com</a>
	<b>Faculty of Inter-Disciplinary Studies,</b> <b>Dean</b> 1. Dr. Anil K. Singh <a href="mailto:aksingh@trcl.org.in">aksingh@trcl.org.in</a> <b>Associate Dean</b> 2. Prin. Chadrashekhhar Ashok Chakradeo <a href="mailto:cachakradeo@gmail.com">cachakradeo@gmail.com</a>
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, <a href="mailto:dboee@exam.mu.ac.in">dboee@exam.mu.ac.in</a>
5	The Director, Board of Students Development, <a href="mailto:dsd@mu.ac.in@gmail.com">dsd@mu.ac.in@gmail.com</a> DSW <a href="mailto:direcotr@dsw.mu.ac.in">direcotr@dsw.mu.ac.in</a>
6	The Director, Department of Information & Communication Technology, <a href="mailto:director.dict@mu.ac.in">director.dict@mu.ac.in</a>

**UNIVERSITY OF MUMBAI**

**Semester II**

**NSS CC**

**Sub: - Leadership and Community Engagement**

**Credits: 02**

**Marks: 50**

Unit Number	SEMESTER 2 Title of the Unit	No. of Lecture	No. of Credits
1	<b>Leadership &amp; Personality development:</b> Meaning, definition, qualities, and characteristics of a Leader. Meaning of personality, Dimensions of personality. Personality and Leadership nexus.	15	
	Universal Human Values and Ethics for youths Sustainable Development Goals		
2	<b>Activity Based Programmes</b> (Suggestive list given below. Colleges can plan various social activities for learners and make a detailed report) Activities can be conducted throughout the academic year .Evaluation will be based on record keeping of the attendance of the learner.	30	
	<b>Shramadhan</b> – Plantation, Cleaning, Watering, Weeding, Any other activities.		
	<b>Awareness Programmes</b> – Seminar, Workshops, Celebration of National and International days, Personality Development Programmes, Group Activities, etc.,		
	Rally, Visit to Adopted villages, Swatchatha Programme, Visit and Conserving Ancient monuments and heritage site, Socio Economic Survey of village/slum, Nature Camp, Environmental Education, Women Empowerment Programme, Health Camps, Blood grouping awareness and Blood donation, Legal awareness Programme, Literacy Programme, Water Conservation Programme, One Day Special Camp in a village (preferably in adopted village/Adopted areas/Slums/MR Schools etc).		

**Note:**

- Above Paper will be exempted if the learner is involved in NSS as Volunteer and Successfully completes 60 hours in each Semester.
- If learner as a NSS Volunteer attends any Camps at National/State/University/District/ College Special Camp will be exempted from either Sem II OR Sem IV Paper provided they produce Certificate of Participation or Attendance in Camp certified by the Programme Officer.

## Evaluation Pattern

### Internal Assessment

Assessment Criteria	Marks
Assignment / Project / Quiz/Presentations	10
Attendance, Class and Activity Participation	10
<b>Total</b>	<b>20</b>

### External Assessment Question Paper Pattern

**Time: 1:00 Hours**

**Total Marks: 30**

**Introduction:-** 1. All questions are compulsory.  
2. Figure to the Right indicates full marks.  
3. Draw neat labeled drawings wherever necessary.

---

Q.1) Rewrite the following by choosing the correct options given below  
(with four alternatives) 6 Objectives question of 1 mark each **06 marks.**

- |       |    |    |    |
|-------|----|----|----|
| 1. a) | b) | c) | d) |
| 2. a) | b) | c) | d) |

Q.2) Short Notes . (Any Two out of Four) **06marks**

- 1.
- 2.
- 3.
- 4.

Q.3) Answer the following questions (Any Three out of Five) **18 marks**

- 1.
  - 2.
  - 3.
  - 4.
  - 5.
- .....

## References:

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3. National Service Scheme Manual, Govt. of India
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AC – 20.04.2024

Item No. – 5.10 (N) Sem II (14b)

## As Per NEP 2020

# University of Mumbai



Syllabus for Basket of OE	
Board of Studies in ENGLISH	
UG First Year Programme	
Semester II	
Title of Paper	Credits 2/ 4
Academic and Business Writing (English)	2
From the Academic Year	2024-2025



Sr. No.	Heading	Particulars
1	<b>Description the course :</b>  <b>Including but Not limited to :</b>	<b>Academic and Business Writing (English)</b> Although academic and business writing often belong to divergent domains of professional activity, an interdisciplinary approach allows us to see the multiple commonalities they share in essence and characteristics. Both academic and business writing are professional, structured and persuasive forms of writing that depend on cogent arguments, logical progression, citable evidence, and precise vocabulary. We are transitioning to a world where professions are becoming increasingly networked and inherently interdisciplinary. A working knowledge of the fundamentals of both academic and business writing—of their specific uses and their common elements—can be beneficiary to learners in either or both academic and business contexts. Although the target audience is different in both cases, it is undoubtedly true that improving academic and business writing skills will benefit any learner who aims to communicate and convince their audience through clear, articulate, well-developed and evidence-based writing.
2	<b>Vertical :</b>	Open Elective
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits ( 1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks

<b>7</b>	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To familiarize learners familiar with the basics of academic and business writing.</li> <li>2. To enable learners to develop an idea into simple academic texts, eg essay or review.</li> <li>3. To make learners aware of the risks of plagiarism and the importance of correct citation.</li> <li>4. To enable learners to write persuasively in simple business contexts, eg. resumes, emails, and business proposals.</li> </ol>
<b>8</b>	<b>Course Outcomes:</b> At the end of the course, learners will be able to: <ol style="list-style-type: none"> <li>1. Understand the basic types and features of academic and business writing.</li> <li>2. Develop their ideas into well-structured academic essays and reviews.</li> <li>3. Correctly use references in their writing through proper citation and bibliography.</li> <li>4. Write effectively in business contexts like job resumes, workplace emails and business proposals.</li> </ol>
<b>9</b>	<b>Modules:- Per credit One module can be created</b>

#### **Module 1: (15 Lectures) ACADEMIC WRITING**

A) Academic Writing: Definition, Types, Characteristics

B) Process of Developing an Idea:

- Sourcing information: Primary sources (eg. Surveys), Secondary sources (Print, Digital)
- Structuring and sequencing
- Editing and Proof-reading

C) Writing an academic review: Review of book/ film/ web-series

D) - What is Plagiarism and how to avoid it

- Importance of Citation: In-text citation, footnotes, endnotes
- How to write a Bibliography

[Note to teachers: Please emphasize on a practical approach in Sections B, C and D.]

#### **Module 2: (15 Lectures) BUSINESS WRITING**

A) Business Writing: Definition, Types, Characteristics

B) Writing Effective Resumes:

- difference between resume, CV and bio-data
- styles of resumes
- keywords in resume writing
- covering letter

C) Writing and Responding to Business Emails:

- Enquiries, Orders, Complaints, Adjustments

#### D) Drafting a Business Proposal

[Note to teachers: Please emphasize on a practical approach in Sections B, C and D.]

Text Books: N.A.

#### References:

- Appleman, Jack. *Ten Steps to Successful Business Writing*. Association for Talent Development, 2017.
- Atkinson, Ian. *The Financial Times Essential Guide to Business Writing: How to Engage, Persuade and Sell*. Pearson Education, 2012.
- Boros, Claudine.L. *The Essentials of Business Writing*. Research and Education Association, 1996.
- Canavor, Natalie. *Business Writing Today: A Practical Guide*. Sage Publications, 2018.
- Candlin, Christopher, Peter Crompton and Basil Hatim. *Academic Writing Step by Step: A Research-Based Approach*. Equinox Publishing, 2016.
- Garner, Bryan. *HBR Guide to Better Business Writing*. Harvard Business Review Press, 2012.
- Giltrow, Janet, Richard Gooding, Daniel Burgoyne, Marlene Sawatsky. *Academic Writing: An Introduction (Third Edition)*. Broadview Press, 2014.
- Godfrey, Jeanne, and Melinda Whong (eds.). *What is Good Academic Writing? Insights into Discipline-Specific Student Writing*. Bloomsbury Publishing, 2020.
- Leki, Ilona. *Academic Writing: Exploring Processes and Strategies*. St Martins Press, 1998.
- Prinz, Patricia, and Birna Arnbjörnsdóttir. *The Art and Architecture of Academic Writing*. John Benjamins Publishing Company, 2021.
- Read, Siew Hean. *Academic Writing Skills for International Students*. Bloomsbury Publishing, 2018.
- Roe, Steven Charles, and Pamela Den Ouden. *Academic Writing: The Complete Guide*. Canadian Scholars Publishing, 2018.
- Stockard, Olivia. *The Write Approach: Techniques for Effective Business Writing*. Emerald Publishing, 2011.
- Watson, Jane. *Business Writing Basics*. Self-Counsel Press, 2007.

#### Web References:

- <https://corporatefinanceinstitute.com/resources/career/business-writing/>
- <https://www.eapfoundation.com/writing/what/>

- [www.indeed.com/career-advice/career-development/academic-writing](http://www.indeed.com/career-advice/career-development/academic-writing)
- <https://www.sydney.edu.au/students/writing/types-of-academic-writing.html>
- <https://technicalwriterhq.com/writing/business-writing/>
- <https://writingcenter.unc.edu/tips-and-tools/business-letters/>
- <https://www.coursera.org/learn/writing-for-business> (MOOC)
- <https://www.udemy.com/course/the-business-writing-course> (MOOC)
- <https://www.coursera.org/learn/introduction-to-academic-writing> (MOOC)
- <https://www.edx.org/learn/writing/technische-universitat-munchen-academic-writing-made-easy> (MOOC)
- [https://onlinecourses.swayam2.ac.in/cec20\\_ge29/preview](https://onlinecourses.swayam2.ac.in/cec20_ge29/preview) (MOOC on academic writing)

<b>12</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60%</b> <b>Individual Passing in Internal and External Examination</b>
<b>13</b>	<p><b>Continuous Evaluation through:</b></p> <ul style="list-style-type: none"> <li>• Performance in tutorial-based activities (during lectures) or class tests: 10 marks</li> <li>• Written assignments or projects (based on practical approaches): 10 marks</li> </ul> <p>Learners will have to write and submit written assignments in a timely manner.</p> <p><b>Suggested Activities:</b></p> <ul style="list-style-type: none"> <li>• Writing a short academic/research essay based on learning from Module 1 B</li> <li>• Writing a book/ film/ web-series review</li> <li>• Writing or arranging a bibliography</li> <li>• Writing a resume adapted to different job applications</li> <li>• Business email writing exercises</li> <li>• Writing a proposal for a start-up / entrepreneurship</li> </ul>	

14	<p><b>Format of Question Paper:</b> for the final examination</p> <p><b>(A) External / Semester End Examination</b>      <b>Marks: 30</b>      <b>Time: 1 Hours</b></p> <p>Q1 Essay Type Questions (Attempt Any One out of two Based on Unit I). Marks 10</p> <p>Q.2 Essay Type Questions (Attempt Any One out of two Based on Unit II). Marks 10</p> <p>Q.3 Short Notes/Problem (Attempt Any Three out of five Based on all Units). Marks 10</p>
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**Sign of the BOS**  
**Chairman**  
**Name of the**  
**Chairman**  
**Name of the BOS**

**Sign of the**  
**Offg. Associate Dean**  
**Name of the Associate**  
**Dean**  
**Name of the Faculty**

**Sign of the**  
**Offg. Dean**  
**Name of the Offg. Dean**  
**Name of the Faculty**

## Mandatory Course – II

**Programme Name:** B. Com.(Business Economics)

**Course Name:** Economics for Professional Careers - II

**Total Credit:**2

**University Assessment:** 50 Marks

**Pre-Requisite:** This course requires students to have a foundational understanding of basic micro-economics.

### Course Objectives:

- To understand the fundamental concepts of costs, revenue, and production and the laws governing production in both variable proportions and returns to scale.
- To explore the intricacies of market structures, incorporating a study of game theory and its application to market dynamics.
- To examine the mechanisms of price determination in various market structures, analyze market equilibrium, and evaluate the concept of social efficiency in the context of different market forms.
- To demonstrate proficiency in determining price and output levels under different market structures.

### Course Outcome:

CO1: Demonstrate a comprehensive understanding of cost, revenue, and production concepts, including short-run and long-run costs, average and marginal costs, and the laws of production.

CO2: Analyze and compare different market structures incorporating the principles of game theory to understand competitive dynamics.

CO3: Apply knowledge to determine prices in various market structures, evaluate market equilibrium, and assess social efficiency, showcasing the ability to analyze and predict economic outcomes under different competitive scenarios.

CO4: Develop proficiency in determining price and output levels under diverse market forms, demonstrating a practical understanding of how market forces influence economic decisions and outcomes.

Modules	Units	Lecture Hours
1. Cost, Revenue and Production	Concepts of Costs—Short-run and long-run costs, Average and Marginal Costs, Total, Fixed and Variable Costs. Revenue concepts- AR, TR & MR.	15
	Meaning and Factors of Production, Short Run and Long Run.	
	Law of Production—The Law of Variable Proportions and Law of Returns to Scale, Producer's Equilibrium.	
2. Market Structure and Price Determination	Market Structure: Monopoly, Duopoly, Oligopoly, Perfect Competition, Monopolistic Competition. Game Theory.	15
	Price Determination in these Markets. Market Equilibrium and Social Efficiency.	
	Price-Output Determination under different Market Forms.	

#### Reference Books:

1. Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill, 2011.
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5. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008.
6. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.

7. Salvatore, D.L., Microeconomics: Theory and Applications, Oxford Univ. Press, 2008.
8. Suma Damodaran, Managerial Economics, Oxford University Press, 2006
9. Varian, H.R., Intermediate Microeconomics: A Modern Approach, W.W. Norton, 2002.
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11. Koutsoyiannis, A., Modern Microeconomics, MacMillan Press, 1979.
12. H.L. Ahuja, Business Economics, 1999. 13. H.L. Ahuja, Principles of Microeconomics

### INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

Continuous Evaluation Pattern		
1.	Class Test based on objectives on-line/offline	10 Marks
2.	Assignment/ Project / Presentation	10 Marks
3.	Book review/Newspaper review (in any language)/ Case Study writing	10 Marks
	<b>Take best of TWO out of THREE from above</b>	<b>20 Marks</b>

### SEMESTER END EXAMINATION: 30 MARKS

Format of Question Paper		
<b>Time: 1 Hour</b>		<b>Marks: 30</b>
Note: 1. Attempt any <b>Two</b> questions out of <b>Three</b> . 2. Figures to the right indicate full marks.		
<b>Q1</b>	<b>Answer the following question (Any 2)</b>	<b>15 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>C.</b>		
<b>Q2</b>	<b>Answer the following question (Any 2)</b>	<b>15 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>C.</b>		
<b>Q3</b>	<b>Write Short Notes (Any 2 out of 4) (5 Marks)</b>	<b>15 Marks</b>



	<b>Each)</b>	
<b>A.</b>		
<b>B.</b>		
<b>C.</b>		
<b>D.</b>		

AC – 20/04/2024  
Item No. – 6.6 Sem. II (6b)

## As Per NEP 2020

# University of Mumbai



Syllabus for Basket of Open Elective Courses	
Board of Studies in Computer Science	
UG First Year Programme	
Semester	II
Title of Paper	Credits 2/ 4
I) Advanced Excel	2
D)	
From the Academic Year	2024 – 2025

## Open Elective Courses

**Name of the Course: Advanced Excel**

Sr. No.	Heading	Particulars
1	Description the course:	<p><b>Introduction:</b></p> <p>This course provides comprehensive training in Excel, covering fundamental to advanced techniques. Excel is a powerful tool used extensively in various industries for data analysis, visualization, and automation. Mastering Excel skills is essential for professionals across different fields to effectively manage and analyze data, make informed decisions, and streamline workflows.</p> <p><b>Relevance:</b></p> <p>In today's data-driven world, proficiency in Excel is highly relevant across industries such as finance, marketing, operations, human resources, and data analysis. Excel is widely used for tasks ranging from simple data entry to complex financial modeling and business analytics. Therefore, learning Excel is essential for anyone seeking to excel in their career and stay competitive in the job market.</p> <p><b>Usefulness:</b></p> <p>Excel proficiency enhances productivity and efficiency in handling data-related tasks. It enables users to organize, analyze, and present data effectively, leading to better decision-making and improved business outcomes. Additionally, Excel skills are transferable and applicable in various job roles, making them valuable assets in any professional setting.</p> <p><b>Application:</b></p> <p>Throughout the course, students will apply Excel skills to real-world scenarios, including data analysis, visualization, and automation tasks. They will learn to manipulate data using functions and formulas, create visually compelling charts and graphs, implement data validation and conditional formatting techniques, and automate repetitive tasks using macros.</p> <p><b>Interest:</b></p> <p>Excel offers a wide range of functionalities and capabilities that can be both practical and creatively</p>

		<p>satisfying to explore. Students are likely to find the course engaging as they discover new ways to manipulate and visualize data, solve complex problems, and streamline processes using Excel's features and tools.</p> <p><b>Connection with Other Courses:</b></p> <p>Excel skills complement various other courses and disciplines, including finance, statistics, business administration, and data science. Proficiency in Excel enhances students' abilities to analyze and interpret data, which is essential in fields such as finance, marketing, research, and project management.</p> <p><b>Demand in the Industry:</b></p> <p>Professionals with Excel proficiency are in high demand across industries due to the widespread use of Excel for data analysis, reporting, and decision-making. Employers value candidates who can leverage Excel to extract insights from data, streamline processes, and drive business growth.</p> <p><b>Job Prospects:</b></p> <p>Excel skills are highly sought after by employers, making graduates of this course well-positioned for success in various industries and job markets in data analysis.</p>
2	<b>Vertical:</b>	Open Elective
3	<b>Type:</b>	Practical
4	<b>Credits:</b>	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	<b>Hours Allotted:</b>	60 hours
6	<b>Marks Allotted:</b>	50 Marks
7	<p><b>Course Objectives (CO):</b></p> <p><b>CO 1.</b> To teach fundamental Excel functions and data manipulation techniques.</p> <p><b>CO 2.</b> To introduce charting and visualization methods for data analysis.</p> <p><b>CO 3.</b> Cover advanced Excel functions and data analysis techniques.</p> <p><b>CO 4.</b> To explain data validation and conditional formatting for data integrity.</p> <p><b>CO 5.</b> To teach advanced Excel techniques such as PivotTables, PivotCharts, and What-If analysis and data consolidation.</p> <p><b>CO 6.</b> To cover advanced charting and visualization methods.</p> <p><b>CO 7.</b> To introduce macros for task automation and efficiency.</p>	
8	<b>Course Outcomes (OC):</b>	

