

As Per NEP 2020

University of Mumbai



Syllabus for Major Vertical – 1 & 4

Name of the Programme – B.Com. (Management Studies)		
Faulty of B.Com. (Management Studies)		
Board of Studies in B.Com. (Management Studies)		
U.G. Second Year Programme	Exit Degree	U.G. Diploma in B.Com. (Management Studies)
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. (Management Studies)
2	Exit Degree	U.G. Diploma in B.Com. (Management Studies)
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 R. CU-575C R. CU-575D	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 BOS
Chairman
Dr. Kanchan Fulmali
Board of Studies in
BMS

Sd/-

Sign of the
Offg. Associate Dean
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 B.Com. (Management Studies)

Credit Structure (Sem. III & IV)

	R. CU-575C									
Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VC, IKS	OJT, FP, CEP, CC,RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
5.0	III	8(2*4) Marketing Introduction to Marketing Management (4) Marketing Research (4) OR Finance Introduction to Financial services (4) Financial Management (4) OR HR Introduction to HRM (4) Training & Development (4)		4	2	VSC:2, Marketing Consumer behaviour (2) OR Finance Financial Statement Analysis (2) OR HR Recruitment and selection (2)	AEC: 2	FP: 2 CC:2 CC:2	22	UG Diploma 88
	R. CU-575D									
	IV	8 Marketing Retail Marketing (4) CRM (4) OR Finance Auditing (4) Financial Institutions and Market (4) OR HR Change & Conflict Management (4) Legal practices in HRM (4)		4	2	SEC:2 Marketing Ad Making (2) OR Finance Financial Inclusion Skills in Youth (2) OR 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 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. - III

Vertical – 1
Major -1& 2
Marketing
Or
Finance
Or
HR

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Major 1 (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	III
Title of Paper	Introduction to Marketing Management
Credits	4
From the Academic Year	2025-26

**Major 1 - Marketing
Syllabus
B.Com. Management Studies
(Sem.- III)**

Title of Paper: Introduction to Marketing Management

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course provides a comprehensive overview of marketing management, emphasizing key concepts, strategies, and trends that shape the dynamic business environment. Students will explore the evolution of marketing, the impact of environmental forces on business practices, and the need for innovative strategies to engage customers. The course covers essential topics such as market segmentation, targeting, positioning, and consumer behavior. Additionally, it delves into pricing, promotion strategies, distribution networks, and emerging trends like AI and data analytics in marketing. Through case studies and practical applications, students will develop a deep understanding of the marketing mix, product life cycles, and the strategic tools necessary for effective marketing management in both urban and rural markets.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none">1. To understand the basics of marketing management and the impact of business environmental forces on marketing practices.2. To examine the buying behavior of consumers & understand the marketing strategies.3. To explore the marketing mix elements in generating marketing outcomes for a product or service.4. To analyze the emerging trends in marketing management & evaluate the impact of technology on marketing decisions.	

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learner can able to understand & recall the traditional & contemporary marketing concepts. 2. They will demonstrate & understand the factors affecting buying behavior of consumers. 3. They can assess & evaluate the marketing management strategies through real life case. 4. Students will analyze the emerging trends in marketing management & evaluate the impact of technology on marketing decisions
9	<p>Modules:</p> <p>Module 1: Introduction to Market & Marketing Management</p> <ol style="list-style-type: none"> 1. Market – Introduction – Concept – Evolution (Concepts of Marketing) – Meaning & Definition of Marketing Management – Features – Functions – Scope. 2. Impact of Business Environmental Forces on marketing managerial practices – Internal & External Environment- Case Studies – Need for Innovative Marketing Strategies for Customer Engagement – Innovative Strategies by Global Players – Success Stories 3. Marketing Mix (Product & Service) – Elements – Role of marketing mix elements in marketers’ decisions for a product/service – Evaluating the marketing mix program of successful – Withdrawn - Repositioned products/services. 4. Modern Concepts of Marketing – Forms – Emerging Trends - Community Engagement as a strategic tool to marketing management <p>Module 2: Consumer Behavior & STP Model Strategies</p> <ol style="list-style-type: none"> 1. Buying Idea – Buyer behavior - Concept – Factors determining buying behavior of consumers – Consumer Buying Decision Process. 2. STP (Segmentation, Targeting & Positioning) Model - Definition –Bases – Need - Merits & Demerits of Market Segmentation – Marketing mix segment of product/service through a case study approach. 3. Target Market – Concept – Target Market Strategies – Positioning – Concept –Qualities of a successful position-Product Position v/s Brand Position - Positioning Strategies – Case study 4. Product – Concept – Product Levels - Product Mix Decisions - Product Life Cycle – Stages - Development of a hypothetical product/service & its prospective implications - Case Study <p>Module 3: Pricing & Promotion Strategies</p> <ol style="list-style-type: none"> 1. Pricing Strategies – Price – Concept - Factors affecting changes in price – Methods -Price as an indicator of Quality – Case Studies.

	<p>2. Promotion – Concept – Elements in the Communication process – Elements/Tools of promotion – Role of Integrated Marketing Communication – Recent Trends in Promotional Offerings- Integration of modern & recent tools of marketing.</p> <p>3. Packaging of a Product – Role -Essentials – Sustainable Packaging -Emerging Trends in Packaging Standards- Types of packaging</p> <p>4. Key Decision Areas in Rural Marketing – Role of Rural market - Marketing Mix for Rural Markets - Media Mix for Rural Markets</p>
	<p>Module 4: Distribution Network & Emerging Trends in Marketing Management</p>
	<p>1.Physical Distribution – Types of marketing channels - Traditional & Contemporary channels of marketing- factors affecting marketing channels</p> <p>2.Marketing Control – Concept – Need – Control Process – Techniques - Supply Chain Management – Elements – Case Studies</p> <p>3.New trend in Market Organization- Principles – Types- Marketing Audit -Importance to marketing organizations - Porters Generic Strategy, Blue Ocean Strategy</p> <p>4.Emerging Trends in developing competitive marketing strategies — Role of AI & Data Analytics in marketing - Impact of technology & innovation in marketing management</p>
<p>10</p>	<p>Reference Books:</p> <ol style="list-style-type: none"> 1) Pillai, R. S., & Bhagwati, M. (2016). Modern marketing: Principles & practices (2nd ed.). S. Chand Publishing. 2) Baines, P., Fill, C., & Page, K. (2013). Marketing (3rd ed.). Oxford University Press. 3) Ramaswamy, V. S., & Namakumari, S. (2013). Marketing management (5th ed.). Macmillan India Ltd. 4) Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education. 5) Perreault, W. D., & McCarthy, E. J. (2017). Basic marketing: A global managerial approach (19th ed.). McGraw-Hill Education. 6) Schiffman, L. G., & Kanuk, L. L. (2010). Consumer Behavior (10th ed.). Pearson Education. 7) Armstrong, G., & Kotler, P. (2017). Marketing: An introduction (13th ed.). Pearson Education. 8) Chernev, A. (2018). Strategic marketing management (9th ed.). Cerebellum Press. 9) Lehmann, D. R., & Winer, R. S. (2008). Analysis for marketing planning (7th ed.). McGraw-Hill Education. 10) Kotler, P., & Armstrong, G. (2018). Principles of marketing (17th ed.). Pearson Education

