

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]

Sem. - III

Vertical – 1 Major

Syllabus

B.Com. (Second Year)

(Sem.- III)

Title of Paper : Commerce III Management : Principles and Functions

Sr. No.	Heading	Particulars
1	Description of the course : Including but Not limited to :	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
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1. To provide an overview of Management in an organization 2. To understand the principles and functions of management. 3. To provide an insight on the application of principles and functions of Management in their lives. 	
8	Course Outcomes: (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	Modules:- Per credit One module created
	Module 1: Introduction to Management (15 lectures)
	Unit – I Introduction to Management: (8 lec) <ul style="list-style-type: none"> • Management Concept, Nature, Functions of Management, Managerial Skills, Henry Fayol’s Principles of Management, Peter Drucker’s Dimensions of Management, • Chanakya’s Principles of Management, 10 Key management lessons from Bhagavad Gita, Indian Ethos and its significance to Management. Unit – II Planning & Controlling: (7 lec) <ul style="list-style-type: none"> • Planning: Meaning, Steps in planning process, MBO- concept & its advantages, MBE – concept and its Advantages, MIS -concept & its components. • Controlling: Meaning, Steps in Control process, Essentials of good control system, Techniques of Controlling.
	Module 2 Organizing and Directing (15 lectures)
	Unit – I Organizing: (8 lec) <ul style="list-style-type: none"> • Features of Line, Line and Staff, Matrix and Virtual Organisation, Bases of Departmentation, Span of Management- Concept & factors influencing it, • Delegation of Authority- Concept and its Principles, Centralisation v/s Decentralisation. Unit II Directing: (7 lec) <ul style="list-style-type: none"> • Managerial Communication: Functions, Barriers , Modern Tools used by managers for communication, Motivation- Concept, Factors and its importance, • Leadership- Concept, Styles and Qualities of a leader.
10	Reference Books: <ol style="list-style-type: none"> 1. Management Today Principles& Practice- Gene Burton, Manab Thakur, Tata McGraw Hill, Publishing Co.Ltd. 2. Management – James A.F.Stoner, Prentice Hall, Inc .U.S.A. 3. Management : Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw-Hill, Publishing Co.Ltd. 4. Principles of Management- T.Ramasamy. 5. Principles and Practices of Management- L.M. Prasad. 6. Essentials of Management – Koontz And O“Donnel 7. Principles of Management – Sherlekar S. A 8. Principles and Practice of Management by L M Prasad 9. Corporate Chanakya: Successful Management the ancient way by Radhakrishnan Pillai 10. Success Principles of Chanakya by Mahesh Sharma 11. Managing by the Bhagavad Gita: Timeless lessons for today’s Managers, by Satinder Dhiman, A.D. Amar Springer publication. 12. Professional Development with Managerial Communication by Jitendra Mhatre. 13. Executive Guide to Business Communication, Moin Qazi, 14. Principles and Practices of Management & Business Communication – Karmakar, Dutta 15. Modern Communication Techniques by Sandip Dey

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 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
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. 3. Field visit can be arranged.	

Syllabus

B.Com. (Second Year)

(Sem.- III)

Title of Paper : Family Business Management

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	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	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1. Understand the fundamental concepts, characteristics, and historical evolution of family businesses. 2. Analyze the unique challenges and opportunities faced by family businesses in comparison to non-family businesses. 3. Apply strategic planning theories and models (e.g., 3-Circle Model, Systems Theory) to family business management & Develop strategies for effective succession planning 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. 	
8	Course Outcomes: (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>	

	<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)</p> <p>CO 5 : Evaluate case studies of prominent family businesses to identify best practices and lessons learned from both successes and failures. (Evaluate)</p>
9	<p>Modules:- Per credit One module created</p> <p>Module 1: Family Business Management</p> <p>Unit I Family Business Management: An Introduction</p> <ul style="list-style-type: none"> ❖ Historical Evolution of Family Business, Characteristics of Family Business Management, Types of Family Business ❖ Family Business: Importance and Challenges, Women in Family Business <p><u>Case Study</u> Successful family Business Case Study https://medium.com/@vansh.khandelwal06/the-success-story-of-mdh-masala-greatness-born-out-of-persistence-e793bfd557f2</p> <p>Failed Family Business Case Study https://thesecretariat.in/article/succession-planning-in-corporate-india-why-the-godrej-family-is-an-outlier</p> <p>Unit II Strategic Planning & Family Business Theories and Models</p> <ul style="list-style-type: none"> ❖ 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 <p><u>Case Study</u> 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</p> <p>Family Enterprise: Balancing Tradition and Innovation - https://www.imd.org/blog/family-business/family-enterprise/</p>
	<p>Module 2 : Governance in Family Business</p>
	<p>Unit I Governance in Family Business & Conflict Resolution</p> <ul style="list-style-type: none"> ❖ 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 <p><u>Case Study</u> Tata Trusts to reform operations, reduces management roles and expenses https://www.business-standard.com/companies/news/tata-trusts-to-reform-operations-reduces-</p>

[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

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

What leadership transition means for Reliance Industries

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.	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 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

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.
3. Field visit can be arranged.