	<p>After successful completion of this course, students would be able to -</p> <p><b>OC 1.</b> Use fundamental Excel functions and data manipulation.</p> <p><b>OC 2.</b> Create and customize charts for effective data visualization.</p> <p><b>OC 3.</b> Use advanced Excel functions and data analysis methods.</p> <p><b>OC 4.</b> Understand and apply data validation and conditional formatting.</p> <p><b>OC 5.</b> Use PivotTables, PivotCharts, and interactive data analysis.</p> <p><b>OC 6.</b> Apply advanced charting and visualization methods.</p> <p><b>OC 7.</b> Use macros for task automation and efficiency.</p>
9	<p><b>Modules:</b></p> <p><b>Module 1: Foundations of Excel (30 hours)</b></p> <p><b>Basic Functions and Data Management:</b></p> <p>Introduction to Excel functions: SUM, AVERAGE, COUNT.</p> <p>Logical functions: IF, AND, OR for decision-making in formulas.</p> <p>Sorting and filtering: Organizing and analyzing data to identify patterns.</p> <p>Text Functions: Utilizing functions like CONCATENATE, LEFT, RIGHT, MID for text manipulation.</p> <p>Date and Time Functions: Using functions such as TODAY, NOW, DATE, TIME for handling date and time data effectively.</p> <p><b>Charts and Graphs:</b></p> <p>Creating basic charts: Column, bar, and pie charts to visualize data.</p> <p>Customizing charts: Formatting elements, axes, titles, and legends for clarity.</p> <p>Adding trendlines: Visualizing trends and forecasting future data points.</p> <p><b>Advanced Functions and Analysis:</b></p> <p>Lookup functions: VLOOKUP, HLOOKUP, INDEX, MATCH for advanced data retrieval.</p> <p>Conditional summing and counting: SUMIF, SUMIFS, COUNTIF, COUNTIFS for targeted analysis.</p> <p>Statistical Functions: Using functions such as MIN, MAX, MEDIAN, and MODE for statistical analysis.</p> <p><b>Data Validation and Conditional Formatting:</b></p> <p>Setting validation rules: Controlling data entry and ensuring accuracy.</p> <p>Custom validation criteria: Creating complex validation scenarios for data integrity.</p> <p>Applying conditional formatting: Highlighting trends, patterns, and anomalies in data.</p> <p><b>Module 2: Advanced Excel Techniques (30 hours)</b></p> <p><b>PivotTables and PivotCharts:</b></p>

	<p>Creating PivotTables: Summarizing and analyzing large datasets for insights.</p> <p>Utilizing filters and slicers: Interactively analyzing data subsets in PivotTables.</p> <p>Visualizing PivotTable data: Creating PivotCharts for enhanced presentation and analysis.</p> <p><b>Advanced Data Analysis Techniques</b></p> <p>What-If analysis: Using scenarios and goal seek to simulate different outcomes.</p> <p>Data consolidation: Combining data from multiple sources for comprehensive analysis.</p> <p>Exploring data analysis tools: Solver and Analysis ToolPak for advanced analysis.</p> <p><b>Advanced Charting and Visualization</b></p> <p>Combination charts: Visualizing multiple data series in a single chart for comparison.</p> <p>Sparklines: Creating mini-charts within cells to display trends at a glance.</p> <p>Dynamic charting: Building dynamic charts using named ranges and formulas for interactive analysis.</p> <p><b>Macros and Automation</b></p> <p>Introduction to macros: Understanding macros and their role in automating tasks.</p> <p>Recording and editing macros: Recording and modifying macros to automate repetitive processes.</p> <p>Macro security and best practices: Implementing security measures and adhering to best practices for safe macro usage.</p>	
<b>10</b>	<p><b>Text Books</b></p> <ol style="list-style-type: none"> <li>1. Advanced Excel Essentials, Jordan Goldmeier, Apress</li> <li>2. Data Analysis with Excel, Manisha Nigam, BPP publications</li> </ol>	
<b>11</b>	<p><b>Reference Books</b></p> <ol style="list-style-type: none"> <li>1. Advanced Excel Formulas, Murray Alan, Apress</li> <li>2. Mastering Advanced Excel, Ritu Arora, BPB publications</li> </ol>	
<b>12</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>
<b>13</b>	<p>The internal evaluation will be determined by the completion of practical tasks and the submission of corresponding write-ups for each session. Each practical exercise holds a maximum value of 10 marks. The total evaluation, out of 100 marks, should be scaled down to a final score of 20 marks.</p> <hr/> <p><b>Total: 20 marks</b></p>	<p><b>A Semester End Practical Examination of 2 hours duration for 30 marks</b> as per the paper pattern given below.</p> <p><b>Certified Journal is compulsory</b> for appearing at the time of Practical Exam</p> <hr/> <p><b>Total: 30 Marks</b></p>

14	<b>Format of Question Paper:</b>		
	<b>Total Marks: 30</b>		<b>Duration: 2 Hours</b>
	<b>Question</b>	<b>Practical Question Based On</b>	<b>Marks</b>
	<b>Q. 1</b>	Module 1	12
	<b>Q. 2</b>	Module 2	12
	<b>Q. 3</b>	Viva	06

**Sign of the BOS Chairman**  
**Dr. Jyotshna Dongardive**  
 Ad-hoc BOS (Computer Science)

**Sign of the Offg. Associate Dean**  
**Dr. Madhav R. Rajwade**  
 Faculty of Science & Technology

**Sign of Offg. Dean**  
**Prof. Shivram S. Garje**  
 Faculty of Science & Technology

AC –  
Item No. –

**As Per NEP 2020**

## **University of Mumbai**



<b>Syllabus for Basket of VES</b>	
<b>Board of Studies in Value Education</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>II</b>
<b>Title of Paper</b>	<b>Credits 2</b>
<b>I) Environmental Management &amp; Sustainable Development -II</b>	
<b>From the Academic Year</b>	<b>2024-25</b>



**Name of the Course: Environmental Management  
& Sustainable Development -II**

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	<p>This introductory course explores the interconnectedness of our environment and the challenges it faces. Designed for students from all faculties, it equips you with a foundational understanding of:</p> <ul style="list-style-type: none"> <li>Ecosystems and biodiversity: Explore the intricate web of life on Earth and the importance of species diversity.</li> <li>Human impact: Analyse how human activities affect natural resources, climate, and pollution.</li> <li>Sustainability: Discover principles for living in harmony with the environment and meeting our needs without compromising future generations.</li> </ul> <p>Regardless of major, environmental awareness is crucial. This course empowers learner to:</p> <ul style="list-style-type: none"> <li>Become an informed citizen: Make responsible choices and advocate for environmental protection.</li> <li>Understand complex environmental issues: Gain a holistic view of challenges like climate change and pollution.</li> </ul> <p>Explore solutions and career paths: Discover potential careers in environmental management, conservation, or sustainable development.</p>
2	Vertical :	<b>Open Elective</b>
3	Type :	Theory / <del>Practical</del>
4	Credit:	2 credits / ( 1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester )
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	<b>Course Objectives:</b> 1. To create and disseminate knowledge to the students about environmental problems at local, regional and global scale. 2. To introduce about ecosystems, biodiversity and to make aware for the need of	

	<p>conservation.</p> <p>3. To sensitize students towards environmental concerns, issues, and impacts of human population.</p> <p>4. To prepare students for successful career in environmental departments, research institutes, industries, consultancy, and NGOs, etc.</p>
8	<p><b>Course Outcomes:</b></p> <p>1. Use principles of Environmental Science for explaining sustainable development and its related ethical concerns</p> <p>2. Display scientific perspective for issues confronting our present day environment.</p> <p>3. Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution.</p> <p>4. Explain the Role of an individual in relation to human population and environmental pollution.</p> <p>5. Recognize the importance of collective efforts for environmental sustainability as reflected in various treaties, conventions and laws</p>
9	<p><b>Modules:-</b></p> <p><b>Unit I: Environmental Pollution and Health (8 lectures)</b></p> <p>Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution.</p> <p>Air pollution: Sources of air pollution; Primary and secondary pollutants; Criteria pollutants- carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter and Sulphur dioxide; Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards.</p> <p>Water pollution: Sources of water pollution; River, lake and marine pollution, groundwater pollution; water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life.</p> <p>Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health.</p> <p>Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health.</p> <p>Thermal and Radioactive pollution: Sources and impact on human health and ecosystems.</p> <p><b>Unit II: Environmental Management (7 lectures)</b></p> <p>Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control.</p> <p>Environmental management system: ISO 14001</p> <p>Life cycle analysis; Cost-benefit analysis</p> <p>Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Ecomark scheme. Introduction to Millennium Development Goals, Sustainable Development Goals, &amp; Mission Life.</p>

	<b>Unit III: Environmental Treaties and Conventions (8 lectures)</b>
	<p>1) Major International Environmental Agreements: Stockholm Conference on Human Environment, 1972, Ramsar Convention on Wetlands, 1971, Montreal Protocol, 1987, Basel Convention (1989), Earth Summit at Rio de Janeiro, 1992, Kyoto Protocol, 1997, Earth Summit at Johannesburg, 2002.</p> <p>2) Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002</p>
	<b>Unit IV: Case Studies and Field Survey (7 lectures)</b>
	<p>The students are expected to be engaged in some of the following or similar identified activities:</p> <ul style="list-style-type: none"> <li>• Discussion on one national and one international case study related to the environment and sustainable development.</li> <li>• Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.</li> <li>• One student one tree initiative.</li> <li>• Documentation of campus biodiversity.</li> <li>• Campus environmental management activities such as solid waste disposal, water management, and sewage treatment.</li> </ul>
10	<p><b>Text Books</b></p> <ol style="list-style-type: none"> <li>1. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).</li> <li>2. Central Pollution Control Board Web page for various pollution standards. <a href="https://cpcb.nic.in/standards/">https://cpcb.nic.in/standards/</a></li> <li>3. Masters, G. M., &amp; Ela, W. P. (2008). Introduction to environmental engineering and science (No. 60457). Englewood Cliffs, NJ: Prentice Hall.</li> <li>4. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) Integrated Environmental Management, A transdisciplinary Approach. CRC Press.</li> <li>5. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.</li> <li>6. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press.</li> <li>7. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.</li> <li>8. UNEP (2007) Multilateral Environmental Agreement Negotiator's Handbook, University of Joensuu, ISBN 978-952-458-992-5</li> <li>9. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions &amp; Programmes. <a href="https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf">https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf</a></li> <li>10. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions &amp; Programmes. <a href="https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf">https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf</a></li> <li>11. India Code – Digital repository of all Central and State Acts: <a href="https://www.indiacode.nic.in/">https://www.indiacode.nic.in/</a></li> <li>12. University Grants Commission, D.O.No.F. 14-5/2015(CPP-II) dated 2<sup>nd</sup> August 2019.</li> </ol>

12	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination : 60%</b>
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, Field Visits, Case Studies, assignments, One Student one tree initiative etc. (at least 4)	
14	<b>Format of Question Paper:</b> for the final examination For OE: External - 30 Marks (2 Credits) Internal - 20 Marks Question Paper Format for 30 Marks Format of Question Paper: 30 Marks per paper Semester End Theory Examination:  1. Duration - These examinations shall be of one hour and 30 minutes duration. 2. Theory question paper pattern: There shall be 04 questions each of 10 marks out of which students will attempt ANY THREE	

**Signature:**  
**Prof. Kavita Laghate**  
**Chairman of Board of Studies in Value Education**

**As Per NEP 2020**

# University of Mumbai



## **Syllabus for Major Vertical – 1 & 4**

**Name of the Programme – B.Com. (Second Year)**

**Faculty of Commerce and Management**

**Board of Studies in Commerce**

**U.G. Second Year Programme**

**Exit  
Degree**

**U.G. Diploma in Commerce**

**Semester**

**III & IV**

**From the Academic Year**

**2025-26**

## University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program O: _____	B.Com. (Second Year)
2	Exit Degree	U.G. Diploma in Commerce
3	Scheme of Examination R: _____	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination
4	Standards of Passing R: _____	40%
5	Credit Structure Sem. III – R: CU 540 C Sem. IV – R: CU 540 D	Attached herewith
6	Semesters	Sem. III & IV
7	Program Academic Level	5.00
8	Pattern	Semester
9	Status	New
10	To be implemented from Academic Year	2025-26

Sd/-  
Sign of the  
Offg. Associate Dean &  
Chairman  
Prin. Kishori Bhagat  
Faculty of Commerce &  
Management

Sd/-  
Sign of the  
Offg. Associate Dean  
Prof. Kavita Laghate  
Faculty of Commerce &  
Management

Sd/-  
Sign of the  
Offg. Dean  
Prin. Ravindra Bambardekar  
Faculty of Commerce &  
Management

## Under Graduate Diploma in Commerce

### Credit Structure (Sem. III & IV)

	R: _____ C									
Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC,RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
5.0	III	Commerce-III Management : Principles and functions (2)  Family Business Management (2)				VSC  Advertising-I (2)  OR  CSP-I (2)	AEC:2	FP: 2  CC:2	22	UG Diploma 88
	R: _____ D									
	IV	Commerce-IV Management : Production and finance (2)  Six Sigma and ISO (2)				SEC:2  Advertising-II (2)  OR CSP-II (2)	AEC:2	CEP: 2  CC:2	22	
	Cum Cr.	28		10	12	6+6	8+4+2	8+4	88	
Exit option; Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continuewith Major and Minor										

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Continuing Education Program, CC – Co-Curricular, RP – Research Project ]

## As Per NEP 2020

# University of Mumbai



Syllabus for Basket of Minor	
Board of Studies in Commerce	
UG First Year Programme	
Semester	II
Title of Paper	Credits 2
I) Business Law I (The Indian Contract Act 1872)	
II)	
From the Academic Year	2024-25



**SEMESTER-II**

Title: Business Law I

Sub Title: The Indian Contract Act — 1872

Sr. No.	Heading	Particulars
1	<b>Description the course: Including but Not limited to:</b>	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.
2	<b>Vertical:</b>	Minor
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> (List some of the course objectives) <ul style="list-style-type: none"><li>• To provide a conceptual study about the framework of Indian Business Laws.</li><li>• To orient students about the Indian Contract Act</li><li>• To familiarize the students with case law studies related to Indian Contract Act</li></ul> ..... .....	
8	<b>Course Outcomes:</b> (List some of the course outcomes ) <ul style="list-style-type: none"><li>• Learners will gain knowledge of Indian Contract Act</li><li>• Learners would be able to identify the difference between agreement and contract and concept of offer and acceptance</li><li>• Learners will be able to understand and make valid contracts and importance competent person and consideration</li><li>• Learners will know the importance of free consent and concept of void contract</li><li>• Learners will be able to identify other types of contract and concept of discharge of contract</li></ul>	

9	<b>Modules:-</b> Per credit One module can be created
	<b><u>SEMESTER-II</u></b> <b>Title: Business Law I</b> Sub Title: <b>The Indian Contract Act — 1872 ( 2Credits)</b>
	<b>Module 1: Indian Contract Act – 1872 Part –I (15)</b>
	<ul style="list-style-type: none"> <li>Contract — Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. • Offer and Acceptance — Rules of valid offer and acceptance, Types of offer, distinguish between offer and invitation to offer. and Revocation of offer and acceptance (sec. 3,5)</li> <li>Capacity to Contract (S. 10-12) — Minor, Unsound Mind, Disqualified Persons. • Consideration (S. 2 &amp; 25) — Concept and Legal rules of Consideration, Exceptions to the Rule, 'No Consideration No Contract'(Ss. 25) Unlawful Consideration (S 23)</li> </ul> <p>PEDAGOGICAL APPROACH: Lecture Method. Case studies, assignment</p>
	<b>Module 2: Indian Contract Act – 1872 Part –II (15)</b>
	<ul style="list-style-type: none"> <li>Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free- Coercion, Undue Influence, Misrepresentation Fraud, Mistake. • Void Agreements (S. 24-30) — Concept, Void Agreements under Indian Contract Act.</li> <li>Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E- Contract&amp; Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37) • Modes of Discharge of Contract, Remedies on breach of Contract.(73-75)</li> </ul> <p>PEDAGOGICAL APPROACH: Lecture Method. Case studies</p>
10	<b>Text Books:</b> 1. 2. 3. 4. .....

11	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>Elements of mercantile Law – N.D.Kapoor</li> <li>• Business Law – P.C. Tulsian</li> <li>• Business Law – SS Gulshan</li> <li>• Indian contract Act – Dr.Avtar Singh.</li> </ul>
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12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
13	Continuous Evaluation through:	Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 4 )
14	<p><b>Format of Question Paper:</b> for the final examination</p> <p><b>Total 50 Marks: with 2 Credits</b></p> <p><b>30 Marks External and 20 Marks Internal</b></p> <p><b>30 Marks External</b></p> <p>DURATION: 1 Hour <span style="float: right;">MARKS: 30</span></p> <p><b>Any 2 out of 3</b></p> <p>Q. 1 Answer the following <span style="float: right;">(15 Marks)</span></p> <p>a.</p> <p>b.</p> <p>Q. 2 Answer the following <span style="float: right;">(15 Marks)</span></p> <p>a.</p> <p>b.</p> <p>Q. 3 Answer the following <span style="float: right;">(15 Marks)</span></p> <p>a.</p> <p>b.</p> <hr/> <p><b>20 Marks Internal</b></p> <p>1) Class Test <span style="float: right;">(05 Marks)</span></p> <p>2) Assignment <span style="float: right;">(05 Marks)</span></p> <p>3) Presentation <span style="float: right;">(05 Marks)</span></p> <p>4) Group Discussion <span style="float: right;">(05 Marks)</span></p> <p>5) Quiz <span style="float: right;">(05 Marks)</span></p> <p>6) Case Study <span style="float: right;">(05 Marks)</span></p> <p><b>Note: 1) Any Four out of the above can be taken for the internal Assessment.</b></p> <p><b>2) The internal Assessment shall be conducted throughout the Semester.</b></p>	

**Sign of the BOS  
Chairperson  
Prof. Dr. Kishori  
Bhagat  
BOS in Commerce**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant  
Balkrishna Sangurde  
Faculty of Commerce  
& Management**

**Sign of the  
Offg. Associate Dean  
Prof. Dr. Kishori  
Bhagat  
Faculty of Commerce  
& Management**

**Sign of the  
Offg. Dean  
Prof. Kavita Laghate  
Faculty of  
Commerce &  
Management**

**Sem. - III**

# **Vertical – 1 Major**

**Syllabus**  
**B.Com. (Second Year)**  
**(Sem.- III)**

**Title of Paper : Commerce III      Management : Principles and Functions**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description of the course : Including but Not limited to :</b>	This course provides an understanding of the concepts, principles and functions of Management. It deals with management lessons from Bhagwat Gita and touch upon the Indian Ethos. The course includes detailed learning on functions of management namely Planning, Controlling, Organising and Directing
<b>2</b>	<b>Vertical :</b>	Major
<b>3</b>	<b>Type :</b>	Theory
<b>4</b>	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory in a semester)
<b>5</b>	<b>Hours Allotted :</b>	30 Hours
<b>6</b>	<b>Marks Allotted:</b>	50 Marks
<b>7</b>	<b>Course Objectives:</b> ( List some of the course objectives ) <ol style="list-style-type: none"> <li>1. To provide an overview of Management in an organization</li> <li>2. To understand the principles and functions of management.</li> <li>3. To provide an insight on the application of principles and functions of Management in their lives.</li> </ol>	
<b>8</b>	<b>Course Outcomes:</b> ( List some of the course outcomes ) CO1 Learners will understand the concepts and principles of Management.(Understand) CO2 Learners will learn to apply the functions of management in their daily life (Apply)	