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 3)	

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University of Mumbai



Syllabus for	
Basket of Major 2 (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	III
Title of Paper	Marketing Research
Credits	4
From the Academic Year	2025-26

**Major 2 - Marketing
Syllabus
B.Com. Management Studies
(Sem.- III)**

Title of Paper: Marketing Research

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	The study of Marketing Research provides learners with a comprehensive understanding of how research supports marketing decision-making. It begins by introducing the role and importance of marketing research focusing on its contribution to identifying and solving marketing problems. Learners learn the various types of research and explore the complete research process from defining the problem to reporting findings. It covers research design where learners will learn how to develop appropriate research plans, understand qualitative and quantitative methods and apply different sampling techniques. It also delves into data collection methods for data preparation. This comprehensive approach equips students with both the theoretical knowledge and practical skills needed to apply marketing research in real-world business contexts.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none">1. To establish a comprehensive understanding of the conceptual foundations and strategic importance of marketing research2. To analyze the practical application of marketing research methodologies across diverse marketing domains, including consumer behaviour, advertising effectiveness.3. To develop proficiency in the application of measurement scales and sampling techniques within the context of marketing research design.4. To critically evaluate data collection and analysis procedures, and to report writing for actionable business insights.	

8	<p>Course Outcomes: Students will be able to understand</p> <ol style="list-style-type: none"> 1. Define and critically analyze the marketing research process, including its ethical implications. 2. Evaluate and compare different consumer research, advertising research, and motivational research methodologies. 3. Demonstrate proficiency in selecting and applying appropriate scales of measurement and sampling techniques, including determining optimal sample sizes. 4. Synthesize and interpret data collected through various marketing research methods, utilize appropriate data analysis tools.
9	<p>Modules: -</p> <p>Module 1: Basics of Marketing Research</p> <ol style="list-style-type: none"> 1. Marketing Research- Meaning & Definition, features, need and functions of marketing research 2. Process of Marketing Research, Significance of Marketing Research in Marketing decision making, Limitations of marketing research 3. Ethical Issues in Marketing Research, Career options in Marketing Research, Types of marketing research 4. Essentials of a good Marketing Research – Qualities of marketing research professional, International Marketing Research. <p>Module 2: Application of Marketing Research</p> <ol style="list-style-type: none"> 1. Consumer Research - Meaning & Scope, Need, Functions. Product Research - Meaning & Scope, Importance. 2. Advertising Research – importance and scope - Media Research - Functions of Media Research. Motivational Research – Meaning, Uses, Limitations & Techniques 3. Marketing Research Proposal – Meaning and Elements - Design & Implementation of Marketing Research Proposal 4. Marketing Research Design – Meaning - Importance, Types of Research Design, Criteria of a good Research Design. <p>Module 3: Scales of Measurement & Sampling in Marketing Research:</p> <ol style="list-style-type: none"> 1. Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research. Attitude measurement 2. Sampling, Measurement, Scaling Process in Marketing Research– Sampling Design and Procedure 3. Sampling Methods — Probabilistic sampling Techniques - Non-probabilistic sampling Techniques - Sample Size determination - Sampling Errors.

	4. Sources of variation in Measurement - Validity & Reliability of Measurement. Meaning and types of hypothesis	
	Module 4: Data Collection, Data Analysis & Report writing:	
	1. Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing. 2. Coding and Editing, integrating technology in data collection, importance of online surveys, hand held devices, text messages, social networking methods 3. Data Analysis & Report writing- -Hypothesis Testing, Meaning of Marketing Research Report, 4. Marketing Research Report-Concept, types, contents, essentials, use of visual aids in research report, Proforma / Format of a Market Research Report.	
10	Reference Books: 1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House. 2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP) 3. Marketing Management by Kotler, Keller, Gohary, Jha, (13th Edition Pearson.) 4. Naresh K Malhotra, Satyabhushan Dash, (2009). Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi. 5. Donald S. Tull, Del I. Hawkins, (2009). Marketing research –Measurement & Method, PHI Private Limited, NewDelhi. 6. Donald R. Cooper, Pamela S Schindler, (2007). Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, NewDelhi. 7. Hair, Bush, Ortinau, (2006). Marketing Research, 3/e, Tata McGraw-Hill Publishing Company Limited, NewDelhi. 8. Nigel Bradley, (2007). Marketing research –Tools and Techniques. Oxford University Press, New Delhi	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 1 (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Introduction to Financial Services
Credits	4
From the Academic Year	2025-26

Major 1 - Finance
Syllabus
B.Com. (Management Studies)
(Sem.- III)

Title of Paper - Introduction to Financial Services

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course explores the dynamic world of financial services, encompassing banking, investment, and insurance. Students will analyze market structures, regulatory frameworks, and the diverse products offered. Core concepts include risk management, financial intermediation, and the impact of technology on the industry. Participants will develop a foundational understanding of financial markets and their role in the global economy. This knowledge equips them for careers in finance or informed decision-making in personal finance.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To provide an overview of financial services and their significance in the economy. 2. To familiarize students with different types of financial institutions and intermediaries. 3. To develop an understanding of key financial products and services. 4. To analyze the regulatory environment governing financial services. 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Students will be able to explain the structure and functioning of financial services and their role in economic development. 2. Students will gain knowledge about different financial institutions, their functions, and regulatory authorities governing financial markets. 3. Students will develop the ability to analyze various financial products such as banking services, insurance, mutual funds, and investment instruments. 4. Students will understand the regulatory framework for financial services and apply risk management principles to safeguard financial transactions and consumer interests. 	