Syllabus
B. Com. (Business Economics)
(Sem.- III)

Title of Paper: Micro Economics of Factor Pricing

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to :	This course provides an in-depth understanding of the factor price determination. It includes remuneration for the land, the labour, the capital and the entrepreneurial abilities in the form of rent, wages, interest and profit. It aware students regarding the classical and modern theories of determination of remuneration to various factors of production.
2	Vertical :	Major
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 make the students understand the fundamentals of remuneration of factors of production. 2. To make learners Identify different types of theories of factor remuneration. 3. To develop analytical skills of the learners with reference to the factor pricing in modern context.	
8	Course Outcomes: By the end of the course, students will be able to: 1. Understand the fundamentals of rent, wages, interest and profit. 2. Learn different approaches of factor price determination. 3. Analyze and apply factor pricing in modern context.	

9	<div>Syllabus</div> <div>Module I: Rent and Wages (15 hours)</div> <div><ul style="list-style-type: none">• Introduction- Demand and supply of land – Meaning of rent – Determination of Rent for Industrial and office spaces.• Characteristics of labour -- demand for labour – Supply of labour –Equilibrium in labour market – Wage determination.• Wage and productivity – Efficiency Wage Theory --Causes of wage differences – Nominal and real wages – Role of Technology and Skills in wage determination.</div> <div>Module 2: Interest and Profit (15 hours)</div> <div><ul style="list-style-type: none">• Definition of interest – Gross interest and net interest - Natural interest and market rate of interest.• Liquidity preference theory - Modern theory of interest.• Meaning of profit – Gross profit and net profit - Normal profit and Supernormal profit - - Innovation theory - Risk Bearing Theory of profit.</div>															
10	<div>References:</div> <div><ul style="list-style-type: none">• Principles of Microeconomics N Gregory Mankiw, Cengage Learning, 6th Edition, Harvard University.• Microeconomic Theory KPM Sundaram and M P Vaish, S. Chand Publications, New Delhi, 21st Edition.• Micro Economics-K C Dash- Himalaya Publishing House• Ahuja, H.L, Micro Economics, S. Chand• Mehta P.K, Singh M.– Micro Economics– Taxmann Publication• Micro Economics-T.R. Jain , B.D. Majhi, V.K. Global• Browning, E.K. and J.M. Browning; Microeconomic Theory and Applications, Kalyani Publishers, New Delhi.• Dwivedi, D.N. Micro Economics, Vikash Publication• Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, 11. McGraw-Hill International</div>															
11	<div>Internal Continuous Assessment: 40%</div> <div><table><tr><th colspan="3">Continuous evaluation pattern</th></tr><tr><td>1</td><td>Class Test Two (5 marks each)</td><td>10 Marks</td></tr><tr><td>2</td><td>Assignment/ Project Presentation/ Case Study writing</td><td>10 Marks</td></tr><tr><td>3</td><td>Book review/Newspaper review (in any language)/ Case Studies</td><td>10 Marks</td></tr><tr><td></td><td>Take any two of the above (from 1, 2 and 3)</td><td>20 Marks</td></tr></table></div>	Continuous evaluation pattern			1	Class Test Two (5 marks each)	10 Marks	2	Assignment/ Project Presentation/ Case Study writing	10 Marks	3	Book review/Newspaper review (in any language)/ Case Studies	10 Marks		Take any two of the above (from 1, 2 and 3)	20 Marks
Continuous evaluation pattern																
1	Class Test Two (5 marks each)	10 Marks														
2	Assignment/ Project Presentation/ Case Study writing	10 Marks														
3	Book review/Newspaper review (in any language)/ Case Studies	10 Marks														
	Take any two of the above (from 1, 2 and 3)	20 Marks														

12

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

Format of Question Paper

Semester End Examination Question Paper Pattern

Time: 1 Hour

Max. Marks:30

Note:

- All questions are compulsory
- Each question has internal options
- Figure to the right indicate full marks.

Q.1.	Answer the following questions (Any 2):	15 Marks
A.		
B.		
C.		
Q.2.	Answer the following questions (Any 2):	15 Marks
A.		
B.		
C.		

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

Title of Paper: Accountancy & Financial Management–III

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to :	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.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	Course Objectives: <ul style="list-style-type: none"> To analyze the financial transactions of a business during the pre and post-incorporation periods to determine the appropriate apportionment of profits and losses. 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.
8	Course Outcomes: <ul style="list-style-type: none"> 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. 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.

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

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:

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

	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

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.

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Name of the Programme – B.Com. (Business Economics)

Faulty of Commerce & Management

Board of Studies in Business Economics

Second Year Programme in Minor (Business Economics)

Semester	III & IV	
Title of Paper	Sem.	Total Credits 4
Fundamentals of Money & Banking	III	4
Title of Paper		Credits
Public Finance	IV	4
From the Academic Year		2025-26

Sem. - III

Syllabus

B.Com. (Business Economics)

(Sem.- III)

Title of Paper: Fundamentals of Money & Banking

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	This introductory course on Indian money and banking covers the functions and types of money, along with classical, neo-classical, and Keynesian motives for demand. It explores the money supply process in India, including monetary aggregates and the banking system, as well as recent reforms. The course also highlights the impact of technology on financial inclusion and reviews government initiatives to promote it.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: By the end of this course, students will be able to: - <ol style="list-style-type: none"> 1. To make the learner understand the basics of money as an instrument, theoretical understanding of reasons for demand for money. 2. To enable students to understand the basics of money supply and the role of monetary authorities in regulating money supply in the economy. 3. To introduce the banking system and its evolution in India. 4. To make the learner understand the technological changes in the banking industry and efforts for financial inclusion through new banking technology and Government Initiatives. 	

