



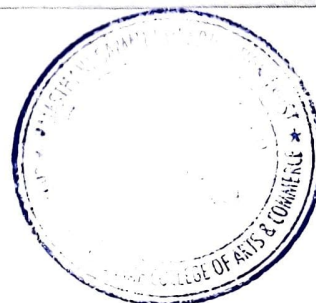
A minutes of a meeting of the Ad-hoc Board of Studies in Mass Media was held on Saturday, 15th April, 2017 at 2.30 p.m. at the Department of Communication & Journalism, Vidyanagari Campus, University of Mumbai, Mumbai- 400 098. The following members were present:

Dr. Sunder Rajdeep (Chairman)
Dr. Mangesh Karandikar
Dr. Navita Kulkarni
Prof. Renu Nauriyal
Prof. Vidhi Rajora (Special Invitee)
Prof. Kanika Kachroo (Special Invitee)
Prof. Yatin Ingle (Special invitee)
Prof. Richa Choudhari (Special invitee)
Prof. Deepak Tiwari (Special invitee)

The board granted a leave of absence to Mr. Om Raut, and special invitee Prof. Manjula Srinivas, Prof. Sagar Karande and Prof. Kripal Sengupta.

1. It was resolved that it be recommended to the Academic Council that the minimum qualification of full-time teachers for BAFTNMP (Bachelor of Arts in Film, Television and New Media Production) programme is Master in Media/Advertising/Communication/Journalism/Film Studies/Television Studies/New Media/Media Production and NET/SET in Mass Communication & Journalism subject. A-C
2. It was resolved that it be recommended to the Academic Council that for the batch inducted in 2014-15 and in 2015-16 to the BAFTNMP (Bachelor of Arts in Film, Television and New Media Production) programme the marking scheme to be followed is 75 external marks and 25 internal marks. A-C
3. It was resolved that it be recommended to the Academic Council that for the batch inducted in 2016-17 to the BAFTNMP (Bachelor of Arts in Film, Television and New Media Production) programme the marking scheme to be followed is 60 external marks and 40 marks internal marks. A-C
4. It was resolved that it be recommended to the Academic Council that for MAFTNMP (Master of Arts in Film, Television and New Media Production) programme Semester II, Film Making (Fictional and Non Fictional) be a 100 marks practical paper, External Viva 60 marks and Internal Viva 40 marks. A-C
5. It was resolved that it be recommended to the Academic Council that for MAFTNMP (Master of Arts in Film, Television and New Media Production) programme Semester IV, Film Making be a 100 marks practical paper, External Viva 60 marks and Internal Viva 40 marks. A-C
6. It was resolved that it be recommended to the Academic Council that the include result of skill assessment declared by Sector Skill Council at semester 1, 2, 4 and 6 in B.Voc. (Media production) for 18 credits of skill components in the consideration of preparation of result at University of Mumbai subsequently alongwith 10 point grading system. A-C
7. It was resolved that it be recommended to the Academic Council to approve revised Tuition fees by Rs. 10,000 per annum for B. Voc. (Media Production) from the year 2017- 18 for students that are inducted in the programme in 2017- 18 and thereafter. Previous Tuition fees was Rs. 800. A-C

2/..



8. It was resolved that it be recommended to the Academic Council to approve the revised Tuition fees by Rs. 5,000 per annum for the Bachelor in Mass Media programme from the year 2017- 18 for students that are inducted in the programme in 2017- 18 and thereafter. Previous Tuition fees was Rs. 10,000.

9. It was resolved that it be recommended to the Academic Council to amend the Digital Media syllabus for Semester VI of BMM (Bachelor in Mass Media), Specilisation of both Advertising as well as the Journalism stream and incorporate 4 credit points for the subject. The credit points were in advertently omitted when this syllabus was introduced in the academic years 2015 -16. Accordingly the total credits. for BMM TY Semester VI would be 28 credits.

10. It was resolved that it be recommended to the Academic Council that the Examination for BMM (Bachelor in Mass Media 50 : 50 Non CGBSC scheme to be discontinued from June 2017.