9	Modules:
	Module 1: Foundations of Financial Services
	<ol style="list-style-type: none"> 1. Introduction to Financial Services: Definition, Scope, and Importance, Evolution of the Financial System. 2. Functions of the Financial System: Mobilization of Savings, Allocation of Funds, Risk Management, Payment Mechanism, Information Provision. 3. Key Participants in the Financial System: Savers, Borrowers, Intermediaries. 4. Types of Financial Intermediaries: Depository Institutions (Banks, Credit Unions), Contractual Savings Institutions
	Module 2 - Financial Markets
	<ol style="list-style-type: none"> 1. Introduction to Financial Markets: Definition, Types, and Functions. 2. Money Market: Instruments (Treasury Bills, Commercial Paper, Certificates of Deposit, Call Money), Participants, and Role. 3. Capital Market: Primary Market (New Issues Market, IPOs, FPOs), Secondary Market and Debt Market: Types of Bonds (Government Bonds, Corporate Bonds), Features, and Significance. 4. Equity Market: Types of Shares (Equity, Preference), Features, and Significance.
	Module 3: Banking and Non-Banking Financial Institutions
	<ol style="list-style-type: none"> 1. Commercial Banking: Functions (Accepting Deposits, Lending, Payment Services), Types of Banks (Public Sector, Private Sector, Foreign Banks). 2. Development Banks: Objectives and Role in Economic Development. Cooperative Banks: Structure and Functions, NPA 3. Small Finance Banks and Payment Banks: Objectives and Features, 4. Non-Banking Financial Companies (NBFCs): Definition, Types, Functions, and Significance.
	Module 4 - Regulatory Framework and Emerging Trends in Financial Services
	<ol style="list-style-type: none"> 1. Need for Regulation of Financial Services, Key Regulatory Bodies in India: Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), Pension Fund Regulatory and Development Authority (PFRDA). 2. Overview of Key Regulations related to Banking, Capital Markets, and Insurance. 3. Emerging Trends in Financial Services: Financial Technology (FinTech), Digital Banking, Mobile Payments, Peer-to-Peer Lending, Crowdfunding. 4. Financial Inclusion: Concept and Initiatives in India.

10	Reference Books: <ol style="list-style-type: none"> 1. Khan, M. Y. (Latest Edition). <i>Indian Financial System</i>. Tata McGraw-Hill. 2. Bhole, L. M., & Mahajan, J. (Latest Edition). <i>Financial Institutions and Markets</i>. Tata McGraw-Hill. 3. Pathak, B. (Latest Edition). <i>Indian Financial System</i>. Pearson Education. 4. Relevant articles and reports from financial newspapers and websites. 5. Machiraju, H. R. – <i>Indian Financial System</i> 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Major 2 (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Financial Management
Credits	4
From the Academic Year	2025-26

Major 2 (Finance)
Syllabus
B.Com. (Management Studies)
(Sem.- III)

Title of Paper - Financial Management

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course provides a foundational understanding of core financial management principles. Students will learn to analyze financial decisions related to investment, financing, and dividends. Emphasis is placed on the time value of money, capital budgeting, and working capital management. The syllabus covers techniques for evaluating investment projects and managing financial risk. Students will explore the impact of capital structure and dividend policies on firm value. This course aims to equip students with practical skills for effective financial decision-making in business.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the fundamental principles of financial decision-making, including the analysis of financial statements. 2. To equip students with the ability to evaluate investment projects using various capital budgeting techniques, considering risk and uncertainty, to make sound financial decisions. 3. To enable students to understand and critically evaluate the theories and practices related to corporate financing decisions, including the optimal mix of debt and equity. 4. To provide students with the knowledge and skills necessary to effectively manage a firm's short-term assets and liabilities, optimizing liquidity and profitability. 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Learners will be able to understand the fundamental principles of financial management and grasp the relationship between risk and return. 2. Learners will evaluate investment proposals using capital budgeting techniques with investment decisions and calculate the cost of capital. 3. They can Understand the different sources of finance available to businesses. And analyse the impact of capital structure on firm value. 4. Learners will be able to Manage working capital effectively to optimize liquidity and profitability and cash management strategies. 	

9	Modules: -
	Module 1: Introduction to Financial Management
	<ol style="list-style-type: none"> 1. Definition, Nature and scope of financial management, Goals of financial management profit maximization vs. wealth maximization, 2. Financial decisions: investment, financing, and dividend decisions. 3. Time value of money: present value, future value, annuities, perpetuities, 4. Risk and return concepts.
	Module 2 : Capital Budgeting
	<ol style="list-style-type: none"> 1. Definition and importance of Capital Budgeting, Capital budgeting process, Types of capital investment decision, 2. Time Value of Money: Understanding present value and future value concepts, Discounting and compounding. 3. Techniques of capital budgeting: Payback period, Accounting rate of return (ARR), Net present value (NPV), Internal rate of return (IRR). 4. Profitability Index, Risk analysis in capital budgeting, Cost of Capital.
	Module 3: Financing Decisions and Capital Structure
	<ol style="list-style-type: none"> 1. Sources of finance: equity, debt, and hybrid instrument, Cost of capital and its components. 2. Introduction to financial markets and instruments, The role of financial managers in financing decisions. 3. Capital structure theories, Calculating the cost of debt, equity, and preferred stock, Weighted average cost of capital (WACC), Factors affecting the cost of capital 4. Leverage analysis: operating, financial, and combined leverage, EBIT-EPS analysis
	Module 4: Working Capital Management
	<ol style="list-style-type: none"> 1. Definition and importance of working capital, Components of working capital, working capital cycle 2. Cash Management: Cash flow forecasting, Cash budgeting, Techniques for optimizing cash balances, Short-term investment strategies. 3. Inventory Management: Types of inventories, Inventory control techniques - EOQ, ABC analysis, Inventory valuation methods. 4. Receivables management: Credit policy, Collection procedures, Dividend policies and factors affecting dividend decisions, Working Capital Policies and Strategies.