8	<p>Course Outcomes: By the end of this course, students will be able to: -</p> <ol style="list-style-type: none"> 1. The learners will be able to analyze the various functions of money in facilitating trade and economic activities. 2. The students will critically evaluate a theoretical aspect of demand for money and supply of money and its relevance in modern times. 3. The learner will be able to understand the basics of monetary policy, its instruments, and its importance to the economy. 4. The learners will understand the basic concept of banking, its types, and recent banking sector reforms 5. The students will realize the changing dynamics of the banking industry through technical progress in the operational technology and its significance for financial inclusion.
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9	<p style="text-align: center;">Syllabus</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Module 1: Money and Demand for Money</td><td style="width: 20%; text-align: right;">(15 hours)</td></tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> • Money: Definition, Classification, and Functions of Money • Pre-Keynesian Theories: Classical and Neo-Classical Demand for Money • Modern Theories: Keynesian Demand for Money and Post Keynesian Developments. </td></tr> <tr> <td>Module 2: Supply of Money and Monetary Policy</td><td style="text-align: right;">(15 hours)</td></tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> • Money Supply: Rationale and Sources of Money Supply • Measurement of Money Supply: Revised Aggregates and Liquidity Aggregates • Money Multiplier; Velocity of Circulation of Money; Monetary Policy: Meaning and Objectives; Instruments of Monetary Supply; Monetary Policy Framework Agreement and Monetary Policy Committee. </td></tr> <tr> <td>Module 3: Banking Industry</td><td style="text-align: right;">(15 hours)</td></tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> • Introduction to Banking- Lending Principle and Credit Creation and Balance Sheet of a Banks • Evolution of Banking System in India, Structure of Banking System in India- Commercial Banking – Function and significance, Retail Banking – Functions and significance & Corporate Banking -Rural Banking • Applicability of KYC norms in Banking -Issues and Challenges of Banking Industry Banking sector reforms - 4R Framework - Basel Norms. </td></tr> <tr> <td>Module 4: Technological Innovation and Financial Inclusion</td><td style="text-align: right;">(15 hours)</td></tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> • Technology Trends in Banking – Digital Rupee, Fintech, Social Media Banking, Account Aggregators, Open Banking- • Changes in Operational Technology in the Banking Industry – Core banking Solution -Financial Inclusion by Extension of Banking Services, Use of Mobiles/Tablets in Financial Inclusion Drive, Financial Literacy – Cyber Threats and Awareness Drives in Banking Operations • Government Initiatives for Financial Inclusion – Priority Sector Advances- Pradhan Mantri Jandhan Yojan, Features and Challenges, Pradhan Mantri Mudra Yojana (PMMY), Stand Up India Scheme- Microfinance Institutions in India, Advantages, Purpose, Limitations and Models of SHG – Bank Linkage Program. </td></tr> </table>	Module 1: Money and Demand for Money	(15 hours)	<ul style="list-style-type: none"> • Money: Definition, Classification, and Functions of Money • Pre-Keynesian Theories: Classical and Neo-Classical Demand for Money • Modern Theories: Keynesian Demand for Money and Post Keynesian Developments. 		Module 2: Supply of Money and Monetary Policy	(15 hours)	<ul style="list-style-type: none"> • Money Supply: Rationale and Sources of Money Supply • Measurement of Money Supply: Revised Aggregates and Liquidity Aggregates • Money Multiplier; Velocity of Circulation of Money; Monetary Policy: Meaning and Objectives; Instruments of Monetary Supply; Monetary Policy Framework Agreement and Monetary Policy Committee. 		Module 3: Banking Industry	(15 hours)	<ul style="list-style-type: none"> • Introduction to Banking- Lending Principle and Credit Creation and Balance Sheet of a Banks • Evolution of Banking System in India, Structure of Banking System in India- Commercial Banking – Function and significance, Retail Banking – Functions and significance & Corporate Banking -Rural Banking • Applicability of KYC norms in Banking -Issues and Challenges of Banking Industry Banking sector reforms - 4R Framework - Basel Norms. 		Module 4: Technological Innovation and Financial Inclusion	(15 hours)	<ul style="list-style-type: none"> • Technology Trends in Banking – Digital Rupee, Fintech, Social Media Banking, Account Aggregators, Open Banking- • Changes in Operational Technology in the Banking Industry – Core banking Solution -Financial Inclusion by Extension of Banking Services, Use of Mobiles/Tablets in Financial Inclusion Drive, Financial Literacy – Cyber Threats and Awareness Drives in Banking Operations • Government Initiatives for Financial Inclusion – Priority Sector Advances- Pradhan Mantri Jandhan Yojan, Features and Challenges, Pradhan Mantri Mudra Yojana (PMMY), Stand Up India Scheme- Microfinance Institutions in India, Advantages, Purpose, Limitations and Models of SHG – Bank Linkage Program. 	
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11

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- Y .Carrière-Swallow, V. Haksar and M. Patnam (2021)“India’s Approach to Open Banking:Some Implications for Financial Inclusion “IMF Working Paper WP/21/52

11

Internal Continuous Assessment: 40% (40 Marks)

Continuous Evaluation Pattern		
1.	Class Test based on objectives on-line/offline	20 marks
2.	Assignment / Project / Presentation	20 marks
3.	Book review / Newspaper review (in any language) / Case Study writing	20 marks
	Take any Two of the above (from 1, 2 and 3)	40 Marks

External, Semester End Examination 60% (60 Marks)
Individual Passing in Internal and External Examination

Format of Question Paper

Semester End Examination Question Paper Pattern

Time: 2 Hour

Max. Marks:60

Note:

- All questions are compulsory
- Each question has internal options
- Figure to the right indicate full marks.

