



Criterion 1 - Curricular Aspects

Key Indicator 1.3 - Curriculum Enrichment

QIM 1.3.1 - Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum (10)

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Programme with Programme Code: BA in Multimedia and Mass Communication (BAMMC)			
Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Foundation Course –I BAMMFC-101	Gender Issues and Human Values	SEM – I MOD – II,III	2-3
Foundation course- II BAMMFC-202	Human Values	SEM - II MOD - III	3-4
Introduction to Advertising BAMMID-204	Professional Ethics	SEM - II MOD - I	4
Media, Gender and Culture BAMMMGC-206	Gender Issues	SEM - II MOD - III	5
Corporate Communication and Public Relations BAMMC CCPR-302	Professional Ethics	SEM - III MOD - I	7
Media Studies BAMMC MS-303	Gender Issues	SEM - III MOD - III	8-9
Media Laws and Ethics BAMMC MLE-403	Professional Ethics and Human Values	SEM - IV MOD - I, II, III, IV, V	10-12
Consumer Behavior BAMMC EACB 1507	Gender Issues and Human Values	SEM - V MOD - IV	14-15
Digital media BAMMC DRGA 601	Professional Ethics	SEM - VI MOD - IX	16-17
Advertising in Contemporary Society BAMMC EAAC 2601	Gender Issues and Human Values	SEM - VI MOD - II	18

Programme with Programme Code: Bachelor of Arts (History, Economics, Psychology)			
Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Foundation Course-I UAFC101	Gender Issues and Human Values	SEM – I MOD – II,III	20

Foundation Course-II UAFC201	Human Values and Environmental Issues	SEM – II MOD – II,III	21
Foundation Course-III UAFC301	Human Values and Environmental Issues	SEM – III MOD – I,II	24
Foundation Course-IV UAFC401	Environmental Issues	SEM – IV MOD – II	25
Environmental Economics - I ECOEEA505	Environmental Issues	SEM – V MOD – IV	27-28
Environmental Economics - II ECOEEA605	Environmental Issues	SEM – VI MOD – III, IV	29-30
History of Modern Maharashtra (1818 CE - 1960 CE) UAHIS502	Gender Issues	SEM – V MOD – IV	32
History of Contemporary World (1945 CE - 2000 CE) UAHIS505	Gender Issues	SEM – V MOD – IV	33

Programme with Programme Code: Bachelor of Commerce

Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Business Communication - I UBCOMFSI.4	Professional Ethics and Gender Issues	SEM – I MOD – II	36-37
Environmental Studies - I UBCOMFSI.5	Environmental Issues	SEM - I MOD - I, II, III, IV	38-39
Foundation Course - I UBCOMFSI.6.1	Gender Issues and Human Values	SEM – I MOD – II,III	40-41
Environmental Studies - II UBCOMFSII.5	Environmental Issues	SEM - II MOD - I, II, IV	43-44
Foundation Course - II UBCOMFSII.6.1	Environmental Issues	SEM - II MOD - III	45-46
Foundation Course - Contemporary Issues - III UBCOMFSIII.6.1	Gender Issues and Environmental Issues	SEM - III MOD - I, II	49-50
Foundation Course - Contemporary Issues - IV UBCOMFSIII.6.2	Environmental Issues	SEM - III MOD - I, II	52- 53

Financial Accounting & Auditing VII - Financial Accounting 23101	Professional Ethics	SEM - V MOD - V	56-57
Commerce - V 23114	Professional Ethics	SEM - V MOD - IV	58-59

Programme with Programme Code: Bachelor of Commerce (Accounting & Finance)

Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Business Communication - I UA_FFSI.4	Professional Ethics and Gender Issues	SEM - I MOD - II	62-63
Foundation Course - I UA_FFSI.5.1	Gender Issues and Human Values	SEM - I MOD - II, III	64-65
Foundation Course - II UA_FFSII.5.1	Environmental Issues	SEM - II MOD - III	67-68
Management - II (Management Application) 44809	Human Values	SEM - V MOD - III	71-72

Programme with Programme Code: Bachelor of Management (BMS)

Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Business Communication - I UBMSFSI.4	Professional Ethics and Gender Issues	SEM - I MOD - II	75-76
Foundation Course - I UBMSFSI.5.1	Gender Issues and Human Values	SEM - I MOD - II, III	77-78
Foundation of Human Skills UBMSFSI.6	Human Values	SEM - I MOD - I, II, III	79-80
Foundation Course - II UBMSFSII.5.1	Environmental Issues	SEM - II MOD - III	82-83
Business Environment UBMSFSII.6	Human Values	SEM - II MOD - III	84-85
Principles of Management UBMSFSII.7	Human Values	SEM - II MOD - II, IV	86-87
Corporate Finance MSFSIII.1.04UB	Human Values	SEM - III MOD - III	90-91
Consumer Behavior MSFSIII.1.05UB	Human Values	SEM - III MOD - II	92-93

Advertising MSFSIII.1.07	Professional Ethics	SEM – III MOD – I	94-95
Foundation Course - III (Environmental Management) UBMSFSIII.3.01	Environmental Issues	SEM – III MOD – I, II, III, IV	96-97
Business Planning and Entrepreneurial Management UBMSFSIII.4	Gender Issues and Human Values	SEM – III MOD – I, II	98-99
Integrated Marketing Communication MSFSIII.1.05UB	Professional Ethics	SEM – IV MOD – I	101-102
Foundation Course - IV (Ethics and Governance) UBMSFSIV.3.01	Human Values and Professional Ethics	SEM – IV MOD – I, II, IV	103-104
Financial Accounting 46012	Professional Ethics	SEM – V MOD – V	107-108
Sales and Distribution Management 46010	Professional Ethics	SEM – V MOD – IV	109-110
Customer Relationship Management 46013	Professional Ethics	SEM – V MOD – IV	111-112
Corporate Communication & Public Relation 46002	Professional Ethics	SEM – V MOD – IV+A66:C70	113-114
Retail Management 86006	Professional Ethics	SEM – V MOD – IV	115-116

Programme with Programme Code: Bachelor of Science (Information Technology) (BSC.IT)			
Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Technical Communication Skills USIT105	Professional Ethics	SEM – I MOD – V	121-122
Software Project Management USIT501	Human Values and Professional Ethics	SEM – V MOD – IV, V	125-126
Internet of Things USIT502	Professional Ethics	SEM – V MOD – V	127-128



Thakur Educational Trust's (Regd.)

**THAKUR RAMNARAYAN
COLLEGE OF ARTS & COMMERCE**

ISO 21001:2018 Certified



Programme with Programme Code: Bachelor of Science (Computer Science) (BSC.CS)

Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Soft Skills USCS107	Human Values and Professional Ethics	SEM – I MOD – I, III	133-134
E - Commerce & Digital Marketing USCS207	Professional Ethics	SEM – II MOD – I	135
Green Technologies SCS3072	Environmental Issues	SEM – III MOD – I, II, III	139-140
Management & Entrepreneurship USCS4072	Human Values	SEM – IV MOD – II	141-142
Ethical Hacking USCS607	Professional Ethics	SEM – VI MOD – I, II, III, IV, V, VI, VII, VIII, IX, X	146-147

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Eligibility for Admission	12 th pass.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	03 years & 06 semesters
6	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
8	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2019-20</u> in Progressive manner.

Date : April 26, 2019.

Signature :

Name of BOS Chairperson[√] / Dean : Dr. Sunder Rajdeep

FY BAMMC- 40 CREDITS

Semester I		
Course code	Credits	Course Name
BAMMEC-101	03	Effective communication -I
BAMMFC-102	02	Foundation course -I
BAMMVC-103	04	Visual communication
BAMMFC-104	04	Fundamentals of Mass Communication
BAMMCA-105	04	Current Affairs
BAMMHH-106	03	History of Media

02	
PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	I
COURSE:	FOUNDATION COURSE -I
COURSE CODE	BAMMFC-101
PAPER	2
TOTAL MARKS	100 (75 :25)
NO OF LECTURES	48

SEMESTER 1			
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-101	FOUNDATION COURSE -I		
COURSE OUTCOME :			
<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India. 			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BMM for Semester -I.		
MODULE	Topics	COURSE OUTCOME:	Lectures
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with	10

		disabilities and understand the issues of people with physical and mental disabilities.	
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10

SEMESTER II

Semester II				
Title	Credit	Paper	Name of the Course	
AECC	03	01	Effective Communication (EC -II)	
AEEC	02	02	Foundation Course - II	
DSC	04	03	Content Writing	Language
DSC CORE III	(4×2)= 08	04	Introduction to Advertising	DSC-1B
DSC CORE IV		05	Introduction to Journalism	DSC-2B
DSE	03	06	Media Gender & Culture	
	20			

02	
PROGRAM	BAMMAC
YEAR	FYBAMMC
SEMESTER	II
COURSE:	FOUNDATION COURSE
COURSE CODE	BAMMFC 202
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-202	FOUNDATION COURSE

	Course Outcome		
	<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 1. To acquaint them with the socio-political problems of India. 		
	Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.		
Module	Topics	Details	Lectures
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10

04	
PROGRAM	BAMMC
YEAR	FYBAMM
SEMESTER	II
COURSE:	INTRODUCTION TO ADVERTISING
COURSE CODE	BAMMID 204
PAPER	4
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMID-204	INTRODUCTION TO ADVERTISING

Syllabus			
Module	Topics	Details	Lectures
1	Introduction to Advertising		18
	1. Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	04

PROGRAM	BAMMC
YEAR	FYBAMM
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
COURSE CODE	BAMMMGC 206
PAPER	6
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMMGC-206	MEDIA GENDER & CULTURE

COURSE OUTCOME

- To discuss the significance of culture and the media industry.
- To understand the association between the media, gender and culture in the society.
- To stress on the changing perspectives of media, gender and culture in the globalised era

MODULE	TOPICS	TOPICS	LECTURES
		CULTURE AND MEDIA	
		GENDER AND MEDIA CULTURE	
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	03 and 04
3	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2020-21</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson[√] / Dean : Dr. Sunder Rajdeep

Sr. No.	Project Assignment	Reason/Justification
01	Animated Logos and Kinematic Typography	Creating Indents for Television, Movies or Online Videos. This project creates understanding of animation and how kinematics works with the elements. Allows deeper understanding of communication with simple objects. (Logos and Text)

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48
Course Outcome:	
<ol style="list-style-type: none"> To provide the students with basic understanding of the concepts of corporate communication and public relations. To introduce the various elements of corporate communication and consider their roles in managing media organizations. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools. 	

COUESE CODE	COURSE NAME	
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS	
Syllabus		
Module	Details	Lectures
1	Foundation of Corporate Communication	14
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario <i>02</i>
	2. Keys concept in Corporate Communication	<i>Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation.</i> <i>06</i>
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI. <i>06</i>

BOS Syllabus Sub- Committee Members		
1. Prof. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Dr. Rinkesh Chheda (Course Expert) 4. Ms. Amrita Chohan (Industry Expert)		
Internal evaluation methodology		25 Marks
Sr no.	Project/Assignment	
1.	Presentation various topics learned	
2.	Writing Press release	
3.	Mock Press conference	
References:		
1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms		

303

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MEDIA STUDIES
Paper	03 (DSC-C2) CORE VI
Course Code	BAMMC MS-303
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

COURSE CODE	COURSE NAME
BAMMC MS-303	MEDIA STUDIES

Syllabus

Module	Topics	Details	Lectures
		Introduction	
1	Eras, relevance, connection to culture, Literature	<ul style="list-style-type: none"> • Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory 	10

		Media Theories	
2	Propaganda and propaganda theory-	<ul style="list-style-type: none"> • Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet • Harold Lasswell 	14
	Scientific perspectives to limited perspectives	<ul style="list-style-type: none"> • Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory 	
		Cultural Perspectives	
3	Various schools	<ul style="list-style-type: none"> • Toronto school (McLuhan) • Schools- Birmingham(Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication 	12
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		Media Effects	
4	Theories on media Effects	<ul style="list-style-type: none"> • Media effects and behavior • Media effect theories and the argument against media effect theories • Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation. 	06
		New Media and The Age Of Internet	
5	Meaning making Perspectives	<ul style="list-style-type: none"> • New media • Henry Jenkins-Participatory culture • Internet as Public sphere-Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet 	06
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Rani D'souza (Convener) 2. Prof. Neena Sharma 3. Prof. Bincy Koshy 4. Prof. Mithun Pillai 			
Internal Evaluation Methodology			25 MARKS
<ol style="list-style-type: none"> 1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz 			

12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B.

403

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Media Laws and Ethics
Paper	(DSC D2) CORE IX
Course Code	BAMMC MLE-403
Total Marks	100 (75:25)
Number of Lectures	48

Brief: In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

Course Outcome:

1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards social and ethical responsibility of media.

COURSE CODE		COURSE NAME	
BAMMC MLE-403		MEDIA LAWS and ETHICS	
Syllabus			
Module	Details		Lectures
1	Constitution and Media		09
	1. Core values of the Constitution	Refreshing Preamble, unique features of the Indian Constitution	01
	3. Freedom of Expression	Article 19 (1) (a), Article 19(2)	02
	4. Judicial Infrastructure	Hierarchy of the courts Independency of the judiciary Legal terminologies	2
	5. Social responsibility of the media	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era	2
	5. Social Media	Threat of Fake News and facts verification Social media decorum	2
2	Regulatory bodies		10
	1. Press Council of India	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	02

	6. TRAI	Role of Telecom Regulatory Authority of India	02
	5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	02
	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	02
	5. NBA	1. News Broadcasters Association : 2. Structure 3. Mission 4. Role	02
3	Media Laws		10
	1. Copyright and IPR	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	02
	2. Defamation	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies	02
	3. IT Act	1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies	02
	4. Contempt	1. Contempt of Court 2. Contempt of Parliament	02
	5. More acts	1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act	02
4	Media Laws		10
	1. Right to Privacy	2. Evolution 3. Right to Privacy a Fundamental Right	02
	3. Morality and Obscenity	1. Indecent Representation of Women's Act 2. 19.2, IPC 292 , 293 3. Change in perception with time	02
	4. Unfair Practices	Unfair Trade Practices and the Competition Act 2002	02
	5. OSA	1. Official Secrets Act 2. Controversies 3. Case Studies	02
	4. RTI	1. Right To Information Act 2005 2. Brief History 3. Importance and current status	02

5	Media Ethics and Social Responsibility		09
	1. Why Ethics	What is ethics? And why do we need ethics?	01
	2. Ethical responsibility of journalist	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	02
	3. Fake News	1. Post-truth and challenges of fighting fake news 2. Techniques of fact verification	02
	3. Ethical responsibility of advertisers	4. Violation of ethical norms by advertisers 5. Case Studies	02
	6. Stereotyping	Stereotyping of minorities, women, senior citizens, regions, LGBT	02
Total Lectures			48

Syllabus Sub-Committee			
1. Prof. Renu Nauriyal (Convener) 2. Prof. Mithun M Pillai (Subject Expert) 3. Prof. Bhushan M Shinde (Subject Expert)			
Internal exercise:			25 Marks
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility			
Sr. no.	Project/Assignment	Reason/Justification	
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work	
2. Group discussion	On current issues relating to media law	This would demand clarity of perception and expression	
3. Test	Based on the syllabus	To test the knowledge about the topics covered.	
References:			
1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law			

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	05 and 06
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4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2021-22</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson[√] / Dean : __Dr. Sunder Rajdeep

	commerce on any product or Service
References :	
1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000	
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996	
3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000	
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990	
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob	
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash	
7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra	
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp	
9. Digital marketing (E commerce) – Vandana Ahuja.	