10	Reference Books: <ul style="list-style-type: none"> • Ross, S. A., Westerfield, R. W., & Jaffe, J. (2019). <i>Corporate finance (12th ed.)</i>. McGraw-Hill Education. • Pandey., I.M. (2021). Financial Management • Eugene F. Brigham and Joel F. Houston. (2020). Fundamentals of Financial Management. • Khan, M. Y. (2018). Financial management: Text. McGraw Hill Education (India) Private Limited. 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	

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		<hr/> 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	

Vertical - 4
VSC
Marketing
Or
Finance
Or
HR

As Per NEP 2020

University of Mumbai



Syllabus for Basket of VSC (Marketing)

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Consumer Behaviour
Credits	2
From the Academic Year	2025-26

**VSC- Marketing
Syllabus
B. Com. (Management Studies)
(Sem.- III)**

Title of Paper: Consumer Behaviour

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to :	Consumer Behavior is the study of how individuals, groups, and organizations make decisions to allocate resources (time, money, and effort) to consumption-related activities. This course examines the factors that influence consumer behavior, such as psychological, social, cultural and personal influences and how businesses can use this knowledge to develop effective marketing strategies. Understanding consumer behavior is essential for marketers as it provides insights into consumer needs, preferences and motivations, which are critical for developing products, services and campaigns that resonate with the target audience.
2	Vertical :	VSC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept of consumer behavior and its role in marketing decision-making. 2. To examine the role of social and cultural influences on buying behaviour 3. To understand buying habits and Online buying behaviour of consumer for marketing decisions 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Students will identify and analyze marketing communication and psychological, social and cultural factors that influence consumer decisions. 2. Students will able to understand effect of online purchasing and consumer segmentation strategies 	
9	Modules:	

Module 1: Introduction to Consumer Behaviour

1. Consumer Behaviour- Features, scope, Importance, Types of Consumer, Diversity of consumers and their behaviour- Types of Consumer Behaviour.
2. Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing implications - Consumer Behaviour Models.
3. Environmental influences on Consumer Behaviour - Cultural influences - Hofstede's Cultural Dimensions and Marketing Implications - Social class - Reference groups
4. Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles.

Module 2: Consumer buying habits and Online buying behaviour

1. Consumer buying habits and perceptions of emerging non-store choices – Research and applications of consumer responses - Issues of privacy and ethics.
2. Marketing communication - Store choice and shopping behaviour - In-Store stimuli, Consumerism - Consumer rights and Marketers' responsibilities.
3. Effects of online purchasing on consumer behaviour - Psychology of online purchasing: motivations, perceptions, and attitudes.
4. Consumer Segmentation Strategies, Targeting & Positioning in International Markets, Global vs. Local Brands, Emerging Global Consumer Trends

10**Reference Books:**

1. Vriens, D., & Achterberg, J. (2019). *Organizational Development*. Routledge
2. Aubrey, B. (2015). *The Measure of Man: Leading Human Development*. McGraw-Hill Education.
3. Cummings, T. G., & Worley, C. G. (2014). *Organization Development and Change* (10th ed.). Cengage Learning.
4. Schein, E. H. (2010). *Organizational Culture and Leadership* (4th ed.). Jossey-Bass.
5. Wendell L French, Cecil h Bell. Jr., Veena Vohra, 2006 *Organizational Development – Prentice Hall of India Ltd., New Delhi*
6. Bradford, D. L., & Burke, W. W. (2005). *Reinventing Organization Development: New Approaches to Change in Organizations*. Pfeiffer.
7. Weisbord, M. R. (2004). *Productive workplaces: Dignity, meaning, and community in the 21st century*. Jossey-Bass.
8. French, W.L., Bell, C.H. and Vohra V, *Organization Development: Behavioral Science Interventions for Organization Improvement*, Revised 6th Ed., Pearson.
9. Hackman, J.R. and Suttle, J.L., *Improving Life at Work: Behavioural science approach to organisational change*, Goodyear, California.
10. Harvey, D.F. and Brown, D.R., *An experimental approach to Organization*

Development, 7th Ed. Prentice-Hall, Englewood Cliffs, N.J

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 3)

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of VSC (Finance)**

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Financial Statement Analysis
Credits	4
From the Academic Year	2025-26

VSC- (Finance) Syllabus

B.Com. Management Studies (Sem.- III)

Title of Paper - Financial Statement Analysis

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Financial Statement Analysis involves the systematic review of a company's financial reports. This process dissects the income statement, balance sheet, and cash flow statement. Analysts use this to evaluate a company's profitability, liquidity, and solvency. Key financial ratios and trends are identified to assess financial health. This analysis aids in making informed investment and credit decisions. Ultimately, it provides a comprehensive understanding of a company's financial performance.
2	Vertical :	VSC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To understand about the concept and objectives of Financial Statements. 2. To examine the conventional and vertical formats of presentation of financial statements. 3. To interpret the financial statements with the use of tools of financial statement analysis. 4. To use financial statement analysis for decision-making and forecast future financial performance 	
8	Course Outcomes: Student will be able to <ol style="list-style-type: none"> 1. Understand the meaning, nature, objectives of preparation of Financial Statements 2. Understand the components and users of Financial Statements 3. Learn the conventional and vertical formats of preparation of financial statement 4. Use tools of financial statements analysis and interpret the same. 	
9.	Module 1: Introduction to Financial Statement Analysis	
	<ol style="list-style-type: none"> 1. Financial Statements Analysis: Meaning, Objectives, Components, Features, Nature, Limitations, Users of Financial Statements 2. Overview of key financial statements: balance sheet, income statement, cash flow statement, and statement of retained earnings. 	

