As Per NEP 2020

University of Mumbai

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

Name of the Course: IT_Data Analysis with Excel

Sr.No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to:**	Excel Data Analysis can help, with concise and understandable explanations of the vast array of functions for creating, visualizing, and analyzing data. Tool knowledge enables user to create reports which are insightful.
2	**Vertical :**	Open Elective
3	**Type :**	Practical
4	**Credits :**	2 credits
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted:**	50 Marks
7	**Course Objectives(CO):** CO 1. Learn to handle data, clean the data to make meaningful data set without missing value using various excel functions. CO 2. Learn to use excel functions to get statistical and financial results. CO 3. Learn to use intelligent functions in excel like lookups and conditional calculations. CO 4. Learn to visualize data, in to the form of Graphs, Pivots and list with subtotals. Explore various types of graphs and chart styles. CO 5. Equip with skills in managing and preparing data for analysis in Excel. CO 6. Employ advanced data analysis techniques such as what-if analysis and macros. CO 7. Learn how to use Excel's Data Analysis Toolpak to perform complex engineering and statistical analysis on datasets.	
8	**Course Outcomes (OC):** OC 1. Collect data from different sources, and organize it to a meaningful tabular format. OC 2. Apply formulas to the data using excel built in functions. OC 3. Utilize Excel's advanced features for data manipulation and analysis. OC 4. Select graph types and chart styles which will suit the kind of data they analyse. OC 5. Explore the immense possibilities of pivot table and make meaningful reports. OC 6. Utilize Excel's advanced features for data manipulation and analysis. OC 7. Utilize the Toolpak's features to extract valuable insights and find solutions to challenging data-driven issues.	
9	**Modules:-** **Module 1:**	
	1. **Introduction to Excel Basics** a. Entering and editing worksheet data. b. Performing basic worksheet operations. c. Illustration of autofill and formatting data in the cells.	

      d.   Use of simple arithmetic operations.

      e.   Working with excel ranges and tables.

      f.   Use of cell references in formulas (relative, absolute, and mixed references) and referencing cells outside the worksheet

      g.   Demonstration of formatting worksheets and applying. conditional formatting.

      h.   Understanding formula basics.

2. **Working with Formulas and Functions**
   a. Using formulas for common mathematical operations.
   b. Using text functions to manipulate text.
   c. Using date and time functions.
   d. Using formulas for financial analysis

3. **Using the Statistical Functions**
   a. Counting items in a data set.
   b. Means, Modes, and Medians
   c. Finding Values, Ranks, and Percentiles
   d. Standard Deviations and Variances
   e. Regression Analysis
   f. Correlation
   g. t-distributions

4. **Advanced Excel Functions for Data Analysis**
   a. Using formulas for Conditional Analysis
      i. Use the IF function to evaluate a condition and return values based on the result.
      ii. Apply the AND and OR functions to evaluate multiple conditions.
      iii. Perform conditional calculations(SUMIF, COUNTIF, AVERAGEIF)
   b. Using formulas for Matching and Lookups (VLOOKUP, HLOOKUP, INDEX, MATCH).

5. **Data Visualization with Excel**
   a. Demonstration of creation of a bar chart representing sales data for different months.
   b. Customize the appearance of a chart, including colors, fonts, titles, legends and axis labels.
   c. Use of various types of charts in Excel- column charts, histograms, line charts, pie charts and scatter charts.
   d. Use of sparklines to display trends within a single cell.

Module 2:

1. **Introduction to PivotTables and Pivot Charts**
   a. Demonstration of creation of PivotTable using a dataset.
   b. Customizing PivotTables.
   c. Demonstration of creation of a PivotChart based on an existing PivotTable.
   d. Analysing Data with PivotTables.

2. **Managing and Analysing Data**
   a. Importing data into Excel from an external source.
   b. Cleaning Data.
   c. Data sorting and filtering.
   d. Using Data Validation.

	3. **Advanced Data Analysis Techniques**
	  a. Performing Spreadsheet What-If Analysis.
	  b. Analysing Data Using Goal Seeking and Solver.
	4. **Introducing Data Analysis Toolpak Tools**
	  a. Using the Descriptive Statistics tool.
	  b. Creating a histogram.
	  c. Ranking by percentile.
	  d. Calculating moving averages.
	  e. Using the Exponential Smoothing tool.
	  f. Using Data Analysis t-test tools.
	  g. Using the Regression and Correlation tools.
	  h. Implementing the ANOVA data analysis tools.
	5. **Excel Macros**
	  a. Recording and editing macros.
	  b. Managing recorded macros.	

10	**Text Books** 1. **Excel 2019 bible, Alexander, M., Kusleika, R., & Walkenbach, J. (2018), John Wiley & Sons.** 2. **Excel data analysis for dummies, Nelson, S. L., & Nelson, E. C. (2014), John Wiley & Sons.** 3. **Data Analysis with Microsoft Excel , Berk, K. N., & Carey, P. (1998), Pacific Grove, CA: Duxbury Press.**	
11	**Reference Books** 1. **Excel Data Analysis Modeling and Simulation., Hector, G. (2019), Spinger.** 2. **Microsoft Excel data analysis and business modelling, Winston, W. (2016), Microsoft press.**	
12	**Internal Continuous Assessment: 40%**	**Semester End Examination: 60%**
13	**Continuous Evaluation through:** Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Practical Exam of 30 marks for 2 hours duration
14	**Format of Question Paper: Duration 2 hours. Certified copy of Journal is compulsory to appear for the practical examination** 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

As Per NEP 2020

Uníversíty of Mumbaí

Title of the program

A- U.G. Certificate in B. Com. (Management Studies) 2024-25
B- U.G. Diploma in B. Com. (Management Studies) 2025-26
C- Degree-Bachelor of Commerce (Management Studies)2026-27
D- Bachelor of Commerce (Management Studies) (Hons.) 2027-28
E- Bachelor of Commerce (Management Studies)
(Hons. with Research) 2027-28

Syllabus for

Semester – Sem I to II

Ref: GR dated 20th April, 2023 for Credit Structure of UG

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

University of Mumbai

Sr. No.	Heading		Particulars
1	**Title of program** O: _____**A**	**A**	U.G. Certificate in B. Com. (Management Studies)
	O: _____**B**	**B**	U.G. Diploma in B. Com. (Management Studies)
	O: _____**C**	**C**	Bachelor of Commerce (Management Studies)
	O: _____**D**	**D**	Bachelor of Commerce (Management Studies) (Hons.)
	O: _____**E**	**E**	Bachelor of Commerce (Management Studies) (Hons. with Research)
2	**Eligibility** O: _____**A**	**A**	12th Passed **OR** Passed Equivalent Academic Level 4.0
	O: _____**B**	**B**	Under Graduate Certificate in Management Studies **OR** Passed Equivalent Academic Level 4.5
	O: _____**C**	**C**	Under Graduate Diploma in Management Studies **OR** Passed Equivalent Academic Level 5.0
	O: _____**D**	**D**	Bachelor of Commerce (Management Studies) with minimum CGPA of 7.5 **OR** Passed Equivalent Academic Level 5.5
	O: _____**E**	**E**	Bachelor of Commerce (Management Studies) with minimum CGPA of 7.5 **OR** Passed Equivalent Academic Level 5.5
3	**Duration of program** R: _____	**A**	One Year
		B	Two Years
		C	Three Years
		D	Four Years
		E	Four Years
4	**Intake Capacity** R: _____	60	

5	**Scheme of Examination** **R: _____**	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination	
6	**R: _____ Standards of Passing**	40%	
7	**Credit Structure** **Sem. I - R: _____A** **Sem. II - R: _____B** **Credit Structure** **Sem. III - R: _____C** **Sem. IV - R: _____D** **Credit Structure** **Sem. V - R: _____E** **Sem. VI - R: _____F**	Attached herewith	

8	**Semesters**	A	Sem I & II
		B	Sem III & IV
		C	Sem V & VI
		D	Sem VII & VIII
		E	Sem VII & VIII

9	**Program Academic Level**	A	4.5
		B	5.0
		C	5.5
		D	6.0
		E	6.0

10	**Pattern**	Semester
11	**Status**	New
12	**To be implemented from Academic Year Progressively**	From Academic Year: 2024-25

Sign of the BOS Chairman
Prof. Dr. Kanchan Fulmali
BOS in BMS

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

Sign of the Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Management

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

Preamble

1) Introduction

Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily life. So the learners need to know about all aspects from rural development to creating artificial intelligence. They will understand how to develop India, one of the fifth most powerful economies in the world. It is expected that the learners should learn how to develop our economy and management for the future generation from these managerial facets.

2) Aims and Objectives

- To expose the learners to fundamentals of concept testing in the field of management studies.
- To orient the students with a learner centric approach in the domains of specialization in management studies.
- To equip the students through a bottom-up approach in understanding the global perspectives of managerial aspects in the economy.
- To provide a fillip to employability of learners through exploring the various dimensions of management studies.