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	Consumer Behaviour
COURSE CODE	BAMMC EACB 1507
PAPER	7 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EACB 1507	CONSUMER BEHAVIOUR	
COURSE OUTCOME:		
1. To understand the sociological & psychological perspective of consumer behaviour.		
2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising.		
3. To sensitize students to the changing trends in consumer behaviour.		
MODULE	DETAILS	LECTURES
1	Module I	10
	1.INTRODUCTION TO CONSUMER BEHAVIOUR	1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world
	2.MARKETING & CONSUMER BEHAVIOUR	1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.
2	Module II	08

	1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. <ol style="list-style-type: none"> i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. <p>Application of these theories in the marketing and consumer behaviour.</p>	
3	Module III		10
	1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Perception - Elements in perception. <ol style="list-style-type: none"> a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. 	
4	Module IV		10
	1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. <ol style="list-style-type: none"> i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour 	
5	Module V		10
	1. CONSUMER DECISION MAKING.	<ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. <ol style="list-style-type: none"> 2. Diffusion & Adoption Process. <ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 3. Diffusion & Adoption Process. 	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. PAYAL AGGARWAL (Convenor) 2. PROF.DR. PADMAJA ARVIND (Subject Expert) 			

SEMESTER VI-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-601	04	1. DIGITAL MEDIA
BAMMC DRGA-602	04	2. ADVERTISING DESIGN
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAAC 2601		1. ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602		2. BRAND MANAGEMENT
BAMMC EAMP 2603		3. MEDIA PLANNING & BUYING
BAMMC EAAS 2604		4. ADVERTISING & SALES PROMOTION
BAMMC EARM 2605		5. RURAL MARKETING & ADVERTISING
BAMMC EARE 2606		6. RETAILING & MERCHANDISING
BAMMC EAEM 2607		7. ENTERTAINMENT & MEDIA MARKETING
BAMMC EATP 2608		8. TELEVISION PROGRAM PRODUCTION
TOTAL	20	

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRGA-601
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-601	DIGITAL MEDIA	
COURSE OUTCOME:		
1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans		
MODULE	DETAILS	LECTURES
1	About features	10
1.Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media	04

		Programmatic Marketing	
8	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Pradeep Sasidharan (Convener) 2. Prof. Dr Hanif Lakdawala (Subject Expert)			
Reference Book And Material			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY 02

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.		
MODULE	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2.Role of Agency Departments	1.Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	

COURSE:	ADVERTISING IN CONTEMPORARY SOCIETY
COURSE CODE	BAMMC EAAC 2601
PAPER	1 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAC 2601	ADVERTISING IN CONTEMPORARY SOCIETY

COURSE OUTCOME:

1. To understand the environment of Advertising in Contemporary Society
2. To understand Liberalization and its impact on the economy and other areas of Indian society
3. To compare and analyse the advertising environment of different countries

Sr. no.	Module	Details	LECTURES
01	Module 1. Changes in Advertising Environment	Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style	10
02	Module 2. Effect of Advertising, Criticism of Advertising, Social implication of advertising	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy.	10
03	Module 3. Types of Advertising; Internet Advertising and Digital Advertising	Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising and Digital Advertising : Upcoming different ways in New Media	08
04	Module 4. The analysis of Advertising environment of India and other foreign countries	National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY)	12
05	Module 5.	Social Marketing: Definition, Need for Social	08

UNIVERSITY OF MUMBAI



Revised Syllabus for the **F.Y.B.A/F.Y.B.Sc.**

Program: **F.Y.B.A/F.Y.B.Sc.**

Course: Foundation Course

(Semester I & II)

(As per Credit Based Semester and Grading System
with effect from the academic year 2012–2013)

Revised Syllabus (From 2012-13)
Foundation Course for F. Y. B A
Semester 1
Course Code: UA FC 1C1

Lectures 45
Marks 100

Unit 1

Overview of Indian Society:

Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender;
Appreciate the concept of linguistic diversity in relation to the Indian situation;
Understand regional variations according to rural, urban and tribal characteristics;
Understanding the concept of diversity as difference. *(5 lectures)*

Unit 2

Concept of Disparity- 1:

Understand the concept of disparity as arising out of stratification and inequality;
Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media;
Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities. *(10 lectures)*

Unit 3

Concept of Disparity-2:

Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof;
Understand inter-group conflicts arising out of communalism;
Examine the causes and effects of conflicts arising out of regionalism and linguistic differences. *(10 lectures)*

Unit 4

The Indian Constitution:

Philosophy of the Constitution as set out in the Preamble;
The structure of the Constitution-the Preamble, Main Body and Schedules;
Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society;
Basic features of the Constitution. *(10 lectures)*

Unit 5

Significant Aspects of Political Processes:

The party system in Indian politics;
Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics;
Role and significance of women in politics. *(10 lectures)*

Revised Syllabus (From 2012-13)
Foundation Course for F. Y. B.A
Semester II
Course Code: UA FC 2C1

Lectures 45
Marks 100

Unit 1

Globalisation and Indian Society:

Understanding the concepts of liberalization, privatization and globalization;
Growth of information technology and communication and its impact manifested in everyday life;
Impact of globalization on industry: changes in employment and increasing migration;
Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides. (7 lectures)

Unit 2

Human Rights

Concept of Human Rights; origin and evolution of the concept;
The Universal Declaration of Human Rights;
Human Rights constituents with special reference to Fundamental Rights stated in the Constitution;

(10lectures)

Unit 3

Ecology

Importance of Environment Studies in the current developmental context;
Understanding concepts of Environment, Ecology and their interconnectedness;
Environment as natural capital and connection to quality of human life;
Environmental Degradation- causes and impact on human life;
Sustainable development- concept and components; poverty and environment

(10 lectures)

Unit 4

Understanding Stress and Conflict:

Causes of stress and conflict in individuals and society;
Agents of socialization and the role played by them in developing the individual;
Significance of values, ethics and prejudices in developing the individual;
Stereotyping and prejudice as significant factors in causing conflicts in society.
Aggression and violence as the public expression of conflict;

(10 lectures)

UNIVERSITY OF MUMBAI**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	Foundation Course (SYBA, SYBSc, SYBCom; Semesters III and IV)
2	Eligibility for Admission	Not Applicable
3	Passing Marks	40 %
4	Ordinances / Regulations (if any)	Not Applicable
5	No. of Years / Semesters	III and IV Semesters
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2017-18

Date: **8th May, 2017**

Signature :

Name of BOS Chairperson /Dean : **Dr Agnelo Menezes**

UNIVERSITY OF MUMBAI

**SECOND YEAR B.A., SECOND YEAR B.Sc.,
SECOND YEAR B.Com.**

SEMESTER III AND IV

FOUNDATION COURSE

UNDER THE CBCGSS SYSTEM

EFFECTIVE FROM 2017-2018

FOUNDATION COURSE

Semester III

Internal marks: 25

External marks: 75

Total Marks: 100

Lectures: 45

Objectives

- i. Develop a basic understanding about issues related to Human Rights of weaker sections, ecology, and science and technology.
- ii. Gain an overview of significant skills required to address competition in career choices
- iii. Appreciate the importance of developing a scientific temper towards technology and its use in everyday life

Module 1 Human Rights Provisions, Violations and Redressal (12 lectures)

- A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)**
- B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)**
- C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)**
- D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)**
- E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)**

Module 2 Dealing With Environmental Concerns (11 lectures)

- A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)**
- B. Some locally relevant case studies of environmental disasters. (2 Lectures)**
- C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)**
- D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)**

Module 3 Science and Technology I (11 lectures)

- A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)**
- B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)**
- C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)**

FOUNDATION COURSE

Semester IV

Internal marks: 25

External marks: 75

Total Marks: 100

Lectures: 45

Module 1 Significant, contemporary Rights of Citizens (12 lectures)

- A. **Rights of Consumers**-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)
- B. **Right to Information**- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)
- C. **Protection of Citizens'/Public Interest**-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)
- D. **Citizens' Charters, Public Service Guarantee Acts.** (3 Lectures)

Module 2 Approaches to understanding Ecology (11 lectures)

- A. **Understanding approaches to ecology**- Anthropocentrism, Biocentrism and Eco centrist, Ecofeminism and Deep Ecology. (3 Lectures)
- B. **Environmental Principles-1**: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)
- C. **Environmental Principles-2**: the equity principle; human rights principles; the participation principle. (4 Lectures)

Module 3 Science and Technology II (11 lectures)

Part A: Some Significant Modern Technologies, Features and Applications:

(7 Lectures)

- i. **Laser Technology**- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.
- ii. **Satellite Technology**- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.
- iii. **Information and Communication Technology**- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.
- iv. **Biotechnology and Genetic engineering**- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.
- v. **Nanotechnology**- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.

Part B: Issues of Control, Access and Misuse of Technology. (4 Lectures)

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Revised Syllabus

Sem. V & Sem. VI

Program: B. A.

Course: Economics

(As per the Credit Based Semester and Grading System with effect from the academic year 2021-2022)

TYBA ECONOMICS (SEMESTER-V)

COURSE CODE	GROUP-II : ELECTIVE PAPER PAPER NO – XI	CREDIT	MARKS
ECOEEA505	ENVIRONMENTAL ECONOMICS - I	4	100

Course Objectives

This course introduces the learner to the basic concepts, economic instruments and policy options in managing the environment. The impact of development on environment is suitably addressed under the rubric of sustainable development. Economic implications of environmental policy and valuation of environmental quality are important areas of concern to be covered. The students are sensitized to the role of human decisions in affecting the environmental quality and managing global environmental issues. The causes, effects and measures to control different types of pollution are impressed upon. The environmental accounting practices, policies, impact and risk analysis focusses on India.

Course Outcomes

- On the completion of this course, the student will have a good understanding of contemporary environmental issues and their relation to economic development.
- The learner will be equipped to understand the methodologies and tools of valuing the environment.
- In the light of international environmental agreements, the learners will be able to understand the global approaches and policies adopted by India to deal with the environmental issues.

Module1: Introduction to Environmental Economics

(12 Lectures)

Environmental Economics: Nature, Significance and Scope; Environment and the economy; Environmental Kuznets Curve; Common resources, externalities and property rights; Coase Theorem; Rio Declaration and Agenda 21 programme of action for sustainable development.

Module 2: The Design and Implementation of Environmental Policy

(12 Lectures)

Criteria for evaluating environmental policies; Tools of Environmental Policy: Standards, Pigovian taxes/effluent fees, quotas/tradable permits; Choice between taxes and quotas; Environmental Policy: Regulation and Implementation.

Module 3: Measuring Benefits of Environmental Improvements

(12 Lectures)

Economic value of Environment: Use and Non-use values; Measurement methods of environmental value: Market based and Non-market based methods; Contingent Valuation Method; Travel Cost Method; Hedonic Price Method.

Module 4: Global Environmental Issues

(12 Lectures)

Trade and environment-Overview of trans-boundary environmental problems-Global Warming - Climate Change - Energy Crisis - Challenges of urbanization - International environmental agreements.

References:

1. Barry Field and Martha K Field: Environmental Economics, McGraw Hill International Edition, 2017.
2. Benneer, Lori Snyder, and Cary Coglianese (2004), Evaluating Environmental Policies, KSG Faculty Research Working Paper Series RWP04-049, USA
3. Charles Kolstad : Environmental Economics, Oxford University Press, New York, 2000.
4. Hanley Nick, Shogren Jason and White Ben: Introduction to Environmental Economics, Oxford University Press, 2001.
5. Mickwitz, Per. (2003). A Framework for Evaluating Environmental Policy Instruments Context and Key Concepts. Evaluation.
6. Smith Stephen: Environmental Economics: A very Short Introduction, 1st Edition, Oxford University Press, New York, 2011.

Rural Livelihoods: Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), National Social Assistance Programme (NSAP), Microfinance and Self-help Groups

References:

1. Thomas William and A.J. Christopher (2011), Rural Development: Concept and Recent Approaches, Rawat Publication, Jaipur.
2. Annual Report 2019-20, 2018-19 & State performance report-2018-19 and Action plan 2019-20, Volume-I, Ministry of Rural Development, Department of Animal Husbandary & Dairying, Government of India, New Delhi.
3. Datt & Sundharam (2012), Indian Economy, S. Chand & Company LTD. Mumbai.
4. Desai Vasant (2012), Rural Development in India, Himalaya Publishing House, Mumbai.
5. Dr. I. Satya Sundaram (2002), Rural Development, Himalaya Publishing House, Mumbai. Page No. 3 to 24
6. Eleventh Five Year Plan 2007-12, Planning Commission, Government of India, New Delhi.

TYBA ECONOMICS (SEMESTER-VI)

COURSE CODE	GROUP-II : ELECTIVE PAPER PAPER NO – XVII	CREDIT	MARKS
ECOEEA605	ENVIRONMENTAL ECONOMICS - II	4	100

Course Objectives

This paper introduces vital aspects related to environmental degradation and advocates the need for environmental accounting. The paper also focuses on the attainment of SDGs

Course Outcomes

- Students are empowered about the environmental challenges and the need for environmental accounting
- Develop understanding on the policy measures to attain SDGs

Module1: Environmental Degradation**(12 Lectures)**

Concept and types of Environmental Degradation; Renewable and Non-renewable natural resources: Land, Air, Water and Noise Pollution: Causes, effects and measures.

Module 2: Environmental Accounting**(12 Lectures)**

Accounting for environmental and natural resources: Meaning and importance; System of Environmental-Economic Accounting (SEEA) and Environmental and Natural Resources Accounting (ENRA); Integration of Environmental Accounts with System of National Accounts: Green GDP; Concept of Green Growth and its Indicators; Concepts of Green Consumer and Green Business.

Module 3: Sustainable Development and India**(12 Lectures)**

Concept of Sustainable Development; Characteristics and dimensions of Sustainable Development; Sustainable Development Goals and Measures with special reference to India; Smart Cities Mission in India; National Mission For Sustainable Agriculture (NMSA): Objectives, strategy and components.

Module 4: Environmental Policy in India**(12 Lectures)**

Overview of laws to improve the environment in India; Central pollution Control Board; Industrial Pollution Control Measures in India; Pradhan Mantri Ujjwala Yojana (PMUY); National Green Tribunal.; Environmental Education in India.

References:

1. Barry Field and Martha k Field: Environmental Economics, McGraw Hill International Edition, 2017.
2. Bhattacharya R.N. (Ed) (2001), Environmental Economics: An Indian Perspective, Oxford University Press, New Delhi.
3. Charles Kolstad : Environmental Economics, Oxford University Press, New York, 2000.
4. Hanley Nick, Shogren Jason and White Ben: Introduction to Environmental Economics, Oxford University Press, 2001.
5. Kaltschmitt, Martin, Streicher, Wolfgang, Wiese, Andreas, Renewable Energy: Technology, Economics and Environment, Springer, Germany, 2007.
6. V.S. Ganesamurthy: Environmental Economics in India, New Century Publications, New Delhi, 2009.