	3. Types, Conventional or 'T' form, Vertical format of Financial Statements 4. Review of Accounting principles, Accrual accounting vs. cash accounting, Key accounting concepts	
	Module 2: Tools of Financial Statement Analysis and Interpretation	
	1. Analysis of the Income Statement, Analysis of the Statement of Cash Flows, Free cash flow analysis, Financial Ratio Analysis 2. Trend Analysis and Comparative Analysis, Forecasting and Valuation, Financial forecasting techniques. 3. Analysis of specific industries, Analysis of multinational corporations, Detecting financial fraud. 4. Tools of Analysis and Interpretation of Financial Statements- Trend Analysis, Comparative Statement, Common Size Statement (Introduction and Short Practical Question)	
10	Reference Books: <ul style="list-style-type: none"> • Cost and Management Accounting - Colinn Dury 7th Edition • Cost and Management Accounting- Dbarshi Bhattacharyya pearson Publications 2013 edition • Management Accounting - M. Y. Khan • Management Accounting - I. M. Pandey 	
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 3)	

AC – 20/05/2025

Item No. – 7.7 (N) (3ab) Sem. III & IV

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of Commerce & Management

Board of Studies in B.Com. (Accounting and Finance)

Second Year Programme – Minor (Accounting and Finance)

Semester	III & IV	
Title of Paper: Accounting of Partnership Firms	Sem.	Total Credits 4
I) Minor in Accounting & Finance Paper II	III	4
Title of Paper:		Credits
I) Minor in Accounting & Finance Paper III	IV	4
From the Academic Year		2025-26

Sem. - III

Syllabus

B.Com. (Accounting and Finance)

(Sem.- III)

Title of Paper: Minor in Accounting & Finance Paper III (Accounting for Partnership Firms)

Sr. No.	Heading	Particulars
1	Description of the course: Including but not limited to:	<p>This accounting course provides comprehensive coverage of specialized accounting treatments for partnership firms undergoing business transformations. The curriculum focuses on four critical areas: amalgamation of firms, conversion to companies, liquidation processes and LLP accounting. Students will develop professional competencies in handling complex accounting scenarios that arise during business reorganizations and structural changes.</p>
2	Vertical:	Minor
3	Type:	Theory / Practical
4	Credit:	4 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ul style="list-style-type: none"> To analyze different methods of amalgamation and their accounting treatments under pooling of interest and purchase methods To examine the accounting procedures for converting partnership firms into limited companies using realization method To understand piecemeal distribution processes and partner settlements during firm liquidation 	

	<ul style="list-style-type: none"> To study the legal framework and accounting practices for Limited Liability Partnerships (LLPs)
8	<p>Course Outcomes:</p> <ul style="list-style-type: none"> The learners will be able to prepare accounting entries and financial statements for amalgamated entities, including computation of purchase consideration and goodwill treatment The learners will be able to execute the conversion process from partnership to company, including preparation of the new balance sheet The learners will be able to apply the highest relative method for piecemeal cash distribution during partnership dissolution The learners will be able to prepare final accounts for LLPs and understand their distinct features compared to other business structures
9	Modules: - 04
	Module 1: Amalgamation of Firms
	<ul style="list-style-type: none"> Types of amalgamation – merger and purchase Accounting for amalgamation – Pooling of interest method and purchase method Computation of Purchase consideration Journal/ledger accounts of old firms Preparing Balance sheet of new firm Treatment of goodwill arising on amalgamation
	Module 2: Conversion / Sale of a Partnership Firm into a Ltd. Company
	<ul style="list-style-type: none"> Realization method only Calculation of New Purchase consideration, Journal / Ledger Accounts of old firms. Preparing Balance sheet of new company
	Module 3: Piecemeal Distribution of Cash
	<ul style="list-style-type: none"> Introduction to Piecemeal Methods of Piecemeal Distribution – Maximum Loss Method and Highest Relative Method (Theory) Asset taken over by a partner Treatment of past profits or past losses in the Balance sheet Contingent liabilities / Realization expenses/amount kept aside for expenses and adjustment of actual Treatment of secured liabilities

	<ul style="list-style-type: none"> • • Treatment of preferential liabilities like Govt. dues / labour dues etc. • Excluding: Insolvency of partner and Maximum Loss Method • Practical Sums should be based only on Highest Relative Method.
	Module 4: Accounting for Limited Liability Partnership
	<ul style="list-style-type: none"> • Meaning of Term Limited Liability Partnership, its need, scope and advantages • Relevant Definitions under Section 2 of the LLP Act, 2008 • Incorporation of LLP, Partners and their relations • Financial disclosures • Conversion of partnership business into Limited Liability Partnership • Differences with other forms of organization • Preparing Final Accounts of LLP
10	Text Books: <ul style="list-style-type: none"> • Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai • Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi • Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai • Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi • Company Accounting Standards by Shrinivasan Anand, Taxman. • Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi. • Introduction to Financial Accounting by Horngren, Pearson Publications • Financial Accounting by M. Mukherjee. M. Hanif. Tata McGraw Hill Education Private Ltd; New Delhi
11	Reference Books: <ul style="list-style-type: none"> • Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi Advance Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi • Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi • Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & Co. Ltd., Mumbai Financial Accounting by Lesile Chandwichk, Pentice Hall of India Adin Bakley (P) Ltd. • Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai. • Accounting Principles by Anthony, R.N. and Reece J.S., Richard Irwin Inc.

- Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Shehgal Ashok, Mayur Paper Back
- Compendium of Statement & Standard of Accounting, ICAI.
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc.
- Grow Hill & Co. Ltd., Mumbai Financial Accounting by Williams
- Tata Mc. Grow Hill & Co. Ltd., Mumbai

12

Internal Continuous Assessment: 40%

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

13

Continuous Evaluation through:

	Assessment/Evaluation	Marks
1	Class Test during the lectures. (Physical/ Online mode). (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ puzzles)	20
2	Participation in Workshop/ Conference/Seminar, Assignment & Viva. (Physical/Online mode)	10
3	Participation in Case Study/ Field Visit /Certificate Course. (Physical/Online mode)	10

**Semester End External – 60 Marks
Time – 2 Hours**

Attempt any 4 out of 6 questions

Question No.	Questions	Marks
Q.1	Practical/ Theory	15
Q.2	Practical/ Theory	15
Q.3	Practical/ Theory	15
Q.4	Practical/ Theory	15
Q.5	Practical/ Theory	15
Q.6	Practical/ Theory	15