Q1	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q2	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q3	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		
Q4	Answer the following question (Any 2)	15 Marks
A.		
B.		
C.		

Name of the Course: Cyber & Digital Safety

Sr. No.	Heading	Particulars
1	Description the course:	<p>Introduction:</p> <p>With the rapid rise in digital connectivity, individuals are increasingly vulnerable to online threats. This course introduces students to essential concepts of digital safety, privacy, and responsible online behavior. It provides practical knowledge to protect personal data, secure digital devices, and navigate the internet safely.</p> <p>Relevance:</p> <p>In today's digital age, everyone is a digital citizen. Whether you're a student, professional, or homemaker, digital safety is vital for safeguarding identity, finances, and mental well-being. This course addresses the urgent need to educate individuals in navigating online spaces securely.</p> <p>Usefulness:</p> <p>The course empowers learners with practical knowledge on how to stay safe online—be it managing privacy settings on social media, identifying phishing emails, or using strong passwords. These skills are useful in daily digital activities across personal, academic, and professional spaces.</p> <p>Application:</p> <p>Students can immediately apply the concepts learned—from using secure Wi-Fi and avoiding fake news to setting up two-factor authentication and protecting children's online experiences. It also helps in developing a safety-first approach to technology use.</p> <p>Interest:</p> <p>This course connects to the everyday digital life of learners—making it highly relatable. It explores topics like deepfakes, social media responsibility, digital detox, and cyberbullying, which resonate with students from all disciplines and age groups.</p> <p>Connection with Other Courses:</p> <p>While not technical, this course complements subjects in Media Studies, Psychology, Communication, Law, and even Business. It strengthens digital literacy, a valuable</p>

		<p>soft skill, and supports courses related to digital ethics, digital marketing, and online communication.</p> <p>Demand in the Industry:</p> <p>Digital awareness is considered a critical life skill by employers. Companies value employees who understand safe digital practices, especially in remote and hybrid work environments. With increasing data breaches and cybercrime, demand for digitally responsible professionals is rising.</p> <p>Job Prospects:</p> <p>Although not a technical specialization, this course adds weight to any resume by demonstrating digital literacy. It prepares students for roles in education, administration, customer service, journalism, HR, and more—where safe technology use is expected and respected.</p>
2	Vertical:	Open Elective
3	Type:	Theory
4	Credits:	2 credits
5	Hours Allotted:	30 hours
6	Marks Allotted:	50 Marks
7	<p>Course Objectives (CO):</p> <p>CO 1. To introduce the foundational concepts of cyber safety and digital privacy.</p> <p>CO 2. To create awareness of common online threats and best practices for digital hygiene.</p> <p>CO 3. To equip students with skills for safe usage of social media, devices, and the internet.</p> <p>CO 4. To develop a mindset for ethical digital behavior and responsible technology use.</p> <p>CO 5. To explore emerging cyber risks including AI, deepfakes, and the role of legislation.</p>	
8	<p>Course Outcomes (OC):</p> <p>After successful completion of this course, students would be able to -</p> <p>OC 1. Understand key concepts in cyber security and differentiate between threats and risks.</p> <p>OC 2. Apply safe browsing practices and protect their digital identity across platforms.</p> <p>OC 3. Identify and avoid common cyber scams, phishing attacks, and fake news.</p> <p>OC 4. Safeguard personal devices, use secure communication tools, and manage passwords.</p>	

	OC 5. Understand the ethical concerns and emerging trends in AI-driven cyber threats.
9	<p>Modules:</p> <p>Module 1: Fundamentals of Digital Safety & Online Behavior</p> <p>Introduction to Digital Safety and Cyber Security: What is Digital Safety?, Everyday importance of staying safe online, Cyber Security vs. Digital Safety, Ethical and responsible use of technology</p> <p>Common Online Threats and How to Avoid Them: Types of online threats: viruses, phishing, scams, Understanding social engineering and digital fraud, Case examples of real-world cyber attacks</p> <p>Safe Internet and Social Media Use: How to browse safely: HTTPS, safe websites, online shopping tips, Social media privacy settings, Digital identity and managing your online presence, Deepfakes and misinformation, Screen time, mental health, and digital well-being</p> <p>Online Safety for Children and Teenagers: Common risks for young users, Using parental controls and safe browsing tools, Identifying and addressing cyberbullying, Teaching children responsible internet use</p> <p>Module 2: Personal Device Security, Privacy & Emerging Trends</p> <p>Securing Devices and Networks: How to keep your phone and laptop safe, Safe use of public Wi-Fi and VPNs, Protecting smart devices (IoT) at home, Backing up your data securely</p> <p>Building Good Digital Habits (Cyber Hygiene): Creating strong passwords and using multi-factor authentication, Keeping software updated and avoiding unsafe downloads, Spotting fake news and online hoaxes</p> <p>Understanding Data Privacy: What is personal data and why it matters, Data protection laws in simple terms (like GDPR), Using privacy-friendly tools (browsers, search engines, messaging apps), What to do if a data breach happens</p> <p>Cyber Safety at Work and Emerging Technologies: Staying safe while working online or remotely, Secure email and workplace communication, How AI is used in cyber security – the good and the bad, Deepfakes, AI-based scams, and how to stay alert, Introduction to how blockchain can help in digital security</p>
10	<p>Text Books</p> <ol style="list-style-type: none"> 1. Security in the Cyber Age: An Introduction to Policy and Technology, John E. Savage, Derek S. Reveron, Cambridge University Press, 2023 2. Cyber Security and Personal Data Awareness: Leverage Personal Data safety in Cyber Threat environment, Selvaraj G, Notion Pres, 2024 3. Cyber and Digital Safety: Fundamentals and Best Practices, Maurya R K, SYBGEN Learning, 2025
11	<p>Reference Books</p> <ol style="list-style-type: none"> 1. Cyber Safety for Everyone: A comprehensive guide to online safety,