9	<b>Modules:-</b> Per credit One module created
	<b>Module 1: Introduction to Management (15 lectures)</b>
	<p><b>Unit – I</b> Introduction to Management: (8 lec)</p> <ul style="list-style-type: none"> <li>• Management Concept, Nature, Functions of Management, Managerial Skills, Henry Fayol’s Principles of Management, Peter Drucker’s Dimensions of Management,</li> <li>• Chanakya’s Principles of Management, 10 Key management lessons from Bhagavad Gita, Indian Ethos and its significance to Management.</li> </ul> <p><b>Unit – II</b> Planning &amp; Controlling: (7 lec)</p> <ul style="list-style-type: none"> <li>• Planning: Meaning, Steps in planning process, MBO- concept &amp; its advantages, MBE – concept and its Advantages, MIS -concept &amp; its components.</li> <li>• Controlling: Meaning, Steps in Control process, Essentials of good control system, Techniques of Controlling.</li> </ul>
	<b>Module 2 Organizing and Directing (15 lectures)</b>
	<p><b>Unit – I</b> Organizing: (8 lec)</p> <ul style="list-style-type: none"> <li>• Features of Line, Line and Staff, Matrix and Virtual Organisation, Bases of Departmentation, Span of Management- Concept &amp; factors influencing it,</li> <li>• Delegation of Authority- Concept and its Principles, Centralisation v/s Decentralisation.</li> </ul> <p><b>Unit II</b> Directing: (7 lec)</p> <ul style="list-style-type: none"> <li>• Managerial Communication: Functions, Barriers , Modern Tools used by managers for communication, Motivation- Concept, Factors and its importance,</li> <li>• Leadership- Concept, Styles and Qualities of a leader.</li> </ul>
10	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Management Today Principles&amp; Practice- Gene Burton, Manab Thakur, Tata McGraw Hill, Publishing Co.Ltd.</li> <li>2. Management – James A.F.Stoner, Prentice Hall, Inc .U.S.A.</li> <li>3. Management : Global Prospective –Heinz Weihrich&amp; Harold Koontz, Tata McGraw-Hill, Publishing Co.Ltd.</li> <li>4. Principles of Management- T.Ramasamy.</li> <li>5. Principles and Practices of Management- L.M. Prasad.</li> <li>6. Essentials of Management – Koontz And O’Donnel</li> <li>7. Principles of Management – Sherlekar S. A</li> <li>8. Principles and Practice of Management by L M Prasad</li> <li>9. Corporate Chanakya: Successful Management the ancient way by Radhakrishnan Pillai</li> <li>10. Success Principles of Chanakya by Mahesh Sharma</li> <li>11. Managing by the Bhagavad Gita: Timeless lessons for today’s Managers, by Satinder Dhiman, A.D. Amar Springer publication.</li> <li>12. Professional Development with Managerial Communication by Jitendra Mhatre.</li> <li>13. Executive Guide to Business Communication, Moin Qazi,</li> <li>14. Principles and Practices of Management &amp; Business Communication – Karmakar, Dutta</li> <li>15. Modern Communication Techniques by Sandip Dey</li> </ol>



11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 4 )	

### Exam Pattern (External Examination)

**Total Marks: 30**

**2 Credits**

**Time: 1 hour**

#### Answer any two questions out of three questions

Q.1 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.2 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.3 Answer the Following Questions. a) b)	7.5 x 2= 15

### Exam Pattern (Internal Examination) Total 20 Marks

#### Marks

1. Class Test	5 Marks
2. Assignment	5 Marks
3. Presentation	5 Marks
4. Group Discussion	5 Marks
5. Quiz	5 Marks
6. Case Study	5 Marks
<b>Note:</b> 1. Any Four out of the above can be taken for the internal Assessment. 2. The internal Assessment shall be conducted throughout the Semester. 3. Field visit can be arranged.	

# Syllabus

## B.Com. (Second Year)

### (Sem.- III)

**Title of Paper : Family Business Management**

Sr. No.	Heading	Particulars
1	<b>Description the course : Including but Not limited to :</b>	This course provides an introduction to Family Business Management, covering fundamental concept and characteristics of family business management, strategic planning, effective succession planning, maintaining family harmony and role of leadership and business ethics to navigate long-term business sustainability and customer satisfaction.
2	<b>Vertical :</b>	Major
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory in a semester)
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> ( List some of the course objectives ) <ol style="list-style-type: none"> <li>1. Understand the fundamental concepts, characteristics, and historical evolution of family businesses.</li> <li>2. Analyze the unique challenges and opportunities faced by family businesses in comparison to non-family businesses.</li> <li>3. Apply strategic planning theories and models (e.g., 3-Circle Model, Systems Theory) to family business management &amp; Develop strategies for effective succession planning</li> <li>4. Evaluate the role of governance structures, family constitutions, conflict resolution mechanisms in maintaining family business harmony and role of leadership and business ethics. Critically assess real-world case studies of successful and failed family businesses to derive actionable insights.</li> </ol>	
8	<b>Course Outcomes:</b> ( List some of the course outcomes ) <p>CO 1 : Demonstrate a comprehensive understanding of the definitions, types, and importance of family businesses in the global economy. (Understand)</p> <p>CO 2 : Critically analyze the distinctions between family and non-family businesses, including their management styles and challenges. (Analyse)</p> <p>CO 3 : Apply theoretical frameworks (e.g., 3-Circle Model, Family Business Life Cycle) to address generational transitions and strategic regeneration in family businesses. (Apply)</p>	

CO 4 : Design governance structures, including family councils and constitutions, to ensure effective decision-making and conflict resolution. Formulate succession plans and financial strategies tailored to the unique needs of family businesses. (Create)

CO 5 : Evaluate case studies of prominent family businesses to identify best practices and lessons learned from both successes and failures. (Evaluate)

**9 Modules:-** Per credit One module created

### **Module 1: Family Business Management**

#### **Unit I Family Business Management: An Introduction**

- ❖ Historical Evolution of Family Business, Characteristics of Family Business Management, Types of Family Business
- ❖ Family Business: Importance and Challenges, Women in Family Business

##### Case Study

Successful family Business Case Study

<https://medium.com/@vansh.khandelwal06/the-success-story-of-mdh-masala-greatness-born-out-of-persistence-e793bfd557f2>

Failed Family Business Case Study

<https://theseecretariat.in/article/succession-planning-in-corporate-india-why-the-godrej-family-is-an-outlier>

#### **Unit II Strategic Planning & Family Business Theories and Models**

- ❖ Significance of Strategic Planning in Family Businesses, Family business life cycle and stages
- ❖ Systems theory in family business management: The 3-circle model (Family, Business, Ownership), Strategic Regeneration Theory, Family Team Model

##### Case Study

Generational transitions in Family Business

Godrej family amicably splits 127-year-old conglomerate into two groups | Company News - Business Standard - [https://www.business-standard.com/companies/news/godrej-family-amicably-splits-127-year-old-conglomerate-into-two-groups-124050100031\\_1.html](https://www.business-standard.com/companies/news/godrej-family-amicably-splits-127-year-old-conglomerate-into-two-groups-124050100031_1.html)

Family Enterprise: Balancing Tradition and Innovation - <https://www.imd.org/blog/family-business/family-enterprise/>

### **Module 2 : Governance in Family Business**

#### **Unit I Governance in Family Business & Conflict Resolution**

- ❖ Role of Governance in Family Business, Impact of EQ and SQ on Family Business Management, Business Ethics and CSR
- ❖ Types of Conflict in Family Businesses, Principles of Conflict Management in Family Businesses, Conflict resolution strategies

##### Case Study

Tata Trusts to reform operations, reduces management roles and expenses

<https://www.business-standard.com/companies/news/tata-trusts-to-reform-operations-reduces->

[management-roles-and-expenses-124102800285\\_1.html](https://www.business-standard.com/companies/news/management-roles-and-expenses-124102800285_1.html)

India's top 4 business families anchor for a fifth of CSR contributions

[https://www.business-standard.com/companies/news/india-s-top-4-business-families-anchor-for-a-fifth-of-csr-contributions-125022600884\\_1.html](https://www.business-standard.com/companies/news/india-s-top-4-business-families-anchor-for-a-fifth-of-csr-contributions-125022600884_1.html)

## **Unit II Leadership in Family Business**

- ❖ Types of Succession planning in Family business, Techniques of Cultivating Leadership in a Family Business, Leadership Traits for family business successors, Nature and Impact of Transformational Leadership in a Family Business
- ❖ Financial decision-making in family businesses, Profit-sharing mechanisms for family businesses, Factors influencing Family Business Succession

### Case Study

Succession at Reliance: A large family fortune starts a risky transition

[https://www.business-standard.com/companies/news/succession-at-reliance-a-large-family-fortune-starts-a-risky-transition-123082900320\\_1.html](https://www.business-standard.com/companies/news/succession-at-reliance-a-large-family-fortune-starts-a-risky-transition-123082900320_1.html)

What leadership transition means for Reliance Industries

[https://www.business-standard.com/podcast/companies/what-leadership-transition-means-for-reliance-industries-121123000095\\_1.html](https://www.business-standard.com/podcast/companies/what-leadership-transition-means-for-reliance-industries-121123000095_1.html)

### **10 Reference Books:**

1. Family Business Management: An Introduction" by Ken Moores
2. Family Business: A Global Perspective" by Pramodita Sharma and Kavil Ramachandran
3. Family Business Governance: Maximizing Family and Business Potential" by John L. Ward
4. Strategic Planning for the Family Business" by Randel S. Carlock and John L. Ward
5. Family Business Models: Practical Solutions for the Family Business" by Alberto Gimeno Sandig and Gemma Baulenas
6. Generation to Generation: Life Cycles of the Family Business" by Kelin E. Gersick et al.
7. Family Business Governance: A Handbook for Families in Business" by John L. Ward
8. The Family Constitution: Agreements to Secure and Perpetuate Your Family and Your Business" by David Gage
9. Family Wars: Stories and Insights from Famous Family Business Feuds" by Grant Gordon and Nigel Nicholso
10. Succession Planning for Family Businesses" by Craig E. Aronoff and John L. Ward
11. Financial Management in Family Businesses" by Peter Leach and Tatiana S. Manolova
12. Perpetuating the Family Business: 50 Lessons Learned from Long Lasting, Successful Families in Business" by John L. Ward
13. Family Business Case Studies Across the World" by Alfredo De Massis and Pramodita Sharma

	14. Indian Family Businesses: Their Survival and Growth" by Kavil Ramachandran 15. Case Studies in Family Business" by Richard Narva and Patricia Angus 16. Case Studies in Family Business" by Roland E. Kidwell 17. Family Business Case Studies Across The World -Succession and Governance in s Disruptive Era by Jeremy Cheng and Et.al.	
<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60% Individual Passing in Internal and External Examination</b>
<b>12</b>	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 4 )	

### Exam Pattern (External Examination)

**Total Marks: 30**

**2 Credits**

**Time: 1 hour**

#### Answer any two questions out of three questions

Q.1 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.2 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.3 Answer the Following Questions. a) b)	7.5 x 2= 15

### Exam Pattern (Internal Examination)

**Total 20 Marks**

**Marks**

1. Class Test	5 Marks
2. Assignment	5 Marks
3. Presentation	5 Marks
4. Group Discussion	5 Marks
5. Quiz	5 Marks
6. Case Study	5 Marks
<b>Note:</b> 1. Any Four out of the above can be taken for the internal Assessment. 2. The internal Assessment shall be conducted throughout the Semester. 3. Field visit can be arranged.	

**B.Com. (Accountancy) Syllabus**  
**S.Y. B.COM (Semester - III)**

**Title of Paper: Accountancy & Financial Management–III**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description the course:</b>  <b>Including but Not limited to :</b>	This course delves into the critical aspects of accounting for businesses undergoing incorporation transitions and the fundamental principles of company accounts. It focuses on the intricacies of pre and post-incorporation accounting, emphasizing the apportionment of profits and losses during this transitional phase. Learners learn to analyze financial transactions, apply apportionment principles, and understand the treatment of profits and losses. It also shifts to the core of company accounts, covering the meaning and types of companies, statutory book maintenance under the Companies Act, 2013, and the preparation of financial statements as per Schedule III. This course is essential for aspiring accountants and finance professionals, providing a strong foundation for advanced studies and career success in the dynamic 21st-century business environment.
<b>2</b>	<b>Vertical :</b>	Major
<b>3</b>	<b>Type :</b>	Theory
<b>4</b>	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory)
<b>5</b>	<b>Hours Allotted :</b>	30 Hours
<b>6</b>	<b>Marks Allotted:</b>	50 Marks

7	<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>To analyze the financial transactions of a business during the pre and post-incorporation periods to determine the appropriate apportionment of profits and losses.</li> <li>To evaluate and prepare the financial statements of a company prepared according to Schedule III of the Companies Act, 2013, to assess its financial health.</li> </ul>
8	<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>The learners will be able to compute and prepare profit or loss statement for the pre and post-incorporation periods in a given case study.</li> <li>The learners will be able to prepare a complete set of financial statements, including the Profit and Loss Statement and Balance Sheet, for a given company based on provided data and in compliance with Schedule III of the Companies Act, 2013.</li> </ul>

9	<b>Modules:- 02</b>
	<b>Module 1: Ascertainment and Treatment of Profit Prior to Incorporation</b>
	<ul style="list-style-type: none"> <li>Introduction to Pre and Post Incorporation</li> <li>Basis of Apportionment between Pre and Post Incorporation Period</li> <li>Computation of Pre and Post Incorporation Profit/ Loss</li> <li>Treatment of Pre and Post Incorporation Profit/ Loss</li> </ul>
	<b>Module 2: Introduction to Company Accounts</b>
	<ul style="list-style-type: none"> <li>Meaning of Company, Types of Company, Maintenance of Books of Accounts</li> <li>List of Statutory Books to be maintained by Public Company under Companies Act 2013</li> <li>Financial Statements of the Company (Sec 129 of the Companies Act, 2013):</li> <li>Schedule III of the Companies Act, 2013</li> <li>Preparation of Profit and Loss Statement Part II of Schedule III</li> <li>Preparation of Balance Sheet Part I of Schedule III</li> <li>Preparation of Final accounts of the Company.</li> </ul>
10	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1.Introduction to Accountancy T.S. Grewal S. Chand and Co. (P) Ltd., New Delhi</li> <li>2. Advanced Accounts Shukla and Grewal S. Chand and Co. (P) Ltd., New Delhi</li> <li>3. Advanced accountancy R.L. Gupta and M. Radhaswamy S. Chand and Co. (P) Ltd., New Delhi</li> <li>4. Modern Accountancy Mukerjee and Hanif Tata Mc. Grow Hill and Co. Ltd., Mumbai</li> <li>5. Jain, S. P., &amp; Narang, K. L. (2018). Advanced accountancy (10th ed.). Kalyani Publishers.</li> <li>6. Tulsian, P. C. (2018). <i>Corporate accounting</i>. S. Chand Publishing.</li> <li>7. Ruchi, G., &amp; Chaturvedi, R. (2019). <i>Accounting for management</i>. Taxmann Publications.</li> </ol>

8. Maheshwari, S. N., & Maheshwari, S. K. (2018). *Corporate accounting*. Vikas Publishing House.

**11 Internal Continuous Assessment: 40%**

**External, Semester End Examination 60%,  
Individual Passing in Internal and External Examination**

**12 Continuous Evaluation through:**

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/Seminar	5
3	Participation in Case Study/ Field Visit /Certificate Course. (Physical/Online mode)	5

**Semester End External - 30 marks  
Time: 1:00 hr**

**QUESTION PAPER PATTERN**

Question No.	Questions	Marks
Q.1	Practical/ Theory	15
Q.2	Practical/ Theory	15
Q.3	Practical/ Theory	15

**Any 2 Questions out of 3 Questions.**

**Note**

1. 15 marks question may be subdivided into 10 & 5 marks or 8 & 7 marks each.
2. Use of simple calculator is allowed in the examination.



# **Vertical – 4 VSC**

**Syllabus**  
**B. Com. (Second Year)**  
**(Sem.- III)**

**Title of Paper : Advertising-I**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description of the course :</b>  <b>Including but Not limited to :</b>	This Course includes Introduction, relevance, Usefulness and Application of Advertisement. It also deals with connection with other courses, demand in the Advertising industry, role and career in advertising agency.
<b>2</b>	<b>Vertical :</b>	VSC
<b>3</b>	<b>Type :</b>	Theory
<b>4</b>	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory in a semester)
<b>5</b>	<b>Hours Allotted :</b>	30 Hours
<b>6</b>	<b>Marks Allotted:</b>	50 Marks
<b>7</b>	<b>Course Objectives:</b> ( List some of the course objectives ) <ol style="list-style-type: none"> <li>1. To introduce the fundamentals of advertising, various aspects and classification of advertising.</li> <li>2. To understand the role of advertising agency, careers in advertising and brand building.</li> </ol>	
<b>8</b>	<b>Course Outcomes:</b> ( List some of the course outcomes ) <p><b>CO1-</b> Students will be able to understand the fundamentals of advertising, various aspects, classification of advertising. (Understand)</p> <p><b>CO2-</b> Students would understand role and careers in advertising agency and brand building and can attempt to apply for the same (Apply)</p>	

<b>9</b>	<b>Modules:-</b> Per credit One module can be created
	<b>Module 1: Introduction to Advertising &amp; Key Aspects</b>
	<p><b>Unit 1 Fundamentals and Types of Advertising:</b></p> <ul style="list-style-type: none"> <li>• Definition, Features, Scope of Advertising, Evolution of Advertising, Active Participants, Importance of advertising to consumer, business and nation</li> <li>• Classification of Advertising: Media, Target audience, Rural, Political, Green, Advocacy advertising.</li> </ul> <p><b>Unit II Economic, Social and Ethical Aspects:</b></p> <ul style="list-style-type: none"> <li>• Impact of advertising on consumer demand and pricing</li> <li>• Ethical and Social issues of advertising, positive and negative influences of advertising on Indian Culture.</li> </ul>
	<p><b>Module 2: Advertising Agency and Brand Building</b></p> <p><b>Unit 1 Advertising Agency and Careers in Advertising:</b></p> <ul style="list-style-type: none"> <li>• Definition, Features, Functions and structure, Classification of advertising agencies,</li> <li>• Careers in Advertising: Skills required for advertising career, Various Career Options, Freelancing Careers.</li> </ul> <p><b>Unit II Brand Building:</b></p> <ul style="list-style-type: none"> <li>• Concepts of Branding, Process of Brand Building, Role of advertising in developing</li> <li>• Brand Image, Brand Equity, Brand Crises Management.</li> </ul>
<b>10</b>	<p><b>Reference Books:</b></p> <ul style="list-style-type: none"> <li>• Belch &amp; Belch, <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, McGraw-Hill, 2009.</li> <li>• David Ogilvy, <i>Ogilvy on Advertising</i>, Headline Welbeck, 2023.</li> <li>• ASCI, The Code for Self-Regulation of Advertising Content in India, 2025.</li> <li>• Arens, Weigold, <i>Contemporary Advertising</i>, McGraw-Hill, 2023.</li> <li>• Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education</li> <li>• Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall 6.</li> <li>• Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education</li> <li>• Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.</li> <li>• Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing</li> <li>• Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson</li> <li>• Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube Paperback – March 8, 2016</li> <li>• Advertising Concept Book Paperback – Import, 31 July 2012, by Pete Barry</li> <li>• The Advertising Age Encyclopedia of Advertising (Three Volume Set) by John McDonough and Karen Egolf.</li> </ul>

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 4 )	

Exam Pattern (External Examination)	
<b>Total Marks: 30</b>	<b>2 Credits</b>
<b>Time: 1 hour</b>	
<b>Answer any two questions out of three questions</b>	
Q.1 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.2 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.3 Answer the Following Questions. a) b)	7.5 x 2= 15

Exam Pattern (Internal Examination) Total 20 Marks	Marks
1. Class Test	5 Marks
2. Assignment	5 Marks
3. Presentation	5 Marks
4. Group Discussion	5 Marks
5. Quiz	5 Marks
6. Case Study	5 Marks
<b>Note:</b> 1. Any Four out of the above can be taken for the internal Assessment. 2. The internal Assessment shall be conducted throughout the Semester. 3. Field visit can be arranged.	