3) Learning Outcomes

- Learners will learn the approach of management in the given circumstances.
- They will get acquainted with the corporate management to government management.
- They will understand the various financial concepts and their use in the related areas.
- Learning of marketing aspects will give them an array of opportunities in the marketing areas.
- Human resource management will enable them identify the reality ground of the HR sectors in the organisation.

4) Any other point (if any)

- A B.Com. (Management Studies) equips you with a broad range of business and management skills. The main course of action typically involves a curriculum divided into Major subjects, Open electives, and Minor courses spread across semesters. Here's a general breakdown of what you can expect

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

Under Graduate Certificate in B. Com. (Management Studies)

Credit Structure (Sem. I & II)

Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		R:_____A								
		Mandatory	**Electives**							
4.5	I	6 (4+2) Principles of Management I (4) Bharatiya theory of Management styles (2)		-	2+2	Information Technology in Business Management (2) Business Start-up Skills (2)	AEC: 2, VEC: 2,IKS: 2	(2)	22	**UG Certificate 44**
		R:_____B								
	II	Principles of Management II (4) Global management theories and styles (2)		2	2+2	VSC:2, SEC:2 Foreign exchange market and Derivatives (2) MS Office (2)	AEC: 2, VEC: 2	CC:2	22	
	Cum Cr.	12	-	2	8	4+4	4+4+2	4	44	

Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

Under Graduate Diploma in B. Com. (Management Studies)

Credit Structure (Sem. III & IV)

R:_____C

Level	Semester	Major Mandatory	Major Electives	Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC,RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
5.0	III	8(2*4) ==Marketing== Introduction to Marketing Management (4) Marketing Research (4) ==Finance== Introduction to Financial services (4) Financial Management (4) ==HR== Introduction to HRM (4) Training & Development (4)		4	2	VSC:2, ==Marketing== Consumer behaviour (2) ==Finance== Financial Statement Analysis (2) ==HR== Recruitment and selection (2)	AEC:2	FP: 2 CC:2 **CC:2**	22	**UG Diploma 88**
	R:_____D									
	IV	8 ==Marketing== Retail Marketing (4) CRM (4) ==Finance== Auditing (4) Financial Institutions and Market (4) ==HR== Change & Conflict Management (4) Legal practices in HRM (4)		4	2	SEC:2 ==Marketing== Ad Making (2) ==Finance== Financial Inclusion Skills in Youth (2) ==HR== Organisational Development	AEC:2	CEP: 2 CC: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

Degree in B. Com. (Management Studies)
Credit Structure (Sem. V & VI)

Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC,RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		R:_____E								
		Mandatory	**Electives**							
5.5	V	10 Marketing Tourism Marketing Management (4) E-Commerce (4) Digital Marketing (2) Finance Introduction to Cost Accounting (4) Practical aspects in Direct taxation (4) Wealth Management (2) HR Global Practices in HRM (4) Human resource accounting and audit (4) Edupreneurship (2)	4 Marketing Supply Chain Management (4) Finance Investment analysis and portfolio management (4) HR Strategic human resource management (4)	4		VSC: 2 Marketing Marketing Ethics (2) Finance Ethics in financial Market (2) HR Power & Politics (2)		FP/ CEP :2	22	**UG Degree 132**
		R:_____F								
	VI	10 Marketing International Marketing (4) Rural Marketing (4) IMC (2) Finance Financing Rural Development (4) Practical aspects in Indirect taxation (4) A Practical approach to Financial Project Management (2) HR Contemporary issues in HRM (4) HR issues in Merger & acquisition (2)	Marketing Export Marketing Practices and Procedures (4) Finance Financial Inclusion a Global Prospective (4) HR Performance Management (4)	4				OJT :4	22	
	Cum Cr.	48	8	18	12	8+6	8+4+2	8+6+4	132	
		Exit option: Award of UG Degree in Major with 132 credits OR Continue with 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]

Sem. - I

<u>**Mandatory 1**</u>

<u>**Programme Name: B. Com. (Management Studies)**</u>

<u>**Course Name: Principles of Management -I**</u>

Total Credits: 04　　　　　　　　　　　　　**Total Marks :100**

University assessment :60　　　　　　　**College assessment :40**

_____

<u>Learning Objectives:</u>

   a) To enable the learners to understand the basic concepts & functions of management

   b) To acquaint the learners with the theoretical perspective of management & its practical applications.

   c) To explore and understand the changing organization structures.

<u>Course Outcomes:</u>

   CO1) Learners will remember & understand the basic concepts of management.

   CO2) Learners can apply & strategically analyse the domains of managerial practices.

   CO3) Learners will evaluate & create a roadmap to derive concrete managerial solutions.

Module 1:

<u>Unit 1: Introduction to Management & Managerial Thoughts</u>

 a. Concept & Features of Management – 6M's of Management — Need for management in business & non-business organizations

 b. Functions of Management - Levels of Management – Management Competencies & Skills.

<u>Unit 2: Management Thoughts</u>

   a. Peter Drucker's Analysis Thoughts - Scientific Management Theory by F.W Taylor – Administrative Management Theory by Henri Fayol – Human Relations Theory by Elton Mayo & Hawthorne Experiments - Henry Mintzberg Managerial Roles.

   b. Indian Management Thoughts – Contribution of Kautilya & Mahatma Gandhis Principle of Trusteeship.

Module 2:

<u>Unit 3: Functions of Management -I</u>

   a. Planning – Meaning – Significance – Components (Strategic, Single Use & Stranding Plans) Decision Making – Concept – Essentials of sound decision making – Techniques.

b. Organising – Concept – Importance -Types of Organization Structure -Line & Staff, Matrix Organization Structure – Features – Formal v/s Informal

Unit 4: Functions of Management -II

a. Virtual Organizational Set Ups – A pre requisite to Gen Z – Challenges -- Span of Management – Factors, Tall & Flat Organization- Features –
b. Departmentation – Concept – Bases - Staffing – Concept – Process of staffing - Decentralization – Factors – Centralization v/s Decentralization of Authority

References:

- *Principles of Management, Tripathi Reddy, Tata Mc Grew Hill*

- *Management Text & Cases, VSP Rao, Excel Books, Delhi*

- *Management Concepts and OB, P S Rao & N V Shah , AjabPustakalaya*

- *Essentials of Management, Koontz II & W , Mc. Grew Hill , New York*

- *Principles of Management-Text and Cases -Dr..M.SakthivelMurugan, New Age Publications*

- *Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGrawHill,PublishingCo.Ltd.*

- *Management – JamesA.F.Stoner, Prentice Hall, Inc .U.S.A.*

- *Management: Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.*

- *Essential of Database Management Systems -AlexisLeon ,MathewsLeon Vijay Nicole, Imprints Pvt Ltd.*

- *Management –Task ,Resp, Practices – PetaDruche "willian Heinemann LTD.*

<div align="center">

Mandatory 1

Programme Name: B. Com. (Management Studies)

Course Name: Bhartiya Theory of Management Styles

</div>

Total Credits: 02   **Total Marks :50**

University assessment :30   **College assessment :20**

_____

Learning Objectives:

   a) To explore the learners with the concepts & terminologies of Bhartiya theories.

   b) To understand the need & implications of management styles of Bhartiya Theory.

   c) To acquaint with the information of Bhartiya theory & it's unique management styles.

Course Outcomes:

CO1) Students will understand Bhartiy theory of management

CO2) Students will apply & adopt the management styles of Bhartiya management.

CO3) It will create learner centric approach through holistic development of the students.

Module 1:

Unit 1 Introduction of Bhartiya theory of Management styles

   a) Definition of Bhartiya Management, evolution of Bhartiya/Indian Management, Management Styles based on Ancient Indian Wisdom,

   b) Concept and features of management styles, need of management styles, types of management style, Difference between Management and Leadership.

Module 2:

Unit 2 Six Universal Management Styles of Bhartiya Theory

   a) Purpose of Management – Contemporary Thought, Management by Self-Transformation, Management by Good Counsel, Management by Time

   b) Management by Luminous Unactivity, Management by Passionate Activity, and Management by Indolent Activity, Benefits and Bhartiya theory,

References:

- *Puri Vivek. (2020). Bharatiya (Indian) Theory Of Management Styles – Part I. Sage Publication.*
- *(Indian) Theory of Management Styles AIMA Journal of Management & Research, May 2021, Volume 15 Issue 2/4, ISSN 0974 – 497 Copy right© 2021 AJMR-AIMA*
- *Subhash Sharma. (2019). Evolution of Indian Management/ Bhartiya Management. Reva university Bangalore.*
- *https://swarajyamag.com/ideas/the-notion-of-bharatiya-management*
- *https://cessedu.org/sites/cessedu.org/files/National%20Workshop%20on%20Bharatiya%20Management.pdf*
- *https://www.linkedin.com/pulse/traditional-management-concept-evolution-indian-ethos-anjum*

Programme Name: B. Com. (Management Studies)

Course Name: Information Technology in Business Management

Total Credits: 02   **Total Marks :50**

University assessment :30   **College assessment :20**

_____

Course Objectives:

   a) To learn basic IT concepts and its role in management of business.

   b) To understand the basic concepts of Email, Internet and other domains

   c) To identify security aspects of Information Technology in Business and to mitigate them

Course Outcomes

CO1) Learners will be acquainted to different applications of Information technology in business**.**

CO2) Learners will develop the professional email drafting skills.