AC / /2018
Item no.

UNIVERSITY OF MUMBAI



Revised Syllabus for Sem V and Sem VI

Program: B. A.

Course: History and Archaeology

(Choice Based Credit System with effect from the
Academic year 2018-2019)

T.Y.B.A. History

SEMESTER - V

Core Course V- History of Modern Maharashtra (1818 CE-1960 CE)

Objectives:

1. To acquaint students with regional history.
2. To understand political and socio-economic developments during the 19th and 20th centuries.
3. To create understanding of the movement that led to the formation of Maharashtra.

Module I: Beginning of the British Rule

- (a) Socio-Economic conditions of Maharashtra in 19th Century
- (b) Administration and Judiciary
- (c) Tribal and Peasant Uprisings

Module II: Socio- Economic Awakening

- (a) Mahatma Jotirao Phule - Satya Shodhak Samaj and Universal Humanism
- (b) Prarthana Samaj
- (c) Contribution of thinkers of Maharashtra to Economic Nationalism

Module III: Political Developments in Maharashtra (1885-1960)

- (a) Moderates, Extremists and Revolutionaries in Maharashtra
- (b) Response to Gandhian Movements in Maharashtra
- (c) Samyukta Maharashtra Movement

Module IV: Emergence of New Forces

- (a) Contribution of Reformers in Education
- (b) Contribution of Reformers towards Emancipation of Women
- (c) Contribution of Reformers towards Upliftment of Depressed Classes: V. R. Shinde, Rajarshi Shahu Maharaj and Dr. B.R. Ambedkar

T.Y.B.A. History

SEMESTER - V

Core Course VIII: History of Contemporary World (1945 CE – 2000 CE)

Objectives:

1. To trace some of the major events of post-World War II period.
2. To understand the significance of these events.
3. To comprehend the ways in which events of the latter half of the twentieth century have influenced the present.

Module I: Cold War (1945-1985)

- (a) Meaning, Causes of Cold War and Security Pacts
- (b) Conflicts in Cold War: Germany, Korea and Cuba
- (c) Economic Revival of Western Europe; Soviet Union's Relations with Eastern Europe

Module II: Europe, U.S.S.R and U.S.A. (1985-2000)

- (a) Disintegration of U.S.S.R
- (b) Re-drawing of political borders of Germany, Yugoslavia and Czechoslovakia;
Emergence of the European Union (EU) in Western Europe
- (c) U.S.A as the dominant world power

Module III: Movements for Equal Rights and Challenging the Bipolar World (1945-2000)

- (a) Campaigns within and outside South Africa against Apartheid
- (b) Civil Rights Movement in U.S.A
- (c) Non-Aligned Movement

Module IV: Major Trends

- (a) Globalisation
- (b) Sustainable Development
- (c) Women's Liberation Movement

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**Revised Syllabus
and
Question Paper Pattern
of Courses of
B.Com. Programme
First Year
Semester I and II**

**Under Choice Based Credit, Grading
and Semester System**

(To be implemented from Academic Year- 2016-2017)

Faculty of Commerce

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester I

No. of Courses	Semester I	Credits
1	<i>Elective Courses (EC)</i>	
1A	<i>Discipline Specific Elective(DSE)Courses</i>	
1	Accountancy and Financial Management I	03
1B	<i>Discipline Related Elective(DRE)Courses</i>	
2	Commerce I	03
3	Business Economics I	03
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Courses (AECC)</i>	
4	Business Communication I	03
5	Environmental Studies I	03
2B	<i>*Skill Enhancement Courses (SEC)</i>	
6	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
7	Mathematical and Statistical Techniques I	03
Total Credits		20

<i>*List of Skill Enhancement Courses (SEC) for Semester I (Any One)</i>	
1	Foundation Course - I
2	Foundation Course in NSS - I
3	Foundation Course in NCC - I
4	Foundation Course in Physical Education - I

**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

4. Business Communication I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	10
2	Obstacles to Communication in Business World	10
3	Business Correspondence	12
4	Language and Writing Skills	13
Total		45

Note:

*One tutorial per batch per week in addition to number of lectures stated above
(Batch size as per the University norms)*

Sr. No.	Modules / Units
1	<p>Theory of Communication</p> <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication:Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	<p>Obstacles to Communication in Business World</p> <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	<p>Business Correspondence</p> <p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>

**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

5.Environmental Studies I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Environment and Ecosystem	13
2	Natural Resources and Sustainable Development	13
3	Populations and Emerging Issues of Development	13
4	Urbanisation and Environment	13
5	Reading of Thematic Maps and Map Filling	08
Total		60

Sr. No.	Modules / Units
1	Environment and Ecosystem
	Environment: Meaning, definition, scope and its components; concept of an ecosystem : definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.
2	Natural Resources and Sustainable Development
	Meaning and definitions ; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- I and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development
3	Populations and Emerging Issues of Development
	Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index
4	Urbanisation and Environment
	Concept of Urbanisation– Problems of migration and urban environment-changing landuse, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities
5	Reading of Thematic Maps and Map Filling
	Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint

**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester II

No. of Courses	Semester II	Credits
1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE)Courses	
1	Accountancy and Financial Management II	03
1B	Discipline Related Elective(DRE)Courses	
2	Commerce II	03
3	Business Economics II	03
2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication II	03
5	Environmental Studies II	03
2B	**Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02
3	Core Courses (CC)	
7	Mathematical and Statistical Techniques II	03
Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - II
2	Foundation Course in NSS - II
3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - II

**Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

4.Environmental Studies II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Solid Waste Management for Sustainable Society	
2	Agriculture and Industrial Development	
3	Tourism and Environment	
4	Environmental Movements and Management	
5	Map Filling	
	Total	60

Sr. No.	Modules / Units
1	Solid Waste Management for Sustainable Society
	Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in Mumbai
2	Agriculture and Industrial Development
	Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - Sustainable Industrial practices – Green Business and Green Consumerism, Corporate Social Responsibility
3	Tourism and Environment
	Tourism: Meaning, Nature, Scope and importance –Typology of tourism-classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism
4	Environmental Movements and Management
	Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit.EIA - Environment Protection Acts – Concept and components of Geospatial Technology- Applications of GST in Environmental Management.
5	Map Filling
	Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment. Concept and Calculation of Environmental Performance Index (EPI)

**Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

6. Foundation Course - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation;Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses of
Bachelor of Commerce Programme
Second Year
Semester III and IV**

**Under Choice Based Credit, Grading and
Semester System**

To be implemented from Academic Year 2017-2018

Faculty of Commerce

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester III

No. of Courses	Semester III	Credits
1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE) Courses	
1Aa	Discipline Specific Elective(DSE) Courses	
1	Accountancy and Financial Management III	03
1Ab	Discipline Specific Elective(DSE) Courses	
2	*Any one course from the following list of the courses	03
1B	Discipline Related Elective(DRE) Courses	
3	Commerce III	03
4	Business Economics III	03
2	Ability Enhancement Courses (AEC)	
2A	*Skill Enhancement Courses (SEC) Group A	
5	*Any one course from the following list of the courses	03
2B	*Skill Enhancement Courses (SEC) Group B	
6	Any one course from the following list of the courses	02
3	Core Courses (CC)	
7	Business Law I	03
Total Credits		20

1Ab *List of Discipline Specific Elective (DSE) Courses for Semester III (Any One)	
1	Financial Accounting and Auditing - Introduction to Management Accounting
2	Business Management - Marketing Management
3	Banking & Finance- Introduction to Banking in India
4	Commerce- International Business Relations

**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- III

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Human Rights Provisions, Violations and Redressal	12
2	Dealing With Environmental Concerns	11
3	Science and Technology I	11
4	Soft Skills for Effective Interpersonal Communication	11
Total		45

Sr. No.	Modules / Units
1	<p>Human Rights Violations and Redressal</p> <p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p>
2	<p>Dealing With Environmental Concerns</p> <p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p>
3	<p>Science and Technology – I</p> <p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p>
4	<p>Soft Skills for Effective Interpersonal Communication</p> <p>Part A (4 Lectures)</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations.</p> <p>Part C (3 Lectures)</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p>

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester IV

No. of Courses	Semester IV	Credits
1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE) Courses	
1Aa	Discipline Specific Elective(DSE) Courses	
1	Accountancy and Financial Management IV	03
1Ab	Discipline Specific Elective(DSE) Courses	
2	*Any one course from the following list of the courses	03
1B	Discipline Related Elective(DRE) Courses	
3	Commerce IV	03
4	Business Economics IV	03
2	Ability Enhancement Courses (AEC)	
2A	*Skill Enhancement Courses (SEC) Group A	
5	*Any one course from the following list of the courses	03
2B	*Skill Enhancement Courses (SEC) Group B	
6	Any one course from the following list of the courses	02
3	Core Courses (CC)	
7	Business Law II	03
Total Credits		20

1Ab *List of Discipline Specific Elective (DSE) Courses for Semester IV (Any One)	
1	Financial Accounting and Auditing - Auditing
2	Business Management- Marketing Management
3	Banking & Finance- Introduction to Banking in India
4	Commerce- International Business Relations

**Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- IV

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Significant, Contemporary Rights of Citizens	12
2	Approaches to understanding Ecology	11
3	Science and Technology –II	11
4	Introduction to Competitive Exams	11
Total		45

Sr. No.	Modules / Units
1	Significant, Contemporary Rights of Citizens
	<p>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p>
2	Approaches to understanding Ecology
	<p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p>
3	Science and Technology –II
	<p>Part A:Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B:Issues of Control, Access and Misuse of Technology. (4 Lectures)</p>

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses of
Bachelor of Commerce Programme
at
Third Year
Semester V and VI**

**Under Choice Based Credit, Grading and
Semester System**

To be implemented from Academic Year 2018-2019

Faculty of Commerce

B.Com. Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2018-2019)

Semester V

No. of Courses	Semester V	Credits
1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE) Courses	
1 & 2	*Any one group of courses from the following list of the Groups (A/B/C/D/E/F)	04+04
1B	Discipline Related Elective(DRE) Courses	
3	Commerce V	03
4	Business Economics V	03
2	Ability Enhancement Courses (AEC)	
5 & 6	**Any two courses from the following list of the courses	03+03
Total Credits		20

*List of groups of Discipline Specific Elective(DSE) Courses for Semester V (Any One Group)	
Group A: Advanced Accountancy	
1	Financial Accounting and Auditing VII - Financial Accounting
2	Financial Accounting and Auditing VIII - Cost Accounting
Group B: Business Management	
1	Business Management Paper - I
2	Business Management Paper - II
Group C: Banking and Finance	
1	Banking and Finance Paper - I
2	Banking and Finance Paper - II
Group D: Commerce	
1	Commerce Paper - I
2	Commerce Paper - II
Group E: Quantitative Techniques	
1	Quantitative Techniques Paper - I
2	Quantitative Techniques Paper - II
Group F: Economics	
1	Economics Paper - I
2	Economics Paper - II

**Revised Syllabus of Courses of B.Com. Programme at Semester V
with Effect from the Academic Year 2018-2019**

Elective Courses (EC)

1 A. Discipline Specific Elective (DSE) Courses

Group A: Advanced Accountancy

1. Financial Accounting and Auditing VII -

Financial Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Preparation of Final Accounts of Companies	15
2	Internal Reconstruction	15
3	Buy Back of Shares	10
4	Investment Accounting (w.r.t. Accounting Standard- 13)	12
5	Ethical Behaviour and Implications for Accountants	08
Total		60

Sr. No.	Modules / Units
4	Investment Accounting (w.r.t. Accounting Standard- 13)
	<p>For shares (variable income bearing securities) For debentures/Preference. shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.</p>
5	Ethical Behaviour and Implications for Accountants
	<p>Introduction, Meaning of ethical behavior Financial Reports – What is the link between law, corporate governance, corporate social responsibility and ethics? What does the accounting profession mean by the ethical behavior? Implications of ethical values for the principles versus rule based approaches to accounting standards The principal based approach and ethics The accounting standard setting process and ethics The IFAC Code of Ethics for Professional Accountants Ethics in the accounting work environment – A research report Implications of unethical behavior for financial reports Company Codes of Ethics The increasing role of whistle – Blowing Why should student learn ethics?</p>

**Revised Syllabus of Courses of B.Com. Programme at Semester V
with effect from the Academic Year 2018-2019**

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

**3. Commerce - V
Marketing**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	12
2	Marketing Decisions I	11
3	Marketing Decisions	11
4	Key Marketing Dimensions	11
Total		45

Sr. No.	Modules / Units
1	Introduction to Marketing
	<ul style="list-style-type: none"> Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing Marketing Research - Concept, Features, Process Marketing Information System-Concept, Components Data Mining- Concept, Importance Consumer Behaviour- Concept, Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept, Techniques Market Targeting- Concept, Five patterns of Target market Selection
2	Marketing Decisions I
	<ul style="list-style-type: none"> Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept, Components Brand Equity- Concept, Factors influencing Brand Equity Packaging- Concept, Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies
3	Marketing Decisions
	<ul style="list-style-type: none"> Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope, Importance Sales Management- Concept, Components, Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
4	Key Marketing Dimensions
	<ul style="list-style-type: none"> Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics: Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing Digital Marketing-Concept, trends in Digital Marketing Green Marketing- concept, importance Challenges faced by Marketing Managers in 21st Century Careers in Marketing – Skill sets required for effective marketing Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples.