Approved

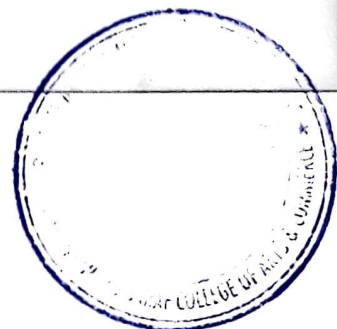
Sd/-

Dr. Sunder Rajdeep
(Chairman)

Sd/-

Deputy Registrar
(Academic Authorities Unit)

Mumbai- 400 032.
8th May 2017.



INDEX

Sr.No.	Particulars
1.	B.Com- First Year (RC-UG-BCOM-GEN)
2.	B.Com(Banking & Insurance)- First Year(RC-UG-BCOM-BI)
3.	B.Com(Accounts & Finance)- First Year (RC-UG-BCOM-AF)
4.	B.Com(Financial Markets)- First Year (RC-UG-BCOM-FM)
5.	B.Com(Management Studies)- First Year (RC-UG-BMS)
6.	B.Sc.(Information Technology)- First Year (RC-UG-BSC-CS)
7.	B.Com- Second Year (RC-UG-BCOM-GEN)
8.	B.Com(Financial Markets)- Second Year (RC-UG-BCOM-FM)
9.	M.Com. Part II (RC-PG-MCOM)
10.	B.Com- Third Year (RC-UG-BCOM-GEN)
11.	B.Com(Banking & Insurance)- Third Year (RC-UG-BCOM-BI)
12.	B.Com(Accounts & Finance)-Third Year(RC-UG-BCOM-AF)
13.	B.Com(Management Studies)- Third Year (RC-UG-BMS)
14.	B.Sc.(Information Technology)- Third Year (RC-UG-BSC-CS)
15.	BAMMC

UNIVERSITY OF MUMBAI

No. UG/22 of 2018-19

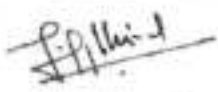
CIRCULAR:-

The Principals of the Affiliated Colleges and Directors of the recognized Institutions in Commerce and Management Faculty are hereby informed that the recommendations made by the Board of Examinations & Evaluation at its meeting held on 6th June, 2018 have been accepted by the Academic Council at its meeting held on 14th June, 2018 vide item No. 5.4 and that in accordance therewith to successfully complete the T.Y.B.Com. Program, candidates seeking admission to the same during the academic year 2018-19 onwards and who have taken admission to F.Y.B.Com. prior to 2016-17 shall complete and qualify in one appropriate course [i.e. as per appendix (List of Discipline Specific Elective courses 1Ab) for Semester III & IV] that he/she has not acquired credits in Semester III & IV, so as to acquire the required number of credits for completing the T.Y.B.Com. program.

And further it was **resolved** that the examination in the said appropriate course shall be taken and conducted by the same college in which he/she has taken admission for the T.Y.B.Com. program. The obtained marks in the said appropriate course be counted at S.Y.B.Com. Semester III & IV, the relevant marks so obtained by the learner shall be communicated to the University Examinations Section by the college in which T.Y.B.Com. program is being pursued by the learner. The concerned college shall issue the Statement of Marks for the same, accordingly.

(The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
20th October, 2018


(Prof. Sunil Bhirud)
I/c. REGISTRAR



To,

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce and Management Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/5.4/14/06/2018


No. UG/V22-A of 2018

MUMBAI-400 032

20th October, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Commerce and Management.
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Professor-com-Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-ordinator, University Computerization Centre,


(Prof. Sunil Bhirud)
I/c. REGISTRAR

Copy to :-

The Director of Board of Student Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Offg. Director of Board of Examinations and Evaluation (3 copies), the Finance and Accounts Office (1 copies), Record Section (2 copies), Publications Section (2 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (1 copies), the Deputy Registrar (Accounts Section), Vidyanagari (1 copies), the Deputy Registrar, Affiliation Section (1 copies), the Professor-cum-Director, Institute of Distance and Open Learning Education, (4 copies) the Director University Computer Center (IDE Building), Vidyanagari, (1 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO) the Assistant Registrar, Academic Authorities Unit (1 copies) and the Assistant Registrar, Executive Authorities Unit (1 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection. The Assistant Registrar Constituent Colleges Unit (1 copies), BUCTU (copy), the Deputy Accountant, Unit V (1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent, Post-Graduate Section (1 copies), the Superintendent, Thesis Section (1 copies)