CO3) Develop learners understanding of the recent technologies and business model.

Module 1

Unit 1 Introduction to IT Support in Management

   a) Concept of Data, Information, Knowledge, and Database, Success and Failure Case studies of Information Technology, Major Areas of IT Applications in Management, Concept and Applications of Opens Source software,

   b) Introduction to Writing Professional Mails, Creating Digitally signed documents, emailing merged documents, Introduction to Bulk email software, Use of Microsoft Outlook – Configuring Outlook, Creating and Managing profile in Outlook,

Module 2

Unit 2 Emergence of E- commerce and M-Commerce

   a) Definition and features of E- commerce and Mobile Commerce, Business Models of e-commerce – B2B, B2C, B2G, E Governance.

   b) Internet Technology – Basic concepts of Internet, Intranet, Extranet, Introduction to Artificial Intelligence, Machine Learning and Chat GPT, cyber Security threats and Measures,

References

- *Information Technology for Management, by Efraim Turban, Doothy Leinder Ephraim Mclean, James Whether be, 6th Edition.*

- *E- commerce – An Indian Perspective, by Hill Joseph, Tata Mc Grow Hill.*

- *Information Technology and its Applications in Business By Reema Thareja, Oxford University Press*

- *Information Technology In Business Management, by Mukesh Dhunna and J.B.Dixit, Laxmi Publications Pvt Limited*

- *Microsoft Outlook: A Complete Guide from Beginner to Advanced to Learn Outlook's Useful Tips and Tricks for Email Management, Inbox Organization, and More Paperback by Kurt A. Prescott (2023)*

- *Dixit, M. D. (2015). Information Technology in Business Management . Laxmi Publications Pvt Limited .*

- *Efraim Turban, L. V. (2013). Information Technology for Management. Wiley.*

- *Joseph, H. (2019, 6th Edition). E- commerce An Indian Perspective. Tata Mc Graw Hill.*

- *Kavanagh, P. (2004). Open Source Software . Digital Press .*

- *Manzoor, D. A. (2012). Information Technology in Business . USA: CreateSpace Independent Publishing Platform.*

- *Mehrotra, D. D. (2019). Basics of Artificial Intellegence and Machine Learning . Chennai: Notion Press .*

- *Thareja, R. (2018). Information Technology and Its Apllication in Business . Oxford University Press*

<div align="center">

VSC/ SEC

Programme Name: B. Com. (Management Studies)

Course Name: Business Start-up Skills

</div>

Total Credits: 02	**Total Marks :50**
University assessment :30	**College assessment :20**

Learning Objectives

a) To make students understand new venture creation opportunities, its resources, and requirements for Business Start-up.

b) To encourage the students to adopt, adapt and innovate the strategies for new start-ups

c) To motivate them for the survival of the fittest in the competitive business environment

Course Outcome

CO1) Students will understand the opportunities with regards to Business Start-ups

CO2) The students will learn about the various sources of finance for a new venture

CO3) Learners will inform about the role of central/state government in promoting entrepreneurship

CO4) Students will learn about the survival and growth strategies of start-ups

CO5) Students will be encouraged to come up with innovative ideas for start-up enterprise.

Module 1:

Unit 1: Introduction to Business Start-ups

a. Introduction of Industry 4.0 and Industry 5.0 - Concept and features of Business Start-ups- Business Start-ups Ecosystem- Factors responsible for the growth of Business Start-ups in the Indian economy

b. Competencies required for budding entrepreneurs - Essential Traits to become a successful budding entrepreneur - Women entrepreneurs and challenges before women entrepreneurs

Module 2:

Unit 2: Initiatives to encourage Business Start-ups

a. The six forces of change- Government initiatives to encourage the Business Start-ups in India- Challenges faced by the Business Start-ups- Sources of funds and role of banking sector in development of Business Start-ups

b. Start-ups Success and Failure stories (Case studies)- Introduction to functioning of Incubation Centre/ Entrepreneurial Development Cell – Ideations and Planning for business start-ups Initiatives taken by the educational institutions to encourage Business Start-ups (Practical /Activities)

References:

- *Norman M. Scarborough & Jeffery R. Cornwall, Essentials of Entrepreneurship and Small Business Management, 9th Edition, Prentice Hall, 2018.*

- *Howard Frederick, Allan O'Connor, & Donald F. Kuratko, Entrepreneurship: Theory, Process and Practice, 4th Edition, Cengage Leaming, 2016.*

- *Vasant Desai, Entrepreneurship Management, 1st Edition, Himalaya Publishing House, 2013.*

- *Madhurima Lal, Entrepreneurship, 1st Edition, Excel Publications, 2012.*

- *Eric Ries, The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 1st Edition, Crown Publishing, 2011.*

- *Madhukar Shukla, Social Entrepreneurship in India, 1st Edition, SAGE Publications India Pvt Ltd., 2020.*

- *Peter Thiel & Blake Masters, Zero to One: Notes on Start Ups, or How to Build the Future, Random House, 2014*

- *Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.*

- *Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017C*

Sem. – II

Programme Name: B. Com. (Management Studies)

Course Name: Principles of Management -II

Total Credits: 04   **Total Marks :100**

University assessment :60   **College assessment :40**

_____

Learning Objectives:

   a) To enable the learners to understand the dimensions of direction & control.

   b) To familiarize and acquaint the learners with changing role of Indian business leaders.

   c) To explore and understand the emerging trends in management.

 Course Outcomes:

   CO1) Students will remember & understand the domains of delegation and control.

   CO2) Students will apply & analyse the strategies adopted by successful business leaders.

   CO3) Students will evaluate & apply evolving management opportunities & challenges.

Module 1:

Unit 1: Functions of Management – III

   a. Introduction & overview to PODSCORB - Delegation of Authority – Meaning – Need for Delegation – Principles of Effective Delegation- Controlling – Concept – Steps - Techniques

   b. Co-ordination – Concept – Devices of co-ordination – Criteria of Successful co-ordination- Methods

Unit 2: Functions of Management -IV

   a. Directing – Concept – Principles of Directing - Motivation – Concept – Factors Influencing Motivation – Importance –

   b. Leadership – Concept – Styles – Qualities of a successful leader – Case Studies of successful Indian business leaders & their contributions to the field of management

Module 2:

Unit 3: Managerial Opportunities & Challenges - I

   a. Concept – Process – Kurt Lewins Change Management Model - Time Management – Need for Time Management – Techniques –

b. Murphys Law - Case Studies - Conflict Management – Causes of conflicts – Essential skills for conflict management

Unit 4: Managerial Opportunities & Challenges – II

a. Management Information System - Concept – Sources - Talent Management – Meaning – Process –

b. Stress Management in business organizations – Measures – Need for Eustress in business setups – Green Management Practices – Need for Work Life Balance for managers.

References:

- *Principles of Management, Tripathi Reddy, Tata Mc Grew Hill*
- *Management Text & Cases, VSP Rao, Excel Books, Delhi*
- *Management Concepts and OB, P S Rao & N V Shah , AjabPustakalaya*
- *Essentials of Management, Koontz II & W , Mc. Grew Hill , New York*
- *Principles of Management-Text and Cases -Dr..M.SakthivelMurugan, New Age Publications*
- *Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGrawHill,PublishingCo.Ltd.*
- *Management – JamesA.F.Stoner, Prentice Hall, Inc .U.S.A.*
- *Management : Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw-Hill, Publishing Co.Ltd.*
- *Essential of Database Management Systems -AlexisLeon ,MathewsLeon Vijay Nicole, Imprints Pvt Ltd.*
- *Management –Task ,Resp, Practices – PetaDruche "willian Heinemann LTD.*
- *K. Ashwathappa, Organisation Behaviour- Text, Cases & Games, Himalaya Publishing House, 2014 Edition.*
- *Gerald Greenberg, Behaviour In Organisation, Pearson Edition (Prentice Hall India)*

Programme Name: B. Com. (Management Studies)

Course Name: Global Management Theories and Styles

Total Credits: 02   **Total Marks :50**

University assessment :30   **College assessment :20**

Learning Objective

  a) To understand the students about the different global theories with regards to management

  b) To familiarize towards organisational development across the world to face the competition.

  c) To introduce global motivation and leadership theories connection to global change.

  d) To develop the global competencies necessary for 21st Century Management.