Note

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

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

References:

- Annual Report; Master Circular - Prudential Norms on Capital Adequacy - Basel I Framework
 - Digital Banking Indian Institute of Banking and Finance, Taxmann Publication 2024 Edition.
 - Dua, P., "Monetary Policy Framework in India", Indian Economic Review, Vol. 55, Issue 1, June 2020
 - F S Mishkin, The Economics of Money, Banking, and Financial Markets, Prentice Hall, 2007
 - Frei C (2023) Open banking: opportunities and risks. In: The Fintech disruption: how financial innovation is transforming the banking industry, pp 167–189
 - Ghate, C., & Kletzer, K. M. (Eds.). (2016). Monetary policy in India: A modern macroeconomic perspective. Springer.
 - Hajela, T.N., (2009) Money and Banking, Ane Books Pvt Ltd., New Delhi.
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 - M.L. Seth, Monetary Economics, Vikas Publications, New Delhi
 - M.R. Baye, D.W. Jansen (1996), Money, Banking and Financial Markets, AITBS (Indian ed.)
 - N Jadhav: Monetary Policy, Financial Stability and Central Banking in India Macmillan
 - R.R. Paul, Money, Banking & International Trade, Kalyani Publications, Ludhiana
 - Report of the Working Group: Money Supply Analytics and Methodology of Compilation, 1998
 - RBI Bulletin; Report of Currency and Finance (latest).
 - S.B. Gupta, Monetary Economics, S. Chand Publications, New Delhi.
 - Shah, M., & Clarke, S. (2009). E-Banking Management: Issues, Solutions, and Strategies. Information ScienceReference (1st ed.). <https://doi.org/10.4018/978-1-60566-252-7>
 - Sundharam KPM, Banking: Theory, Law and Practice, Sultan Chand and Sons, New Delhi (recent edition)
- 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.		

AC – 20/05/2025
Item No. – 6.18 (N) (2a) Sem. III

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Faculty of Science	
Board of Studies in Computer Science	
UG Second Year Programme	
Semester	III
Title of Paper	Credits 2
I) Cyber & Digital Safety	2
From the Academic Year	2025 – 2026

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

Name of the Course: Web Designing

Sr. No.	Heading	Particulars
1	Description the course:	<p>Introduction:</p> <p>This course offers a comprehensive exploration of web development, covering essential technologies such as HTML, CSS, JavaScript, and PHP. Students will gain practical skills and knowledge necessary to create dynamic and visually appealing websites.</p> <p>Relevance:</p> <p>In today's digital age, web development skills are in high demand across various industries. Understanding HTML, CSS, JavaScript, and PHP is crucial for anyone interested in pursuing a career in web development or related fields.</p> <p>Usefulness:</p> <p>The skills acquired in this course are highly transferable and applicable in a wide range of professional settings. Whether students aim to become web developers, designers, or entrepreneurs, proficiency in web development technologies is invaluable.</p> <p>Application:</p> <p>Students will learn to apply their knowledge of HTML, CSS, JavaScript, and PHP to develop interactive websites and web applications. Through hands-on projects and exercises, they will gain practical experience in building real-world solutions.</p> <p>Interest:</p> <p>The course content is designed to engage students with a passion for technology and creativity. From creating visually appealing designs to implementing dynamic functionality, students will find ample opportunities to explore and express their interests.</p> <p>Connection with Other Courses:</p> <p>This course serves as a foundation for further studies in web development and related disciplines. It complements other technology courses by providing essential skills and knowledge that can be applied across various domains.</p>

		<p>Demand in the Industry:</p> <p>The demand for skilled web developers continues to grow as businesses and organizations increasingly rely on their online presence. Graduates of this course will be well-equipped to meet this demand and contribute effectively in the industry.</p> <p>Job Prospects:</p> <p>Completion of this course opens up numerous job opportunities in web development, design, digital marketing, e-commerce, and more. With the skills acquired, students can pursue roles such as front-end developer, web designer, full-stack developer, or freelance web developer.</p>
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	<p>Course Objectives (CO):</p> <p>CO 1. Familiarize students with core web development technologies such as HTML, CSS, JavaScript, and PHP.</p> <p>CO 2. Develop students' skills in creating structured and visually appealing web pages using HTML and CSS.</p> <p>CO 3. Enable students to add interactivity and dynamic behavior to web pages using JavaScript.</p> <p>CO 4. Introduce students to basic web design principles and best practices.</p> <p>CO 5. Provide practical experience through hands-on exercises and projects.</p>	
8	<p>Course Outcomes (OC):</p> <p>After successful completion of this course, students would be able to -</p> <p>OC 1. Demonstrate proficiency in HTML markup and CSS styling to create well-structured and visually appealing web pages.</p> <p>OC 2. Implement interactivity and dynamic behavior on web pages using JavaScript and PHP.</p> <p>OC 3. Apply basic web design principles to create user-friendly and aesthetically pleasing websites.</p> <p>OC 4. Analyze and solve problems related to web development, including troubleshooting code and debugging errors.</p> <p>OC 5. Develop basic web applications and prototypes using HTML, CSS, JavaScript, and PHP.</p> <p>OC 6. Collaborate effectively in a team environment on web development projects.</p>	