## As Per NEP 2020

# University of Mumbai



### Syllabus for Basket of AEC Vertical 5

Faculty of- HUMANITIES

Board of Studies in HINDI

Second Year Programme

Semester

III

Title of Paper

Credits

I) हिंदी भाषा : व्यावहारिक प्रयोग

2

From the Academic Year

2025-26

**Title of Paper- हिंदी भाषा:व्यावहारिक प्रयोग**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description of the course:</b>	भाषा का जीवन में सदैव महत्व रहा है। जीवन और भाषा का चोली-दामन का संबंध है। जब हमारी भाषा मधुर और सार्थक होती है तो श्रोता पर विशिष्ट प्रभाव पड़ता है। भाषा का यदि सही और सार्थक रूप से प्रयोग किया जाए तो मनुष्य जीवन में कहीं भी असफल नहीं हो सकता है। इसी भाषा के माध्यम से हम सभी को अपनी ओर आकर्षित भी करते हैं। वर्तमान युग में रोजगार में बहुत से क्षेत्र भाषा से जुड़े हुए हैं, जिसके माध्यम से विद्यार्थी इनका लाभ ग्रहण कर सकते हैं। भाषाई क्षमता हमारे विचारों की संवाहक होती है। आज डिजिटल युग में अभिव्यक्ति के कई माध्यमों का प्रसार हुआ है, इन माध्यमों में भाषा ही सशक्त तत्व है जो आपकी अभिव्यक्ति को पूरे जगत को अवगत कराती है। भाषा का महत्व हर समय, हर माध्यम में रहा है, परंतु भाषा का सार्थक रूप का प्रयोग आज बहुत आवश्यक है। आज हिंदी अंतरराष्ट्रीय स्तर पर प्रयोग में लाई जा रही है, तकनीक, सूचना प्रौद्योगिकी सोशल मीडिया, राजनीति की भाषा हिंदी बन चुकी है। जीवन में कई क्षेत्रों में व्यावहारिक स्तर पर हमें अपनी भाषा के लिखित स्वरूप के कार्यों को करना होता है और ऐसे में कार्य-दक्षता महत्व रखती है। हिंदी भाषा में व्यावहारिक प्रयोग को केंद्र में रखकर और इन्हीं पहलुओं को ध्यान में रखते हुए इस पाठ्यक्रम का गठन किया गया है। हम हिंदी भाषा को सही और शुद्ध रूप में प्रयोग कर अभिव्यक्ति को सफल बनाएं और बिना व्याकरण के यह संभव नहीं है। इस दृष्टि से पाठ्यक्रम सर्वाधिक लाभकारी सिद्ध होगा।
<b>2</b>	<b>Vertical:</b>	AEC
<b>3</b>	<b>Type:</b>	Theory
<b>4</b>	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory)
<b>5</b>	<b>Hours Allotted:</b>	30 Hours
<b>6</b>	<b>Marks Allotted:</b>	50 Marks
<b>7</b>	<b>Course Objectives:</b>	1. विद्यार्थियों को राजभाषा हिंदी का विधिवत ज्ञान प्रदान करना।

	2. विद्यार्थियों को राजभाषा हिंदी के व्याकरण से परिचय करवाना। 3. विद्यार्थियों को संज्ञा आदि का ज्ञान प्रदान करना। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्रदान करना।	
<b>8</b>	<b>Course Outcomes:</b> 1. विद्यार्थियों को राजभाषा हिंदी का ज्ञान प्राप्त होगा, एवं दक्षता प्राप्त होगी। 2. विद्यार्थियों को राजभाषा हिंदी के व्याकरणिक प्रयोग की जानकारी प्राप्त होगी। 3. विद्यार्थियों को हिंदी-संज्ञा आदि का ज्ञान प्राप्त होने के साथ भाषा के शुद्ध, व्यावहारिक रूप का ज्ञान होगा। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्राप्त होगा।	
<b>9</b>	Modules (Per credit one module can be created)	
	<b>इकाई-1</b>	<b>व्याख्यान-15</b>
	<b>क्रेडिट-01</b>	
	1. हिंदी भाषा : सामान्य परिचय	
	2. राजभाषा हिंदी : संवैधानिक महत्त्व	
	3. वर्णमाला : स्वर एवं व्यंजन	
	4. शब्द भेद : सामान्य परिचय (संज्ञा आदि)	
	<b>इकाई-2</b>	<b>व्याख्यान-15</b>
	<b>क्रेडिट-01</b>	
	1. वाक्य : सामान्य परिचय	
	2. वर्तनी : शुद्धता का प्रयोग एवं सावधानियाँ	
	3. कारक एवं विराम चिह्न	
	4. पत्र लेखन : (बधाई, निमंत्रण, सुझाव, शिकायत, आभार, आवेदन, RTI लेखन)	
<b>10</b>	<b>संदर्भ ग्रंथ-</b> 1. बाबूराम सक्सेना- सामान्य भाषा विज्ञान, हिंदी साहित्य सम्मेलन, प्रयाग 2. कामताप्रसाद गुरु- हिंदी व्याकरण, लोकभारती प्रकाशन, इलाहाबाद 3. आचार्य देवेन्द्र नाथ शर्मा- भाषा विज्ञान की भूमिका, राधाकृष्ण प्रकाशन, दिल्ली 4. भाषा विज्ञान एवं भाषाशास्त्र- कपिलदेव द्विवेदी, विश्वविद्यालय प्रकाशन, वाराणसी 5. भोलानाथ तिवारी- भाषा विज्ञान, किताब महल, इलाहाबाद	
<b>11</b>	<b>Internal Continuous Assessment :</b> <b>40%</b>	<b>External : Semester End Examination :</b> <b>60%</b>
<b>12</b>	<b>Continuous Evaluation through:</b> <ul style="list-style-type: none"> <li>● रचनात्मक कार्य/प्रकल्प इत्यादि- 10 अंक</li> <li>● प्रस्तुति/परिसंवाद सहभागिता इत्यादि- 05 अंक</li> <li>● अकादमिक, व्यावसायिक एवं कौशल संवर्धन गतिविधियाँ- 05 अंक</li> </ul> <b>कुल 20 अंक</b>	<b>लिखित परीक्षा</b> <b>अंक : 30</b> <b>समयावधि : 01 घंटा</b>

13	<b>Format of Question Paper:</b> for the semester end examination <b>अंक : 30</b> <b>निर्देश-</b> 1. दोनों इकाइयों से प्रश्न पूछे जाएं। 2. तीन प्रश्न पूछे जाएं, किन्हीं दो प्रश्नों के उत्तर अपेक्षित हैं।	<b>लिखित परीक्षा</b> <b>समयावधि : 01 घंटा</b>  15x2 = 30 अंक कुलयोग- 30 अंक
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<b>Sd/-</b>	<b>Sd/-</b>	<b>Sd/-</b>	<b>Sd/-</b>
<b>Sign of the BOS</b> <b>Chairman</b> <b>Prof. Dr. Santosh</b> <b>Motwani</b> <b>Board of Studies in</b> <b>Hindi</b>	<b>Sign of the</b> <b>Offg. Associate Dean</b> <b>Dr. Suchitra Naik</b> <b>Faculty of</b> <b>Humanities</b>	<b>Sign of the</b> <b>Offg. Associate Dean</b> <b>Prof. Manisha</b> <b>Karne</b> <b>Faculty of Humanities</b>	<b>Sign of the</b> <b>Offg. Dean</b> <b>Prof. Anil Singh</b> <b>Faculty of</b> <b>Humanities</b>



**As Per NEP 2020**

# University of Mumbai



## **Syllabus for Minor Vertical 2**

**Faculty of Commerce and Management**

**Board of Studies in Investment Management**

**Second Year Programme in Minor ( Investment Management )**

<b>Semester</b>	<b>III &amp; IV</b>	
<b>Title of Paper</b>	<b>Sem.</b>	<b>Total Credits</b>
<b>INVESTMENT BANKING I :INTRODUCTION TO FINANCIAL MARKETS</b>	<b>III</b>	<b>4</b>
<b>Title of Paper</b>		<b>Credits</b>
<b>INVESTMENT BANKING II :WEALTH MANAGEMENT: PRINCIPLES &amp; PRACTICES</b>	<b>IV</b>	<b>4</b>
<b>From the Academic Year</b>		<b>2025-26</b>

**Syllabus**  
**B.Com. (Investment Management)**  
**(Sem.- III)**

**Title of Paper: INVESTMENT BANKING I : INTRODUCTION TO FINANCIAL MARKETS**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description the course :</b>  <b>Including but Not limited to :</b>	Financial markets play a crucial role in the global economy by facilitating the exchange of capital between investors and businesses. Understanding the structure, functioning, and instruments of financial markets is essential for anyone pursuing a career in investment management. This course provides students with a comprehensive introduction to financial markets, covering various asset classes, trading mechanisms, regulatory frameworks, and market dynamics.
<b>2</b>	<b>Vertical :</b>	Minor
<b>3</b>	<b>Type :</b>	Theory
<b>4</b>	<b>Credit:</b>	4 credits
<b>5</b>	<b>Hours Allotted :</b>	60 Hours
<b>6</b>	<b>Marks Allotted:</b>	100 Marks
<b>7</b>	<b>Course Objectives:</b>  By the end of this course, students will be able to:  <ol style="list-style-type: none"><li>1. Understand the structure and functions of different financial markets.</li><li>2. Analyze key financial instruments, including equities, bonds, derivatives, and foreign exchange.</li><li>3. Examine the role of financial institutions and regulatory bodies.</li><li>4. Evaluate market trends, risk factors, and trading mechanisms.</li><li>5. Explore the impact of global events and digital innovations on financial markets.</li></ol>	

8	<p><b>Course Outcomes:</b></p> <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the fundamental structure and functioning of financial markets.</li> <li>• Analyze various financial instruments and their role in investment management.</li> <li>• Evaluate the impact of regulatory frameworks on financial market stability.</li> <li>• Apply trading and risk management strategies in financial decision-making.</li> <li>• Assess emerging trends and technological advancements in financial markets.</li> </ul>
9	<p><b>Modules:-</b></p>
	<p><b>Module 1: Overview of Financial Markets</b></p>
	<ul style="list-style-type: none"> <li>• <b>Subunit 1.1:</b> Fundamentals of Financial Markets <ul style="list-style-type: none"> <li>◦ Definition, types, and importance of financial markets</li> <li>◦ Role of financial markets in economic development</li> <li>◦ Participants in financial markets: Investors, institutions, regulators</li> </ul> </li> <li>• <b>Subunit 1.2:</b> Classification of Financial Markets <ul style="list-style-type: none"> <li>◦ Money Market vs. Capital Market</li> <li>◦ Primary Market vs. Secondary Market</li> <li>◦ Domestic vs. International Financial Markets</li> </ul> </li> </ul>
	<p><b>Module 2: Financial Instruments &amp; Market Participants</b></p>
	<ul style="list-style-type: none"> <li>• <b>Subunit 2.1:</b> Major Financial Instruments <ul style="list-style-type: none"> <li>◦ Equity markets: Shares, IPOs, stock exchanges</li> <li>◦ Debt markets: Bonds, debentures, government securities</li> <li>◦ Derivatives: Futures, options, swaps, forwards</li> </ul> </li> <li>• <b>Subunit 2.2:</b> Key Players in Financial Markets <ul style="list-style-type: none"> <li>◦ Role of banks, NBFCs, mutual funds, pension funds</li> <li>◦ Role of brokers, dealers, and market makers</li> <li>◦ Role of central banks and government agencies</li> </ul> </li> </ul>
	<p><b>Module 3: Trading Mechanisms &amp; Market Regulations</b></p>
	<ul style="list-style-type: none"> <li>• <b>Subunit 3.1:</b> Market Trading Mechanisms <ul style="list-style-type: none"> <li>◦ Stock exchanges and electronic trading platforms</li> <li>◦ Order types and settlement procedures</li> <li>◦ Trading strategies and market liquidity</li> </ul> </li> <li>• <b>Subunit 3.2:</b> Regulatory Framework &amp; Compliance <ul style="list-style-type: none"> <li>◦ Role of SEBI, RBI, IRDAI, and other regulators</li> <li>◦ Laws governing financial markets (SEBI Act, FEMA, Companies Act)</li> <li>◦ Insider trading, ethical practices, and investor protection</li> </ul> </li> </ul>
	<p><b>Module 4: Emerging Trends in Financial Markets</b></p>

	<ul style="list-style-type: none"> <li>• <b>Subunit 4.1:</b> Global Financial Markets &amp; Economic Trends <ul style="list-style-type: none"> <li>○ Impact of inflation, interest rates, and monetary policies</li> <li>○ Influence of global financial crises and economic downturns</li> <li>○ Role of foreign exchange markets and international trade</li> </ul> </li> <li>• <b>Subunit 4.2:</b> Digital Transformation &amp; Fintech in Financial Markets (Basic) <ul style="list-style-type: none"> <li>○ Algorithmic trading, high-frequency trading (HFT)</li> <li>○ Blockchain, cryptocurrency, and decentralized finance (DeFi)</li> <li>○ Role of AI, big data, and robo-advisors in financial markets</li> </ul> </li> </ul>	
<b>10</b>	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Fault Lines: How Hidden Fractures Still Threaten the World Economy – Raghuram Rajan</li> <li>2. India Unbound: The Social and Economic Revolution from Independence to the Global Information Age – Gurcharan Das</li> <li>3. Behavioural Finance and Value Investing – Sanjay Bakshi</li> <li>4. Stocks to Riches: Insights on Investor Behavior – Parag Parikh</li> <li>5. The Thoughtful Investor: A Journey to Financial Freedom Through Stock Market Investing – Basant Maheshwari</li> </ol>	
<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60% Individual Passing in Internal and External Examination</b>
<b>12</b>	<b>Refer annexure :A</b>	<b>Refer annexure :B</b>

**B.Com. (Accountancy) Syllabus**  
**S.Y. B.COM (Semester - III)**

**Title of Paper: Accounting & Auditing–I (Management Accounting-I)**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description the course:</b>  <b>Including but Not limited to :</b>	<p>This course equips learners with essential tools for navigating the complexities of modern business. It begins by introducing the core concepts of management accounting, distinguishing it from financial accounting, and emphasizing its role in decision-making. Learners then delve into the analysis and interpretation of financial statements using techniques like trend analysis, comparative statements, and common size analysis. The second module focuses on ratio analysis, including the Du Pont Chart, providing a deeper understanding of a company's financial health and operational efficiency.</p> <p>In the globalization era, where businesses operate across diverse markets, these analytical skills are crucial for informed decision-making, strategic planning, and performance evaluation. This course prepares learners to assess financial viability, identify areas for improvement, and contribute effectively to organizational success in a competitive global landscape.</p>
<b>2</b>	<b>Vertical :</b>	Major
<b>3</b>	<b>Type :</b>	Theory
<b>4</b>	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory)
<b>5</b>	<b>Hours Allotted :</b>	30 Hours
<b>6</b>	<b>Marks Allotted:</b>	50 Marks

7	<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>To analyze financial statements using various tools to evaluate a company's financial performance and position.</li> <li>To evaluate the financial health and efficiency of a company by interpreting various financial ratios and Du Pont analysis.</li> </ul>
8	<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>The learners will apply trend analysis, comparative statements, and common size statements to solve practical problems related to financial statement interpretation.</li> <li>The learners will be able to create a comprehensive report summarizing the financial performance of a company based on ratio analysis and Du Pont chart findings.</li> </ul>
9	<b>Modules:- 02</b>
<b>Module 1: Introduction to Management Accounting</b>	
<ul style="list-style-type: none"> <li>Introduction to Management Accounting – Meaning, Nature, Scope, Functions, Decision Making Process, Financial Accounting V/s Management Accounting</li> <li>Analysis and Interpretation of Financial Statements               <ol style="list-style-type: none"> <li>Study of Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis</li> <li>Relationship between items in Balance Sheet and Revenue statement</li> <li>Tools of analysis of Financial Statements (i) Trend analysis (ii) Comparative Statement (iii) Common Size Statement</li> </ol> </li> <li>Note : (i) Problems based on trend analysis (ii) Short Problems on Comparative and Common sized statements</li> </ul>	
<b>Module 2: Ratio Analysis and Interpretation</b>	
<ul style="list-style-type: none"> <li>Ratio Analysis: Meaning, classification, Du Point Chart, advantages and limitations (Based on Vertical Form of Financial statements)</li> <li>Balance Sheet Ratios : i) Current Ratio ii) Liquid Ratio iii) Stock Working Capital Ratio iv) Proprietary Ratio v) Debt Equity Ratio vi) Capital Gearing Ratio</li> <li>Revenue Statement Ratio: i) Gross Profit Ratio ii) Expenses Ratio iii) Operating Ratio iv) Net Profit Ratio v) Net Operating Profit Ratio vi) Stock Turnover Ratio</li> <li>Combined Ratio : i) Return on capital employed (Including Long Term Borrowings) ii) Return on proprietor's Fund (Shareholders Fund and Preference Capital) iii)</li> </ul>	