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses of
B.Com. (Accounting & Finance)
Programme
First Year
*Semester I and II***

**Under Choice Based Credit, Grading and
Semester System**

With effect from Academic Year- 2016-2017

Board of Studies-in-Accountancy

B.Com. (Accounting & Finance) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester I

No. of Courses	Semester I	Credits
1	<i>Elective Courses (EC)</i>	
1	Financial Accounting (Elements of Financial Accounting) - I	03
2	Cost Accounting (Introduction and Element of cost) - I	03
3	Financial Management (Introduction to Financial Management) - I	03
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
4	Business Communication - I	03
2B	<i>*Skill Enhancement Courses (SEC)</i>	
5	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
6	Commerce (Business Environment) - I	03
7	Business Economics - I	03
Total Credits		20

<i>*List of Skill Enhancement Courses (SEC) for Semester I (Any One)</i>	
1	Foundation Course - I
2	Foundation Course in NSS - I
3	Foundation Course in NCC - I
4	Foundation Course in Physical Education - I

Revised Syllabus of Courses of B.Com. (Accounting and Finance)

Programme at Semester I

with Effect from the Academic Year 2016-2017

Ability Enhancement Courses (AEC)

4. Business Communication- I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence
	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>

Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester I
with Effect from the Academic Year 2016-2017

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

B.Com. (Accounting & Finance) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester II

No. of Courses	Semester II	Credits
1	<i>Elective Courses (EC)</i>	
1	Financial Accounting(Special Accounting Areas) - II	03
2	Auditing (Introduction and Planning) - I	03
3	Taxation - I (Indirect Taxes I)	03
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
4	Business Communication - II	03
2B	<i>**Skill Enhancement Courses (SEC)</i>	
5	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
6	Business Law (Business Regulatory Framework) - I	03
7	Business Mathematics	03
Total Credits		20

<i>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</i>	
1	Foundation Course - II
2	Foundation Course in NSS - II
3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - II

Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester II
with Effect from the Academic Year 2016-2017

Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation;Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses of
B.Com. (Accounting and Finance)
Programme at
Third Year
Semester V and VI**

**Under Choice Based Credit, Grading and
Semester System**

(To be implemented from Academic Year 2018-2019)
Board of Studies-in-Accountancy

B.Com. (Accounting and Finance) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year 2018-2019)

Semester V

No. of Courses	Semester V	Credits
1	<i>Elective Courses (EC)</i>	
1,2,3 & 4	*Any four courses from the following list of the courses	12
2	<i>Core Courses (CC)</i>	
5	Financial Accounting - V	04
6	Financial Accounting - VI	04
Total Credits		20

<i>*List of Elective Courses for Semester V (Any Four)</i>	
01	Cost Accounting - III
02	Financial Management - II
03	Taxation - IV (Indirect Taxes - II)
04	International Finance
05	Financial Analysis and Business Valuation Management
06	Management -II (Management Applications)I

**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester V
with effect from the Academic Year 2018-2019**

1. Elective Courses (EC)

6. Management- II (Management Applications)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Marketing Management	15
02	Production Management	15
03	Human Resource Management	15
04	Financial Management	15
	Total	60

Sr. No.	Modules / Units
1	Marketing Management
	Meaning and Definition of Marketing – 4 Ps of Marketing, Importance Product Management – Meaning & Definition – Product Development Strategies, Product life cycle, Branding- Meaning, Factors influencing branding Price Management – Meaning and Definition – Factors affecting pricing decisions, Pricing Strategies Place (Distribution) Management – Meaning and Definition – Factors Governing Distribution Decisions – Types of Distribution Channels Promotion Management – Meaning – Promotion Strategies, Integrated marketing communication Case studies based on the above topics
2	Production Management
	Meaning and Definition of Production Management – Scope of Production Management, Steps in Production Planning and Control Meaning of Productivity - Measurement of Productivity – Measure to increase Productivity – Productivity Movement in India Meaning and Definition of Quality Management – TQM – Quality Circles – ISO 9000/14000 Inventory Management – Meaning and Methods Case studies based on the above topics
3	Human Resource Management
	Human Resource Management – Meaning, Nature, Functions of Human Resource Management Human Resource Planning- Meaning, Process of Human Resource Planning Human Resource Development- Methods of Developing Human Resource Performance Appraisal – Meaning and Definition – Traditional and Modern Methods of Appraisal Employee retention Leadership- Traits, Styles Motivation- Factors of Motivation, Theories of Motivation- Maslow’s Theory, Douglas MacGregor’s Theory X and Theory Y Case studies based on the above topics
4	Financial Management
	Meaning and Definition of Financial Management – Functions of Financial Management Capital Budgeting- Introduction, Importance and Process Capital Structure- Meaning, Factors affecting Capital Structure Capital Market – Meaning and Constituents – Functions Fundamental Analysis – Technical Analysis - Venture Capital – DEMAT Account - Futures and Options Case studies based on the above topics

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses
of
Bachelor of Management
Studies(BMS) Programme
First Year
*Semester I and II***

**Under Choice Based Credit, Grading and
Semester System**

(To be implemented from Academic Year- 2016-2017)

Board of Studies-in-Business Management, University of Mumbai

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester I

No. of Courses	Semester I	Credits
1	<i>Elective Courses (EC)</i>	
1	Introduction to Financial Accounts	03
2	Business Law	03
3	Business Statistics	03
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
4	Business Communication - I	03
2B	<i>*Skill Enhancement Courses (SEC)</i>	
5	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
6	Foundation of Human Skills	03
7	Business Economics-I	03
Total Credits		20

<i>*List of Skill Enhancement Courses (SEC) for Semester I (Any One)</i>	
1	Foundation Course - I
2	Foundation Course in NSS - I
3	Foundation Course in NCC - I
4	Foundation Course in Physical Education - I

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

4. Business Communication- I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence
	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

**Revised Syllabus of Bachelor of Management Studies
(BMS) Programme at Semester I
With Effect from the Academic Year 2016-2017**

Core Courses (CC)

6. Foundation of Human Skills

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Understanding of Human Nature	15
2	Introduction to Group Behaviour	15
3	Organizational Culture and Motivation at workplace	15
4	Organisational Change, Creativity and Development and Work Stress	15
Total		60

Sr. No.	Modules / Units
1	<p data-bbox="320 203 762 237">Understanding of Human Nature</p> <ul style="list-style-type: none"> <li data-bbox="336 259 1401 338">• Individual Behaviour: Concept of a man, individual differences, factors affecting individual differences, Influence of environment <li data-bbox="336 349 1401 640">• Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation, self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions <li data-bbox="336 651 1401 931">• Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).
2	<p data-bbox="320 954 762 987">Introduction to Group Behaviour</p> <ul style="list-style-type: none"> <li data-bbox="336 1010 1401 1256">• Introduction to Group Behaviour <ul style="list-style-type: none"> <li data-bbox="384 1055 1401 1133">▪ Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures) <li data-bbox="384 1144 1401 1223">▪ Team effectiveness: nature, types of teams, ways of forming an effective team. <li data-bbox="384 1234 600 1256">▪ Setting goals. <li data-bbox="336 1267 1401 1514">• Organizational processes and system. <ul style="list-style-type: none"> <li data-bbox="384 1312 1401 1391">▪ Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. <li data-bbox="384 1402 1401 1514">▪ Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.
3	<p data-bbox="320 1529 1018 1563">Organizational Culture and Motivation at workplace</p> <ul style="list-style-type: none"> <li data-bbox="336 1585 1401 1753">• Organizational Culture: <ul style="list-style-type: none"> <li data-bbox="384 1630 951 1664">▪ Characteristics of organizational culture. <li data-bbox="384 1675 1126 1709">▪ Types, functions and barriers of organizational culture <li data-bbox="384 1720 1326 1753">▪ Ways of creating and maintaining effective organization culture <li data-bbox="336 1765 1401 2045">• Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. <ul style="list-style-type: none"> <li data-bbox="384 1843 751 1877">▪ A.Maslow Need Heirachy <li data-bbox="384 1888 730 1921">▪ F.Hertzberg Dual Factor <li data-bbox="384 1933 858 1966">▪ Mc.Gregor theory X and theory Y. Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester II

No. of Courses	Semester II	Credits
1	<i>Elective Courses (EC)</i>	
1	Principles of Marketing	03
2	Industrial Law	03
3	Business Mathematics	03
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
4	Business Communication - II	03
2B	<i>**Skill Enhancement Courses (SEC)</i>	
5	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
6	Business Environment	03
7	Principles of Management	03
Total Credits		20

<i>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</i>	
1	Foundation Course - II
2	Foundation Course in NSS - II
3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - II

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester II
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
Total		45

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation;Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester II
with Effect from the Academic Year 2016-2017

Core Courses (CC)

6. Business Environment

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Business Environment	15
2	Political and Legal environment	15
3	Social and Cultural Environment, Technological environment and Competitive Environment	15
4	International Environment	15
Total		60

Sr. No.	Modules / Units
1	Introduction to Business Environment
	<ul style="list-style-type: none"> • Business: Meaning, Definition, Nature & Scope, Types of Business Organizations • Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment • Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. • Introduction to Micro-Environment: <ul style="list-style-type: none"> ▪ Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity ▪ External Environment: Firm, customers, suppliers, distributors, Competitors, Society • Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)
2	Political and Legal environment
	<ul style="list-style-type: none"> • Political Institutions: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. • Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy • Impact of business on Private sector, Public sector and Joint sector • Sun-rise sectors of India Economy. Challenges of Indian economy.
3	Social and Cultural Environment, Technological environment and Competitive Environment
	<ul style="list-style-type: none"> • Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business • Technological environment: Features, impact of technology on Business • Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies
4	International Environment
	<ul style="list-style-type: none"> • International Environment – <ul style="list-style-type: none"> ▪ GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO. ▪ Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. ▪ MNCs: Definition, meaning, merits, demerits, MNCs in India ▪ FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, • Challenges faced by International Business and Investment Opportunities for Indian Industry.

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester II
with Effect from the Academic Year 2016-2017**

Core Courses (CC)

7. Principles of Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Nature of Management	15
2	Planning and Decision Making	15
3	Organising	15
4	Directing, Leadership, Co-ordination and Controlling	15
Total		60

Sr. No.	Modules / Units
1	Nature of Management
	<ul style="list-style-type: none"> • Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.
2	Planning and Decision Making
	<ul style="list-style-type: none"> • Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making.
3	Organizing
	<ul style="list-style-type: none"> • Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs Decentralization • Delegation: Authority & Responsibility relationship
4	Directing, Leadership, Co-ordination and Controlling
	<ul style="list-style-type: none"> • Directing: Meaning and Process • Leadership: Meaning, Styles and Qualities of Good Leader • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR

University of Mumbai



Revised Syllabus and Question Paper Pattern of Courses of

Bachelor of Management Studies (BMS) Programme Second Year Semester III and IV

**Under Choice Based Credit, Grading and
Semester System**

*(To be implemented from Academic Year- 2017-2018)
Board of Studies-in-Business Management, University of Mumbai*

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester III

No. of Courses	Semester III	Credits
1	<i>Elective Courses (EC)</i>	
1 & 2	*Any one group of courses from the following list of the courses	06
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
3	Information Technology in Business Management - I	03
2B	<i>*Skill Enhancement Courses (SEC)</i>	
4	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
5	Business Planning & Entrepreneurial Management	03
6	Accounting for Managerial Decisions	03
7	Strategic Management	03
Total Credits		20

<i>*List of Skill Enhancement Courses (SEC) for Semester III (Any One)</i>	
1	Foundation Course (Environmental Management) - III
2	Foundation Course-Contemporary Issues-III
3	Foundation Course in NSS - III
4	Foundation Course in NCC - III
5	Foundation Course in Physical Education - III

Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018

Elective Courses (EC)
Group A. Finance Electives

4. Corporate Finance

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Capital Structure and Leverage	15
3	Time Value of Money	15
4	Mobilisation of Funds	15
Total		60

Objectives

SN	Objectives
1	The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making
2	The course aims at explaining the core concepts of corporate finance and its importance in managing a business
3	To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business

Sr. No.	Modules / Units
1	Introduction
	<ul style="list-style-type: none"> • Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. • Introduction to ownership securities– Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities.
2	Capital Structure and Leverage
	<ul style="list-style-type: none"> • Introduction to Capital Structure theories, EBIT – EPS analysis for Capital Structure decision. • Cost of Capital – Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. • Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.
3	Time Value of Money
	<ul style="list-style-type: none"> • Introduction to Time Value of Money – compounding and discounting • Introduction to basics of Capital Budgeting (time value of money based methods) – NPV and IRR (Net Present Value and Internal Rate of Return) • Importance of Risk and Return analysis in Corporate Finance
4	Mobilisation of Funds
	<p>Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, RBI and public deposits with NBFC's.</p> <p>Foreign capital and collaborations, Foreign direct Investment (FDI)</p> <p>Emerging trends in FDI</p> <p>Global Depository Receipts, Policy development, Capital flows and Equity Debt.</p> <p>Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring</p>

Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018

Elective Courses (EC)
Group B. Marketing Electives

1. Consumer Behaviour

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction To Consumer Behaviour:	14
2	Individual- Determinants of Consumer Behaviour	16
3	Environmental Determinants of Consumer Behaviour	15
4	Consumer decision making models and New Trends	15
Total		60

Objectives

SN	Objectives
1	The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms
2	This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.

Sr. No.	Modules / Units
1	Introduction To Consumer Behaviour:
	<ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.
2	Individual- Determinants of Consumer Behaviour
	<ul style="list-style-type: none"> • Consumer Needs & Motivation (Theories - Maslow, Mc Clelland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude • Formation & Change. • Attitude - Concept of attitude
3	Environmental Determinants of Consumer Behaviour
	<ul style="list-style-type: none"> • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system.
4	Consumer decision making models and New Trends
	<ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying

Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
with Effect from the Academic Year 2017-2018

Elective Courses (EC)
Group B. Marketing Electives

3. Advertising

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	15
2	Strategy and Planning Process in Advertising	15
3	Creativity in Advertising	15
4	Budget, Evaluation, Current trends and careers in Advertising	15
Total		60

Objectives

SN	Objectives
1	To understand and examine the growing importance of advertising
2	To understand the construction of an effective advertisement
3	To understand the role of advertising in contemporary scenario
4	To understand the future and career in advertising

Sr. No.	Modules / Units
1	Introduction to Advertising
	<ul style="list-style-type: none"> • Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising • Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance • Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising
2	Strategy and Planning Process in Advertising
	<ul style="list-style-type: none"> • Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.
3	Creativity in Advertising
	<ul style="list-style-type: none"> • Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research

*Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester III
with Effect from the Academic Year 2017-2018*

**2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)**

**4. Foundation Course –III
Environmental Management**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Environmental Concepts	12
2	Environment degradation	11
3	Sustainability and role of business	11
4	Innovations in business- an environmental Perspective	11
Total		45

Sr. No.	Modules / Units
1	Environmental Concepts:
	<ul style="list-style-type: none"> • Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere • Biogeochemical cycles - Concept and water cycle • Ecosystem & Ecology; Food chain, food web & Energy flow pyramid • Resources: Meaning, classification(Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner
2	Environment degradation
	<ul style="list-style-type: none"> • Degradation-Meaning and causes, degradation of land, forest and agricultural land and its remedies • Pollution – meaning, types, causes and remedies (land, air, water and others) • Global warming: meaning, causes and effects. • Disaster Management: meaning, disaster management cycle. • Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)
3	Sustainability and role of business
	<ul style="list-style-type: none"> • Sustainability: Definition, importance and Environment Conservation. • Environmental clearance for establishing and operating Industries in India. • EIA, Environmental auditing, ISO 14001 • Salient features of Water Act, Air Act and Wildlife Protection Act. • Carbon bank & Kyoto protocol
4	Innovations in business- an environmental perspective
	<p>Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy.</p> <p>Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future</p>

Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester III
With Effect from the Academic Year 2017-2018

3. Core Courses (CC)

5. Business Planning & Entrepreneurial Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Foundations of Entrepreneurship Development	15
2	Types & Classification Of Entrepreneurs	15
3	Entrepreneur Project Development & Business Plan	15
4	Venture Development	15
Total		60

Objectives

SN	Objectives
1	Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
2	To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.