Course Outcome

CO1) Students will learn about the core values and models of Organisational Development

CO2) Students will have a clear understanding of the global theories of motivation.

CO3) Students will have a clear understanding of the global theories of effective leadership.

CO4) Students will understand the different Management Styles followed across the globe

Module I:

Unit 1 Introduction to Organizational Development and Global Motivation Theories

  a. Concept and features of Organizational Development - Values of organizational development- Organizational Development Models- Weisbord Six-box Model (Organisational Diagnosis)- McKinsey 7'S' Model (Organisational Design)

  b. Global Motivation Theories- Maslow Need Hierarchy Theory - Douglas McGregor Theory 'X' and 'Y'- William Ouchi Theory 'Z' - Victor Vrooms Expectancy Theory- Alderfer's, ERG Theory- David Mclelland Need Theory

Module II:

Unit 2 Global Leadership Theories and Management Styles

  a. Global Leadership Theories- Charismatic Leadership Theory- Likert's four system leadership- Blake and Montons, Managerial grid Theory- Fiedler's contingency theory- Tennenbaum and Schmidt's Leadership Theory- Harsey and Blanchard's Situational Leadership Theory

  b. Indian Management Style- Japanese Management Styles- American Management Style- European Management Style

References:

- *Management- James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.*

- *Management: Principles and Applications- Ricky W. Griffin, Cengage Learning India Pvt. Ltd., New Delhi*

- *Principles of Business Management – T. Ramasamy, Himalaya Publication House Mumbai,*

- *Management: Challenges in 21st Century – S.H. Goodman & P.M. Fandt, Vintage Publishing House.*

- *Management: A Global and Entrepreneurial Perspective- Heinz Weihrich, Mark V Cannice and Harold Knootz, The Mc Graw Hill Companies, New Delhi*

- *Development of Management Thoughts – Pollard, Think Inc (28 June 2019), Amazon Asia-Pacific Holdings Private Limited.*

- *Organisation and Management – Dr. C.B. Gupta, Shatya Bhavan Publication Agra.*

- *Principles and Practices of Management- L. M. Prasad, Sultan Chand & Sons New Delhi (2019).*

- *Essentials of Organisational Development - Dr. Anjali Ghanekar Everest Publication House, Pune*

VSC/ SEC
Programme Name: B. Com. (Management Studies)

Course Name: Foreign exchange market and Derivatives

Total Credits: 02   **Total Marks :50**

University assessment :30   **College assessment :20**

Course Objectives:

a) To enable learners to obtain knowledge of foreign exchange markets across the globe as well as in the Indian context.

b) To study the strategies of risk management with respect to foreign exchange.

c) To understand about the derivative market of world and at Indian level

Course outcome:

CO1) Learners will analyse alternative currency translation methods for settlement of goods.

CO2) Students will examine the organization of the Foreign Exchange Market,

CO3) Leaners will acquire the information about the derivative market and its operation.

CO4) Learners will identify foreign exchange risk and the techniques available to control the same.

Module 1

Unit 1 Foreign Exchange Markets – an Overview

  a) Concept, Features, Need, Participants, Functions, Structure of Forex Markets, Foreign Currency Accounts – VOSTRO, NOSTRO, LORO, Meaning and types of Foreign Exchange Risk, Role of Foreign Exchange Dealers Association of India.

  b) FERA and FEMA Regulations, Advantages - Limitations of Capital and Current Account Convertibility, Meaning - Advantages -Limitations of Fixed and Flexible Exchange Rate, Distinction between Fixed and Flexible Exchange Rate.

Module 2

Unit 2 Derivatives Market

  a) Definition of Derivatives, Features, Benefits of Derivatives, Disadvantages of Derivatives, , Introductions and significance of Index, Types of foreign Exchange Quotations, Basic Numerical Problems -Direct and Indirect quotes, Spread, Spread Percentage, Forward Rates, Cross rate

  b) Emerging Structure of Derivatives Markets in India - Types of Derivatives and Practical numerical problems on Spot, Forward, Futures, Options and Swaps,

References

- *Donald, R.L. (2013) – Derivatives Markets, Pearson*
- *H.P. Bhardwaj. (Edition - 2009). Foreign Exchange Management. Wheeler Publishing.*
- *Jeevanandam-C. (2020). Foreign Exchange & Risk Management. Sultan Chand & Sons.*
- *P.G.Apte. (2011). International Financial Management. McGraw Hill Education (India) Private Limited*
- *S. S. S. Kumar (2007) Financial Derivative. PHI Learning Publisher*

Programme Name: B. Com. (Management Studies)

Course Name: MS-OFFICE

Total Credits: 02   **Total Marks :50**

University assessment :30   **College assessment :20**

Learning Objectives:

a) To enable learners to obtain hands on experience on word processing,

b) To understand the preparation of Power Point for presentations.

c) To acquire information about creating excel spreadsheets and data analysis

Course Outcomes

CO1) Enable learners to create, open and edit the document in formats that are compatible with other word processing applications.

CO2) Student can create documents with MS word which can easily be accompanied into MS PowerPoint, Excel or any other MS office application

CO3) Enhancement of skills to prepare presentation for their academic purpose.

CO4) Leaners will equipped with MS excel and ready for administration.

Module 1

Unit 1 MS Word and MS Power Point

a) **MS Word** - Menu and Tool bars, Creating and Saving Document, Editing of Document, Formatting text, Changing space between paragraphs and lines, Creation and Modification and Formatting of tables, Insertion of Symbols, Special Characters, Smart Art, Watermarks, Page Formatting, Headers and Footers, Mail Merge- Concept and Uses.

b) **MS Power Point** - Creating power point presentation, Presentation in different views, Inserting images, audios and videos, Creation of animation effects, Insertion of Designs, Slide Transitions, Slide Printing, Inserting Comments.

Module 2

Unit 2 MS Excel – Basic and Advanced

a) Basic Excel- Creating, Saving and editing spreadsheets, Freezing panes & splitting windows, Drawing charts, Basic functions- Text, math, trig, Statistical, Date and time, Financial, Logical.

b) Advanced Excel- Use of VLOOKUP, HLOOKUP, Data Analysis – Sorting, Filtering (Auto and Advanced Filter), Scenarios, Pivot Tables and Charts.

References

- *Mastering Excel: Conditional Formatting Kindle Edition by Mark Moore*
- *Learn to use computer, MS Word, Powerpoint and Excel: First Edition by Inderjeet Singh*
- *Microsoft Word, Excel, and PowerPoint: Just for Beginners by Dorothy House., Otskirts Press.*
- *IT Essential skill s for 21st Century, TNI Technologies*
- *Kumar Bittu (2017) Computer Basics. V. S. Publishers*
- *John Walkenbach. (2015) Microsoft Excel 2016 Bible. Wiley publication*

QUESTION PAPER PATTERN
(External and Internal)
Paper Pattern   2 Credits (Total 50 Marks)

Internal   =   20 Marks
External   =   30 Marks

Internal Paper Pattern   (20 Marks)

1.Project Presentation **OR** Case Study writing ⎫   10 Marks
2. Quiz **OR** Group discussion   ⎬   any one

3. Class Test   (Mandatory) with objectives   10 Marks
                                                                    _____

                              Total   20Marks

External Paper Pattern   (30 Marks)

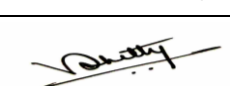Write any **TWO** questions from the following
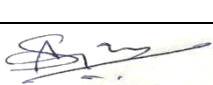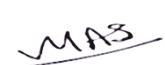
Q1. Answer the following   15 marks
    A
    B
Q2. Answer the following   15 Marks
    A
    B
Q3. Answer the following   15 Marks
    A
    B

Paper Pattern   4 Credits (Total 100 Marks)

Internal   =   40   Marks
External   =   60   Marks

Internal Paper Pattern   (40 Marks)

1. Case Study writing **OR** Assignment   any two (10 Marks each)   20 Marks
2. Quiz **OR** Group discussion **OR** Role Playing
3. Project Presentation **OR** Research Paper

4. Class Test - (Mandatory)   with Objective questions   20 Marks

                                                            Total   40 Marks

External Paper Pattern   (60 Marks)

External Paper Pattern   (60 Marks)
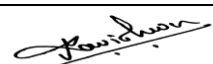
Write any **FOUR** questions from the following

Q1. Answer the following   15 marks
     A
     B
Q2. Answer the following   15 Marks
     A
     B
Q3. Answer the following   15 Marks
     A
     B
Q4. Answer the following   15 marks
     A
     B
Q5. Answer the following   15 Marks
     A
     B
Q6. Answer the following   15 Marks
     A
     B