9	<p>Modules:</p> <p>Module 1: Basics of Web Development (HTML and CSS) (30 hours)</p> <p>Understanding the Internet and World Wide Web:</p> <p>Introduction to the Internet and its applications. Overview of email, Telnet, FTP, e-commerce, and e-business. Basics of Internet infrastructure: ISPs, DNS, URLs, and HTTP.</p> <p>HTML5 Fundamentals:</p> <p>Basic Elements of HTML: Introduction to HTML tags for creating the structure of web pages.</p> <p>Formatting Text: Applying basic text formatting using HTML tags.</p> <p>Organizing Content: Using lists and headings to organize content.</p> <p>Creating Links: Making hyperlinks to connect web pages.</p> <p>HTML Tables: Structuring data using HTML tables for better presentation and organization.</p> <p>Working with Multimedia and Forms:</p> <p>Adding Images: Inserting images onto web pages and understanding image formats.</p> <p>Colors and Styling: Applying colors and basic styles to web elements.</p> <p>Forms and User Input: Creating interactive forms for user input and data submission.</p> <p>Styling with CSS</p> <p>Introduction to CSS: Understanding the role of Cascading Style Sheets in styling web pages.</p> <p>Selectors and Properties: Using CSS selectors and properties to style HTML elements.</p> <p>Background and Fonts: Applying background styles and working with fonts.</p> <p>Positioning Elements: Understanding CSS properties for positioning elements on a web page.</p> <p>Module 2: JavaScript and Dynamic Web Content (30 hours)</p> <p>JavaScript:</p> <p>Integrating JavaScript: Using JavaScript code within HTML documents for interactivity.</p> <p>Programming Basics: Understanding JavaScript variables, operators, and control flow.</p> <p>Functions and Events: Defining functions and handling events for user interaction.</p> <p>Working with Forms: Validating form data and handling user input with JavaScript.</p>
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	Dynamic content with PHP Basics of Server-side Scripting: Understanding the role of PHP in server-side scripting. Variables and Data Types: Declaring variables, working with data types, and type coercion in PHP. Control Structures: Implementing conditional statements and loops in PHP scripts. Sessions and Cookies: Introduction to managing user sessions and using cookies for data storage. Working with Databases: Connecting to databases, executing SQL queries, and processing query results.	
10	Text Books 1. HTML 5 Black Book, Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and jQuery, 2ed, Dreamtech Press, 2016 2. Web Programming and Interactive Technologies, scriptDemics, StarEdu Solutions India, 2018 3. PHP: A Beginners Guide, Vikram Vaswani, TMH	
11	Reference Books 1. HTML, XHTML, and CSS Bible Fifth Edition, Steven M. Schafer, WILEY, 2011 2. Learning PHP, MySQL, JavaScript, CSS & HTML5, Robin Nixon, O'Reilly, 2018 3. PHP, MySQL, JavaScript & HTML5 All-in-one for Dummies, Steve Suehring, Janet Valade Wiley, 2018	
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 <hr/> Average of 2 Class Tests: 10 marks Assignment on Module 1: 5 marks Assignment on Module 2: 5 marks <hr/> Total of 2 Assignments: 10 marks Total: 20 marks	Evaluation through: A Semester End Theory Examination of 1 hour duration for 30 marks as per the paper pattern given below. <hr/> Total: 30 marks

14	Format of Question Paper:			
	Total Marks: 30		Duration: 1 Hour	
	Question	Based On	Options	Marks
	Q. 1	Module 1	<i>Any 2 out of 4</i>	10
	Q. 2	Module 2	<i>Any 2 out of 4</i>	10
	Q. 3	Module 1 & 2	<i>Any 2 out of 4</i>	10

Sd/-

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

Sd/-

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

Sd/-

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

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

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

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

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

Reference Books

- Ankur, D. R. (2021). *Doosare Natyashastra ki Khoj (in Hindi)*. Vani Prakashan. ISBN: 978-9350004302.
- Bhatia, N. (Ed.). (2009). *Modern Indian theatre: A reader*. Oxford University Press.
- Brockett, O. G. (1991). *History of the theatre (7th ed.)*. Allyn and Bacon.
- Brockett, O. G. (1987). *Theatre: An introduction (5th ed.)*. Holt, Rinehart and Winston.
- Coulson, M. (Trans.). (2006). *Plays of Kalidasa: Theatre of memory*. Penguin Books.
- Dinkar, R. S. (1966). *Sanskriti ke chaar adhyay (in Hindi)*. Udayachal. ISBN: 9788185341052.
- Dikshit, S. N. (2009). *Bharat aur Bhartiya Natyakala (in Hindi)*. Rashtriya Sanskrit Sansthan.
- Fischer-Lichte, E. (2008). *The transformative power of performance: A new aesthetics*. Routledge.
- Fischer-Lichte, E., & Majumdar, R. (Eds.). (2010). *Theatres of India: A concise companion*. Oxford University Press.
- Gargi, B. (1991). *Indian theatre*. National Book Trust.
- Ghosh, M. (Trans.). (1951). *The Natyashastra of Bharatamuni (Vol. I & II)*. Asiatic Society of Bengal.
- Goswamy, B. N. (2004). *The theory of rasa in Sanskrit drama*. [Publisher not listed].
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- Mason, D. (Ed.). (2006). *Performance traditions in India*. Oxford University Press.
- Mathur, J. C. (2006). *Paramparasheel natya (in Hindi)*. National School of Drama. ISBN-13: 9788181970756.
- Macdonell, A. A. (1900). *A history of Sanskrit literature*. D. Appleton and Company.
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- Shukla, B. (2009). *Natyashastra (in Hindi)*. Chaukhamba Sanskrit Sansthan. ISBN: 978-81-208-2248-1.
- Sircar, B. (2009). *Three plays: Evam Indrajit, Pagla Ghoda, and Bhoma*. Oxford University Press.
- Solomon, R. H. (2004). *New directions in Indian theatre*. Seagull Books.
- Tendulkar, V. (2004). *Collected plays in translation (Vol. 1)*. Oxford University Press.
- Tanvir, H. (2007). *Charandas Chor and other plays*. Seagull Books.
- Vatsyayan, K. (1980). *Traditional Indian theatre: Multiple streams*. National Book Trust.
- Vatsyayan, K. (1996). *Indian poetics and Natyashastra*. [Publisher not listed].
- Varadpande, M. L. (1987). *A history of Indian theatre (Vols. 1–3)*. Abhinav Publications.
- Wales, H. W. (2010). *Bharat ka pracheen natak: Vishwa sahitya aur theatre ke liye mulyon ka adhyayan (in Hindi)*. Motilal Banarsidass Publishing House. ISBN: 978-8120824522.
- Wilson, E., & Alvin, G. (2001). *Theatre: The lively art (6th ed.)*. McGraw-Hill.