Sr. No.	Modules / Units
1	Foundations of Entrepreneurship Development:
	<ul style="list-style-type: none"> • Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.
2	Types & Classification Of Entrepreneurs
	<ul style="list-style-type: none"> • Intrapreneur –Concept and Development of Intrapreneurship • Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group • Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO’s. • Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)
3	Entrepreneur Project Development & Business Plan
	<ul style="list-style-type: none"> • Innovation, Invention, Creativity, Business Idea, Opportunities through change. • Idea generation– Sources-Development of product /idea, • Environmental scanning and SWOT analysis • Creating Entrepreneurial Venture-Entrepreneurship Development Cycle • Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. • Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, • Critical Risk Contingencies of the proposal, Scheduling and milestones.
4	Venture Development
	<ul style="list-style-type: none"> • Steps involved in starting of Venture • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects • Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • New trends in entrepreneurship

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester IV

No. of Courses	Semester IV	Credits
1	<i>Elective Courses (EC)</i>	
1& 2	*Any one group of courses from the following list of the courses	06
2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Course (AECC)</i>	
3	Information Technology in Business Management-II	03
2B	<i>**Skill Enhancement Courses (SEC)</i>	
4	Any one course from the following list of the courses	02
3	<i>Core Courses (CC)</i>	
5	Business Economics-II	03
6	Business Research Methods	03
7	Production & Total Quality Management	03
Total Credits		20

<i>**List of Skill Enhancement Courses (SEC) for Semester IV (Any One)</i>	
1	Foundation Course (Ethics & Governance) - IV
2	Foundation Course- Contemporary Issues- IV
3	Foundation Course in NSS - IV
4	Foundation Course in NCC - IV
5	Foundation Course in Physical Education - IV

**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

1. Integrated Marketing Communication

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Integrated Marketing Communication	15
2	Elements of IMC – I	15
3	Elements of IMC – II	15
4	Evaluation & Ethics in Marketing Communication	15
Total		60

Objectives

SN	Objectives
1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
2	To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

Sr. No.	Modules / Units
1	Introduction to Integrated Marketing Communication
	<ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.
2	Elements of IMC – I
	<ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.
3	Elements of IMC – II
	<ul style="list-style-type: none"> • Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling
4	Evaluation & Ethics in Marketing Communication
	<ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**2. Ability Enhancement Courses (AEC)
2B. Skill Enhancement Courses (SEC)**

**4. Foundation Course –IV
Ethics & Governance**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Ethics and Business Ethics	12
2	Ethics in Marketing, Finance and HRM	11
3	Corporate Governance	11
4	Corporate Social Responsibility (CSR)	11
Total		45

Objectives

SN	Objectives
1	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
2	To learn the applicability of ethics in functional areas like marketing, finance and human resource management
3	To understand the emerging need and growing importance of good governance and CSR by organisations
4	To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

Sr. No.	Modules / Units
1	<p data-bbox="326 180 878 212">Introduction to Ethics and Business Ethics</p> <ul style="list-style-type: none"> <li data-bbox="326 222 1399 411">• Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition <li data-bbox="326 422 1399 682">• Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India
2	<p data-bbox="326 695 829 726">Ethics in Marketing, Finance and HRM</p> <ul style="list-style-type: none"> <li data-bbox="326 737 1399 842">• Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements <li data-bbox="326 852 1399 1041">• Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 <li data-bbox="326 1052 1399 1157">• Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership
3	<p data-bbox="326 1167 626 1199">Corporate Governance</p> <ul style="list-style-type: none"> <li data-bbox="326 1209 1399 1272">• Concept, History of Corporate Governance in India, Need for Corporate Governance <li data-bbox="326 1283 1399 1346">• Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance <li data-bbox="326 1356 1399 1440">• Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory <li data-bbox="326 1451 1399 1514">• Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
4	<p data-bbox="326 1524 813 1556">Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> <li data-bbox="326 1566 1130 1598">• Meaning of CSR, Evolution of CSR, Types of Social Responsibility <li data-bbox="326 1608 1317 1640">• Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract <li data-bbox="326 1650 529 1682">• Need for CSR <li data-bbox="326 1692 716 1724">• CSR Principles and Strategies <li data-bbox="326 1734 529 1766">• Issues in CSR <li data-bbox="326 1776 578 1808">• Social Accounting <li data-bbox="326 1818 805 1850">• Tata Group's CSR Rating Framework <li data-bbox="326 1860 773 1892">• Sachar Committee Report on CSR <li data-bbox="326 1902 943 1934">• Ethical Issues in International Business Practices <li data-bbox="326 1944 667 1976">• Recent Guidelines in CSR <li data-bbox="326 1986 1252 2018">• Society's Changing Expectations of Business With Respect to Globalisation <li data-bbox="326 2028 529 2060">• Future of CSR

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses
of
Bachelor of Management Studies
(BMS) Programme at
Third Year
Semester V and VI**

**Under Choice Based Credit, Grading and
Semester System**

*(To be implemented from Academic Year- 2018-2019)
Board of Studies-in-Business Management, University of Mumbai*

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure
(To be implemented from Academic Year- 2018-2019)

Semester V

No. of Courses	Semester V	Credits
1	Elective Courses (EC)	
1,2,3 & 4	*Any four courses from the following list of the courses	12
2	Core Course (CC)	
5	Logistics & Supply Chain Management	04
3	Ability Enhancement Course (AEC)	
6	Corporate Communication & Public Relations	04
Total Credits		20

*List of group of Elective Courses(EC)for Semester V (Any Four)	
Group A: Finance Electives	
1	Investment Analysis & Portfolio Management
2	Commodity & Derivatives Market
3	Wealth Management
4	Financial Accounting
5	Risk Management
6	Direct Taxes
Group B: Marketing Electives	
1	Services Marketing
2	E-Commerce & Digital Marketing
3	Sales & Distribution Management
4	Customer Relationship Management
5	Industrial Marketing
6	Strategic Marketing Management
Group C: Human Resource Electives	
1	Finance for HR Professionals & Compensation Management
2	Strategic Human Resource Management & HR Policies
3	Performance Management & Career Planning
4	Industrial Relations
5	Talent & Competency Management
6	Stress Management

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with effect from the Academic Year 2018-2019**

Elective Courses (EC)

Group A: Finance Electives

4. Financial Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Preparation of Final Accounts of Companies	15
2	Underwriting of Shares & Debentures	12
3	Accounting of Transactions of Foreign Currency	15
4	Investment Accounting (w.r.t. Accounting Standard- 13)	10
5	Ethical Behaviour and Implications for Accountants	08
Total		60

Objectives

SN	Objectives
01	To acquaint the learners in preparation of final accounts of companies
02	To study provisions relating to underwriting of shares and debentures
03	To study accounting of foreign currency and investment
04	To understand the need of ethical behaviour in accountancy

Sr. No.	Modules / Units
1	Preparation of Final Accounts of Companies
	Relevant provisions of Companies Act related to preparation of Final Accounts (excluding cash flow statement) Preparation of financial statements as per Companies Act (excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)
2	Underwriting of Shares & Debentures
	Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to Issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract- Practical problems
3	Accounting of Transactions of Foreign Currency
	In relation to purchase and sale of goods, services, assets, loan and credit transactions. Computation and treatment of exchange rate differences.
4	Investment Accounting (w.r.t. Accounting Standard- 13)
	For shares (variable income bearing securities) For Debentures/Preference shares (fixed income bearing securities) Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage). Columnar format for investment account.
5	Ethical Behaviour and Implications for Accountants
	Introduction, Meaning of ethical behavior Financial Reports – link between law, corporate governance, corporate social responsibility and ethics. Need of ethical behavior in accounting profession . Implications of ethical values for the principles versus rule based approaches to accounting standards The principal based approach and ethics The accounting standard setting process and ethics The IFAC Code of Ethics for Professional Accountants Contents of Research Report in Ethical Practices Implications of unethical behavior for financial reports Company Codes of Ethics The increasing role of Whistle – Blowing

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with effect from the Academic Year 2018-2019**

Elective Courses (EC)

Group B: Marketing Electives

3. Sales and Distribution Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction	15
2	Market Analysis and Selling	15
3	Distribution Channel Management	15
4	Performance Evaluation, Ethics and Trends	15
Total		60

Objectives

SN	Objectives
1	To develop understanding of the sales & distribution processes in organizations
2	To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

SN	Modules/ Units
3	Distribution Channel Management
	<ul style="list-style-type: none"> • Management of Distribution Channel – Meaning & Need • Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler • Choice of Distribution System – Intensive, Selective, Exclusive • Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost • Factors Affecting Effective Management Of Distribution Channels <ul style="list-style-type: none"> ▪ Channel Design ▪ Channel Policy ▪ Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict ▪ Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution ▪ Motivating Channel Members ▪ Selecting Channel Partners ▪ Evaluating Channels ▪ Channel Control
4	Performance Evaluation, Ethics and Trends
	<p>a) Evaluation & Control of Sales Performance:</p> <ul style="list-style-type: none"> • Sales Performance – Meaning • Methods of Supervision and Control of Sales Force • Sales Performance Evaluation Criteria- Key Result Areas (KRAs) • Sales Performance Review • Sales Management Audit <p>b) Measuring Distribution Channel Performance:</p> <ul style="list-style-type: none"> • Evaluating Channels- Effectiveness, Efficiency and Equity • Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit <p>c) Ethics in Sales Management</p> <p>d) New Trends in Sales and Distribution Management</p>

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with effect from the Academic Year 2018-2019**

Elective Courses (EC)

Group B: Marketing Electives

4. Customer Relationship Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Customer Relationship Management	15
2	CRM Marketing Initiatives, Customer Service and Data Management	15
3	CRM Strategy, Planning, Implementation and Evaluation	15
4	CRM New Horizons	15
Total		60

Objectives

SN	Objectives
1	To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
2	To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
3	To understand new trends in CRM, challenges and opportunities for organizations

4	CRM New Horizons
	<ul style="list-style-type: none">• e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM:• Software App for Customer Service:<ul style="list-style-type: none">▪ Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling• Social Networking and CRM• Mobile-CRM• CRM Trends, Challenges and Opportunities• Ethical Issues in CRM

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester V
with effect from the Academic Year 2018-2019**

Ability Enhancement Courses (AEC)

6. Corporate Communication & Public Relations

Modules at a Glance

SN	Modules	No. of Lectures
1	Foundation of Corporate Communication	15
2	Understanding Public Relations	15
3	Functions of Corporate Communication and Public Relations	15
4	Emerging Technology in Corporate Communication and Public Relations	15
Total		60

Objectives

SN	Objectives
1	To provide the students with basic understanding of the concepts of corporate communication and public relations
2	To introduce the various elements of corporate communication and consider their roles in managing organizations
3	To examine how various elements of corporate communication must be coordinated to communicate effectively
4	To develop critical understanding of the different practices associated with corporate communication

SN	Modules/ Units
1	Foundation of Corporate Communication
	<p>a) Corporate Communication: Scope and Relevance</p> <ul style="list-style-type: none"> • Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario <p>b) Keys concept in Corporate Communication</p> <ul style="list-style-type: none"> • Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation <p>c) Ethics and Law in Corporate Communication</p> <ul style="list-style-type: none"> • Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI
2	Understanding Public Relations
	<p>a) Fundamental of Public Relations:</p> <ul style="list-style-type: none"> • Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business <p>b) Emergence of Public Relations:</p> <ul style="list-style-type: none"> • Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations <p>c) Public Relations Environment:</p> <ul style="list-style-type: none"> • Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues <p>d) Theories used in Public Relations:</p> <ul style="list-style-type: none"> • Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory
3	Functions of Corporate Communication and Public Relations
	<p>a) Media Relations:</p> <ul style="list-style-type: none"> • Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations <p>b) Employee Communication:</p> <ul style="list-style-type: none"> • Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications <p>c) Crisis Communication:</p> <ul style="list-style-type: none"> • Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building <p>d) Financial Communication:</p> <ul style="list-style-type: none"> • Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising

Bachelor of Management Studies (BMS)
Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2018-2019)

Semester VI

No. of Courses	Semester VI	Credits
1	<i>Elective Courses (EC)</i>	
1,2,3 & 4	**Any four courses from the following list of the courses	12
2	<i>Core Course (CC)</i>	
5	Operation Research	04
3	<i>Ability Enhancement Course (AEC)</i>	
6	Project Work	04
Total Credits		20

** List of group of Elective Courses(EC)for Semester VI (Any Four)	
Group A: Finance Electives (Any four Courses)	
1	International Finance
2	Innovative Financial Services
3	Project Management
4	Strategic Financial Management
5	Financing Rural Development
6	Indirect Taxes
Group B: Marketing Electives (Any four Courses)	
1	Brand Management
2	Retail Management
3	International Marketing
4	Media Planning & Management
5	Sports Marketing
6	Marketing of Non Profit Organisation
Group C: Human Resource Electives (Any four Courses)	
1	HRM in Global Perspective
2	Organisational Development
3	HRM in Service Sector Management
4	Workforce Diversity
5	Human Resource Accounting & Audit
6	Indian Ethos in Management

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester VI
with effect from the Academic Year 2018-2019**

**Elective Courses (EC)
Group B: Marketing Electives**

2. Retail Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Retail Management- An overview	15
2	Retail Consumer and Retail Strategy	15
3	Merchandise Management and Pricing	15
4	Managing and Sustaining Retail	15
Total		60

Objectives

SN	Objectives
1	To familiarize the students with retail management concepts and operations
2	To provide understanding of retail management and types of retailers
3	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
4	To acquaint the students with legal and ethical aspects of retail management
5	To create awareness about emerging trends in retail management

SN	Modules/ Units
	<p>c) Visual Merchandising and Display:</p> <ul style="list-style-type: none"> • Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising • The Concept of Planogram • Display- Meaning, Methods of Display, Errors in Creating Display <p>d) Mall Management</p> <ul style="list-style-type: none"> • Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"> • Licenses/Permissions Required to Start Retail Store in India • Ethical Issues in Retailing <p>Career Options in Retailing</p>

AC- _____
Item No. _ _____

UNIVERSITY OF MUMBAI



Syllabus for F.Y.B.Sc.

Programme: B.Sc.

Subject : Information

Technology

Semester – I and II

(CBCS)

(Choice Based Credit System with effect from the
academic year 2022-2023)

(To introduce with effect from the academic year
2022-2023)

UNIVERSITY OF MUMBAI**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Programme	F.Y.B.Sc. Sem. I & II (Information Technology)
2	Eligibility for Admission	Ordinance no. O.5051 Circular no. UG/284 of 2007 dated 16th June 2007
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	As applicable for all B.Sc. Courses
5	No. of Years / Semesters	Three years – Six Semesters
6	Level	P.G. / U.G./ Diploma / Certificate- (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	Revised / New / Amended (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2022-2023</u>

Signature

Chairman Name Dr. R. Srivaramangai

BOS Chairman in Information Technology

Dr. Anuradha Majumdar

Dean, Science and Technology

SEMESTER I

Annexure I

B. Sc (Information Technology)		Semester – I	
Course Name: Technical Communication Skills		Course Code: USIT105	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2	75
	Internal	--	25

Course Objectives:

- To recognize the importance of various types of communication in technical set up.
- To understand the dynamics in different forms of formal communication.
- To learn about active listening and the art of giving presentations and interviews.
- To learn the art of business writing and ethics in business communication across functional areas.
- To evaluate, analyze and interpret technical data.