	JaagoTeens, BPB Publications, 3rd Edition, 2024		
	2. The Basics of Cyber Safety: Computer and Mobile Device Safety, John Sammons (Author), Michael Cross MD, Syngress, 2016		
	3. Cybersecurity for Everyone, David B. Skillicorn, Routledge, CRC Press, 2022		
	4. Cybersecurity for Dummies, Joseph Steinberg, Wiley, 2020		
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
13	Continuous Evaluation through: Class Test on Module 1: 10 marks Class Test on Module 2: 10 marks	Evaluation through: A Semester End Theory Examination of 1 hour duration for 30 marks as per the paper pattern given below.	
	Average of 2 Class Tests: 10 marks Assignment on Module 1: 5 marks Assignment on Module 2: 5 marks	Total: 30 marks	
	Total of 2 Assignments: 10 marks		
	Total: 20 marks		
14	Format of Question Paper:		
	Total Marks: 30		
	Duration: 1 Hour		
	Question	Based On	Options
	Q. 1	Module 1	Any 2 out of 4
Q. 2	Module 2	Any 2 out of 4	
Q. 3	Module 1 & 2	Any 2 out of 4	
			Marks
			10
			10
			10

Vertical – 4 VSC

Syllabus

B. Com. (Second Year)

(Sem.- III)

Title of Paper : Advertising-I

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

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

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 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
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. 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

Sr. No.	Heading	Particulars
1	Description of the course:	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।
2	Vertical:	AEC
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	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।	
8	Course Outcomes: 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।	
9	Modules (Per credit one module can be created)	
	इकाई-1	व्याख्यान-15
	क्रेडिट-01	
	1. हिंदी भाषा : सामान्य परिचय	
	2. राजभाषा हिंदी : संवैधानिक महत्त्व	
	3. वर्णमाला : स्वर एवं व्यंजन	
	4. शब्द भेद : सामान्य परिचय (संज्ञा आदि)	
	इकाई-2	व्याख्यान-15
	क्रेडिट-01	
	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)	
10	संदर्भ ग्रंथ- 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	
11	Internal Continuous Assessment : 40%	External : Semester End Examination : 60%
12	Continuous Evaluation through: <ul style="list-style-type: none"> रचनात्मक कार्य/प्रकल्प इत्यादि- 10 अंक प्रस्तुति/परिसंवाद सहभागिता इत्यादि- 05 अंक अकादमिक, व्यावसायिक एवं कौशल संवर्धन गतिविधियाँ- 05 अंक कुल 20 अंक	लिखित परीक्षा अंक : 30 समयावधि : 01 घंटा

13	Format of Question Paper: for the semester end examination अंक : 30	लिखित परीक्षा समयावधि : 01 घंटा
	निर्देश- 1. दोनों इकाइयों से प्रश्न पूछे जाएं। 2. तीन प्रश्न पूछे जाएं, किन्हीं दो प्रश्नों के उत्तर अपेक्षित हैं।	15x2 = 30 अंक कुलयोग- 30 अंक

Sd/- Sign of the BOS Chairman Prof. Dr. Santosh Motwani Board of Studies in Hindi	Sd/- Sign of the Offg. Associate Dean Dr. Suchitra Naik Faculty of Humanities	Sd/- Sign of the Offg. Associate Dean Prof. Manisha Karne Faculty of Humanities	Sd/- Sign of the Offg. Dean Prof. Anil Singh Faculty of Humanities
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AC - 20/05/2025

Item No.- 5.45 (N) Sem-III 2(c)

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Marathi - AEC**

Board of Studies in Marathi

Second Year Programme

Semester

III

Title of Paper

Credits

भाषिक कौशल्यांचे उपयोजन - २

2

(कथाकथन कौशल्य आणि अभिवाचन कौशल्य)

From the Academic Year

2025-26

Syllabus
B.A. (Marathi AEC)
(Semester - III)

Title of Paper : भाषिक कौशल्यांचे उपयोजन - २ (कथाकथन कौशल्य आणि अभिवाचन कौशल्य)