AC – 20/05/2025

Item No. – 8.47 (N) Sem III& IV 1(b)

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 – CC- Sports

Semester	III & IV	
Title of Paper	Sem	Credits
Introduction to Sports Training & Tests and Measurement	III	2
Advanced Sports Training and Performance Evaluation	IV	2
From the Academic Year		2025-26

Course (Optional): Introduction to Sports, Physical Literacy, Health & Fitness and Yog

CBCS (Choice Based Credit System)

Second Year- Semester III

Course Structure

Semester	Paper	Title of Paper	No of lecture (Theory)	Internal Evaluation (IE)	End Semester Evaluation	Total Marks	Credits
Third	CC	Introduction to Sports Training & Tests and Measurement	30	20	30	50	02
Total	-	-	30	20	30	50	02

UNIVERSITY OF MUMBAI

Semester III

(w.e.f. June, 2025)

Sub:- Introduction to Sports Training & Tests and Measurement

Preamble:

Sports play a vital role in fostering physical fitness, mental resilience, and holistic well-being. Understanding the intricacies of sports training and the science of test and measurement is essential for optimizing athletic performance and personal growth. Sports training encompasses systematic methods to enhance physical capabilities, skill development, and strategic planning, while test and measurement provide the tools to evaluate fitness levels, track progress, and refine training protocols. Together, these disciplines empower individuals to achieve their full potential, making them indispensable components of modern sports science and athletic excellence.

Aims and Objectives

Sports Training

- To understand the foundation and principles of sports training.
- To study various training methods and their applications.
- To explore the process of designing personalized and professional training plans.
- To analyze the role of training in achieving peak performance.

Tests and Measurement in Sports

- To understand the significance of test and measurement in sports.
- To learn about various types of tests and their applications.
- To comprehend the criteria for good testing and measurement methods.
- To explore the use of test and measurement data for performance analysis and improvement.

Learning Outcomes

Sports Training

The course will enable the learner to:

- Understand and apply the principles of sports training.
- Identify and differentiate between various training methods.
- Develop effective exercise plans and training schedules.
- Evaluate the impact of training on performance enhancement.

Tests and Measurement in Sports

The course will enable the learner to:

- Identify and explain the importance of test and measurement in sports.
- Apply various skill, fitness, and psychological tests.
- Evaluate test results to assess fitness and performance levels.
- Utilize test data to design targeted training and rehabilitation programs

UNIVERSITY OF MUMBAI

Semester – III

(w.e.f. June, 2025)

Sub:- Introduction to Sports Training & Tests and Measurement

Credits: 02

Lectures: 30

Marks:50

Module No.	Unit No	Title of the Unit	No. of Lectures	No. of Credits
1	I	<i>Introduction to Sports Training</i> Meaning, Definition, and Components/Elements of Sports Training <ul style="list-style-type: none">• Meaning• Definition• Components/Elements	2	1
	II	Principles of Sport Training <ul style="list-style-type: none">• FITT Principle (Frequency, Intensity, Time, Type)• Specificity• Progression• Overload• Reversibility• Tedium	5	
	III	Types of Training Methods <ul style="list-style-type: none">• Interval Training• Fartlek Training• Continuous Training• Weight Training• Circuit Training• Plyometric Training• Flexibility Training	5	
	IV	Basic Guidelines for Designing Exercise Plans and Training Schedules <ul style="list-style-type: none">• Current Health Status• Medical History• Level of Fitness• Training Load• Periodisation• Holistic/Integrated Approach• Person-Centred Approach• Training Intensity	3	
		Total	15	1

Sub:- Introduction to Sports Training & Tests and Measurement

Credits: 02

Lectures: 30

Marks:50

Module No.	Unit No	Title of the Unit	No. of Lectures	No. of Credits
2		<i>Test and Measurement in Sports</i>		
	I	Meaning and Importance of Test and Measurement in Sports <ul style="list-style-type: none"> • Meaning & Importance 	1	1
	II	Criteria of a Good Test <ul style="list-style-type: none"> • Validity • Reliability • Objectivity • Feasibility 	2	
	III	Types of Tests Skill Tests <ul style="list-style-type: none"> • Wall Volley Test • Basketball Free Throw Test • Badminton Short Serve Test Fitness Tests <ul style="list-style-type: none"> • Cooper's 12-Minute Run/Walk Test • Sit and Reach Flexibility Test • Push-Up Test Psychological Tests <ul style="list-style-type: none"> • Sport Motivation Scale (SMS) • Competitive State Anxiety Inventory (CSAI-2) • Mental Toughness Questionnaire (MTQ) 	6	
	IV	Methods of Measurement <ul style="list-style-type: none"> • Anthropometric Measurements • Motor Fitness Measurements • Physiological Measurements 	3	
	V	Applications of Test and Measurement in Sports Talent Identification <ul style="list-style-type: none"> • Performance Analysis • Designing Training Programs • Injury Prevention and Rehabilitation 	3	
		Total	15	1

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 / Fitness or Sports Activity (as decided by the Sports Incharge) OR Participation in Online Workshop / Conference / Seminar / Fitness or Sports related course (as decided by the Sports Incharge) OR Field Visit / Sports Events OR Attendance of Sports Practice Sessions	5

Semester End Examination (30 Marks)

Question No.	Particulars	Marks
1 to 30	Objective Type Questions (All Units) Each question will carry one mark	30
Total		30

References –

1. "Science and Practice of Strength Training" - Vladimir M. Zatsiorsky and William J. Kraemer
2. "Essentials of Strength Training and Conditioning" - National Strength and Conditioning Association (NSCA)
3. "Principles and Practice of Resistance Training" - Michael H. Stone, Meg Stone, and William A. Sands
4. "Periodization Training for Sports" - Tudor O. Bompa and Carlo A. Buzzichelli
5. "High-Performance Training for Sports" - David Joyce and Daniel Lewindon
6. "Tests and Measurements in Sports and Physical Education" - Dr. A.K. Uppal and Dr. G.P. Gautam
7. "Measurement by the Physical Educator: Why and How" - David K. Miller and Harold M. Barrow
8. "Kinanthropometry and Exercise Physiology Laboratory Manual" - Roger Eston and Thomas Reilly
9. "Evaluation of Human Work" - John R. Wilson and NIGEL CORLETT
10. "Advanced Fitness Assessment and Exercise Prescription" - Vivian H. Heyward and Ann L. Gibson