Unit	Details	Lectures
I	<p>Fundamentals of Technical Communication Introduction, The process of communication, Language as tool of communication, levels of communication, The flow of communication, Communication Networks, The importance of technical communication</p> <p>Barriers to communication Definition of Noise, classification of Barriers</p> <p>Non-verbal Communication Introduction, Definition, significance of nonverbal, forms of non -verbal communication, types of non-verbal communication</p>	12
II	<p>The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness</p> <p>Conversations Introduction, Importance of Business conversion, Essential of Business conversion, Conversation Management</p> <p>Meeting and conferences Introduction, Purpose of Meeting, planning a meeting, Meeting Process, Leading effective meeting, Evaluating meeting, planning conference, teleconferencing</p> <p>Group Discussion and team presentation Introduction, Benefits of GD, Workplace GD guidelines, Functional and non functional roles in GD, Improving group performance, Assessment of group discussion ,Team presentation</p> <p>Email communication Introduction, Advantages of email, problems in email communication, Email etiquettes, Techniques of writing Effective Email</p>	12
III	<p>Active Listening Introduction, Type of listening, Traits of good listener, Active vs Passive listening, Implication of effective listening</p> <p>Effective presentation Strategies Introduction, Defining purpose, Analyzing audience and Locale, Organizing contents, preparing outline, Visual Aids, Understanding Nuances of delivery, Kinesics</p> <p>Interview Introduction, objectives, types of interview, job interviews</p>	12
IV	<p>Business writing Introduction, Importance of written Business, Five main strategies of writing business messages</p>	12

Annexure I

	<p>Business correspondence Business letter writing, common component of Business letter, Strategies for writing body of a letter, Types of Business letter, writing memos</p> <p>Business reports and proposal What is report? Steps in writing routine Business report, parts of report, corporate reports and Business proposals</p> <p>Careers and Resume Introduction to career building, resume format, traditional, electronic and video resumes, sending resume, follow up letters and online recruitment process</p>	
V	<p>Communication across Functional areas Financial communication, MIS</p> <p>Ethics in Business Communication Ethical communication, Values, ethics and communication, ethical dilemmas facing manager, strategic approaches to corporate ethics</p> <p>Creating and Using Visual Aids Object, Models, Handouts, Charts and Graphs, Text Visuals , Formatting Computer generated charts, graphs and visuals</p>	12

Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Technical communication : principles and practices	Meenakshi Raman & Sangeeta Sharma	Oxford Higher Education		
2.	Business Communication	Meenakshi Raman & Prakash Singh	Oxford- Higher Education	2 nd edition	2006
3.	Effective Business Communication	Herta Murphy, Herbert Hildebrandt, Jane Thomas	Tata McGraw Hill	7 th edition	2008
4.	Professional Communication	Aruna Koneru	McGraw Hill		2008
5.	Business and Professional Communication Plans, Processes and Performance	James R. DiSanza Nancy J..Legge	Pearson Education	4 th Edition	
6.	Storytelling with data-a data visualization guide for business professionals	Cole Nussbaumer knaflic	Wiley		

Course Outcome:

Learners will be able to,

1. Analyze, synthesize and utilize the process and strategies from delivery to solving communication problem.
2. Learn the communication methodologies at workplace and learning about importance of team collaboration.
3. Learn about different technical communication such as presentations and interviews.
4. Understand and apply the art of written communication in writing reports, proposals.
5. Ground rules of ethical communication and MIS.
6. Understand the functions of graphs, maps, charts.

Academic Council 14/06/2018

Item No:4.49

UNIVERSITY OF MUMBAI



Syllabus for T.Y.B.Sc.

Programme: B.Sc.

Subject: Information Technology

(Choice Based Credit System)

(with effect from the academic year 2018 – 2019)

SEMESTER V

B. Sc. (Information Technology)		Semester – V	
Course Name: Software Project Management		Course Code: USIT501	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	<p>Introduction to Software Project Management:Introduction, Why is Software Project Management Important? What is a Project? Software Projects versus Other Types of Project, Contract Management and Technical Project Management, Activities Covered by Software Project Management, Plans, Methods and Methodologies, Some Ways of Categorizing Software Projects, Project Charter, Stakeholders, Setting Objectives, The Business Case, Project Success and Failure, What is Management? Management Control, Project Management Life Cycle, Traditional versus Modern Project Management Practices.</p> <p>Project Evaluation and Programme Management: Introduction, Business Case, Project Portfolio Management, Evaluation of Individual Projects, Cost–benefit Evaluation Techniques, Risk Evaluation, Programme Management, Managing the Allocation of Resources within Programmes, Strategic Programme Management, Creating a Programme, Aids to Programme Management, Some Reservations about Programme Management, Benefits Management.</p> <p>An Overview of Project Planning:Introduction to Step Wise Project Planning, Step 0: Select Project, Step 1: Identify Project Scope and Objectives, Step 2: Identify Project Infrastructure, Step 3: Analyse Project Characteristics, Step 4: Identify Project Products and Activities, Step 5: Estimate Effort for Each Activity, Step 6: Identify Activity Risks, Step 7: Allocate Resources, Step 8: Review/Publicize Plan, Steps 9 and 10: Execute Plan/Lower Levels of Planning</p>	12
II	<p>Selection of an Appropriate Project Approach:Introduction, Build or Buy? Choosing Methodologies and Technologies, Software Processes and Process Models, Choice of Process Models, Structure versus Speed of Delivery, The Waterfall Model, The Spiral Model, Software Prototyping, Other Ways of Categorizing Prototypes, Incremental Delivery, Atern/Dynamic Systems Development Method, Rapid Application Development, Agile Methods, Extreme Programming (XP), Scrum, Lean Software Development, Managing Iterative Processes, Selecting the Most Appropriate Process Model.</p> <p>Software Effort Estimation:Introduction, Where are the Estimates Done? Problems with Over- and Under-Estimates, The Basis for Software Estimating, Software Effort Estimation Techniques, Bottom-up Estimating, The Top-down Approach and Parametric Models, Expert Judgement, Estimating by Analogy, Albrecht Function Point</p>	12

	Analysis, Function Points Mark II, COSMIC Full Function Points, COCOMO II: A Parametric Productivity Model, Cost Estimation, Staffing Pattern, Effect of Schedule Compression, Capers Jones Estimating Rules of Thumb.	
III	<p>Activity Planning: Introduction, Objectives of Activity Planning, When to Plan, Project Schedules, Projects and Activities, Sequencing and Scheduling Activities, Network Planning Models, Formulating a Network Model, Adding the Time Dimension, The Forward Pass, Backward Pass, Identifying the Critical Path, Activity Float, Shortening the Project Duration, Identifying Critical Activities, Activity-on-Arrow Networks.</p> <p>Risk Management: Introduction, Risk, Categories of Risk, Risk Management Approaches, A Framework for Dealing with Risk, Risk Identification, Risk Assessment, Risk Planning, Risk Management, Evaluating Risks to the Schedule, Boehm’s Top 10 Risks and Counter Measures, Applying the PERT Technique, Monte Carlo Simulation, Critical Chain Concepts.</p> <p>Resource Allocation: Introduction, Nature of Resources, Identifying Resource Requirements, Scheduling Resources, Creating Critical Paths, Counting the Cost, Being Specific, Publishing the Resource Schedule, Cost Schedules, Scheduling Sequence.</p>	12
IV	<p>Monitoring and Control: Introduction, Creating the Framework, Collecting the Data, Review, Visualizing Progress, Cost Monitoring, Earned Value Analysis, Prioritizing Monitoring, Getting the Project Back to Target, Change Control, Software Configuration Management (SCM).</p> <p>Managing Contracts: Introduction, Types of Contract, Stages in Contract Placement, Typical Terms of a Contract, Contract Management, Acceptance.</p> <p>Managing People in Software Environments: Introduction, Understanding Behaviour, Organizational Behaviour: A Background, Selecting the Right Person for the Job, Instruction in the Best Methods, Motivation, The Oldham–Hackman Job Characteristics Model, Stress, Stress Management, Health and Safety, Some Ethical and Professional Concerns.</p>	12
V	<p>Working in Teams: Introduction, becoming a Team, Decision Making, Organization and Team Structures, Coordination Dependencies, Dispersed and Virtual Teams, Communication Genres, Communication Plans, Leadership.</p> <p>Software Quality: Introduction, The Place of Software Quality in Project Planning, Importance of Software Quality, Defining Software Quality, Software Quality Models, ISO 9126, Product and Process Metrics, Product versus Process Quality Management, Quality Management Systems, Process Capability Models, Techniques to Help Enhance Software Quality, Testing, Software Reliability, Quality Plans.</p> <p>Project Closeout: Introduction, Reasons for Project Closure, Project</p>	12

Course Name: Internet of Things		Course Code: USIT502	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	<p>The Internet of Things: An Overview: The Flavour of the Internet of Things, The “Internet” of “Things”, The Technology of the Internet of Things, Enchanted Objects, Who is Making the Internet of Things?</p> <p>Design Principles for Connected Devices: Calm and Ambient Technology, Magic as Metaphor, Privacy, Keeping Secrets, Whose Data Is It Anyway? Web Thinking for Connected Devices, Small Pieces, Loosely Joined, First-Class Citizens on The Internet, Graceful Degradation, Affordances.</p> <p>Internet Principles: Internet Communications: An Overview, IP, TCP, The IP Protocol Suite (TCP/IP), UDP, IP Addresses, DNS, Static IP Address Assignment, Dynamic IP Address Assignment, IPv6, MAC Addresses, TCP and UDP Ports, An Example: HTTP Ports, Other Common Ports, Application Layer Protocols, HTTP, HTTPS: Encrypted HTTP, Other Application Layer Protocols.</p>	12
II	<p>Thinking About Prototyping: Sketching, Familiarity, Costs versus Ease of Prototyping, Prototypes and Production, Changing Embedded Platform, Physical Prototypes and Mass Personalisation, climbing into the Cloud, Open Source versus Closed Source, Why Closed? Why Open? Mixing Open and Closed Source, Closed Source for Mass Market Projects, Tapping into the Community.</p> <p>Prototyping Embedded Devices: Electronics, Sensors, Actuators, Scaling Up the Electronics, Embedded Computing Basics, Microcontrollers, System-on-Chips, Choosing Your Platform, Arduino, developing on the Arduino, Some Notes on the Hardware, Openness, Raspberry Pi, Cases and Extension Boards, Developing on the Raspberry Pi, Some Notes on the Hardware, Openness.</p>	12
III	<p>Prototyping the Physical Design: Preparation, Sketch, Iterate, and Explore, Nondigital Methods, Laser Cutting, Choosing a Laser Cutter, Software, Hinges and Joints, 3D Printing, Types of 3D Printing, Software, CNC Milling, Repurposing/Recycling.</p> <p>Prototyping Online Components: Getting Started with an API, Mashing Up APIs, Scraping, Legalities, writing a New API, Clockodillo, Security, implementing the API, Using Curl to Test, Going Further, Real-Time Reactions, Polling, Comet, Other Protocols, MQ Telemetry Transport, Extensible Messaging and Presence Protocol, Constrained Application Protocol.</p>	12
IV	Techniques for Writing Embedded Code: Memory Management,	12

	Types of Memory, Making the Most of Your RAM, Performance and Battery Life, Libraries, Debugging. Business Models: A Short History of Business Models, Space and Time, From Craft to Mass Production, The Long Tail of the Internet, Learning from History, The Business Model Canvas, Who Is the Business Model For? Models, Make Thing, Sell Thing, Subscriptions, Customisation, be a Key Resource, Provide Infrastructure: Sensor Networks, take a Percentage, Funding an Internet of Things Startup, Hobby Projects and Open Source, Venture Capital, Government Funding, Crowdfunding, Lean Startups.	
V	Moving to Manufacture: What Are You Producing? Designing Kits, Designing Printed circuit boards, Software Choices, The Design Process, Manufacturing Printed Circuit Boards, Etching Boards, Milling Boards. Assembly, Testing, Mass-Producing the Case and Other Fixtures, Certification, Costs, Scaling Up Software, Deployment, Correctness and Maintainability, Security, Performance, User Community. Ethics: Characterizing the Internet of Things, Privacy, Control, Disrupting Control, Crowdsourcing, Environment, Physical Thing, Electronics, Internet Service, Solutions, The Internet of Things as Part of the Solution, Cautious Optimism, The Open Internet of Things Definition.	12

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Designing the Internet of Things	Adrian McEwen, Hakim Cassimally	WILEY	First	2014
2.	Internet of Things – Architecture and Design	Raj Kamal	McGraw Hill	First	2017
3.	Getting Started with the Internet of Things	Cuno Pfister	O'Reilly	Sixth	2018
4.	Getting Started with Raspberry Pi	Matt Richardson and Shawn Wallace	SPD	Third	2016

UNIVERSITY OF MUMBAI



Syllabus

For the

Program: F.Y.B.Sc. Sem -I & IICBCS

Course: Computer Science

**(Choice Based and Credit System with effect from the
academic year 2021-22)**

UNIVERSITY OF MUMBAI**Syllabus for Approval**

Sr. No.	Heading	Particulars
1.	Title of the Course	F.Y.B.Sc. Sem. I & II (Computer Science)
2.	Eligibility for Admission	Ordinance no. O.5719 Circular no. UG/284 of 2007 dated 16 th June 2007
3.	Passing Marks	40%
4.	Ordinances / Regulations (if, any)	As applicable for all B.Sc. Courses
5.	Number of years / Semesters	Three years – Six Semesters
6.	Level	P.G./ U.G. / Diploma / Certificate (Strike out which is not applicable)
7.	Pattern	Yearly / Semester, Choice Based (Strike out which is not applicable)
8.	Status	New / Revised
9.	To be implemented from Academic year	From the Academic Year <u>2021 – 2022</u>

Date: 28/06/2021

Dr. Jagdish Bakal
BoS Chairperson in Computer Science

Dr. Anuradha Majumdar
Dean, Science and Technology

Academic year 2021-2022

Semester – I				
Course Code	Course Type	Course Title	Credits	Lectures/Week
USCS101	Core Subject	Digital Systems & Architecture	2	3
USCSP101	Core Subject Practical	Digital Systems & Architecture – Practical	1	3
USCS102	Core Subject	Introduction to Programming with Python	2	3
USCSP102	Core Subject Practical	Introduction to Programming with Python – Practical	1	3
USCS103	Core Subject	LINUX Operating System	2	3
USCSP103	Core Subject Practical	LINUX Operating System – Practical	1	3
USCS104	Core Subject	Open Source Technologies	2	3
USCSP104	Core Subject Practical	Open Source Technologies – Practical	1	3
USCS105	Core Subject	Discrete Mathematics	2	3
USCSP105	Core Subject Practical	Discrete Mathematics – Practical	1	3
USCS106	Core Subject	Descriptive Statistics	2	3
USCSP106	Core Subject Practical	Descriptive Statistics – Practical	1	3
USCS107	Ability Enhancement Course	Soft Skills	2	3

F.Y.B.Sc. Computer Science Syllabus
Choice Based Credit System (CBCS)
with effect from

Academic year 2021-2022

Semester – II				
Course Code	Course Type	Course Title	Credits	Lectures/Week
USCS201	Core Subject	Design & Analysis of Algorithms	2	3
USCSP201	Core Subject Practical	Design & Analysis of Algorithms – Practical	1	3
USCS202	Core Subject	Advanced Python Programming	2	3
USCSP202	Core Subject Practical	Advanced Python Programming – Practical	1	3
USCS203	Core Subject	Introduction to OOPs using C++	2	3
USCSP203	Core Subject Practical	Introduction to OOPs using C++ – Practical	1	3
USCS204	Core Subject	Database Systems	2	3
USCSP204	Core Subject Practical	Database Systems – Practical	1	3
USCS205	Core Subject	Calculus	2	3
USCSP205	Core Subject Practical	Calculus – Practical	1	3
USCS206	Core Subject	Statistical Methods	2	3
USCSP206	Core Subject Practical	Statistical Methods – Practical	1	3
USCS207	Ability Enhancement Course	E-Commerce & Digital Marketing	2	3