	Return on Equity Capital iv) Dividend Payout Ratio v) Debt Service Ratio vi) Debtors Turnover vii) Creditors Turnover (Practical Question on Ratio Analysis and Du Point Analysis)																									
<b>10</b>	<b>Text Books:</b> <ul style="list-style-type: none"> <li>Pandey, I. M. <i>Financial management</i> (11th ed.). Vikas Publishing House.</li> <li>Khan, M. Y., &amp; Jain, P. K. (2018). <i>Management accounting: Text, problems and cases</i> (7th ed.). McGraw Hill Education.</li> <li>Subramanyam, K. R., &amp; Wild, J. J. (2018). <i>Financial statement analysis</i> (11th ed.). McGraw-Hill Education.</li> </ul>																									
<b>11</b>	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>Hornigren, C. T., Datar, S. M., &amp; Rajan, M. V. (2015). <i>Cost accounting: A managerial emphasis</i> (15th ed.). Pearson Education.</li> <li>Drury, C. (2018). <i>Management and cost accounting</i> (10th ed.). Cengage Learning EMEA.</li> <li>Gibson, C. H. <i>Financial reporting and analysis: Using financial accounting information</i> (13th ed.). South-Western College Publishing.</li> </ul>																									
<b>12</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60%,</b>  <b>Individual Passing in Internal and External Examination</b>																								
<b>13</b>	<b>Continuous Evaluation through:</b> <table border="1"> <thead> <tr> <th></th><th>Assessment/ Evaluation</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>1</td><td>Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)</td><td>10</td></tr> <tr> <td>2</td><td>Participation in Workshop/ Conference/Seminar</td><td>5</td></tr> <tr> <td>3</td><td>Participation in Case Study/ Field Visit /Certificate Course. (Physical/Online mode)</td><td>5</td></tr> </tbody> </table>		Assessment/ Evaluation	Marks	1	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	10	2	Participation in Workshop/ Conference/Seminar	5	3	Participation in Case Study/ Field Visit /Certificate Course. (Physical/Online mode)	5	<b>Semester End External - 30 marks</b> <b>Time: 1:00 hr</b>  <b>QUESTION PAPER PATTERN</b> <table border="1"> <thead> <tr> <th>Question No.</th><th>Questions</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>Q.1</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td>Q.2</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td>Q.3</td><td>Practical/ Theory</td><td>15</td></tr> </tbody> </table> <b>Any 2 Questions out of 3 Questions.</b>  <b>Note</b> <ol style="list-style-type: none"> <li>15 marks question may be subdivided into 10 &amp; 5 marks or 8 &amp; 7 marks each.</li> <li>Use of simple calculator is allowed in the examination.</li> </ol>	Question No.	Questions	Marks	Q.1	Practical/ Theory	15	Q.2	Practical/ Theory	15	Q.3	Practical/ Theory	15
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## As Per NEP 2020

# University of Mumbai



Syllabus for CC		
Ad- hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular		
UG First Year Programme – National Service Course		
Semester	III & IV	
Title of Paper	Sem	Credits
Study of Indian Social Reformers	III	2
Youth and Disaster Management	IV	2
From the Academic Year		2025-26



# UNIVERSITY OF MUMBAI

## Semester III

(w.e.f. June, 2025)

**Sub: - NSS- Study of Indian Social Reformers**

**Credits: 02**

**Lectures: 30**

**Marks:50**

Unit	SEMESTER 3	No. of	No. of
Number	Title of the Unit	Lecture	Credits
1	<b>History of Social work in India</b>	15	1
	Social Reformers: Definition, concept and Nature		
	History of Indian Social Reformers		
	Characteristics Indian Social Reformers - Pre-Post Independence		
	<b>Skills for NSS volunteers:</b>		
	<b>Soft Skills for NSS Volunteers</b> – Communication skills, Public speaking skills, Body Language, Content writing, Resume writing.		
	<b>Life Skills</b> – problem solving, Empathy, coping with emotions, self- Awareness and inter personal skills.		
2	<b>Contributions of Social Reformers</b>	15	1
	• Mahatma Gandhi		
	• Swami Vivekanand		
	• Sant Gadge Baba		
	• Mahatma Jyotiba Phule		
	• Rajshri Shahu Maharaj		
	• Baba Amte		
	• RajaRam Mohan Roy		

### References –

- 1) Fadake G. D., (Sampadak) – Mahatma FuleSamagraWangmaya.
- 2) Salunkhe P.B., (Sampadak) – Mahatma FuleGouravGranth.
- 3) NarkeHari,(Sampadak) -Mahatma Fule :ShodhachyaNavyaWata.
- 4) Bhosale S. S., (Sampadak) –Krantisukte: RajarshiChhatrapatiShahu
- 5) PawarJaysingrao, (Sampadak) –RajarshiShahuSmarakGranth
- 6) Dr. BabasahebAmbedkarlekhanaaniBhashanekhand 18, Bhag –1,2,3.
- 7) ToksalePrajacta -VyavysaikSamajkarya

- 8) Dr. V.C. Dande : National Service Scheme Review
- 9) Joshi V.N.-BhartiyTatvdnyanachabruhadItihas, Khand10
- 10) YadiIndumati -BharatratnaShendgeDipak (Anuwad) -MadarTeressa.
- 11) Marathi Vishwakosh, Khanda12.
- 12) Bhagat R.T. - Swami VivekanandTeAcharyaVinoba.
- 13) ShethPurushottam, KhambeteJayashri, Mane ShailajaRashtriyaSevaYojna
- 14) MishrAnupam - AajBhikharehaiTalab(Hindi)
- 15) ThotePurushottam–SamajkaryachiMultatve
- 16) Bhide G.L.,MaharashtratilSamajSudharanechaItihaas

AC – 28/03/2025  
Item No. – 6.2 (N) (2b) Sem. III

## As Per NEP 2020

# University of Mumbai



### Syllabus for Basket of OE Vertical 3

Faculty of Faculty of Science & Technology

Board of Studies in Information Technology

Second Year Programme

Semester

III

Title of Paper

Credits

Web Designing with WordPress

2

From the Academic Year

2025-26

**Name of the Course: Web Designing with WordPress**

Sr.No.	Heading	Particulars
1	<b>Description the course : Including but Not limited to:</b>	The objective of Web Designing course is to provide instructions on creating and maintaining a web page for publishing on the Internet. Students will be able to use HTML editor to author pages that include text and graphics..
2	<b>Vertical :</b>	Open Elective
3	<b>Type :</b>	Theory
4	<b>Credits :</b>	2 credits ( 1 credit = 15 Hours for in a semester )
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives(CO):</b> CO1. To understand the fundamentals of Internet, and the principles of web design CO2. To develop basic websites using HTML and Style Sheets. CO3. To understand different style sheets used in web designing. CO4. To implement JavaScript as a tool to add dynamism to static HTML pages.	
8	<b>Course Outcomes (OC):</b> OC1. Learners will be able to use the HTML programming language OC2. Learners will be able to execute web pages designed using HTML OC3. Describe the concepts of World Wide Web, and the requirements of effective web design OC4. <b>List</b> various tags in html and <b>use</b> these to <b>create</b> web page OC5. Gain necessary skills for designing and developing web applications	
9	<b>Modules:-</b> <b>Module 1:</b> 1. Introduction to HTML 5: What Is HTML? Understanding HTML Tags, Setting Up the Document Structure: Specifying the Document Type, Creating the HTML, Specifying a Page Title. Formatting Text by Using Tags: Creating Headings, Applying Bold and Italic Formatting, Applying Superscript and Subscript Formatting, Using Monospace and Preformatted Text. Using Lists and Backgrounds: Creating Bulleted and Numbered Lists, Creating Definition Lists, Inserting Special Characters, Inserting Horizontal Lines, Choosing Background and Foreground Colors. Creating Hyperlinks and Anchors-Hyperlinking to a Web Page, Creating Hyperlinking to an E-Mail Address, Hyperlinking to Other Content. <b>Style Sheets and Graphics:</b> Introduction to Style Sheets: Understanding Styles, Constructing Style Rules, Creating Styles for Nested Tags, Applying Styles to Hyperlinks, Creating and Linking to External Style Sheets. <b>Formatting Text by Using Style Sheets:</b> Specifying a Font Family, Specifying a Font Size and Color, Applying Bold and Italics, Applying Strikethrough and Underlining, Creating Inline Spans, Adjusting Spacing Between Letters. Formatting Paragraphs by Using Style	

Sheets: Indenting Paragraphs, Applying a Border to a Paragraph, Specifying the Horizontal Alignment of a Paragraph,

### **Displaying Graphics**

Selecting a Graphics Format, Preparing Graphics for Web Use, Inserting Graphics, Arranging Elements on the Page, Controlling Image Size and Padding, Hyperlinking from Graphics, Using Thumbnail Graphics, Including Alternate Text for Graphics, Adding Figure Captions

**Page Layout and Navigation-** Creating Navigational Aids , Creating a Text-Based and Graphical Navigation Bar, Creating an Image Map, Creating Tables, Specifying the Size of a Table, Specifying the Width of a Column, Merging Table Cells. Formatting Tables-Appling Table Borders, Applying Borders by Using Attributes, Applying Borders by Using Styles, Changing Cell Padding, Spacing, and Alignment. Setting Horizontal and Vertical Alignment

**Creating User Forms-** Creating a Basic Form- Creating a Text Box ,Special Field types for E-Mail and Web Addresses, Creating a Text Area, Creating a Submit or Clear Button, Creating Check Boxes and Option Buttons, Additional Input Types in HTML5

**Incorporating Sound and Video-** What's New with Audio and Video in HTML5?,Embedding Video Clips- Introducing the <video> Tag, The <embed> Tag: Your Fallback Plan, Placing a Video Clip on a Web Page. Incorporating Audio on a Web Page- Playing Audio with the <audio> Tag, Placing an Audio Clip on a Web Page

### **Module 2:**

#### **3. WordPress**

Overview of WordPress,- History and evolution of WordPress - Differences between WordPress.com and WordPress.org,- Installation and setup process

WordPress Dashboard and Settings - Tour of the WordPress dashboard

- Configuring general settings- Customizing site title, tagline, and URL structure

- Discussion on Reading, Writing, Discussion, and Media settings, Posts and Pages,-

Creating and managing posts,- Formatting text and adding media to posts

- Categories and tags,- Understanding the difference between posts and pages

- Introduction to WordPress themes,- Installing and activating themes,- Customizing themes using the WordPress Customizer,- Exploring premium themes and child themes

- What are plugins?- Installing and activating plugins,- Popular plugins for various functionalities,- Customizing plugins and understanding conflicts

Widgets and Menus - Adding widgets to sidebar and footer Creating custom menus

- Managing menu locations,- Responsive menu design, Custom Post Types and

Taxonomies,- Creating custom post types,- Registering custom taxonomies

- Using custom post types for specific content needs,- Advanced custom post type settings

User Management and Permissions,- Roles and capabilities in WordPress

- Adding and managing users,- Creating user accounts with different permissions

- User profile settings and options

Search Engine Optimization (SEO),- Basics of SEO for WordPress,- Using SEO plugins like Yoast SEO,- Optimizing content for search engines,- SEO best practices for WordPress websites

Security and Backup - Importance of website security,- Securing WordPress installation

- Backup solutions for WordPress sites,- Implementing security plugins and techniques

E-commerce with WordPress - Introduction to e-commerce plugins (e.g., WooCommerce)-

Setting up an online store,- Managing products and orders

- Payment gateway integration,Performance Optimization,- Speeding up WordPress

	websites,- Caching techniques,- Image optimization,- Minification and optimization plugins Multisite and Multilingual Websites,- Setting up WordPress Multisite,- Managing multiple websites from one WordPress installation,- Creating a multilingual website using plugins- Best practices for managing multisite and multilingual sites, Advanced Customization,- Customizing WordPress themes with code - Creating custom page templates,- Using child themes for advanced customization - Customizing plugins and functionality,Troubleshooting and Maintenance** - Common WordPress issues and solutions,- Debugging techniques,- Updating WordPress core, themes, and plugins,- Best practices for ongoing maintenance and support	
<b>10</b>	<b>Text Books</b> 1. Step by Step HTML5 by Faithe Wempen, Microsoft Press,2011 2. The Complete Reference HTML & CSS, Thomas A. Powell. McGrawHill, 5 th Edition,2010 3. The Complete Reference JavaScript Thomas A. Powell &Fritz Schneider McGrawHill 3rd 2012 4. Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP, XML and AJAX, Black Book Kindle Edition,by Kogent Learning Solutions Inc	
<b>11</b>	<b>Reference Books</b> 1. Learning Web Design A Beginner’s Guide to Html, CSS, JavaScript, And Web Graphics, Jennifer Niederst Robbins, O’Reilly, 5 <sup>th</sup> Edition,2018. 2. Ivan Bayross, “Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI”, BPB, 2004 3. HTML 5 for Web Designers (By: Jeremy Keith) – <a href="http://freepdf-books.com">http:// freepdf-books.com</a> 4. Introduction to JavaScript Object Notation: A To-the-Point Guide to JSON kindle Edition by Lindsay Bassett,O'REILLY 5. WordPress for web developer Stephanie Leary	
<b>12</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>
<b>13</b>	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 ) Pattern: Class test of 20 marks Class test of 20 marks Average of the two: 20 marks Quizzes/ Presentations/ Assignments 5 marks Total: 25 marks	<b>Format of Question Paper:</b> (Semester End Examination)  Q1: Attempt any two (out of four) from Module 1 (13 marks)  Q2: Attempt any two (out of four) from Module 2 (12 marks)

**Sd/-**  
**Sign of the BOS**  
**Chairman**  
**Dr. Srivaramangai R**  
**BOS in Information**  
**Technology**

**Sd/-**  
**Sign of the**  
**Offg. Associate Dean**  
**Dr. Madhav R. Rajwade**  
**Faculty of Science &**  
**Technology**

**Sd/-**  
**Sign of the Offg. Dean**  
**Prof. Shivram S. Garje**  
**Faculty of Science &**  
**Technology**

**Sem. - IV**

# **Vertical – 4 Major**



# Syllabus

## B.Com. (Second Year)

### (Sem.- IV)

**Title of Paper : Commerce IV Management : Production and Finance**

Sr. No.	Heading	Particulars
1	<b>Description of the course : Including but Not limited to :</b>	This course provides an understanding of Production Management and Finance Management. It includes production management, quality and quality management, Indian Financial system and Trends in Finance
2	<b>Vertical :</b>	Major
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory in a semester)
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> ( List some of the course objectives ) <ol style="list-style-type: none"> <li>1. To provide an overview of Production and Quality Management</li> <li>2. To understand the Indian Financial System and the various trends in the area of finance.</li> <li>3. To make the learners apply some investment avenues</li> </ol>	
8	<b>Course Outcomes:</b> ( List some of the course outcomes ) <p>CO1 The learners will get insights on various aspects relating to Production and Quality. (Aware)</p> <p>CO2 The learners will understand Indian Financial System.(Understand)</p> <p>CO3 The learners will know about various trends in the area of finance and try to apply various investment avenues in practical life.(Apply)</p>	

9	<p><b>Modules:-</b> Per credit One module created</p> <hr/> <p><b>Module 1: Production &amp; Quality: (15 lectures)</b></p> <hr/> <p><b>Unit I: Production : (7 lec)</b></p> <ul style="list-style-type: none"> <li>• Production: Concept, Production Management- concept, scope and importance, Steps in Production, Planning and Control, Types of Production System – Intermittent and Continuous</li> <li>• Productivity - Concept, Factors influencing Productivity, Measures to improve productivity, Inventory Management- concept, Objectives and Importance</li> </ul> <p><b>Unit II: Quality: (8 lec)</b></p> <ul style="list-style-type: none"> <li>• Quality - concept &amp; Dimensions, Quality Management tools- TQM – Concept &amp; importance, Six Sigma – Concept &amp; process, Kaizen – Concept &amp; Process</li> <li>• Quality Circle &amp; Features, ISO 9000- Procedure to obtain Certification, Service Quality Management- Importance and Measures to improve Service Quality.</li> </ul> <hr/> <p><b>Module 2 Finance: (15 lectures)</b></p> <hr/> <p><b>Unit I: Indian Financial System: (8 lec)</b></p> <ul style="list-style-type: none"> <li>• Structure of Financial Market, Procedure of IPO, Stock Exchange- functions, SEBI- Functions, Investor Protection Measures of SEBI</li> <li>• Types of Depositories – concept, Dematerialisation &amp; benefits- Credit Rating- concept, Advantages, CRISIL- Concept and role.</li> </ul> <p><b>Unit II: Trends in Finance: (7 lec)</b></p> <ul style="list-style-type: none"> <li>• Sources of finance for start-up ventures, Mutual Funds- concept, Advantages, Types, Systematic Investment Plan (SIP)</li> <li>• Derivatives – concept &amp; Types (Forwards, Futures, Options, Swaps), Micro Finance &amp; its importance, Self Help Group &amp; features.</li> </ul>
10	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Production and Operations Management –Prof L.C.J hamb, Event Publishing House.</li> <li>2. Production Planning &amp; Control- Prof L.C. Jhamb, Event Publishing House</li> <li>3. Production &amp; Operation Management (Text &amp; Cases)- K.Ashwathappa G.Sudeshana Reddy, Himalaya Publication.</li> <li>4. Launching New Ventues : An Entrepreneurial Approach-Kathleen R.Allen, Cengage Learning</li> <li>5. Essentials of Inventory Management-MaxMuller, Amacon Publishes</li> <li>6. Indian Financial System—Bharathi Pathiak, Pearson Publication</li> <li>7. Financial Institutions and Markets : Structure Growth&amp; Innovations – L.M.Bhole , Jitendra Mahakad, Tata McGraw Hill.</li> <li>8.The Indian Financial System and Financial Market Operator-Vasant Desai, Himalaya Publishing</li> <li>9. Indian Financial System – M.Y. Khan, Tata McGraw –Hill</li> <li>10.Production and Operations Management –Anandkumar Sharma, Anmol Publication</li> </ol>

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 4 )	

<b>Exam Pattern (External Examination)</b>	
<b>Total Marks: 30</b>	<b>2 Credits</b>
<b>Time: 1 hour</b>	
<b>Answer any two questions out of three questions</b>	
Q.1 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.2 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.3 Answer the Following Questions. a) b)	7.5 x 2= 15

<b>Exam Pattern (Internal Examination)</b> <b>Total 20 Marks</b>	<b>Marks</b>
1. Class Test	5 Marks
2. Assignment	5 Marks
3. Presentation	5 Marks
4. Group Discussion	5 Marks
5. Quiz	5 Marks
6. Case Study	5 Marks
<b>Note:</b> 1. Any Four out of the above can be taken for the internal Assessment. 2. The internal Assessment shall be conducted throughout the Semester. 3. Field visit can be arranged.	

# Syllabus

## B.Com. (Second Year)

### (Sem.- IV)

**Title of Paper : Six Sigma and ISO**

Sr. No.	Heading	Particulars
1	<b>Description the course : Including but Not limited to :</b>	This course on Six Sigma and ISO standards equips the students with problem-solving skills, process improvement techniques, and knowledge of quality management systems, enhancing the career prospects in various industries.
2	<b>Vertical :</b>	Major
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory in a semester)
5	<b>Hours Allotted :</b>	30Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> ( List some of the course objectives ) <ol style="list-style-type: none"> <li>1. Understand the tools and techniques, advantages, and challenges of the Six Sigma methodology.</li> <li>2. Analyse the role of Six Sigma Green Belts, Black Belts, and Master Black Belts</li> <li>3. Understand the purpose of ISO Standards, the role of internal and external audits, and compliance.</li> <li>4. Evaluate the challenges in achieving and maintaining ISO Certification</li> <li>5. Apply the knowledge to anticipate issues related to the practical implementation of Six Sigma.</li> </ol>	
8	<b>Course Outcomes:</b> ( List some of the course outcomes ) <p>CO 1 : Learners will gain foundational knowledge of Lean methodologies and Six Sigma concepts (Understand)</p> <p>CO 2: Gain a comprehensive understanding of the specific ISO standard, its requirements, and its principles. (Understand)</p> <p>CO 3: Learners become adept at the Define, Measure, Analyze, Improve, and Control (DMAIC) methodology, a structured approach to problem-solving and process improvement. (Apply)</p> <p>CO 4: Learn about the process of becoming ISO certified, including preparing for initial certification, maintaining compliance, and undergoing surveillance audits (Analyse)</p> <p>CO 5 :Evaluate case studies of successful implementation of Six Sigma and ISO in various sectors. (Evaluate)</p>	

**9 Modules:-** Per credit One module created

**Module 1: Six Sigma**

**Unit I Introduction to Six Sigma**

- Overview of Six Sigma methodology
- History and Evolution of Six Sigma
- Key principles of Six Sigma: -
- Challenges of Six Sigma
- Levels of Six Sigma Certification
- Six Sigma improvement process
- Career options in Six Sigma.