Sr. No.	Heading	Particulars
1	अभ्यासक्रमाचे वर्णन (Description of the Course)	<p>राष्ट्रीय शैक्षणिक धोरण - २०२० विद्यार्थ्यांच्या सर्वांगीण विकासावर (Wholistic Development) भर देते. सर्वांगीण विकासाचा भाग म्हणून क्षमता वर्धन अभ्यासक्रम (Ability Enhancement Course) या स्तंभांतर्गत भाषिक कौशल्यांशी संबंधित अभ्यासक्रमाचा समावेश करण्यात आला आहे. कला, वाणिज्य व विज्ञान या विद्याशाखांमध्ये अध्ययन करणाऱ्या विद्यार्थ्यांना तिसऱ्या सत्रामध्ये 'आधुनिक भारतीय भाषा'चे अध्ययन अनिवार्य करण्यात आले आहे. सदर क्षमता वर्धन अभ्यासक्रमाचे स्वरूप प्रामुख्याने भाषाकेंद्री असावे, असेही राष्ट्रीय शैक्षणिक धोरणात नमूद करण्यात आले आहे. त्यामुळे विद्यार्थ्यांना विविध प्रकारच्या भाषिक कौशल्यांचा तपशीलवार परिचय करून देणे, तसेच ती कौशल्ये आत्मसात करण्याची संधी उपलब्ध करून देणे, ही या अभ्यासक्रमाची महत्त्वाची उद्दिष्टे आहेत.</p> <p>विद्यार्थ्यांमध्ये पदवीचे शिक्षण घेत असताना भाषिक कौशल्ये विकसित व्हावीत, भाषिक कौशल्यांच्या आधारे त्यांना संबंधित क्षेत्रांत काम करण्याची संधी प्राप्त व्हावी, हे लक्षात घेऊन 'भाषिक कौशल्यांचे उपयोजन-२ (कथाकथन कौशल्य आणि अभिवाचन कौशल्य)' (श्रेयांकने २) या अभ्यासपत्रिकेची आखणी करण्यात आली आहे. या अभ्यासपत्रिकेच्या अध्ययनातून विद्यार्थ्यांना कथाकथन व अभिवाचन कौशल्यांचे तात्त्विक स्वरूप कळेल, तसेच कथाकथन व अभिवाचनासाठी आवश्यक कौशल्यांचा परिचय होऊन, ती कौशल्ये आत्मसात करण्याची संधी उपलब्ध होईल.</p>
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 (AEC या स्तंभांतर्गत शिकविल्या जाणाऱ्या अभ्यासपत्रिकांच्या कार्यभारासंबंधी मुंबई विद्यापीठाच्या दिनांक २३ जुलै २०२४ च्या NO.AAMS_UGS/ICC/2024-25/19 या परिपत्रकाचा आधार घ्यावा.)
6	Marks Allotted:	50 Marks

7	<p>अभ्यासक्रम उद्दिष्टे (Course Objectives) :</p> <ol style="list-style-type: none"> कथाकथन या भाषिक कौशल्याचे स्वरूप समजावून सांगणे. प्रभावी कथाकथन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. अभिवाचन या भाषिक कौशल्याचे स्वरूप समजावून सांगणे. प्रभावी अभिवाचन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. प्रत्यक्ष कथाकथन व अभिवाचन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि कौशल्ये विकसित करणे.
8	<p>अभ्यासक्रम निष्पत्ती (Course Outcomes) :</p> <ol style="list-style-type: none"> विद्यार्थ्यांना कथाकथन या भाषिक कौशल्याचे स्वरूप समजेल. विद्यार्थ्यांना प्रभावी कथाकथनासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय होईल. विद्यार्थ्यांना अभिवाचन या भाषिक कौशल्याचे स्वरूप समजेल. विद्यार्थ्यांना प्रभावी अभिवाचन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय होईल. विद्यार्थ्यांमध्ये प्रत्यक्ष कथाकथन व अभिवाचन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि कौशल्ये विकसित होतील.
9	<p>अभ्यासक्रम घटक (Modules) :</p> <p>घटक - १ : कथाकथन कौशल्य</p> <p>अ) कथाकथन : तात्त्विक परिचय</p> <ul style="list-style-type: none"> गोष्ट, कथा, कथाकाव्य यांमधील वैविध्य व त्यांचे कथन कथाकथनामधील मुख्य घटक : १. गोष्ट / कथावस्तू २. कथाकथनकार ३. गोष्ट / कथावस्तूचे प्रत्यक्ष कथन ४. लक्ष्य श्रोता / रसिक कथाकथनाचे विशेष : १. कथाकथन : एक सांस्कृतिक उपक्रम २. कथाकथन : आनंद व मनोरंजनाचे साधन ३. कथाकथन : आशय संप्रेषणाचे प्रभावी माध्यम कथाकथनाचे प्रकार : १. पारंपरिक कथाकथन २. साभिनय कथाकथन ३. सामाजिक प्रसारमाध्यमांसाठी कथाकथन <p>आ) कथाकथनाची पूर्वतयारी व आवश्यक कौशल्ये,</p> <ul style="list-style-type: none"> लक्ष्य श्रोता / रसिकाविषयीची समज (कथाकथन कोणासाठी?), कथावस्तूची निवड व सराव कथाकथनासाठी आवश्यक भाषिक कौशल्ये : १. भाषिक समज २. बोली व प्रमाणभाषेतील स्पष्ट उच्चारण ३. कथनातील लय व गती कथाकथनासाठी आवश्यक संवाद कौशल्ये : १. आवाज २. घटना-प्रसंगातील नाट्याची समज ३. कथनातील थांबे (Pauses) कथाकथनाची शैली व शैलीची लवचीकता (६० मिनिटांच्या १५ तासिका, श्रेयांकन १) <p>(सूचना : शिक्षकांनी कथासंहिता निवडून त्याआधारे विद्यार्थ्यांकडून कथाकथनाचा सराव करून घ्यावा.)</p>