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
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

Team for Creation of Syllabus

Name	College Name	Sign
Prof. Dr. Kanchan Fulmali	Chairperson- M. L. Dahanukar College of Commerce, Mumbai	
Dr. Chandrashekhar Salunkhe	Member- ICS College of Arts, Science and Commerce, Khed	
Prof. Dr. Seema Somani	Member- Pillai College of Arts Commerce & Science, Autonomous, New Mumbai	
Dr. Anaya Markandeya	Member- Mahatma Night Degree College of Arts and Commerce, Sion	
Dr. Rahul Shetty	Member- Lala Lajpatrai College of Commerce and Economics	
Dr. Maruti Kumbhar	Member- Anandibai Raorane Arts, Commerce & Science College, Vaibhavwadi	
Dr. Samrat Gangurde	Member- M. L. Dahanukar College of Commerce, Mumbai	
Dr. Mitali Shelenkar	Member- M. L. Dahanukar College of Commerce, Mumbai	

Justification for B.Com. (Management Studies)

1.	Necessity for starting the course:	• To expose the learners to fundamentals of concept testing in the field of management studies. • To equip the students through a bottom-up approach in understanding the global perspectives of managerial aspects in the economy. • To provide a fillip to employability of learners through exploring the various dimensions of management studies.
2.	Whether the UGC has recommended the course:	**Yes**
3.	Whether all the courses have commenced from the academic year 2024-25	**Yes** **Under the restructuring of NEP from the A. Y. 2024-25**
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	**Yes**
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	**First Term** **Yes**
6.	The intake capacity of each course and no. of admissions given in the current academic year:	**60/ Yes**
7.	Opportunities of Employability / Employment available after undertaking these courses:	**Yes** **In this core area of management studies, various practical and skillful courses are introduced in such a way that the students get job opportunities as per the industrial norms. It will help to generate enough employment opportunities.**

Sign of the BOS Chairman
Prof. Dr. Kanchan Fulmali
BoS in B.Com. (Management Stusies)

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

Sign of the Offg. Associate Dean
Prin. Kishori Bhagat Faculty of Management

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

As Per NEP 2020

University of Mumbai

Syllabus for Basket of AEC	
Board of Studies in Marathi	
UG First Year Programme	
Semester	**II**
Title of Paper	**Credits**
लेखन कौशल्ये १- (कार्यालयीन लेखनव्यवहार आणि पत्रव्यवहार)	**2**
From the Academic Year	**2024-25**

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	लेखन कौशल्ये१- (कार्यालयीन लेखनव्यवहार आणि पत्रव्यवहार) लेखन ओळख ते लेखन कौशल्य हा बराच मोठा प्रवास आहे. वाचन आणि लेखनाच्या सरावाने, लेखन कौशल्य विकसित करता येते. बहुतेक वेळा आपण मिळवलेले ज्ञान हे लिखित स्वरूपात मांडावे लागते. त्यासाठी आपण लेखन कौशल्याचे योग्य उपयोजन करतो. लेखन म्हणजे मजकूर तंतोतंत उतरवणे नव्हे. एखादे निवेदन, वृत्त, निबंध, पुस्तकाची टिपणे, अर्ज यांसाठी लेखन आवश्यक असते. कार्यालयीन पत्रव्यवहार, कार्यवृत्ते, नोंदी, जाहिरात, टिप्पणी ही सर्व उपयोजित लेखन कौशल्ये आहेत. कार्यालयीन पत्रव्यवहार करणे हे एक वेगळ्या प्रकारचे कौशल्य आहे. त्यातील काही उपयोजन कौशल्यांचा विचार या अभ्यासपत्रिकेत अपेक्षित आहे. कार्यालयीन लेखन व्यवहार आणि पत्रव्यवहार या अभ्यासपत्रिकेत शिकविला जाईल.
2	**Vertical :**	Ability Enhancement Course
3	**Type :**	Theory + Practical
4	**Credit**:	02 (1 credit = 15 Hours for Theory in a semester)
5	**Hours Allotted :**	30
6	**Marks Allotted**:	50
7	**Course Objectives**: (List some of the course objectives) १. कार्यालयीन लेखन व्यवहार स्वरूप समजावून सांगणे. २. कार्यालयीन पत्रव्यवहाराचे स्वरूप समजावून सांगणे. ३. प्रभावी कार्यालयीन लेखनासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे.	
8	**Course Outcomes**: (List some of the course outcomes) १. विद्यार्थ्यांना कार्यालयीन लेखन व्यवहाराचे स्वरूप समजेल. २. विद्यार्थ्यांना कार्यालयीन पत्रव्यवहाराचे स्वरूप समजेल. ३. प्रभावी कार्यालयीन लेखनासाठी आवश्यक असणाऱ्या तंत्रांचा विद्यार्थ्यांना परिचय होईल.	
9	**Modules**:- Per credit One module can be created	
	घटक एक घटक एक : कार्यालयीन लेखनव्यवहार -	
	१. जाहीर निवेदन आणि माहितीपत्रक २. इतिवृत्त लेखन ३. टिप्पणी लेखन (६० मिनिटांच्या १५ तासिका) श्रेयांकन १.	

	घटक दोन : घटक दोन : पत्रव्यवहार -२
	१.कार्यालयीन/प्रशासनिक पत्र
	२. नोकरीसाठी अर्जलेखन
	३. पत्रात्मक लेखन : नवी रूपे (शुभेच्छा, निमंत्रण)
	(६० मिनिटांच्या १५ तासिका) श्रेयांकन १.
10	**Text Books:** N.A.
11	**Reference Books:** संदर्भसूची :
	१. प्रशासनिक लेखन, भाषा संचालनालय, महाराष्ट्र शासन, मुंबई, १९६६
	२. भाषिक सर्जन आणि उपयोजन, राजन गवस, अरुण शिंदे, गोमटेश्वर पाटील, दर्या प्रकाशन, पुणे, २०१२
	३. परब प्रकाश, व्यावहारिक मराठी, मिथुन प्रकाशन, डोंबिवली पूर्व, मुंबई, १९८९
	४. नाईक सदानंद, राजभाषा मराठी, व्यावहारिक मराठी, प्रका-नागरी सेवा प्रबोधिनी, मुंबई, २००२
	५. तावरे स्नेहल (संपा.), व्यावहारिक मराठी, स्नेहवर्धन प्रकाशन, पुणे,चौथी आवृत्ती, २०११
	६. केतकी मोडक, संतोष शेणई, सुजाता शेणई (संपा.), उपयोजित मराठी, पद्मगंधा प्रकाशन, २०१२
	७. नसीराबादकर ल. रा., व्यावहारिक मराठी, भाषा विकास संशोधन संस्था, कोल्हापूर २०२३

12	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
13	**Continuous Evaluation through:** Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	**अंतर्गत चाचणी परीक्षा : २० गुण** चाचणी परीक्षा /लेखी/ ऑनलाईन/ प्रकल्प/ गृहपाठ - २० गुण

14	**Format of Question Paper:** for the final examination बहिर्गत परीक्षा ३० गुण (वेळ एक तास) • एकूण तीन प्रश्न विचारावेत. • प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत. • तिसरा प्रश्न हा घटक १ आणि २ वर आधारित अंतर्गत पर्यायासह दोन टीपा/लघुप्रश्न स्वरूपाचा असावा.

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

As Per NEP 2020

University of Mumbai

Syllabus for
Basket of AEC

Board of Studies in English	
UG First Year for B.M.S. Programme	
Semester	**I**
Title of Paper	**Credits**
Business Communication Skills I for B.M.S.	**02**
From the Academic Year	**2024-2025**

Sr. No.	Heading	Particulars
1	**Description the course:** **Including but Not limited to:**	**Business Communication Skills I** (**B.M.S**) 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	**Vertical :**	**Ability Enhancement Course**
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	**Course Objectives**:
	    1. To make learners familiar with the basics of business communication theory.
	    2. To make learners aware of digital communication for personal and business use.
	    3. To improve learners' understanding of verbal and non-verbal communication.
	    4. To enable learners with effective business correspondence skills.

8	**Course Outcomes**:
	At the end of the course, learners will be able to:
	    1. Understand the basics and significance of business communication theory.
	    2. Adapt to and use digital communication methods for personal and business purposes.
	    3. Grasp and effectively use the nuances of verbal and non-verbal communication.
	    4. Improve their skills in business correspondence.