Case study

Motorola - <https://pecb.com/article/six-sigma-a-case-study-in-motorola>

Dabbawallas - <https://kadence.com/the-genius-of-mumbais-dabbawalas-a-model-of-six-sigma-excellence>

**Unit II : Six Sigma Methodology and Trends**

- Six Sigma methodology/Phases – DMAIC (Define, Measure, Analyse, Improve, Control) – Purpose, Main Activities **and Tools & Techniques**
- Concept of Green Six Sigma, Fit Sigma, Lean Six Sigma
- Techniques & tools used to accomplish Lean Six Sigma goals

Case Study - <https://funding.ryan.com/blog/business-strategy/lean-six-sigma-manufacturing-industry-case-studies/>

- Future trends in Six Sigma (Digital Transformation, Integration with Artificial Intelligence (AI) and Machine Learning (ML), Agile Lean Six Sigma, Focus on Sustainability, Remote Collaboration, and Virtual Teams)
- Role of technology in Six Sigma implementation
- Ethical Considerations in Six Sigma.

**Module 2 : ISO Standards, Certification and Auditing**

**Unit I Introduction to ISO Standards**

- Concept of Quality, Quality standards-Principles of quality standards.
- ISO and its role in standardization
- Benefits of ISO certification for organizations
- Overview of common ISO standards- (ISO 9001 – Quality Management Systems, ISO 14001 – Environmental Management Systems, ISO 45001 – Occupational Health and Safety Management Systems, ISO 21001 – Educational Organisations). - Features, Benefit
- The importance of continual improvement (Kaizen) in ISO standards

Case study - <https://www.bsigroup.com/en-IN/products-and-services/standards/iso-45001-occupational-health-and-safety/>

	<b>Unit II : ISO Certification and Auditing</b>	
	<ul style="list-style-type: none"> <li>➤ Improving standards -Utilizing tools like PDCA and root cause analysis.</li> <li>➤ Conducting audits- Types of ISO audits</li> <li>➤ Steps for a successful audit</li> <li>➤ Role of technology in simplifying ISO Compliance process</li> <li>➤ Linking ISO standards to sustainability goals.</li> <li>➤ ISO ethics and compliance</li> </ul>	
<b>10</b>	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Alan Larson, Demystifying Six Sigma- A Company -Wide Approach to Continuous Improvement, AMACOM, ISBN – 0-8144-7184-6</li> <li>2. Hubert k Ramprasad &amp; Anwar El-Homsi (2008), TPS-Lean Six Sigma – Linking Human Capital to Lean Six Sigma, Sara Books Pvt. Ltd.</li> <li>3. Graham Wilson, 1994, On Route to Perfection- A Guide to Achieving Six Sigma, IFS International limited, UK</li> <li>4. William Truscott, 2008, Six Sigma- Continual Improvement for Businesses, Elsevier</li> <li>5. R. Eric Reidenbach and Reginald W. Goeke, 2007, Strategic Six Sigma for Champions- Keys to Sustainable Competitive Advantage, Pearson Advantage</li> <li>6. Jiju Anthony, Ricardo Banuaelas, Ashok Kkumar (Ed) 2008, World Class Applications of Six Sigma, Elsevier India Private Limited.</li> <li>7. <a href="https://innocentrix.com/files/presentationintrosixsigma.pdf">https://innocentrix.com/files/presentationintrosixsigma.pdf</a></li> <li>8. <a href="https://goleansixsigma.com/roles-lean-six-sigma/?srsltid=AfmBOorofQ0Jr52_wPOjo3jP6sFcOekOE_aBS1g8my0nprUvxYmKT6-Z">https://goleansixsigma.com/roles-lean-six-sigma/?srsltid=AfmBOorofQ0Jr52_wPOjo3jP6sFcOekOE_aBS1g8my0nprUvxYmKT6-Z</a></li> <li>9. <a href="https://asq.org/quality-resources/learn-about-standards?srsltid=AfmBOoqeme9hQQeUfB3BHERd4mKyFHNadDJWJVXX6uC4a9fv1N9TBLCp">https://asq.org/quality-resources/learn-about-standards?srsltid=AfmBOoqeme9hQQeUfB3BHERd4mKyFHNadDJWJVXX6uC4a9fv1N9TBLCp</a></li> <li>10. Iliemena, R. O., Amedu, J. M. I., &amp; Goodluck, H. C. (2022). Sustainability in production of goods and services: Addressing ethical issues using the lean six sigma approach. <i>Human resources management in changing times</i>, 416-429</li> <li>11. <a href="https://www.siscertifications.com/iso-certification-for-education-institutes-india/">https://www.siscertifications.com/iso-certification-for-education-institutes-india/</a></li> </ol>	
<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60% Individual Passing in Internal and External Examination</b>
<b>12</b>	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 4 )	

Exam Pattern (External Examination)	
<b>Total Marks: 30</b>	<b>2 Credits</b>
<b>Time: 1 hour</b>	
<b>Answer any two questions out of three questions</b>	
Q.1 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.2 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.3 Answer the Following Questions. a) b)	7.5 x 2= 15

Exam Pattern (Internal Examination) Total 20 Marks	Marks
1. Class Test	5 Marks
2. Assignment	5 Marks
3. Presentation	5 Marks
4. Group Discussion	5 Marks
5. Quiz	5 Marks
6. Case Study	5 Marks
<b>Note:</b> 1. Any Four out of the above can be taken for the internal Assessment. 2. The internal Assessment shall be conducted throughout the Semester. 3. Field visit can be arranged.	

**SEC**



# Syllabus

## B. Com. (Second year)

### (Sem.- IV)

**Title of Paper : Advertising-II**

Sr. No.	Heading	Particulars
1	<b>Description the course :</b>  <b>Including but Not limited to :</b>	This course includes the understanding of media and emerging media in advertising. It also includes the planning creativity and execution of advertising campaign. The course will help learners to acquire the skills required in the field of advertising.
2	<b>Vertical :</b>	SEC
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory in a semester)
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> ( List some of the course objectives ) 1. The objective of this course is to highlight the role of advertising as an important function in marketing 2. To orient learners towards the practical aspects and techniques of advertising. 3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.	
8	<b>Course Outcomes:</b> ( List some of the course outcomes )  <b>CO1-</b> Understand the types of media in advertising, media objectives, media planning strategies ,emerging media and trends in advertising (Understand)  <b>CO2-</b> Conceptualize and execute an effective advertising campaign by using advertising models, creativity and budgeting methods for print and broadcast ads.(Apply)	

9	<p><b>Modules:-</b> Per credit One module created</p> <p><b>Module 1: Media and Emerging Trends in Advertising</b></p> <p><b>Unit I Media in advertising :</b></p> <ul style="list-style-type: none"> <li>Traditional media- Print, Television, Radio, Outdoor advertising, Digital media-advantages and limitations, Media Objectives - Reach, Frequency and GRPs</li> <li>Media Planning- Concept, Factors considered while selecting media, Media Scheduling Strategies</li> </ul> <p><b>Unit II Emerging media and use of AI in advertising:</b></p> <ul style="list-style-type: none"> <li>Google Ads, YouTube Ads, Social media advertising, Interactive Advertising -Types of Interactive Ad Content</li> <li>Use of AI in Advertising-Types and Significance, AI in Content Creation, Data science and analytics for Targeting</li> </ul> <p><b>Module 2 Planning, Creativity and Execution of Advertising Campaign</b></p> <p><b>Unit I Advertising Campaign:</b></p> <ul style="list-style-type: none"> <li>Concept, Steps in planning Advertising Campaign, DAGMAR model, Advertising Budget- Factors determining advertising budget, methods of setting advertising budget-</li> <li>Creativity in advertising, Storytelling and visual communication in advertising</li> </ul> <p><b>Unit II Preparing print and broadcast ads:</b></p> <ul style="list-style-type: none"> <li>Essentials of Copywriting, Copy – Elements, Layout- Principles, Illustration- Importance</li> <li>Scriptwriting and elements of a good script, Concept of Storyboard, Jingles and Music – Importance, Execution Styles</li> </ul>
10	<p><b>Reference Books:</b></p> <ul style="list-style-type: none"> <li>Belch &amp; Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill, 2009.</li> <li>David Ogilvy, Ogilvy on Advertising, Headline Welbeck, 2023.</li> <li>Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education</li> <li>Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall 6.</li> <li>Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education</li> <li>Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.</li> <li>Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing</li> <li>Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson</li> <li>Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube Paperback – March 8, 2016</li> <li>Advertising Concept Book Paperback – Import, 31 July 2012, by Pete Barry</li> <li>The Advertising Age Encyclopedia of Advertising (Three Volume Set) by John McDonough and Karen Egolf</li> </ul>

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 4 )	

Exam Pattern (External Examination)	
<b>Total Marks: 30</b>	<b>2 Credits</b>
<b>Time: 1 hour</b>	
<b>Answer any two questions out of three questions</b>	
Q.1 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.2 Answer the Following Questions. a) b)	7.5 x 2= 15
Q.3 Answer the Following Questions. a) b)	7.5 x 2= 15

Exam Pattern (Internal Examination) Total 20 Marks	Marks
1. Class Test	5 Marks
2. Assignment	5 Marks
3. Presentation	5 Marks
4. Group Discussion	5 Marks
5. Quiz	5 Marks
6. Case Study	5 Marks
<b>Note:</b> 1. Any Four out of the above can be taken for the internal Assessment. 2. The internal Assessment shall be conducted throughout the Semester. 3. Field visit can be arranged.	

AC – 20/05/2025  
Item No. – 5.45 (N) Sem-IV 5(d)

## As Per NEP 2020

# University of Mumbai



Syllabus for Basket of AEC	
Board of Studies in English	
UG First Year B.Com. Programme	
Semester	IV
Title of Paper	Credits
Business Communication Skills II	2
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>  <b>Including but Not limited to:</b>	<p>Business communication is an integral part of the commercial and corporate world. The growth of commercial organizations is directly linked to the effectiveness of their methods of communication with all their stakeholders. The success of an organization is also closely linked to its image building. As a discipline, business communication has changed diametrically and exponentially because of the rapid changes in information technology.</p> <p>In this scenario, it is imperative that all corporate professionals should have command over the various dimensions of business communication including the intentional and unintentional, the verbal and non-verbal, the in-person and the digital.</p> <p>The systematic study of business communication prepares the learners to become capable entrepreneurs, professionals, team-members and managers in today's competitive, networked and digitized business world.</p>
2	<b>Vertical :</b>	<b>Ability Enhancement Course</b>
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks

7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To enable learners engage effectively with group communication.</li> <li>2. To improve learners' skills in selection processes like interviews and group discussions.</li> <li>3. To increase learners' understanding of the purpose and functions of meetings.</li> <li>4. To equip learners with writing skills for trade-related communication.</li> </ol>
8	<b>Course Outcomes:</b> At the end of the course, learners will be able to: <ol style="list-style-type: none"> <li>1. Understand and engage with group communication processes.</li> <li>2. Perform more effectively during interviews and group discussions.</li> <li>3. Participate more efficiently in meetings.</li> <li>4. Write more impactful trade-related communication.</li> </ol>
9	<b>Modules:-</b> Per credit One module can be created
	<b>Module 1: Group Communication (15 Lectures)</b>
	<ol style="list-style-type: none"> <li><b>1. Interviews</b> <ul style="list-style-type: none"> <li>- Definition, format and process of interviews</li> <li>- Selection interviews, assessment interviews, grievance interviews, exit interviews</li> <li>- Preparation and role of interviewers</li> <li>- Preparation and role of interviewees</li> <li>- Online interviews</li> </ul> </li> <li><b>2. Group Discussion</b> <ul style="list-style-type: none"> <li>- Meaning and types</li> <li>- Skills that are assessed during Group Discussion</li> <li>- Process of Group Discussion</li> <li>- Do's and don'ts of Group Discussion</li> </ul> </li> <li><b>3. Meetings</b> <ul style="list-style-type: none"> <li>- Meaning and definition</li> <li>- Types of meeting: formal and informal with examples</li> <li>- Conducting a meeting</li> <li>- Role of chairperson</li> <li>- Role of participants</li> <li>- Online meetings: Skype, Zooms, Google Meet, MS Teams</li> </ul> </li> </ol>
	<b>Module 2: Written Communication in Business (15 Lectures)</b>

	<ol style="list-style-type: none"> <li>1. Notice, agenda, minutes and resolution for meetings</li> <li>2. Letter of inquiry</li> <li>3. Complaint and claim letter – adjustment letter</li> <li>4. Sales letters and pamphlets</li> <li>5. Consumer Grievance letter</li> </ol>
<b>10</b>	<b>Text Books: N.A.</b>
<b>11</b>	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Ashley, A. <i>A Handbook of Commercial Correspondence</i>. New Delhi: Oxford University Press, 1992.</li> <li>2. Aswalthapa, K. <i>Organisational Behaviour</i>. Mumbai: Himalaya Publications, 1991.</li> <li>3. Bahl, J. C. and Nagamia S. M. <i>Modern Business Correspondence and Minute Writing</i>. New Delhi: N. M. Tripathi Pvt. Ltd, 1974.</li> <li>4. Balan, K.R. and Rayudu, C. S. <i>Effective Communication</i>. New Delhi: Beacon Books, 1996.</li> <li>5. Bangh, L.Sue, Fryar, Maridell and Thomas David A. <i>How to Write First Class Business Correspondence</i>. N.T.C. Publishing Group USA, 1998.</li> <li>6. Barkar, Alan. <i>Making Meetings Work</i>. New Delhi: Sterling Publications Pvt. Ltd., 1993.</li> <li>8. Benjamin, James <i>Business and Professional Communication: Concepts and Practices</i>. New York: Harper Collins College Publishers, 1993.</li> <li>9. Bhargava and Bhargava. <i>Company Notices, Meetings and Regulations</i>. New Delhi: Taxman, 1971.</li> <li>10. Britt, Deborah. <i>Improving Business Communication Skills</i>. Kendall Hunt Publishing Co, 1992.</li> <li>11. Bovee Courtland, L. and Thrill, John V. <i>Business Communication Today</i>, McGraw Hill. New York: Taxman Publication, 1989.</li> <li>12. Burton, G. and Thakur. <i>Management Today- Principles and Practices</i>. New Delhi: Tata McGraw Hill, 1995.</li> <li>13. Drucher, P.F. <i>Technology, Management and Society</i>. London: Pan Books, 1970.</li> <li>14. Emans, Ben. <i>Interviewing: Theory, techniques, and training</i>. Taylor &amp; Francis, 2019.</li> <li>15. Eyre, E.C. <i>Effective Communication Made Simple</i>. Kolkata: Rupa and Co., 1985.</li> <li>16. Fisher, Dalmar. <i>Communication in Organisation</i>. Mumbai: Jaico Publishing House, 1999.</li> <li>17. Frailley, L.E. <i>Handbook of Business Letters</i>, Revised Edn. New Jersey: Prentice Hall Inc., 1982.</li> <li>18. French, Astrid. <i>Interpersonal Skills</i>. New Delhi: Sterling Publishers, 1993.</li> <li>Ganguly, Anand. <i>Group Discussion</i>. Pustak Mahal, 2012.</li> <li>19. Gartside, L.E. <i>Modern Business Correspondence</i>. Plymouth: McDonald and Evans Ltd., 1980.</li> <li>20. Ghanekar, A. <i>Communication Skills for Effective Management</i>. Pune: Everest Publishing House, 1996.</li> <li>21. Labade, Sachin, Katre Deepa et al. <i>Communication Skills in English</i>. Orient Blackswan, Pvt Ltd, 2021.</li> <li>22. Reed, Karim and Joseph A. Allen. <i>Suddenly Virtual: Making Remote Meetings Work</i>. Wiley, 2021.</li> </ol>

<b>12</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination Individual Passing in Internal and External Examination : 60%</b>												
<b>13</b>	<b>Continuous Evaluation through:</b> <ul style="list-style-type: none"> <li>• Performance in oral activities (during lectures): 10 marks The class may be divided into batches to conduct the oral activities by creating formal schedule for the same before the semester End Examination.</li> <li>• Written assignments or projects: 10 marks Learners will have to write and submit written assignments in a timely manner.</li> </ul> <b>Suggested Activities:</b> <ul style="list-style-type: none"> <li>• Mock interviews and group discussions</li> <li>• Making short presentations on given topics</li> <li>• Official notice / agenda / minutes / resolution writing exercises</li> <li>• Role play in group communication situations, like meetings</li> </ul>													
<b>14</b>	<b>Format of Question Paper:</b> for the final examination  <table> <tr> <td><b>External / Semester End Examination</b></td><td><b>Marks: 30</b></td><td><b>Time: 1 Hours</b></td></tr> <tr> <td>Q.1. Essay Type Questions (Any One out of two on Unit I)</td><td></td><td>Marks 10</td></tr> <tr> <td>Q.2. Essay Type Questions (Any One out of two on Unit II)</td><td></td><td>Marks 10</td></tr> <tr> <td>Q.3. Short Notes/Problem (Any Three out of five on all Units)</td><td></td><td>Marks 10</td></tr> </table>		<b>External / Semester End Examination</b>	<b>Marks: 30</b>	<b>Time: 1 Hours</b>	Q.1. Essay Type Questions (Any One out of two on Unit I)		Marks 10	Q.2. Essay Type Questions (Any One out of two on Unit II)		Marks 10	Q.3. Short Notes/Problem (Any Three out of five on all Units)		Marks 10
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**Sign of BOS Chairman**  
**Dr. Sachin Labade**  
**Board of Studies in**  
**English**

**Sign of the Offg.**  
**Associate Dean**  
**Dr. Suchitra Naik**  
**Faculty of**  
**Humanities**

**Sign of the Offg.**  
**Associate Dean**  
**Dr. Manisha Karne**  
**Faculty of**  
**Humanities**

**Sign of the Dean**  
**Prof. Dr. Anil Singh**  
**Faculty of**  
**Humanities**



## B.Com. (Accountancy) Syllabus S.Y. B.COM (Semester - IV)

### Title of Paper: Accountancy & Financial Management–IV

Sr. No.	Heading	Particulars
1	<b>Description the course :</b>  <b>Including but Not limited to :</b>	<p>This course provides essential knowledge and skills for accounting professionals working in corporate finance and financial reporting. The ability to accurately handle complex financial transactions, like share and debenture redemptions, is highly valued by employers. It enables professionals to contribute to sound financial management and decision-making within organizations. As regulations evolve, professionals with strong accounting knowledge are in demand to ensure compliance and maintain financial integrity.</p> <p>Understanding the redemption of preference shares and debentures is crucial for compliance and financial statement preparation. Career prospects include roles in Corporate accounting departments, Audit firms, Financial analysis and Regulatory compliance.</p>
2	<b>Vertical :</b>	Major
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory)
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>To calculate the minimum fresh issue of shares required to redeem preference shares, demonstrating an understanding of the provisions of Section 55 of the Companies Act, 2013.</li> <li>To explain the provisions of Section 71 (1) and (4) of the Companies Act, 2013, and apply the Companies Rules to calculate the Debenture Redemption Reserve (DRR) and redemption procedure.</li> </ul>	