घटक - २ : अभिवाचन कौशल्य

अ) अभिवाचन : तात्त्विक परिचय

- वाचन, अभिवाचन यांमधील साम्य-भेद
- अभिवाचनामधील मुख्य घटक : १. संहिता २. अभिवाचक ३. संहितेचे प्रत्यक्ष अभिवाचन ४. लक्ष्य श्रोता / रसिक
- अभिवाचनाचे विशेष : १. अभिवाचन : एक सांस्कृतिक उपक्रम २. अभिवाचन : आनंद व मनोरंजनाचे साधन ३. अभिवाचन : आशय संप्रेषणाचे प्रभावी माध्यम
- अभिवाचनाचे प्रकार : १. पारंपरिक अभिवाचन (लोककथा, धार्मिक ग्रंथ) २. संहितांचे अभिवाचन (काव्य, कथा, कादंबरी, नाट्य व अन्य ललित, ललितेतर संहिता) ३. सामाजिक प्रसारमाध्यमांसाठी अभिवाचन

आ) अभिवाचनाची पूर्वतयारी व आवश्यक कौशल्ये

- लक्ष्य श्रोता / रसिकाविषयीची समज (अभिवाचन कोणासाठी?), अभिवाचन संहितेची निवड व सराव
- अभिवाचनासाठी आवश्यक भाषिक कौशल्ये : १. भाषिक समज २. बोली व प्रमाणभाषेतील स्पष्ट उच्चारण ३. अभिवाचनातील लय व गती
- अभिवाचनासाठी आवश्यक संवाद कौशल्ये : १. आवाज २. घटना-प्रसंगातील नाट्याची समज ३. अभिवाचनातील थांबे (Pauses) ४. सहअभिवाचकांशी समन्वय
- अभिवाचनाची शैली व शैलीची लवचीकता
(६० मिनिटांच्या १५ तासिका, श्रेयांकन १)

(सूचना : शिक्षकांनी विविध प्रकारचे उतारे निवडून त्याआधारे विद्यार्थ्यांकडून अभिवाचनाचा सराव करून घ्यावा.)

10 पाठ्य ग्रंथ (Text Books) : N.A.

11 संदर्भ ग्रंथ (Reference Books) :

१. कथा आणि कथाकथन, राजा मंगळवेढेकर, मंजुल प्रकाशन, पुणे, १९७२.
२. मराठी भाषिक कौशल्य विकास, (संपा०) पृथ्वीराज तौर, अथर्व पब्लिकेशन्स, धुळे, २०१८.
३. व्यावहारिक मराठी, ल० रा० नसिराबादकर, भाषा विकास संशोधन संस्था, कोल्हापूर, २०२३.
४. व्यावहारिक मराठी, (संपा०) स्नेहल तावरे, स्नेहवर्धन प्रकाशन, पुणे, चौथी आवृत्ती - २०११.
५. उपयोजित मराठी, (संपा०) केतकी मोडक आणि इतर, पद्मगंधा प्रकाशन, पुणे, २०१२.
६. व्यावहारिक मराठी, प्रकाश परब, मिथुन प्रकाशन, डोंबिवली, १९८९.
७. वाचिक अभिनय, श्रीराम लागू, राजहंस प्रकाशन, पुणे, १९९८.
८. आवाज साधना शास्त्र, बी० आर० देवधर, रागबोध प्रकाशन, पुणे, १९६५.

12 Internal Continuous Assessment : 40%

External, Semester End Examination : 60%

Individual Passing in Internal and External Examination

13	<p>अंतर्गत सातत्यपूर्ण मूल्यांकन (Internal Continuous Assessment) : २० गुण</p> <p>अंतर्गत मूल्यांकनाचे स्वरूप (Format of Internal Assessment) :</p> <p>चाचणी परीक्षा / मौखिक परीक्षा / प्रकल्पलेखन / नियतकार्य (Assignment) / सादरीकरण / प्रश्नमंजूषा यांपैकी कोणत्याही पद्धतीचा अवलंब करून अंतर्गत मूल्यमापन करता येईल. (प्रत्यक्ष उपस्थिती किंवा ऑनलाईन)</p>
14	<p>बहिर्गत परीक्षा (External Examination) : ३० गुण (वेळ : एक तास)</p> <p>बहिर्गत परीक्षेच्या प्रश्नपत्रिकेचे स्वरूप (Format of Question Paper) :</p> <p>१. प्रत्येकी १५ गुणांचे एकूण तीन प्रश्न विचारावेत. त्यांपैकी विद्यार्थ्यांनी कोणतेही दोन प्रश्न सोडवावेत.</p> <p>२. पहिले दोन प्रश्न दीर्घोत्तरी स्वरूपाचे असावेत. दोन्ही घटकांवर आधारित १५ गुणांचे अंतर्गत पर्याय असलेले दोन प्रश्न विचारावेत.</p> <p>३. तिसरा प्रश्न हा घटक क्रमांक एक व दोनवर आधारित १५ गुणांचा वस्तुनिष्ठ स्वरूपाचा असावा. प्रत्येक घटकावर दहा याप्रमाणे एकूण वीस वस्तुनिष्ठ प्रश्न विचारावेत. विद्यार्थ्यांनी कोणतेही पंधरा प्रश्न सोडवावेत.</p>