Course Code	Course Title	Credits	Lectures /Week
USCS107	Soft Skills	2	3
<p>About the Course: To help learners develop their soft skills and develop their personality along with technical skills. Focus on various communication enhancement along with academic and professional ethics.</p>			
<p>Course Objectives:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Understand the significance and essence of a wide range of soft skills. <input type="checkbox"/> Learn how to apply soft skills in a wide range of routine social and professional settings <input type="checkbox"/> Learn how to employ soft skills to improve interpersonal relationships <input type="checkbox"/> Learn how to employ soft skills to enhance employability and ensure workplace and career success 			
<p>Learning Outcomes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Learners will be able to understand the importance and types soft skills <input type="checkbox"/> Learners will develop skills for Academic and Professional Presentations. <input type="checkbox"/> Learners will able to understand Leadership Qualities and Ethics. <input type="checkbox"/> Ability to understand the importance of stress management in their academic & professional life. 			
Unit	Topics	No of Lectures	
I	<p>Introduction to Soft Skills Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development.</p> <p>Personality Development: Knowing Yourself, Positive Thinking, Johari's Window, Physical Fitness</p> <p>Emotional Intelligence: Meaning and Definition, Need for Emotional Intelligence, Intelligence Quotient versus Emotional Intelligence Quotient, Components of Emotional Intelligence, Competencies of Emotional Intelligence, Skills to Develop Emotional Intelligence</p> <p>Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels</p> <p>Etiquette and Mannerism: Introduction, Professional Etiquette, Technology Etiquette</p> <p>Ethical Values: Ethics and Society, Theories of Ethics, Correlation between Values and Behavior, Nurturing Ethics, Importance of Work Ethics, Problems in the Absence of Work Ethics</p>	15	

<p style="text-align: center;">II</p>	<p>Basic Skills in Communication: Components of effective communication: Communication process and handling them, Composing effective messages, Non – Verbal Communication: its importance and nuances: Facial Expression, Posture, Gesture, Eye contact, appearance (dress code).</p> <p>Communication Skills: Spoken English, Phonetics, Accent, Intonation</p> <p>Employment Communication: Introduction, Resume, Curriculum Vitae, Scannable Resume, Developing an Impressive Resume, Formats of Resume, Job Application or Cover Letter</p> <p>Job Interviews: Introduction, Importance of Resume, Definition of Interview, Background Information, Types of Interviews, Preparatory Steps for Job Interviews, Interview Skill Tips, Changes in the Interview Process, FAQ During Interviews</p> <p>Group Discussion: Introduction, Ambience/Seating Arrangement for Group Discussion, Importance of Group Discussions, Difference between Group Discussion, Panel Discussion and Debate, Traits, Types of Group Discussions, topic based and Case based Group Discussion, Individual Traits</p>	<p style="text-align: center;">15</p>
<p style="text-align: center;">III</p>	<p>Academic and Professional Skills: Professional Presentation: Nature of Oral Presentation, planning a Presentation, Preparing the Presentation, Delivering the Presentation</p> <p>Creativity at Workplace: Introduction, Current Workplaces, Creativity, Motivation, Nurturing Hobbies at Work, The Six Thinking Hat Method.</p> <p>Capacity Building: Learn, Unlearn and Relearn: Capacity Building, Elements of Capacity Building, Zones of Learning, Ideas for Learning, Strategies for Capacity Building</p> <p>Leadership and Team Building: Leader and Leadership, Leadership Traits, Culture and Leadership, Leadership Styles and Trends, Team Building, Types of Teams.</p> <p>Decision Making and Negotiation: Introduction to Decision Making, Steps for Decision Making, Decision Making Techniques, Negotiation Fundamentals, Negotiation Styles, Major Negotiation Concepts</p> <p>Stress and Time Management: Stress, Sources of Stress, Ways to Cope with Stress</p>	<p style="text-align: center;">15</p>
<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2017. 2. Soft Skills: An Integrated Approach to Maximize Personality, Gajendra S. Chauhan, Sangeeta Sharma, Wiley India <p>Additional References:</p> <ol style="list-style-type: none"> 1. Personality Development and Soft Skills, Barun K. Mitra, Oxford Press 2. Business Communication, ShaliniKalia, Shailja Agrawal, Wiley India 3. Cornerstone: Developing Soft Skills, Sherfield, Pearson India 		

Course Code	Course Title	Credits	Lectures /Week
USCS207	E-Commerce & Digital Marketing	2	3
About the Course:			
This course introduces the fundamental concepts of e-commerce, its types, the various legal and ethical issues of e-commerce and different e-commerce applications. The course also aims to introduce basic principles and types of digital marketing and web and Google analytics			
Course Objectives:			
<ul style="list-style-type: none"> <input type="checkbox"/> To understand increasing significance of E-Commerce and its applications in Business and Various Sectors <input type="checkbox"/> To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business <input type="checkbox"/> To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization 			
Learning Outcomes:			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> <input type="checkbox"/> Understand the core concepts of E-Commerce. <input type="checkbox"/> Understand the various online payment techniques <input type="checkbox"/> Understand the core concepts of digital marketing and the role of digital marketing in business. <input type="checkbox"/> Apply digital marketing strategies to increase sales and growth of business <input type="checkbox"/> Apply digital marketing through different channels and platforms <input type="checkbox"/> Understand the significance of Web Analytics and Google Analytics and apply the same. 			
Unit	Topics	No of Lectures	
I	<p>Introduction to E-Commerce and E- Business: Definition and competing in the digital economy, Impact of E-Commerce on Business Models, Factors Driving e-commerce and e-Business Models, Economics and social impact of e-Business, opportunities and Challenges, e-Commerce vs m- Commerce, Different e-Commerce Models (B2B, B2C, C2B, C2C, B2E), e-Commerce Applications: e-Trading, e-Learning, e-Shopping, Virtual Reality & Consumer Experience, Legal and Ethical issues in e-Commerce.</p> <p>Overview of Electronic Payment systems: Types of Electronic payment schemes (Credit cards, Debit cards, Smartcards, Internet banking), E-checks, E-Cash Concepts and applications of EDI and Limitation</p> <p>Introduction & origin of Digital Marketing: Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework, Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.</p>	15	
II	<p>Social Media Marketing: Meaning, Purpose, types of social media websites, Social Media Engagement, Target audience, Facebook Marketing: Business through Facebook Marketing, Creating Advertising Campaigns,</p>	15	

UNIVERSITY OF MUMBAI



Syllabus for

Program: Bachelor of Science

Course: Computer Science

with effect from

Academic Year 2022-2023

S.Y.B.Sc. Computer Science Syllabus

Choice Based Credit System (CBCS)

with effect from

Academic year 2022-2023

Semester – III				
Course Code	Course Type	Course Title	Credits	Lectures/Week
USCS301	Core Subject	Principles of Operating Systems	2	3
USCSP301	Core Subject Practical	Principles of Operating Systems – Practical	1	3
USCS302	Core Subject	Linear Algebra	2	3
USCSP302	Core Subject Practical	Linear Algebra – Practical	1	3
USCS303	Core Subject	Data Structures	2	3
USCSP303	Core Subject Practical	Data Structures – Practical	1	3
USCS304	Core Subject	Advanced Database Concepts	2	3
USCSP304	Core Subject Practical	Advanced Database Concepts – Practical	1	3
USCS305	Skill Enhancement Course (SEC)	Java based Application Development	2	3
USCSP305	Skill Enhancement Course (SEC) Practical	Java based Application Development – Practical	1	3
USCS306	Skill Enhancement Course (SEC)	Web Technologies	2	3
USCSP306	Skill Enhancement Course (SEC) Practical	Web Technologies – Practical	1	3
USCS3071	Generic Elective	Creative Content Writing	2	3
USCS3072	Generic Elective	Green Technologies	2	3

** Any one Generic Elective has to be selected by the student.*

S.Y.B.Sc. Computer Science Syllabus

Choice Based Credit System (CBCS)

with effect from

Academic year 2022-2023

Semester – IV				
Course Code	Course Type	Course Title	Credits	Lectures/Week
USCS401	Core Subject	Theory of Computation	2	3
USCSP401	Core Subject Practical	Theory of Computation – Practical	1	3
USCS402	Core Subject	Computer Networks	2	3
USCSP402	Core Subject Practical	Computer Networks – Practical	1	3
USCS403	Core Subject	Software Engineering	2	3
USCSP403	Core Subject Practical	Software Engineering – Practical	1	3
USCS404	Core Subject	IoT Technologies	2	3
USCSP404	Core Subject Practical	IoT Technologies – Practical	1	3
USCS405	Skill Enhancement Course (SEC)	Android Application Development	2	3
USCSP405	Skill Enhancement Course (SEC) Practical	Android Application Development – Practical	1	3
USCS406	Skill Enhancement Course (SEC)	Advanced Application Development	2	3
USCSP406	Skill Enhancement Course (SEC) Practical	Advanced Application Development – Practical	1	3
USCS4071	Generic Elective*	Research Methodology	2	3
USCS4072	Generic Elective*	Management & Entrepreneurship	2	3

* Any one Generic Elective has to be selected by the student.

Course Code	Course Title	Credits	Lectures /Week
USCS3072	Green Technologies	2	3
<p>About the Course: This course focuses on familiarizing learners with the need and relevance of Green Computing, Technology, and its practices for creating a sustainable work and production environment for the IT-enabled sector. The course emphasizes the use of principles and practices of green services and regulatory standards for addressing the carbon issues and related concerns.</p>			
<p>Course Objectives:</p> <ul style="list-style-type: none"> • Know about Green IT Fundamentals: Business, IT, and the Environment • Green IT Strategies and Significance of Green IT Strategies • Green Enterprise Architecture and Green Information Systems • Sociocultural Aspects of Green IT and Green Compliance 			
<p>Learning Outcomes: After successful completion of this course, students would be able to</p> <ul style="list-style-type: none"> • Explain drivers and dimensions of change for Green Technology • Appreciate Virtualization; smart meters and optimization in achieving green IT • Gain knowledge about green assets, green processes, and green enterprise architecture • ISO 14001 and related standards for Audit for Green Compliance 			
Unit	Topics	No of Lectures	
I	<p>Green IT Fundamentals: Information Technology and Environment, Business, Environment, and Green Enterprise Characteristics, Green Vision and Strategic Points, Green Value, Green IT Opportunity, Challenges of a Carbon Economy, Environmental Intelligence, Envisioning the Green Future</p> <p>Green IT Strategies: Green strategic alignment, Green IT Drivers-Cost, Regulatory and Legal, Sociocultural and Political, Business ecosystem, New market opportunities, Green IT Business Dimensions, KPIs in Green Strategies</p> <p>Environmentally Responsible Business: Developing ERBS, Policies, Practices, and Metrics, Mobility and Environment, Green It Metrics and Measurements, Green IT Readiness and CMM, Context Sensitivity and Automation in Green IT Measures</p> <p>Green Assets: Introduction, Green Assets, Green IT Hardware, Green Data Centers and ICT Equipment, Server and Data Strategy</p>	15	
II	<p>Green Assets and emerging Trends: Data Servers Optimization and Virtualization, Physical Data Server Organization and Cooling, Cloud Computing and Data Centers, Networking and Communications Infrastructure, End-User Devices, Smart Meters in Real-Time, Managing</p>	15	

	<p>Devices for Central Green Services, Devices and Organizational Boundaries for Measurements, Mobile Devices, and Sustainability</p> <p>Green Business Process Management: Introduction, Green Reengineering, Green Process, Green BPM and standards, Green Business Analysis, Green Requirements Modelling, Green IT Governance, Green Business Process and Applications, QoS, Achieving green BPM, Green Mobile Business Process, Digital Library</p> <p>Green Enterprise Architecture: Green IT and organizational Systems, Aspects of Green Solutions Architecture, Contents and Integration with Service-Oriented Architecture, Green Supply Chain Management, Green Portals in Green Enterprise Architecture, Environmental Intelligence</p>	
<p style="text-align: center;">III</p>	<p>Green Information Systems(GIS): Design and Development Models: Describing GIS, GIS Requirements</p> <p>Sociocultural Aspects of Green IT: Green IT's Social Impact, Learning Organization, Green Social Stakeholders, Role-Based View of Green IT, Green User Practices, Attitude and Subjectivity in Green IT, Green IT Ethics and Code of Conduct, Privacy and Security of Green Information, Green Washing, Communications in Green Transformation Projects, Green HR and Changing Organizational Structures, Green-Collar Workers: Roles and Skill Sets, Green Virtual Communities</p> <p>Green Compliance: Protocols, Standards, and Audits: Protocols and Standards, ISO 14000-2004 Standard, Various initiatives by stakeholders, Green Audits and types, Audit and use of Carbon emission management software</p> <p>Emerging Carbon Issues: Technologies and Future: Future Carbon Landscape, Green ICT and Technology Trends, Cloud Computing, Nanotechnology, Quantum computing, Renewable energies, eco-design, Collaborative environmental intelligence</p>	<p style="text-align: center;">15</p>
<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Green IT Strategies and Applications Using Environmental Intelligence, Bhuvan Unhelkar, CRC Press, 2016 2. Green Information and Communication Systems for a Sustainable Future, Rajshree Srivastava, Sandeep Kautish, Rajeev Tiwari. CRC Press, 2020 <p>Additional References:</p> <ol style="list-style-type: none"> 1. Emerging Green Technologies, Matthew N. O. Sadiku, Taylor and Francis (CRC Press), 2022 2. Sustainability Awareness and Green Information Technologies, Tomayess Issa, Springer, 2021 3. Environmental Sustainability Role of Green Technologies, P. Thangavel, and G. Sridevi, Springer, 2016 		

Course Code	Course Title	Credits	Lectures /Week
USCS4072	Management & Entrepreneurship	2	3
<p>About the Course: The aim of the course is to develop conceptual understanding of management and administration, and comprehend the environment of making of an entrepreneur. The course focuses on giving students the business management and innovation skills required to succeed in a startup</p>			
<p>Course Objectives:</p> <ul style="list-style-type: none"> • To understand the idea of management, process and its levels. • To understand the perception of entrepreneurship, process and its types. • To understand the concept SSI and steps to start SSI. • To understand the selection of project, project report, project appraisal, and its feasibility. 			
<p>Learning Outcomes: After successful completion of this course, students would be able to</p> <ul style="list-style-type: none"> • Understand the meaning of management, functions, administration and its process. • Understand the foundation of entrepreneurship and its theory, types and its process. • Identify the steps involved in an entrepreneurial venture (SSI). • Understand an entrepreneur is converting his business ideas into running concern by selecting the project. 			
Unit	Topics	No of Lectures	
I	<p>Introduction: Meaning, Meaning, Characteristics of Management, Nature of Management, Management Functions, Functional Areas of Management, Management and Administration, Role of Management, Levels of Management, Evolution of Management</p> <p>Planning: Meaning, Nature, importance, types of planning, types of plans, planning process, decision-making.</p> <p>Organizing and staffing: Meaning and Definitions of Organizing, Steps in Organizing, Nature of Organization, Organization Structure, Purpose of Organization, Principles of Organization, Departmentation, Types of Organization, Span of Control, Authority, Power and Responsibility, Delegation of Authority, Centralization and Decentralization, Delegation vs Decentralization, Management by Objectives [MBO], Meaning of Staffing, Nature and Importance of Staffing, Recruitment, Selection.</p>	15	
II	<p>Directing and Controlling: Meaning and Nature of Direction, Principles of Directing, Leadership and Leadership Styles, Motivation, Communication, Noise and Feedback in Communication, Importance of Communication, Channels of Communication, Types of Communication, Forms of Communication, Coordination, Coordination and Cooperation, Importance</p>	15	