8	<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>The learner will be able to prepare journal entries and balance sheet to reflect the redemption of preference shares using the appropriate methods and accounting treatment.</li> <li>The learner will be able to construct journal entries, ledger accounts, and a partial balance sheet to record the redemption of debentures using different methods</li> </ul>
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9	<b>Modules:- 02</b>
	<b>Module 1: Redemption of Preference Shares</b>
	<ul style="list-style-type: none"> <li>Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules.</li> <li>Methods of Redemption of fully paid up Preference Shares as per Companies Act, 2013: <ul style="list-style-type: none"> <li>The proceed of a fresh issue of shares, the capitalisation of undistributed profits and a combination of both</li> <li>Calculation of minimum fresh issue to provide the fund for redemption.</li> </ul> </li> </ul> <p>(Question on entries and/or Balance Sheet)</p> <p>Note: Companies governed by Section 133 of the Companies Act, 2013 and comply with the accounting standards prescribed for them. Hence, the balance in security premium account not to be utilised for premium payable on redemption of preference shares.</p>
	<b>Module 2: Redemption of Debentures</b>
	<ul style="list-style-type: none"> <li>Introduction : Provisions of Section 71 (1) and (4) of the Companies Act, 2013</li> <li>Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures</li> <li>Terms of issue of debentures.</li> <li>Methods of redemption of debentures: By payment in lumpsum and by payment in instalments (excluding from by purchase in open market), Conversion.</li> </ul> <p>(Question on entries. ledgers and/or Balance Sheet and /or redemption of preference shares)</p>
10	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>Jain, S. P., &amp; Narang, K. L. (2018). <i>Advanced accountancy</i> (10th ed.). Kalyani Publishers.</li> <li>Shukla, M. C., Grewal, T. S., &amp; Gupta, S. C. (2020). <i>Advanced accounts</i> (19th ed.). S. Chand Publishing.</li> <li>Hanif, M., &amp; Mukherjee, A. (2019). <i>Modern accountancy</i> (Vol. 2). McGraw Hill Education.</li> <li>Tulsian, P. C. (2022). <i>Financial accounting</i>. S. Chand Publishing.</li> <li>ICAI. (Current Year). <i>Accounting standards</i>. Institute of Chartered Accountants of India.</li> </ul>

	<ul style="list-style-type: none"> <li>• ICAI. (Current Year). <i>Companies act 2013</i>. Institute of Chartered Accountants of India.</li> <li>• Maheshwari, S. N., &amp; Maheshwari, S. K. (2018). <i>Corporate accounting</i>. Vikas Publishing House.</li> <li>• Gupta, R. L., &amp; Radhaswamy, M. (2017). <i>Advanced accountancy</i>. Sultan Chand &amp; Sons.</li> <li>•</li> </ul>																									
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## 9.1



# University of Mumbai

## **Guidelines for Community Engagement Projects (CEP) for Undergraduate Students As per NEP 2020**

**With effect from Academic Year 2025-2026**

## **Index**

1. Introduction
2. Objectives
3. Outcomes
4. Indicative list of areas for CEP
5. Roles and responsibilities
6. The process of Implementation
7. Credits and Duration
8. Community Engagement Project Report
9. Evaluation Pattern
10. Appendix I: Guide interaction diary Form
11. Appendix II: Main Page Format of Project Report
12. Appendix III: College/Institute/ Department Certificate format
13. Appendix IV: Proforma for student's Declaration
14. Appendix V: Students Feedback on Community Engagement Project
15. CEP Guidelines Draft Committee

## **1. Introduction:**

The curriculum component of ‘community engagement projects’ is specifically incorporated as an integral part of NEP 2020 curriculum to acquaint the students about the socio-economic issues and challenges of the local and extended community so that the theoretical learnings can be supported by actual life experiences. India is a diverse country with heterogeneous communities and in this context the objective of the course is to encourage students to create and implement solutions to the real-life community level issues.

This course intends to assist the students to connect and interact with heterogeneous communities for identifying issues they face and try to provide probable solutions to community level problems. This approach is important in order to broaden opportunities of social responsibility, environmental sustainability, nation building and peace.

Community Engagement Projects work will provide students an opportunity to visit and observe situations in rural and urban contexts. The students are expected to observe and study actual field situations in socio economic contexts while doing their community engagement project. The course will create opportunities for students to understand the interconnection between theoretical knowledge and practical applications. Community Engagement Projects is expected to enhance their sensitivity to socio economic issues and improve their ability of problem solving as well as designing innovative solutions to the existing and emerging problems. Community Engagement Projects’ component will also broaden the possibilities of deeper learning and enhancing research acumen of students. Community Engagement projects will not only make students aware about various societal issues but will also sensitize them towards various problems and challenges in the society and how these can be dealt with.

## **2. Objectives**

**Community Engagement projects in general sets out to achieve objectives such as:**

1. Align classroom learnings with awareness about societal issues.
2. Provide students an exposure to societal issues and align their experiences with contemporary problems/ concerns
3. Integrating theoretical and practical aspects to create blended learning experience under the guidance of their faculty.
4. Enhance research skills including knowledge discovery, analytical tools, methodologies,

and ethical conduct.

5. Facilitate problem-solving, decision-making, teamwork, and collaboration.
6. Foster ability to work in teams, develop social awareness and nurturing of human values in students.
7. Create collaboration between Higher Education Institutes (HEIs), social organization, Government and non-government institutes for impactful Community Engagement Projects.

### **3. Outcomes:**

After the completion of the CEP course, the student will be able to:

1. Tackle/ Understand the societal issues more efficiently and effectively.
2. Apply concepts learned in classrooms to real-world socio-economic conditions enhancing their understanding and skills.
3. Show insights into the challenges, opportunities and culture of socioeconomic diversity, preparing them for future roles as responsible citizens.
4. Demonstrate evidence of research aptitude and skills of critical thinking, analytical skills, and ethical research conduct in field work.
5. Display problem-solving abilities in making informed decisions in complex scenarios through practical situations.
6. Work in teams and collaborate to achieve common goals in the work field environments through collaborative efforts.
7. Show integrity in their dealings with their work and the people that they interact with by upholding professional; principles and ethical standards.

### **4. Indicative list of areas for CEP:**

The areas of field work can be decided by the head of the institution in consultation with CEP committee, CEP Coordinators and the faculty in respective subjects.

Indicative (yet non-restrictive) areas for engagement can be:

1. Community projects on Mangrove conservation, tree plantation, and eco-awareness campaigns.
2. Engagement in guided biodiversity trails and sustainability education campaigns.
3. Assistance in slum-based education and nutrition programs for children.
4. Improve public spaces and civic hygiene through youth-led volunteering
5. Use digital skills to implement socially impactful tech projects

## **5. Role and responsibilities**

### **Head of the Department/Director/Principal:**

1. Allotment of guides for the students for Community Engagement Projects should be done by Head of the Department/Director/Principal of the institute/college, as the case may apply.
2. While allocating the students under more than one guide- the principle of fairness in distribution should be followed.
3. In case, the number of in- house guides are not adequate then students can be allotted to competent external experts.
4. To provide resources and assistance to ensure effective carrying out of CEP.

### **CEP Committee:**

1. To oversee the quality and effectiveness of the implementation of the CEP course.
2. To ensure that the CEP course program aligns with departmental and program academic objectives.
3. To establish continuous evaluation mechanisms for evaluating the course and to make required process improvements from time to time.

### **CEP Coordinator:**

1. To play crucial role in coordinating and implementing the CEP course within college/ department / institute.
2. To act as a liaison entity between the department, students, faculty mentors and CEP supervisors (Host institute/ organization)

### **Student Coordinators:**

To help the CEP coordinators/ Faculty Mentors in pre-, during and post-CEP activities.

### **Faculty Mentor:**

1. To assist in identifying CEP opportunities and approve CEP plans.
2. To continuously monitor student progress and extend guidance.
3. To receive and provide regular feedback on student's progress in CEP
4. To evaluate CEP documents including CEP reports, presentations, or other expected academic deliverables.



## **6. Process of CEP implementation:**

### **Flow chart**

1. Formation of CEP Committee
2. Appointment of CEP Coordinators and Faculty Mentor
3. Community Engagement Projects orientation by the CEP committee and CEP Coordinator/s
4. Allotment of students under Faculty mentors.
5. Execution of CEP
6. Evaluation
7. Feedback

### **Mechanism for the implementation of CEP:**

1. To facilitate effective implementation of the CEP program, Colleges/Departments/Institutes are encouraged to establish a CEP committee responsible for overseeing its smooth functioning. It will consist of the following: Head of the department, CEP Coordinator, Faculty Mentors and one/two student coordinators.
2. One teaching faculty member and one/two students from each undergraduate department will be nominated to serve as coordinators for the CEP program. These coordinators will play a crucial role in coordinating and implementing the program within their respective departments.
3. The CEP Committee and CEP coordinator will take the lead in preparing an action plan for the implementation of the CEP program.
4. To streamline the administrative process, the CEP Committee / CEP Coordinator will provide necessary formats to students for documentation related to the program.
5. Each Department/Centre should establish collaborations with relevant NGOs, community organizations, research institutes, etc., for CEP. These collaborations will serve as crucial avenues for facilitating CEP opportunities for students.
6. Effective communication is key to the success of the CEP program. Regular communication with heads and coordinators of the department/centre/Institute and maintaining proper records is essential. The faculty mentor and individual student will be responsible for maintaining relevant documents related to the program.
7. Before the commencement of the CEP program, an orientation session will be conducted by

the members of CEP committee / CEP coordinator/s. This session will serve to familiarize students with the purpose, process, and code of conduct associated with the program.

8. To ensure effective mentoring and support, an equal number of students will be allocated to each faculty member of the department. These faculty members will act as CEP mentors and will be responsible for monitoring and evaluating the progress of the allotted students.
9. Throughout the CEP period, students will maintain activity reports as per the provided format and get it validated by the supervisor.
10. Upon completion of the CEP program, students must submit a completion certificate duly signed by the faculty supervisor.

### **7.Credits and duration:**

1. CEP will carry weightage of two credits.
2. Each student will be expected to carry out a minimum of 2-3 extensive community interactions.
3. The CEP program should be completed in appropriate Semester as per the program structure. If required CEP can also be carried out during the semester break.

### **8.Community Engagement Project Report:**

The students are required to submit a report of the Community Engagement Projects at the end of the semester in the following suggested format.

All projects should be typed on *A4 sheets, Font Size 12, Times New Roman, one and a half spacing on executive bond paper*. The project report shall have appropriate chapter scheme and be presented in a minimum of 20 pages (Approximately minimum of 4000 to 5000 words).

Report should be arranged in the following order

#### **Title Page**

- Title of the Report (Font size 14)
- Name of the Student
- Roll number/Seat number
- Program Title
- Name of the Mentor
- Month of Submission

**Certificate by the Institute**

**Certificate by Mentor**

**Student's Declaration**

**Acknowledgement**

**Abstract**

A brief summary of the community interactions, key observations, and main conclusions (200-300 words)

**Table of contents**

- Include headings and subheadings with page numbers.

**List of Figures and Tables**

- List all figures and tables included in the report with corresponding page numbers.

**Chapter 1: Introduction**

- Purpose of the visit: Outline the objectives and expected outcome of the community interactions.
- Background Information: Provide context about the community interactions and its significance.
- Scope of the Report: Define the boundaries of what the report will cover.

**Chapter 2: Literature Review**

- Review relevant literature on the site(s) visited, focusing on previous studies, historical accounts, and critical analyses of the literary significance.

**Chapter 3: Methodology**

- Describe the approach and tools used for data collection during the visit (e.g., observational methods, interviews, archival research).
- Discuss the rationale behind the chosen methods.

**Chapter 4: Description of the community interactions, Observations and Analysis**

- Provide detailed descriptions of community interactions and engagements carried out.
- Include observations related to fieldwork: work's-relevance to topic selected.

- Use photographs, diagrams, and sketches, etc. to support the descriptions.
- Analyze the data collected in relation to the study objectives.

### **Chapter 5: Conclusion and Recommendations**

- Discuss how the findings from the visits contribute to the understanding of subject area.
- Summarize the key findings and their significance.
- Offer recommendations based on the research findings for further study or preservation efforts.

### **References**

- List all sources cited in the report in a consistent format.

### **Appendices**

- Include additional data, interview transcripts, notes, or documents that are relevant to the report but not integral to its main text.

### **9. Evaluation Pattern**

Evaluation during the CEP program involves two key components: External Evaluation (40%) and Internal Evaluation (60%).

(i) Internal Evaluation by Guide (Marks 20)

<b>Criteria</b>	<b>Marks</b>
Attendance, Community interactions completion and interaction with supervisor	10
Overall Report quality	10
<b>Total</b>	<b>20</b>

(ii) External Evaluation (Marks 30)

<b>Criteria</b>	<b>Marks</b>
Objectives, Literature Review, Methodology, Data Analysis, Conclusion and Recommendations	15
Overall Project Report Structure and Style	5
Presentation Skills & Communication	10
<b>Total</b>	<b>30</b>

**Appendix I**  
**GUIDE INTERACTION DIARY FORM**

I, the undersigned Ms. /Mr. \_\_\_\_\_ Roll  
No. \_\_\_\_\_, currently enrolled in the \_\_\_\_\_ Year of  
\_\_\_\_\_ Full-time Program \_\_\_\_\_ at \_\_\_\_\_ institute/  
college, am undertaking my Community Engagement Project work under the guidance of  
Dr./Ms./Mr. \_\_\_\_\_, and I hereby confirm that I have  
met my Internal guide on the following dates mentioned below for Project Guidance:-

Sr. No.	Date	Signature of the Internal Guide

\_\_\_\_\_  
Signature of the Candidate

\_\_\_\_\_  
Signature of Internal Guide

**IMPORTANT:** It is expected that students will be meeting their guide at least five times for the CEP work interaction. The candidate should retain the above stated 'Project Guide Interaction Certificate Form' and submit the same with required signatures of the guide while submitting the Project to the Institute.

THE PROJECT REPORT WILL NOT BE ACCEPTED WITHOUT THE DULY FILLED PROJECT GUIDE INTERACTION CERTIFICATE.

## **Appendix II**

### **Main Page Format of Project Report**

#### **Title of the Project**

Name of the Student

(Name of Academic Course and Academic Year Details)

Example: Masters in Management Studies

Under the Guidance of

Name of Guide

Name of the Department/College/Institute

Academic Year – 2025-26

### Appendix III

Name of the Department/College/Institute

## Certificate

I hereby certify that Mr./Ms. \_\_\_\_\_, Student of  
\_\_\_\_\_ Institute/college studying in  
\_\_\_\_\_ program has completed a C. E. project  
titled \_\_\_\_\_ in the area of  
\_\_\_\_\_ specialization for the academic year 2025-2026. To  
the best of my knowledge the work of the student is original and the information included in  
the project is correct.

Internal Guide

Head of the Department

Principal



## **Annexure IV**

### **Declaration**

I, Mr./Ms. \_\_\_\_\_ Student of  
\_\_\_\_\_ Institute/college studying in  
\_\_\_\_\_ program, hereby declare that I have completed  
the Community Engagement Project titled \_\_\_\_\_  
during the academic year 2025-2026.

The report is original and the information/data included in the report is true emerging from the primary and/ secondary data gathered and analyzed as part of this Community Engagement project.

Due credit is extended on the work of Literature/Secondary Survey by endorsing it in the Bibliography as per prescribed format.

Signature of the Student with date

Name of Student

**Annexure V**  
**Student Feedback on CEP**  
**(To be filled by Students after CEP completion)**

Student Name:

Seat No. /Roll No.:

Email:

Department:

Name of the Mentor:

Title/Heading of Community Engagement Projects:

Brief description of CEP carried out:

Dates of CEP:

**My internship experience was related to my major area of study/ academic program**

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

Indicate the degree to which you agree or disagree with the following statements.

<b>This experience has:</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Has increased my sensitivity towards societal problems					
Given me the opportunity to explore a career field delete					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world before permanent employment delete					
Helped me develop my written and oral					

communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
Expanded my sensitivity to the ethical implications of the work involved					
Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Allowed me to acquire information and/ or use equipment not available at my Institute					
Allowed me to realize socio-economic issues in the society repeated					

- The faculty mentor extended guidance and mentoring through-out the CEP process:

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

- Were you able to accomplish the initial goals, tasks and new skills that were set down in CEP plan?

1. Strongly Agree
2. Agree
3. Disagree
4. Strongly Disagree

- Considering your overall experience, how would you rate this CEP? (Circle one):

Poor/ Satisfactory/ Good/ Excellent

- Give suggestions as to how your CEP experience could have been improved."