9	**Modules**:- Per credit One module can be created
	Module 1: Introducing the Theory of Business Communication (15 Lectures)

	1. Concept of Communication
	  - Definition and meaning of communication
	  - Process of communication
	  - Need of communication
	  - Feedback
	
	2. **Communication at the Workplace**
	 - Channels of communication: Downward, Upward, Horizontal, Grapevine
	 - Methods of communication: Verbal and non-verbal
	
	 3. Impact of Digital Technology on Communication
	   - Internet-enabled communication; Email
	   - Social media: FaceBook, Twitter, Instagram, WhatsApp

	Module 2: Business Correspondence (15 Lectures)

	1. - Parts of a business letter
	       - Layouts of a business letter
	
	2. - Job application with bio-data
	       - letter of appointment
	       - letter of appreciation
	       - letter of resignation
	
	3. - Emails: Job application via email
	       - writing and responding to official emails

10	**Text Books: N.A.**
11	**Reference Books:** **1**. Ashley, A. *A Handbook of Commercial Correspondence*. New Delhi: Oxford University Press, 1992. **2**. Aswalthapa, K. *Organisational Behaviour*. Mumbai: Himalaya Publications, 1991. **3**. Balan, K.R. and Rayudu, C. S. *Effective Communication*. New Delhi: Beacon Books, 1996. **4**. Bangh, L. Sue, Fryar, Maridell and Thomas David A. *How to Write First Class Business Correspondence*. N.T.C. Publishing Group USA, 1998. **5**. Benjamin, James. *Business and Professional Communication Concepts and Practices*. New York: Harper Collins College Publishers, 1993. 6. Britt, Deborah. *Improving Business Communication Skills*. Kendall Hunt Publishing Co., 1992. **7.** Bovee Courtland, L. and Thrill, John V. *Business Communication Today*. McGraw Hill, New York, Taxman Publication, 1989. **8.** Drucher, P.F. *Technology, Management and Society.* London: Pan Books, 1970. **9**. Eyre, E.C. *Effective Communication Made Simple*. Kolkata: Rupa and Co.,1985. **10**. Ecouse, Barry. *Competitive Communication: A Rhetoric for Modern Business*. New Delhi: OUP, 1999. **11**. Fisher, Dalmar. *Communication in Organisation*. Mumbai: Jaico Publishing House, 1999. **12.** Frailley, L.E. *Handbook of Business Letters*. Revised Edn. New Jersey: Prentice Hall Inc., 1982. 13. Flyn, Nancy. *The Social Media Handbook*. Wiley, 2012. **14.** Gartside, L.E. *Modern Business Correspondence.* Plymouth: McDonald and Evans Ltd, 1980. **15**. Ghanekar, A. *Communication Skills for Effective Management.* Pune: Everest Publishing House, 1996. **16**. Labade, Sachin, Katre Deepa et al. *Communication Skills in English*. Orient Blackswan, Pvt Ltd, 2021. **17**. Shainesh, G. and Githa Heggde. *Social Media Marketing: Emerging Concepts and Applications*. Springer Nature Singapore, 2018.

12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination :
13	**Continuous Evaluation through:** • 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.) • Written assignments or projects: 10 marks (Learners will have to write and submit written assignments in a timely manner.) **Suggested Activities:** • Use of social media accounts for purpose of business communication • Making short presentations on given topics • Official letter writing/ email writing exercises • Role play focusing on channels and methods of communication	
14	**Format of Question Paper:** for the final examination ***External / Semester End Examination*** ***Marks: 30*** ***Time: 1 Hours*** 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

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

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	**Description the course :** **Including but Not limited to :**	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	**Vertical :**	Open Elective
3	**Type :**	Theory
4	**Credit**:	2 credits
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To understand the role of content writing in marketing and communication strategies. 2. To review essential grammar rules, punctuation, and writing style guidelines. 3. To understand basic principles of content writing apt for different platforms and different target audiences	
8	**Course Outcomes**: (List some of the course outcomes) 1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication 3. The ability to draw the essence of situations and develop clarity of thought.	

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

Module 1: FOUNDATION

1. **Grammar Refresher:** With special emphasis on use of punctuations, prepositions, capital letters and lower case
2. **Vocabulary building:** Meaning, usage of words , acronyms
3. **Common errors:** Homophones and common errors in English usage.
4. **Editing Skills:** Identifying redundant words and phrases and eliminating these.
5. **Essentials of good writing:** With emphasis on writing with clarity, logic and structure, Structuring a story, Creating a flow,

Module 2: WRITING TIPS AND TECHNIQUES

1. **Writing tickers/ scrolls:** For television news
2. **Writing social media post:** Twitter and for other social networks
3. **Writing briefs/snippets:** News briefs, Lifestyle and entertainment snippets
4. **Caption writing:** Picture stories etc
5. **Writing headlines:** News headlines and feature headlines

Module 3: PRESENTATION TOOLS AND TECHNIQUES

1. **Power Point Presentation:** Use of Power Point tools, Power Point to Pdf Power Point to self-animated presentation, Auto timing of Power Point presentation
2. **Info graphic:** Colour selection, Use of clip art, Use of Power Point smart tools, Minimalist animation for maximum impact
3. **Three minute presentation:** Content for single slide, Uses of phrases, Effective word selection, Effective presentation
4. **Google Advance search:** How to select relevant information, Locating authentic information, How to gather information for domestic and international websites
5. **Plagiarism:** How to do a plagiarism check, Paraphrasing, Citation and referencing style

Module 4: WRITING FOR THE WEB

1. **Content is King:** Importance of content
2. **Less is More:** Writing for print media/ social media like Twitter, etc
3. **Copywriting:** Ad campaigns (creative, witty and attractive)
4. **Realtime Content:** Difference in writing for print vs digital
5. **Keywords:** Designing keywords for Search Engine Optimization

10	**Text Books:**
	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	**Reference Books:**
	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	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
13	**Continuous Evaluation through:** Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. **Writing Captions and Headlines:** 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. **A three- minutes power point presentation:** This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes. 3. **Word Game/ Quiz:** This is an exciting way to get learners engaged in vocabulary building.

14	**Format of Question Paper:** for the final examination

Question.1 is compulsory.
Attempt any 1 from Q2. And Q3.
Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
	TOTAL	**30**

	Note:
	1. Equal Weightage is to be given to all the modules.
	2. Internal option shall be given in Q1.
	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.
	4. Use of simple calculator is allowed in the examination.
	5. Wherever possible more importance is to be given to the practical problems.

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

As Per NEP 2020

University of Mumbai

Syllabus for Basket of Minor	
Board of Studies in Banking and Insurance	
UG First Year Programme	
Semester - II	
E-Commerce	**Credits 2**
I) Introduction of E-Commerce	1
II) Integration of EDI	1
From the Academic Year	**2024-25**

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	"E-commerce" delves into the principles and practices of conducting business transactions electronically. It covers topics such as online retailing, digital marketing, payment systems, and logistics, exploring the opportunities and challenges of operating in the digital marketplace. The subject also examines emerging trends, technologies, and regulatory issues shaping the e-commerce landscape.
2	**Vertical :**	Minor
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	**Course Objectives**: (List some of the course objectives) 1. To familiarize students with various e-commerce business models, structure and dynamics of digital commerce. 2. To explore the technologies and platforms used in e-commerce for implementing and managing e-commerce ventures. 3. To analyze market trends, consumer behavior, and competitive dynamics in the e-commerce industry, for innovation, growth, and differentiation in digital markets.	
8	**Course Outcomes**: (List some of the course outcomes) 1. Students will demonstrate a comprehensive understanding of e-commerce principles, platforms, and practices, including online retailing, digital marketing, payment systems, and logistics, enabling them to navigate the digital marketplace effectively. 2. Students will cultivate an entrepreneurial mindset, exploring opportunities for e-commerce entrepreneurship. 3. Students will develop practical skills in e-commerce operations in e-commerce management, digital marketing, and online entrepreneurship.	

9	**Modules**:- Per credit One module can be created
	Module 1: Introduction of E-Commerce
	- Evolution of E-Commerce-Introduction, History/ Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce. - Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. - Business Models of E-Commerce- Characteristics of Business to Business (B2B), Business to Consumers (B2C), Business to Government (B2G) - Concepts of other models of E-commerce. II - Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. - E-Commerce Sales Product Life Cycle (ESLC) Model
	Module 2: Integration of EDI
	- E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E-Business - Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning - The Internet Audience and Consumer Behaviour and Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models. The service sector: offline and online,) - Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI .
10	**Text Books:** **1.** **2.** **3.** **4.** **………**

11	**Reference Books:**
	1. E-Commerce: An Indian Perspective" by P. T. Joseph, published by PHI Learning Pvt. Ltd 2. E-Commerce: A Managerial Perspective" by Pradeep Kumar and Sunil Sharma, published by Oxford University Press 3. E-Commerce: The Indian Perspective" by Ravi Kalakota and Andrew B. Whinston, published by Addison-Wesley. 4. E-Commerce: Strategy, Technologies, and Applications" by David Whiteley, published by TMH

12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
13	Continuous Evaluation through:	1. Case study 2. PPT Presentation 3. Group activity **REFER DETAIL SYLLABUS DOCUMENT**
14	**Format of Question Paper:** for the final examination **FOR DETAILS REFER DETAIL SYLLABUS DOCUMENT**	

Sign of Chairman
Dr. Sunil Karve
Chairman of Banking &
Insurance and
Investment
Management

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

Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Management

Sign of offg. Dean
Prof. Kavita Laghate
Faculty of Commerce &
Mangement

University of Mumbai

Syllabus for Extension Work in Vertical VI - CC	
Board of Studies in Extension Work	
UG First Year Program	
Semester	II
Title of Paper	Credit
Extension Work	2
From the Academic Year	2024-25

Introduction

The National Education Policy (NEP) 2020 is a comprehensive framework introduced by the Government of India to revamp the country's education system. It has replaced the previous National Policy on Education, which has aim to ensure universal access to quality education from preschool to higher education, including vocational education. NEP 2020 emphasizes a more holistic, multidisciplinary, and flexible curriculum which lay emphasis on conceptual understanding rather than rote learning allowing students to choose subjects across disciplines without strict boundaries.