Sd /-

Sign of the BOS
Chairman
Prof. Dr. Satish
Kamat
Board of Studies in
Marathi

Sd/-

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

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Offg. Associate Dean
Prof. Manisha
Karne
Faculty of Humanities

Sd/-

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

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**

Unit Number	SEMESTER 1 Title of the Unit	No. of Lecture
1	Introduction to National Services Scheme 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

Unit Number	SEMESTER 2 Title of the Unit	No. of Lecture	No. of Credits
1	Leadership & Personality development: 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	Activity Based Programmes (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	
	Shramadhan – Plantation, Cleaning, Watering, Weeding, Any other activities.		
	Awareness Programmes – 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
Total	20

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.
-

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AC – 20/05/2025

Item No. 8.47 (N) Sem III/IV 1(c)

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 - Co-Curricular Course

Semester	III & IV	
Title of Paper	Sem	Credits
Indian Theatre: Classical Roots and Contemporary Expressions	III	2
Integrated Theatre Production: Stage Craft, Costume, Music and Technology	IV	2
From the Academic Year		2025-26

Semester III As per NEP 2020

Indian Theatre: Classical Roots and Contemporary Expressions

Syllabus for Two Credits Programme

With effect from Academic Year 2025-2026

Aims and Objectives

- To understand the historical evolution of Indian theatre from Vedic to modern times.
- To analyze the core principles of Bharata's *Natyashastra* and their relevance in contemporary theatre.
- To examine major classical playwrights and evaluate the narrative and thematic aspects of their works.
- To explore and differentiate various streams of modern Indian theatre including commercial, experimental, and children's theatre.
- To develop a critical perspective on the sociopolitical role of street and one-act plays.
- To appreciate the interdisciplinary nature of performing arts by connecting theory with practical examples.

Learning Outcomes

The course will enable the learner to

- Describe the historical and cultural development of Indian theatre across different time periods.
- Interpret and apply the aesthetic principles from *Natyashastra* (such as Rasa and Abhinaya) in the analysis of theatrical performances.
- Critically evaluate classical Indian plays for their structure, themes, character development, and historical significance.
- Compare and contrast different forms of modern Indian theatre and assess their audience impact and staging methods.
- Demonstrate understanding of street theatre and one-act plays by creating outlines or performing excerpts reflecting real-world issues.
- Reflect on the role of performing arts in cultural preservation, education, and community engagement.

Modules at Glance

Semester III

Module No.	Unit	Content	No. of Hours
1	I	Indian Theatre: Historical Roots	07
	II	Bharata's <i>Natyashastra</i> and Theatrical Principles	08
2	III	Classical Playwrights and Dramatic Texts	07
	IV	Streams and Forms of Modern Indian Theatre	08
Total No. of Hours			30

Module No.	Unit	Content
1	I	Indian Theatre: Historical Roots <ul style="list-style-type: none"> History of Indian Drama, Origins: Historical development: From Vedic rituals to Sanskrit drama, medieval folk forms, colonial influences, and post-independence trends. Major periods: Ancient (Natyashastra era), Medieval (Bhakti and folk traditions), Modern (colonial and post-independence)
	II	Bharata's <i>Natyashastra</i> and Theatrical Principles <ul style="list-style-type: none"> In-depth analysis of <i>Natyashastra</i>, the foundational treatise on Indian dramaturgy Key concepts: <ul style="list-style-type: none"> Natyagriha (Ancient theatre architecture) Rasa Theory – the aesthetic experience and emotional flavors Bhava, Abhinaya, and their relevance in classical performance Influence of <i>Natyashastra</i> on later theatrical tradition
2	III	Classical Playwrights and Dramatic Texts <ul style="list-style-type: none"> Critical study of major classical dramatists and their works: <ul style="list-style-type: none"> Kalidasa – <i>Abhijnanasakuntalam</i>, <i>Malavikagnimitram</i> Bhasa, Sudraka, Bhavabhuti – Key themes and innovations. Analysis of plot structure, character portrayal, and cultural context in classical play.
	IV	Streams and Forms of Modern Indian Theatre <ul style="list-style-type: none"> Commercial Theatre: Characteristics, audience engagement, and production values Experimental Theatre: Alternative spaces, innovative storytelling, and non-linear narratives Amateur Theatre: Community participation, regional theatre groups, and resourceful staging Children's Theatre: Educational objectives, interactive methods, and imagination-centered content One-Act Plays: Structure, brevity, and intensity of narrative Street Theatre (Nukkad Natak): Origin, purpose, and

		socio-political engagement
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Scheme of Evaluation

The Scheme of Examination shall be of 50 marks. It will be divided into Internal Evaluation (20 marks) and Semester End Examination (30 Marks).

Semester III (50 Marks - 2 Credits)

Internal Evaluation (20 Marks)

Sr. No.	Particulars	Marks
1	Presentation OR Project OR Assignment	15
2	Participation in Workshop / Conference / Seminar (as decided by the Teacher) OR Participation in Online Workshop / Conference / Seminar (as decided by the Teacher) OR Field Visit OR Attendance	5

Semester End Examination (30 Marks)

Question No.	Particulars	Marks
1	Objective Type Questions (All Units)	06
2	Descriptive Question(s) on Unit I The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
3	Descriptive Question(s) on Unit II The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
4	Descriptive Question(s) on Unit III The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
5	Descriptive Question(s) on Unit IV The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
Total		30

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