(Please mark ✓ for areas that were satisfactory and ✗ for areas that need improvement)

**Aspect of CEP Experience**

- Clear orientation and briefing at the start
- Relevance of project to academic learning
- Availability and support from internal guide
- Adequate field exposure and hands-on engagement
- Clarity in roles and responsibilities
- Time provided for the completion of project

Signature of Student

Name

Date:

## Under the Guidance of

Hon'ble Vice Chancellor  
**Prof. Dr. Ravindra Kulkarni**

Hon'ble Pro-Vice Chancellor  
**(Prin.) Dr. Ajay Bhamare**

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### CEP Guidelines Draft Committee

<b>Prof. Shivram S. Garje</b> Off. Dean (Science and Technology)	Convener
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<b>Prof. Smita Shukla</b> Director, Alkesh Dinesh Mody Institute of Finance and Management Studies	Member
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<b>Prof. Manisha A. Karne</b> Off. Associate Dean (Humanities) and Director, Mumbai School of Economics and Public Policy	Member
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<b>Prof. Priya Vaidya</b> Head, Department of Philosophy	Member
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<b>Dr. Suchitra Naik</b> Off. Associate Dean (Humanities) and Principal, K.G. Joshi College of Arts & N.G. Bedekar College of Commerce	Member
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<b>Prof. Vishwanath Patil</b> I/c Director, National Centre for Nanoscience and Nanotechnology	Member
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## As Per NEP 2020

# University of Mumbai



### Syllabus for Basket of OE Vertical 3

Faculty of Science and Technology

Board of Studies in Information Technology

Second Year Programme

Semester

IV

Title of Paper

Credits

Digital Marketing

2

From the Academic Year

2025-26

**Title of Paper Digital Marketing**

Sr.No.	Heading	Particulars
1	Description the course : Including but Not limited to:	A Digital Marketing course focuses on equipping students with the knowledge and skills required to promote products, services, or brands using various digital channels. It covers the fundamentals of online marketing, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising. This course is ideal for individuals looking to build careers in marketing, grow their business online, or enhance their digital presence.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credits :	2 credits (1 credit = 15 Hours for Theory in a semester, Total 30 hours)
5	Hours Allotted :	30
6	Marks Allotted:	50
7	Course Objectives(CO): CO 1: Recognize how digital marketing elements such as SEO, e-mail marketing, social media, and mobile marketing contribute to a business's success. CO 2: Gain a thorough understanding of SEO, its importance in improving search rankings, and how it drives online visibility. CO 3: Master E-mail Marketing and Digital Display Advertising. CO 4: Gain Expertise in Social Media Marketing CO 5: Understand the role of mobile marketing, including the differences between mobile apps and widgets, and its application in both B2B and B2C settings CO 6: Evaluate Marketing Success and Optimize Campaigns.	
8	Course Outcomes (CO): CO 1. Identify and describe the key elements of digital marketing, including SEO, e-mail marketing, social media marketing, and mobile marketing. CO 2. Implement SEO best practices for on-page and off-page optimization, including creating backlinks, using internal/external links, and optimizing content. CO 3. Create and deliver structured, effective e-mail marketing campaigns that engage recipients and drive conversions. CO 4. Develop strategies to create engaging content and utilize user-generated content to improve social media marketing effectiveness.	
9	Modules: Module 1:	15 Hrs

	Introduction to Digital Marketing - Basic concepts, benefits and opportunities of digital marketing and its usage in business to business (B2B), business to consumer (B2C), not for profit (NFP) marketing					
	Search Engine Optimization: (SEO), E-mail Marketing and Digital Display Advertising					
	Module 2:-					15 Hrs
	Social Media Marketing : The key impact of social media on search engine optimization based on key metrics like CPC, PPC, CPM, CTR, and CPA , different aspects of social marketing and its behavior.					
	Mobile Marketing and Web Analytics: Presentation of mobile apps, Overview related to B2B and B2C mobile marketing					
10	Books and References:					
	Sr. No.	Title	Author/s	Publisher	Edition	Year
	1	Digital Marketing Trends and Prospects	Dr. Shakti Kundu	BPB	FIRST EDITION	2021
	2	Marketing 4.0	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	ePUB	–	–
12	<b>Internal Continuous Assessment:40%</b>			<b>Semester End Examination: 60%</b>		
13	Continuous Evaluation through: Mini Project - 15 Marks Quizzes/ Presentations/ Assignments: 5 marks Total: 20 marks			Format of Question Paper: External Examination (30 Marks)– 1 hr duration		



14	<p>Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour)</p> <p>Q1: Attempt any two (out of four) from Module 1 (15 marks)</p> <p>Q2: Attempt any two (out of four) from Module 2 (15 marks)</p> <p>Or</p> <p>Q1: Attempt any three (out of five) from Module 1 (15 marks)</p> <p>Q2: Attempt any three (out of five) from Module 2 (15 marks)</p>
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**Sd/-**  
**Sign of the BOS**  
**Chairman**  
**Dr. Srivaramangai R**  
**BOS in Information**  
**Technology**

**Sd/-**  
**Sign of the**  
**Offg. Associate Dean**  
**Dr. Madhav R. Rajwade**  
**Faculty of Science &**  
**Technology**

**Sd/-**  
**Sign of the Offg. Dean**  
**Prof. Shivram S. Garje**  
**Faculty of Science &**  
**Technology**

**Syllabus**  
**B.Com. (Investment Management)**  
**(Sem.- IV)**

**Title of Paper: INVESTMENT BANKING II : WEALTH MANAGEMENT:  
PRINCIPLES & PRACTICES**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description the course :</b>  <b>Including but Not limited to :</b>	Wealth management is a comprehensive financial service that integrates investment planning, asset allocation, risk management, estate planning, and tax strategies to help individuals and organizations grow and preserve wealth. This course introduces students to key wealth management principles, tools, and techniques used by financial advisors, private bankers, and portfolio managers to optimize financial growth and security.
<b>2</b>	<b>Vertical :</b>	Minor
<b>3</b>	<b>Type :</b>	Theory
<b>4</b>	<b>Credit:</b>	4 credits
<b>5</b>	<b>Hours Allotted :</b>	60 Hours
<b>6</b>	<b>Marks Allotted:</b>	100 Marks
<b>7</b>	<b>Course Objectives:</b>  By the end of this course, students will be able to:  <ol style="list-style-type: none"><li>1. Understand the fundamentals and importance of wealth management.</li><li>2. Analyze different investment strategies for wealth accumulation.</li><li>3. Explore risk management and asset allocation techniques.</li><li>4. Examine tax planning, estate planning, and retirement planning strategies.</li><li>5. Evaluate the role of financial advisors and regulatory compliance in wealth management.</li></ol>	

8	<p><b>Course Outcomes:</b></p> <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Develop wealth management strategies tailored to client needs.</li> <li>• Construct and manage diversified investment portfolios.</li> <li>• Apply risk assessment and mitigation techniques in wealth planning.</li> <li>• Navigate legal and regulatory requirements in financial advisory services.</li> <li>• Provide financial solutions for retirement and estate planning.</li> </ul>
9	<p><b>Modules:-</b></p>
	<p><b>Module 1: Fundamentals of Wealth Management</b></p>
	<ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Overview of Wealth Management <ul style="list-style-type: none"> <li>◦ Concept, scope, and evolution of wealth management</li> <li>◦ Key components of wealth management services</li> <li>◦ Role of wealth managers, financial advisors, and private bankers</li> </ul> </li> <li>• <b>Unit 2:</b> Financial Planning and Investment Strategies <ul style="list-style-type: none"> <li>◦ Wealth creation and preservation strategies</li> <li>◦ Investment planning for individuals and businesses</li> <li>◦ Risk vs. return in wealth management</li> </ul> </li> </ul>
	<p><b>Module 2: Asset Classes and Portfolio Management</b></p>
	<ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Asset Allocation and Portfolio Diversification <ul style="list-style-type: none"> <li>◦ Equity, fixed income, real estate, and alternative investments</li> <li>◦ Modern Portfolio Theory (MPT) and asset allocation models</li> <li>◦ Passive vs. active portfolio management</li> </ul> </li> <li>• <b>Unit 2:</b> Behavioral Finance in Wealth Management <ul style="list-style-type: none"> <li>◦ Psychological biases and decision-making in investments</li> <li>◦ Understanding investor behavior and financial planning</li> <li>◦ Wealth management case studies on behavioral finance</li> </ul> </li> </ul>
	<p><b>Module 3: Risk Management and Regulatory Framework</b></p>
	<ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Risk Management in Wealth Management <ul style="list-style-type: none"> <li>◦ Types of financial risks and mitigation strategies</li> <li>◦ Hedging techniques and derivative instruments</li> <li>◦ Role of insurance in wealth protection</li> </ul> </li> <li>• <b>Unit 2:</b> Legal and Regulatory Framework <ul style="list-style-type: none"> <li>◦ Regulatory bodies governing wealth management (SEBI, RBI, IRDAI)</li> <li>◦ Ethical considerations and fiduciary responsibilities</li> <li>◦ Taxation laws and compliance requirements for wealth managers</li> </ul> </li> </ul>
	<p><b>Module 4: Estate Planning, Taxation, and Retirement Strategies</b></p>

	<ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Estate and Succession Planning <ul style="list-style-type: none"> <li>○ Importance of wills, trusts, and estate planning</li> <li>○ Legal aspects of wealth transfer and inheritance</li> <li>○ Estate tax planning and asset protection strategies</li> </ul> </li> <li>• <b>Unit 2:</b> Taxation and Retirement Planning <ul style="list-style-type: none"> <li>○ Tax-efficient investment strategies</li> <li>○ Pension funds, provident funds, and annuities</li> <li>○ Retirement planning models and financial independence strategies</li> </ul> </li> </ul>	
<b>10</b>	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Retire Rich: Invest Rs 40 a Day – P.V. Subramanyam</li> <li>2. The Victory Project: Six Steps to Peak Potential – Saurabh Mukherjea and Anupam Gupta</li> <li>3. From the Rat Race to Financial Freedom – Manoj Arora</li> <li>4. Wealth Prescription for Doctors – Dr. Radhika Pickett</li> <li>5. Financial Freedom: A Proven Path to All the Money You Will Ever Need – Gaurav Mashruwala</li> </ol>	
<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60% Individual Passing in Internal and External Examination</b>
<b>12</b>	<b>Refer annexure :A</b>	<b>Refer annexure :B</b>

## **QUESTION PAPER PATTERN (External and Internal)**

**The Internal continuous Assessment should be conducted after completing 20% of Syllabus of the course.** All Assessment activities to be recorded and spread across semester

### **ANNEXTURE: A**

Individual faculty member shall have the flexibility to design the continuous assessment for each course/s in a manner so as to evaluate students' capabilities across knowledge, skills and attitudes. Internal Assessment may be undertaken through any or combination of the methods stated below after obtaining due permission of Principal and remain same across that particular course and semester. Introduction of multiple activates among groups of students in same class may be encouraged for better exposure:

**- Class Test (Mandatory) with Objective questions** Class Test during the lectures (physical/online mode)  
MCQs/Match the pairs/Answer in one sentence etc.

**Any two of following for each course & may be similar or different for different group of students in a class**

- Essays / Tutorials
- Home assignments
- Library notes based on published research papers
- Report writings
- Practical Projects/ Practical activities /Group projects
- Reflective Practical assignments / Industry work / Field work
- Drawing Portfolios
- Oral examination
- Student's Seminar / Workshop / Exhibition
- Reviews / PPT presentation
- Problem solving Exercises
- Laboratory/Library Work
- Book reviews
- Case Study analysis
- Podcast/Blog writing /Video making e.g., Tips to become successful investor/satisfied customer, company profile, successful entrepreneur etc.

**ANNEXTURE: B****Question Paper Pattern****Credit: 02 (Total 50 Marks)****External = 30 Marks****Duration: 1 Hr.**

Student has to attempt any two questions out of three.

Q.1	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.2	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.3	Answer the following(Theory/Practical Questions) A,B	15 Marks

**Credit: 04 (Total 100 Marks)****External =60 Marks****Duration: 2 Hrs.**

Student has to attempt any four questions out of six.

Q.1	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.2	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.3	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.4	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.5	Answer the following(Theory/Practical Questions) A,B	15 Marks
Q.6	Answer the following(Theory/Practical Questions) A,B	15 Marks

**Note**

1. The Semester End Assessment should be conducted after completing 100% of syllabus of the course/s
2. The question papers shall be framed so as to ensure that no part of the syllabus is left out of study by a student.
3. The question paper shall be balanced in respect of various topics outlined in the syllabus.
4. Equal Weightage is to be given to all the modules
5. All questions shall carry equal marks with internal choice within the question
6. 15 marks question must be subdivided into 8 marks + 7 marks, 10 marks + 5 marks and 5 marks + 5 marks + 5 marks. Internal options may be given wherever necessary.
7. Use of simple calculator is allowed in the examination.
8. Wherever possible more importance is to be given to the practical problems/case study.

**B.Com. (Accountancy) Syllabus**  
**S.Y. B.COM (Semester - IV)**

**Title of Paper: Accounting & Auditing-II (Management Accounting-II)**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Description the course:</b>  <b>Including but Not limited to :</b>	In today's dynamic business environment, effective management of short-term finances is critical for survival and growth. This course will equip learners with the essential knowledge and skills to navigate the complexities of working capital and treasury operations. One can learn how to analyze, plan, and control current assets and liabilities, optimize cash flow, and make strategic decisions to enhance your organization's financial stability and profitability. Whether you are aspiring to be a financial analyst, a treasury manager, or an entrepreneur, this course will provide learners with a solid foundation in the core principles of financial management. Learning how to manage cash effectively allows learners to fund growth opportunities, whether unexpected expenses, and ultimately, increase chances of long-term success. In essence, this course transforms learners from a visionary with an idea to a financially savvy entrepreneur capable of building a sustainable business.
<b>2</b>	<b>Vertical :</b>	Major
<b>3</b>	<b>Type :</b>	Theory
<b>4</b>	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory)
<b>5</b>	<b>Hours Allotted :</b>	30 Hours
<b>6</b>	<b>Marks Allotted:</b>	50 Marks

7	<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• To apply the operating cycle concept and estimate the needs of working capital to analyse a company's efficiency in management.</li> <li>• To apply various cash models to determine the optimal cash balance.</li> </ul>
8	<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>• Learners will be able to calculate the operating cycle and estimate the working capital needs of trading and manufacturing firm.</li> <li>• Learners will be able to solve practical problems related to cash management using various models.</li> </ul>

9	<b>Modules:- 02</b>
	<b>Module 1: Working Capital Management</b>
	<ul style="list-style-type: none"> <li>• Meaning and Concept of Working Capital</li> <li>• Significance of Working Capital</li> <li>• Approaches of Working Capital Investment</li> <li>• Determinants of Working Capital</li> <li>• Operating Cycle: Meaning and Calculation</li> <li>• Estimation / Projection of Working Capital Requirement in case of Trading and Manufacturing Organization.</li> </ul>
	<b>Module 2: Treasury and Cash Management</b>
10	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>• Horngren, C. T., Datar, S. M., &amp; Rajan, M. V. (2015). <i>Cost accounting: A managerial emphasis</i> (15th ed.). Pearson Education.</li> <li>• Drury, C. (2018). <i>Management and cost accounting</i> (10th ed.). Cengage Learning EMEA.</li> <li>• Gibson, C. H. <i>Financial reporting and analysis: Using financial accounting information</i> (13th ed.). South-Western College Publishing.</li> </ul>



	<ul style="list-style-type: none"> <li>• Pandey, I. M. <i>Financial management</i> (11th ed.). Vikas Publishing House.</li> <li>• Khan, M. Y., &amp; Jain, P. K. (2018). <i>Management accounting: Text, problems and cases</i> (7th ed.). McGraw Hill Education.</li> <li>• Subramanyam, K. R., &amp; Wild, J. J. (2018). <i>Financial statement analysis</i> (11th ed.). McGraw-Hill Education.</li> </ul>																									
11	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination 60%,</b>  <b>Individual Passing in Internal and External Examination</b>																								
12	<b>Continuous Evaluation through:</b> <table border="1"> <thead> <tr> <th></th><th>Assessment/ Evaluation</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>1</td><td>Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)</td><td>10</td></tr> <tr> <td>2</td><td>Participation in Workshop/ Conference/Seminar</td><td>5</td></tr> <tr> <td>3</td><td>Participation in Case Study/ Field Visit /Certificate Course. (Physical/Online mode)</td><td>5</td></tr> </tbody> </table>		Assessment/ Evaluation	Marks	1	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	10	2	Participation in Workshop/ Conference/Seminar	5	3	Participation in Case Study/ Field Visit /Certificate Course. (Physical/Online mode)	5	<b>Semester End External - 30 marks</b> <b>Time: 1:00 hr</b>  <b>QUESTION PAPER PATTERN</b> <table border="1"> <thead> <tr> <th>Question No.</th><th>Questions</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>Q.1</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td>Q.2</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td>Q.3</td><td>Practical/ Theory</td><td>15</td></tr> </tbody> </table> <p><b>Any 2 Questions out of 3 Questions.</b></p> <p><b>Note</b></p> <ol style="list-style-type: none"> <li>1. 15 marks question may be subdivided into 10 &amp; 5 marks or 8 &amp; 7 marks each.</li> <li>2. Use of simple calculator is allowed in the examination.</li> </ol>	Question No.	Questions	Marks	Q.1	Practical/ Theory	15	Q.2	Practical/ Theory	15	Q.3	Practical/ Theory	15
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Q.3	Practical/ Theory	15																								

# UNIVERSITY OF MUMBAI

## Semester IV

(w.e.f. June, 2025)

Sub: - NSS- Youth and Disaster Management

Credits: 02

Lectures: 30

Marks:50

Unit	SEMESTER 4	No. of	No. of
Number	Title of the Unit	Lecture	Credits
1	<b>Youth and Disaster Management-</b>	10	
	Meaning and Types of Disasters – Natural and Man-Made disasters, preparedness, Disaster Risk reduction: Preparedness, Mitigation, Response, Relief, Rehabilitation, Reconstruction.		
2	<b>Project:</b>	20	
	• Project work is mandatory for all the students in IV semester.		
	• They can carry out project work under the supervision of the teacher in-charge of NSS and at the end of the semester a project report shall be presented and viva voce shall be conducted.		
	• The Project work can be carried out independently or in a group.		
	The project work shall be community based and selected preferably from the <b>adopted villages/ slums/ neighborhoods.</b>		
	<b>Project Submission and Presentation VIVA-VOCE</b>		
<b>Note:</b> 1. Above Paper will be exempted if the learner is involved in NSS as Volunteer and Successfully completes 60 hours in each Semester. 2. If learner as a NSS Volunteer attends any Camps at National/State/University/District/ College Special Camp will be exempted from either <b>Sem II OR Sem IV</b> Paper provided they produce Certificate of Participation or Attendance in Camp certified by the Programme Officer.			

**Evaluation Pattern  
Internal Assessment**

Assessment Criteria	Marks
Assignment / Project / Quiz/Presentations	10
Attendance, Class and Activity Participation	10
<b>Total</b>	<b>20</b>

**External Assessment  
Question Paper Pattern**

**Time: 1:00 Hours**

**Total Marks: 30**

**Introduction:-**1. All questions are compulsory.  
2. Figure to the Right indicates full marks.  
3. Draw neat labeled drawings wherever necessary.

---

Q.1) Rewrite the following by choosing the correct options given below  
(with four alternatives) 6 Objectives question of 1 mark each **06 marks.**

- |       |    |    |    |
|-------|----|----|----|
| 1. a) | b) | c) | d) |
| 2. a) | b) | c) | d) |

Q.2) Short Notes . (Any Two out of Four) **06marks**

- 1.
- 2.
- 3.
- 4.

Q.3) Answer the following questions (Any Three out of Five) **18 marks**

- 1.
- 2.
- 3.
- 4.
- 5.

.....

## **NSS Project Report Format**

(For Projects in Adopted Area / Village)

### ➤ **Cover Page**

- Name of the Institution
- Title of the Project (e.g., "Cleanliness Drive in XYZ Village")
- Name(s) of Student Volunteer(s)
- Name of Programme Officer
- Duration of the Project
- Date of Submission

### ➤ **Certificate**

- Issued by the Programme Officer/NSS Coordinator certifying the successful completion of the project.

### ➤ **Acknowledgment**

- Brief section to thank authorities, community members, NSS coordinators, peers, etc.

### ➤ **Index**

- A table listing all sections with corresponding page numbers.

1. Introduction
2. Profile of the Adopted Area / Village
3. Objectives of the Project
4. Planning and Preparation
5. Implementation of Activities
6. Outcomes and Impact
7. Challenges Faced
8. Feedback
9. Conclusion and Suggestions

### ➤ **Annexures**

- Photographs (with captions)
- Survey forms or questionnaires used
- Newspaper clippings (if any)
- Charts, posters, or flyers prepared

**Sd/-**

**Sign of the BOS  
Chairman  
Dr. Sunil Patil  
Ad-hoc Board of  
Studies in  
N.C.C./N.S.S./Sports  
Co-Curricular**

**Sd/-**

**Sign of the  
Offg. Associate Dean  
Dr. C.A.Chakradeo  
Faculty of  
Interdisciplinary  
Studies**

**Sd/-**

**Sign of the  
Offg. Associate Dean  
Dr. Kunal Ingle Faculty  
of Interdisciplinary  
Studies**

**Sd/-**

**Sign of the  
Offg. Dean  
Prof. A. K. Singh  
Faculty of  
Interdisciplinary  
Studies**