The National Education Policy (NEP) 2020 of India addresses the role of higher education institutions in fostering community engagement and extension work. It highlights the social responsibility of higher education institutions towards their communities. It encourages institutions to engage with local communities, address societal challenges, and contribute to sustainable development. The policy promotes the implementation of outreach programs by higher education institutions to disseminate knowledge, provide services, and support community development. These programs may include literacy campaigns, career development programs, social issues awareness programs, health and hygiene initiatives, skill development workshops, and technology-oriented activities. The policy suggests integrating extension work into the curriculum of higher education programs. This allows learners to gain practical experience, develop leadership skills, and contribute to community development while pursuing their studies. It recognizes incentives to encourage active engagement in community service and extension activities.

Overall, NEP 2020 recognizes the significant role of higher education institutions in promoting community engagement, social responsibility, and sustainable development through extension work. By integrating extension activities into their mission and operations, institutions can contribute to building inclusive and resilient societies.

Extension work in the context of education refers to the activities and programs conducted by educational institutions to engage with communities, address societal needs, and promote social development.

Aim of Extension Work under NEP:
- Extension work aims to identify and address the specific needs and challenges faced by communities. NEP 2020 encourages higher education institutions to engage with local communities and contribute to their development by offering programs and services that

address social needs, such as literacy programs, health awareness campaigns, and vocational training.

- Extension work aims to empower communities by providing them with the knowledge, skills, and resources they need to address their own requirements and improve their quality of life.

Key objectives of Extension Work under NEP:

- To ensure equal access to quality education and educational opportunities to aspirants.
- To support the government initiatives in achieving universal foundational literacy and numeracy as per sustainable development program.
- To organize remedial programs to address the learning breaches among the youth and provide unending education opportunities.
- To offer more holistic, multidisciplinary, and flexible curricular activities with an emphasis on conceptual understanding and personality development.
- To offer a wide range of activities & promote critical thinking, creativity, and innovation.
- To provide aspirants with multiple pathways for skill development and employment.
- To implement outreach programs to disseminate knowledge, provide services, and support community development.

Extension Work Activities:

Extension Work activities introduced by DLLE are a crucial aspect of the educational environment, offering multifaceted benefits that extend beyond academic learning. Many extension activities focus on social issues, sustainability, and environmental conservation. These activities educate the communities on sustainable practices which promote inclusivity and social justice. These activities focus especially on training women in various skills, including entrepreneurship and digital literacy through various vocational skill-oriented projects offered by the department. These activities have significantly contributed to skill development among community members, leading to improved employment opportunities and personality development. Learners participate in extension work activities as part of their curriculum, to gain practical experience and to contribute to community development. Thus, engaging in extension work fosters a sense of social responsibility and civic engagement among the learners and facilitators.

THE EXTENSION DIMENSION (Reach to Unreached)

The college students are enrolled for extension work projects and perform various activities for the **social awareness based on various issues / problems in the society such as Save Girl Child, Pollution, Aids, Global Warming, Environment, Tree Plantation, Importance of Education, Illiteracy, Child Labour, Dowry Deaths, Malnutrition, Watershed Management and so many.** The students are creating awareness about these social problems / issues <u>through various activities such as Street Play, Exhibition, Poster Making, Songs, Speech, Survey, Elocution, and participation in Seminar & Conferences.</u> For this purpose, students are going to remote areas and involve the community and make them aware of our role in eradicating social problems faced by the society and trying to convince the people human duties as an ideal citizen.

To facilitate the sensitization of the student to the socio-cultural realities, the Department offers extension work projects encompassing social issues for the student. There are many Extension Work Projects being offered by the department under the two different units for enhancing the employability and IT skills of the student. The projects are given below for which the details are available on DLLE website at www.mudlle.ac.in

I) **Vocational Career Oriented Projects**

    1. Career Project [CP]

    2. Industry Orientation Project [IOP]

    3. Anna Poorna Yojana [APY]

    4. Skill Development (SD)

II) **Community Oriented Projects**

    1. Population Education Club (PEC)

    2. Survey Research

    3. Education for All (EFA- NIOS, IDOL)

    4. Environment Education

    5. Civic Sense (CS)

    6. Consumer Guidance

Given below are the activities / programs to be conducted by the colleges as a part of Extension Work as enlisted topics. The learner will focus on enlisted topics and participate in following activities during Semester II in this academic year.

<u>**ACTIVITIES FOR SEMESTER II = 2 Credits**</u>

Sr. No.	Unit	No. of Lectures
1.	<u>Organising & Participation in Training Session</u> Every learner should attend the orientation / training session organised by their college for orientation of annual extension work program. Attendance is compulsory. **In this session the learners will be oriented about the activities to be conducted during the semester followed by question-and-answer session.** The learner must read resource material and guideline carefully and plan his / her activities for the semester during academic year.	2 Lectures
2.	<u>Participation in Project /Activities</u> (as given below) **In this session learners will be oriented about any 5 Topics selected by college (preferably which are not taken in Semester 1) for awareness under Extension Work. The college may select more than 5 topics if the enrolment of learners is more than 200. The learners will participate in activities based on these topics selected by college.)** 1. Maharashtra Policy for women. 2. Status of women in India. / Women achievers of modern India 3. Banking procedures. 4. Legal procedures. 5. Violence against women / Laws protecting women/ Inheritance laws. 6. Child Labour. 7. Environment- pollution and its effect / Save Trees and Natural Resources 8. Water Harvesting.	22 Lectures including guidance for practice session, preparations and actual conduct of program.

9. Pollution (Noise pollution / industrial pollution etc.)

10. Issues related to LGBT.

11. HIV –AIDS / Covid 19 etc.

12. Consumer Awareness (Act 2019), Need and Importance

13. E-waste management

14. Stress and Harassment.

15. Global warming

16. Importance of Ethics and Values

17. Old Age Homes / Status of Senior Citizens

18. Distance Education Opportunities

19. First Aid Awareness

20. Voting rights / Human Rights

Learners will be oriented and motivated to participate in minimum four activities given below based on above topics:

1. Seminar /conferences, discussion sessions, debate, rallies

2. Competitions (essay/creative writing, elocution, poster/ video/ rangoli making etc. – Minimum 2 competitions)

3. Extension Work group activities of other groups in the college.

4. Prepare your PPT, design your posters / charts.

5. Survey / short term academic courses / innovative programs.

6. Field visit / field work / case studies / developing innovative engineering models / projects

7. Participation in Street Plays

8. Event / hospitality / human resource management program /assignment

9. Novel formulation development (pharmacy),

10. Self-medication survey (pharmacy),

Learners are required to prepare <u>short videos (duration 3-4 minutes)</u> of the activity where the college will organize such competition.

	The learners will be oriented about various career development opportunities in University of Mumbai, and schemes of student development by the Government.	
	Learners will be oriented and given an opportunity for: - Script writing / Direction for street play. - Composing / Singing (Songs, Powada) - Playing Musical Instrument during the event. - Participation in various college and university level competitions. - Participate in Cultural Performance / Organising Committee for Festival / Programs / Event Management.	
3	Participation Video / Stage Performance / Assignment / Report Writing and submission - Present your report / video during the college program. - All learners enrolled in Extension Work can make activity video or stage performance (3-4 minutes duration) creating awareness about any social issues / topics enlisted here followed by assignment / report writing as per format. - **College will organise a program in the hall / classroom for all learners and give them an opportunity** to present their assignment / report with PPT / video presentation followed by question answer session / test / interview by the college.	6 Lectures including guidance for practice session, preparations and actual conduct of program.

Evaluation Pattern

Internal Assessment

Sr. No.	Assessment Criteria	Maximum Marks
1	Attendance, punctuality, completion of hours, participation in programs, presentations and feedback.	10
2	Proficiency in required skill sets, overall performance, submission of written report / assignments and expected development.	10
	Total	20 Marks

External Assessment

(Based on Extension Work guidelines and five enlisted topics chosen by the college.)