	<p>of Coordination, Techniques of Coordination, Managerial Control, Steps in a Control Process, Essentials of a Sound Control System, Control Methods.</p> <p>Entrepreneurship: Evolution of Concept of Entrepreneur, Concept of Entrepreneur, Characteristics of Entrepreneur, Distinction between Entrepreneur and Manager, Technical Entrepreneur, Charms of Being an Entrepreneur, Functions of an Entrepreneur, Types of Entrepreneurs, Intrapreneurs, Ultrapreneurs, Concept of Entrepreneurship, Evolution of Entrepreneurship, Role of Entrepreneurship in Economic Development, Stages in the Entrepreneurial Process, Barriers to Entrepreneurship</p>	
III	<p>Small Scale Industry: Meaning and Definition of Small-Scale Industry, Characteristics of SSI, Objectives, Scope, Role of SSI in Economic Development, Advantages of Small-Scale Industries, steps to Start an SSI, Government Policy towards SSI</p> <p>Preparation of Project: Meaning, Project Classification, Project Identification, Project Report and its significance, Contents of a Project Report, Formulation of Project Report, Planning Commission Guidelines, Network Analysis, Common Mistakes by Entrepreneurs in Project Formulation, Project Appraisal, Identification of Opportunity, Project Feasibility study.</p>	15
<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Havinal Veerabhadrapa, Management and Entrepreneurship, New Age International Publishers. 2. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press 3. Dr. R. K. Singal, Entrepreneurship Development and Management <p>Additional References:</p> <ol style="list-style-type: none"> 1. P. N. Singh, J. C. Saboo, Entrepreneurship Management, 6th Edition, Dr. P. N. Singh Centre for Hrd Publications. 2. Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger, 2022 3. Clifford M. Baumback & Joseph R. Mancuso, Entrepreneurship And Venture Management, Prentice Hall 		

UNIVERSITY OF MUMBAI



Syllabus for Sem V & VI
Program: Bachelor of Science
Course: Computer Science

Credit Based Semester and Grading System with
effect from
Academic Year 2018-2019

T.Y.B.Sc. (Semester V and VI)
Computer Science Syllabus
Credit Based Semester and Grading System
To be implemented from the Academic year 2018-2019

SEMESTER V			
Course	TOPICS	Credits	L / Week
	Elective-I (Select Any Two)		
USCS501	Artificial Intelligence	3	3
USCS502	Linux Server Administration	3	3
USCS503	Software Testing and Quality Assurance	3	3
	Elective-II (Select Any Two)		
USCS504	Information and Network Security	3	3
USCS505	Architecting of IoT	3	3
USCS506	Web Services	3	3
	Skill Enhancement		
USCS507	Game Programming	2	3
	Practical		
USCSP501	Practical of Elective-I	2	6
USCSP502	Practical of Elective-II	2	6
USCSP503	Project Implementation	1	3
USCSP504	Practical of Skill Enhancement : USCS507	1	3

SEMESTER VI			
Course	TOPICS	Credits	L / Week
	Elective-I (Select Any Two)		
USCS601	Wireless Sensor Networks and Mobile Communication	3	3
USCS602	Cloud Computing	3	3
USCS603	Cyber Forensics	3	3
	Elective-II (Select Any Two)		

USCS604	Information Retrieval	3	3
USCS605	Digital Image Processing	3	3
USCS606	Data Science	3	3
	Skill Enhancement		
USCS607	Ethical Hacking	2	3
	Practical		
USCSP601	Practical of Elective-I	2	6
USCSP602	Practical of Elective-II	2	6
USCSP603	Project Implementation	1	3
USCSP604	Practical of Skill Enhancement : USCS607	1	3

2. Practical of Data collection, Data curation and management for Large-scale Data system (such as MongoDB)
3. Practical of Principal Component Analysis
4. Practical of Clustering
5. Practical of Time-series forecasting
6. Practical of Simple/Multiple Linear Regression
7. Practical of Logistics Regression
8. Practical of Hypothesis testing
9. Practical of Analysis of Variance
10. Practical of Decision Tree

Course:
USCSP603

(Credits : 01 Lectures/Week: 03)
Project Implementation

Please Refer to Project Implementation Guidelines

Course:
USCSP604

(Credits : 01 Lectures/Week: 03)
Practical of Skill Enhancement

USCS607 : Ethical Hacking

1. Use Google and Whois for Reconnaissance
2. a) Use CrypTool to encrypt and decrypt passwords using RC4 algorithm
b) Use Cain and Abel for cracking Windows account password using Dictionary attack and to decode wireless network passwords
3. a) Run and analyze the output of following commands in Linux – ifconfig, ping, netstat, traceroute
b) Perform ARP Poisoning in Windows
4. Use NMap scanner to perform port scanning of various forms – ACK, SYN, FIN, NULL, XMAS
5. a) Use Wireshark (Sniffer) to capture network traffic and analyze
b) Use Nemesy to launch DoS attack
6. Simulate persistent cross-site scripting attack
7. Session impersonation using Firefox and Tamper Data add-on

8. Perform SQL injection attack
9. Create a simple keylogger using python
10. Using Metasploit to exploit (Kali Linux)



Thakur Educational Trusts (Regd.)

THAKUR RAMNARAYAN
COLLEGE OF ARTS & COMMERCE
ISO 21001:2018 Certified

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TRCAC/IP/06/FRM/07

Revision: A

REPORT ON International Men's Day Celebration

Organised By: Women Development Cell

Date: 19th November, 2022

Time: 06:50 a.m. to 7:00 a.m.

Venue: New Building

BACKGROUND

- **Reason/Objective-** The main objective was to focus on men's and boys' health, improving gender relations.
- **Conducted under-** The event was conducted by the WDC Committee.
- **Usefulness-** The event was conducted to celebrate male contributions to families, society, communities and the environment .
- **Expected Outcome-** The expected outcome of the event to enhance gender equality.
- **Expected to increase-** The event was expected to create a safer, better world, where all people can grow and reach their full potential.

BRIEF INTRODUCTION

The Thakur Ramnarayan College of Arts & Commerce organised an International Men's Day Celebration for the male staff of the college. The event was organised on Saturday, 19th of November in the morning at the college campus.

All the men staff were amazed and felt happy when they heard about the celebration. We all female staff wished them and gave a vote of thanks to all the men for everything that they have done for us in any role such as a boss, colleague, friend etc. Also in due respect we honoured them by giving a card, gift, a rose to each male staff member followed by cake cutting which is the most important part for any grand celebration.

OBJECTIVES OF EVENT

The main objectives behind the program held was to

- To enhance gender equality.
- To promote influential men from various walks of life.
- To promote positive male role models; not just movie stars and sportsmen but every day, working-class men who are living decent and honest lives

DETAILS OF PARTICIPANTS

Not applicable

CONDUCT OF THE ACTIVITY

A surprise was set up in the staffroom for the male faculty. The overall arrangement was supervised by the Chairperson of the WDC Committee and executed by the faculty members of the college.

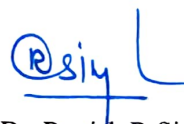
OUTCOME

After the event the staff were able to :

- To promote a sense of positive masculinity.
- Acknowledge the positive value men bring to the world.



Ms. Smriti Dubey
Event In- Charge



Dr. Ravish R Singh
Principal



TRCAC/DC/WDC/02/ 2022-23

Date - 23/11/2022

NOTICE

DC

Self-Defence Workshop

On the occasion of **International Day for the Elimination of Violence against Women (25th November, 2022)**, the **Women Development Cell and Internal Quality Assurance Cell** invites students of all Degree programmes (**Male and Female both**) and faculty members to participate in a Self - Defence Workshop.

This workshop shall educate students about the different types of violence against women and give demo on different self-defense techniques.

The participants shall wear comfortable clothes to perform the physical exercises and defence techniques.

The registration Link is as follows: <https://forms.gle/QVgweBhuL6MfitYx9>

Register yourself on or before 24th November.

Details of Event:

Date: 25th November, 2022

Day: Friday

Time: 10:00 a.m. to 12.00 p.m.

Venue: Ground Floor (College Campus)

Mr. Jayantilal Suthar

Event In-Charge

Ms. Claret Chande

Chairperson, WDC

Dr. Ravish R Singh

Principal



TRCAC/IP/06/FRM/07

Revision: A

REPORT ON “Self-Defence Workshop”
25th NOVEMBER, 2022
ORGANISED BY
WOMEN DEVELOPMENT CELL
THAKUR RAMNARAYAN COLLEGE OF ARTS AND COMMERCE
By - WDC

BACKGROUND

- **Reason/Objective-** The main objective was to make the students be able to defend oneself from any and all kinds of attacks.
- **Conducted under -** The competition was conducted by WDC and Internal Quality Assurance Cell.
- **Usefulness-** The workshop was conducted for students as a way of protecting oneself from any form of physical harm.
- **Expected Outcome-** The expected outcome of the workshop was to educate students about the different types of violence against women
- **Expected to increase-** The workshop is aimed at increasing self confidence in students.

BRIEF INTRODUCTION

The **WDC** and **Internal Quality Assurance Cell** organised a workshop named “Self defence” on 25th November, 2022 on the occasion of **International Day for the Elimination of Violence against Women**. Students were notified about the event through the Website, Instagram page and Notice. On the day of the event, students were present in the college campus. The theme was elimination of violence against women .

OBJECTIVES OF EVENT

The main objectives behind the program held was to

- To become psychologically, intellectually and physically aware enough to protect themselves in times of distress.
- To provide awareness about the importance of self-defence learning skills.

DETAILS OF PARTICIPANTS

Number of faculty in-charge	01
Number of Participants	50
TOTAL	54

CONDUCT OF THE ACTIVITY

Notice No.: TRCAC/DC/WDC/02 of 2022-23 was circulated among faculty and students on 23/11/2022 through a website and WhatsApp group.

The overall arrangements were supervised by the chairperson of WDC Committee and executed by the event incharges.

SUGGESTIONS/COMMENTS

- More such programs should be organised.

BEST LIKED PART OF THE PROGRAM

- Active involvement from the participants.

OUTCOME

After the event, the participants were able to:

- Learn and use various self defence techniques.
- Understand how to avoid an attack, or in the situation where you are attacked, how to fight back.



Mr. Jayantilal Suthar
Event In- Charge



Dr. Ravish R Singh
Principal



TRCAC/IP/06/FRM/07

Revision: A

REPORT ON “Celebration of National Girl Child Day and International Education Day through Musical Act and Rally”

24th JANUARY, 2023

ORGANISED BY

WOMEN DEVELOPMENT CELL

THAKUR RAMNARAYAN COLLEGE OF ARTS AND COMMERCE

By - Ms Smriti Dubey

BACKGROUND

- **Reason/Objective-** The main objective was to create awareness about the educational rights of a girl child.
- **Conducted under -** The Musical Act and Rally was conducted by WDC and Internal Quality Assurance Cell in collaboration with NSS Unit and CEEP Junior College.
- **Usefulness-** The Musical Act and Rally was conducted for students as a way to promote the idea of the elimination of any form of discrimination against education of the girl children at home or outside world.
- **Expected Outcome-** The expected outcome of the Musical Act and Rally is to bring change in the mindset, attitude, behaviours and approach towards the education in India.
- **Expected to increase-** The Musical Act and Rally is to increase public awareness about inequities in education that children face in Indian society.

BRIEF INTRODUCTION

The WDC and Internal Quality Assurance Cell in collaboration with NSS Unit organised a Musical Act followed by a Rally Act on 24th January, 2023 on the occasion of **National Girl Child Day and International Education Day**. Students were notified about the event through the Website, Instagram page and Notice. On the day of the event, students were present in the college campus. The theme was to create awareness about the rights of a girl child and education.

OBJECTIVES OF EVENT

The main objectives behind the program held was to

- Is to raise awareness and tackle the issues of inequalities that girls face in the country and enlighten everyone about the rights of a girl child.
- To educate people at large about the importance of primary education and importance of girl children and eventually to change their mindset.

DETAILS OF PARTICIPANTS

Number of faculty in-charge	3
Number of Participants	22
TOTAL	25

CONDUCT OF THE ACTIVITY

Notice No.: **TRCAC/DC/WDC/04/ 2022-23** of 2022-23 was circulated among faculty and students on 17/01/2023 through a website and WhatsApp group.

The overall arrangements were supervised by the chairperson of WDC Committee and executed by the event incharges.

SUGGESTIONS/COMMENTS

- More such programs should be organised.

BEST LIKED PART OF THE PROGRAM

- Active involvement from the participants.

OUTCOME

After the event, the participants were able to:

- The importance of girl children and the declining sex ratio in India.
- Understand the importance of primary education of children.



Mrs. Smriti Dubey
Event In- Charge



Dr. Ravish R. Singh
Principal



TRCAC/IP/06/FRM/07

Revision: A

REPORT ON International Women's Day Celebration

Organised By: Women Development Cell

Date: 14th March, 2023

Time: 12:30 p.m. to 1:00 p.m.

Venue: New Building

BACKGROUND

- **Reason/Objective** - The main objective was to focus on celebrating and seeking gender equality.
- **Conducted under** - The event was conducted by the WDC Committee.
- **Usefulness** - The event was conducted to appreciate women of TRCAC.
- **Expected Outcome** - The expected outcome of the event to enhance gender equality.
- **Expected to increase** - The event was expected to create a safer, better world, where all people can grow and reach their full potential.

BRIEF INTRODUCTION

The Thakur Ramnarayan College of Arts & Commerce organised a Women's Day Celebration for the female staff of the college. The event was organised on Tuesday, 14th of March in the afternoon at the college campus.

All the female staff were amazed and felt happy when they heard about the celebration. All the male staff wished them and gave a vote of thanks to all the women for everything that they have done for us in any role such as a boss, colleague, friend etc. Also, in due respect male honoured them by giving a card, gift and a rose to each female staff member followed by cake cutting which is the most important part for any grand celebration.

OBJECTIVES OF EVENT

The main objectives behind the program held was to

- To enhance gender equality.
- To promote influential women from various walks of life.
- To promote positive female role models; not just movie stars and sportswomen but every day, working-class women who are living decent and honest lives.

DETAILS OF PARTICIPANTS

All faculties of TRCAC

CONDUCT OF THE ACTIVITY

A surprise was set up in the staffroom for the female faculty. The overall arrangement was supervised by the Chairperson of the WDC Committee and executed by the faculty members of the college.

OUTCOME

After the event the staff were able to :

- To promote a sense of women empowerment.
- Acknowledge the positive value women bring to the world.



Ms. Smriti Dubey
Event In- Charge



Dr. Ravish R. Singh
Principal