Question Paper Pattern

Time: 1.00 Hours   **Total Marks 30**

Instructions: 1. All questions are compulsory.

                2. Figures to the right indicate maximum marks.

Q.1. Rewrite the following statement by choosing correct alternative given below. - 06 Marks
     (6 statements. One mark each)

Q.2. Write short Notes On (Any Two out of Four) - 06 Marks

Q.3. Answer the following questions. (Any Three out of Five) - 18 Marks

References:

- Guidelines for Extension Work published by Department of Lifelong Learning and Extension, University of Mumbai.

- Agricultural Extension: Principles and Methods" by "Ray V. Herren (2008)

- Agricultural Extension by G. S. R. Murthy (2010)

- Introduction to Agricultural Extension by S. S. Acharya (2015)

- Agricultural Extension in Developing Countries by R. W. Snapp (2012)

- Extension Communication and Management by B. M. Panda (2016)

Sign of BOS Chairman
Prof. Kunal Jadhav
Ad-hoc Board of
Studies in Extension
Work

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

As Per NEP 2020

University of Mumbai

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

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.
2	**Vertical :**	Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By √)
3	**Type :**	Theory / Practical
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	**Course Objectives**: (List some of the course objectives) 1. To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition. 2. To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system. 3. To help to study the enriched scientific Indian heritage. 4. To introduce the contribution from Ancient Indian system & tradition to modern science & Technology.	
8	**Course Outcomes**: (List some of the course outcomes) 1. Learner will understand and appreciate the rich Indian Knowledge Tradition 2. Lerner will understand the contribution of Indians in various fields 3. Lerner will experience increase subject-awareness and self-esteem 4. Lerner will develop a comprehensive understanding of how all knowledge is ultimately intertwined	
9	**Modules**:-	
	Module 1: (10 Hours)	
	1. Introduction to IKS (What is knowledge System, Characteristic Features of Indian Knowledge System) **2.** Why IKS? (Macaulay's Education Policy and its impact, Need of revisiting Ancient Indian Traditions) **3.** Scope of IKS (The Universality of IKS (from Micro to Macro), development form Earliest times to 18th Century CE) **4.** Tradition of IKS (Ancient Indian Education System: Home, Gurukul, Pathashala, Universities and ancient educational centres) **5**. Relevant sites in the vicinity of the Institute (Water Management System at Kanheri, Temple Management of Ambarnath, etc.)	

	Module 2: (10 Hours)
	1. Medicine (Ayurveda) 2. Alchemy 3. Mathematics 4. Logic 5. Art of Governance (Arthashastra)
	Module 3: **(10 Hours) (Select Any FIVE out of the following)**
	1. Aesthetics 9. Yoga and Wellbeing 2. Town Planning 10. Linguistics 3. Strategic Studies 11. Chitrasutra 4. Krishi Shastra 12. Architecture 5. Vyakaran & Lexicography 13. Taxation 6. Natyashastra 14. Banking 7. Ancient Sports 15. Trade and Commerce 8. Astronomy
10	**Reference Books** 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 Banrasidas, 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
11	**Continuous Internal Assessment: 20 Marks** **Semester End Examination : 30 Marks**
12	**Continuous Evaluation through:** Assignment/ Presentations/ Projects (Group/Individual) / Field Visit Report **10 Marks,** class Test / MCQ Test **5 Marks,** Overall Conduct and Class Participation **5 Marks**
13	**Format of Question Paper:** for the final examination Q1. Attempt any TWO Questions out of FIVE. **6 Marks** Q2. Attempt any THREE Questions out of SIX 12 **Marks** Q3. Attempt any THREE Questions out of SIX. 12 **Marks**

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**
I)	
From the Academic Year	**2024 – 2025**

Open Elective Courses

Name of the Course: Advanced Excel

Sr. No.	Heading	Particulars
1	**Description the course:**	**Introduction:**
		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.
		Relevance:
		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.
		Usefulness:
		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.
		Application:
		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.
		Interest:
		Excel offers a wide range of functionalities and capabilities that can be both practical and creatively

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.

Connection with Other Courses:

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.

Demand in the Industry:

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.

Job Prospects:

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.

2	**Vertical:**	Open Elective
3	**Type:**	Practical
4	**Credits:**	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	**Hours Allotted:**	60 hours
6	**Marks Allotted:**	50 Marks
7	**Course Objectives (CO):**	

CO 1. To teach fundamental Excel functions and data manipulation techniques.
CO 2. To introduce charting and visualization methods for data analysis.
CO 3. Cover advanced Excel functions and data analysis techniques.
CO 4. To explain data validation and conditional formatting for data integrity.
CO 5. To teach advanced Excel techniques such as PivotTables, PivotCharts, and What-If analysis and data consolidation.
CO 6. To cover advanced charting and visualization methods.
CO 7. To introduce macros for task automation and efficiency.

| 8 | **Course Outcomes (OC):** | |

	After successful completion of this course, students would be able to -
	OC 1. Use fundamental Excel functions and data manipulation.
	OC 2. Create and customize charts for effective data visualization.
	OC 3. Use advanced Excel functions and data analysis methods.
	OC 4. Understand and apply data validation and conditional formatting.
	OC 5. Use PivotTables, PivotCharts, and interactive data analysis.
	OC 6. Apply advanced charting and visualization methods.
	OC 7. Use macros for task automation and efficiency.
9	**Modules:**
	Module 1: Foundations of Excel (30 hours)

Basic Functions and Data Management:

Introduction to Excel functions: SUM, AVERAGE, COUNT.

Logical functions: IF, AND, OR for decision-making in formulas.

Sorting and filtering: Organizing and analyzing data to identify patterns.

Text Functions: Utilizing functions like CONCATENATE, LEFT, RIGHT, MID for text manipulation.

Date and Time Functions: Using functions such as TODAY, NOW, DATE, TIME for handling date and time data effectively.

Charts and Graphs:

Creating basic charts: Column, bar, and pie charts to visualize data.

Customizing charts: Formatting elements, axes, titles, and legends for clarity.

Adding trendlines: Visualizing trends and forecasting future data points.

Advanced Functions and Analysis:

Lookup functions: VLOOKUP, HLOOKUP, INDEX, MATCH for advanced data retrieval.

Conditional summing and counting: SUMIF, SUMIFS, COUNTIF, COUNTIFS for targeted analysis.

Statistical Functions: Using functions such as MIN, MAX, MEDIAN, and MODE for statistical analysis.

Data Validation and Conditional Formatting:

Setting validation rules: Controlling data entry and ensuring accuracy.

Custom validation criteria: Creating complex validation scenarios for data integrity.

Applying conditional formatting: Highlighting trends, patterns, and anomalies in data.

Module 2: Advanced Excel Techniques (30 hours)

PivotTables and PivotCharts:

	Creating PivotTables: Summarizing and analyzing large datasets for insights.
	Utilizing filters and slicers: Interactively analyzing data subsets in PivotTables.
	Visualizing PivotTable data: Creating PivotCharts for enhanced presentation and analysis.
	Advanced Data Analysis Techniques
	What-If analysis: Using scenarios and goal seek to simulate different outcomes.
	Data consolidation: Combining data from multiple sources for comprehensive analysis.
	Exploring data analysis tools: Solver and Analysis ToolPak for advanced analysis.
	Advanced Charting and Visualization
	Combination charts: Visualizing multiple data series in a single chart for comparison.
	Sparklines: Creating mini-charts within cells to display trends at a glance.
	Dynamic charting: Building dynamic charts using named ranges and formulas for interactive analysis.
	Macros and Automation
	Introduction to macros: Understanding macros and their role in automating tasks.
	Recording and editing macros: Recording and modifying macros to automate repetitive processes.
	Macro security and best practices: Implementing security measures and adhering to best practices for safe macro usage.
10	**Text Books** 1. Advanced Excel Essentials, Jordan Goldmeier, Apress 2. Data Analysis with Excel, Manisha Nigam, BPP publications
11	**Reference Books** 1. Advanced Excel Formulas, Murray Alan, Apress 2. Mastering Advanced Excel, Ritu Arora, BPB publications
12	**Internal Continuous Assessment: 40%**	**Semester End Examination: 60%**
13	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.	A **Semester End Practical Examination** of **2 hours duration** for **30 marks** as per the paper pattern given below. **Certified Journal** is **compulsory** for appearing at the time of Practical Exam
	Total: 20 marks	**Total: 30 Marks**

14	**Format of Question Paper:**		
	Total Marks: 30		**Duration: 2 Hours**

Question	Practical Question Based On	Marks
Q. 1	Module 1	12
Q. 2	Module 2	12
Q. 3	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