UNIVERSITY OF MUMBAI

No. UG/121 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B.Com. (Banking Insurance) degree course vide this office Circular No. UG/144 of 2011 dated 14th June, 2011 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24th June, 2016 vide item No. 4.74 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for B.Com (Banking and Insurance) (Sem. I to VI) - Course Structure (Sem. I & II), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032

27th October, 2016


(Dr. M.A. Khan)
REGISTRAR

To,

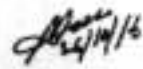
The Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

A.C/4.74 /24/06/2016

No. UG/121-A of 2016-17 MUMBAI-400 032 27th October, 2016

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development,
- 3) The Controller of Examinations,
- 4) The Professor-cum- Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre.


(Dr. M.A. Khan)
REGISTRAR

PTO..



UNIVERSITY OF MUMBAI

No. UG/106 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B.Com. (Accounting & Finance) degree programme vide this office Circular No. UG/28 of 2015 dated 22nd July, 2015 the Principals of affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL) are hereby informed that the approved by the Academic Council at its meeting held on 24th June, 2016 vide item No. 4.77 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for B.Com (Accounting & Finance) for (Sem. I to VI)-Course Structure (Sem. I & II), which is available on the University's web site (www.mbu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032
October, 2016


(Dr.M.A. Khan)
REGISTRAR

To,

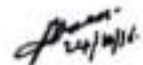
The Principals of affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL).

A.C/4.77 /24/06/2016

No. UG/106-A of 2016-17 MUMBAI-400 032 24th October, 2016

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development.
- 3) The Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre.


(Dr.M.A. Khan)
REGISTRAR

P.T.O..




UNIVERSITY OF MUMBAI
No. UG/107 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B.Com. (Financial Markets) degree programme vide this office Circular No. UG/27 of 2015 dated 22nd July, 2015 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24th June, 2016 vide item No. 4.78 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for B.Com (Financial Markets))for (Sem. I to VI) - Course Structure (Sem. I & II), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032
October, 2016


(Dr.M.A. Khan)
REGISTRAR

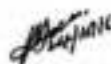
To,

The Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

A.C/4.78 /24/06/2016

No. UG/107-A of 2016-17 MUMBAI-400 032 25 October, 2016
Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development,
- 3) The Controller of Examinations,
- 4) The Professor-cum- Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre.


(Dr.M.A. Khan)
REGISTRAR

PTO..



UNIVERSITY OF MUMBAI
No. UG/109 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Management Studies (B.M.S) degree programme vide this office Circular No. UG/144 of 2011 dated 14th June, 2011 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24th June, 2016 vide item No. 4.80 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for (B.M.S) Program – Course Structure (Sem. I to VI), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
October, 2016


(Dr.M.A. Khan)
REGISTRAR

To,

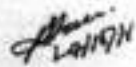
The Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

A.C/4.80 /24/06/2016

No. UG/109-A of 2016-17 MUMBAI-400 032 25 October, 2016

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development.
- 3) The Controller of Examinations,
- 4) The Professor-cum- Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre.


(Dr.M.A. Khan)
REGISTRAR

PTO..



UNIVERSITY OF MUMBAI

No. UG/176 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B.Sc. degree course, vide this office Circular No. UG/177 of 2011, dated 20th June, 2011 and the Principals of affiliated Colleges in Arts, Science and Commerce are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Information Technology at its meeting held on 4th July, 2016 has been accepted by the Academic Council at its meeting held on 14th July, 2016 vide item No. 4.76 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for F.Y. B.Sc. programme in Information Technology (Sem. I & II), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
22 November, 2016


(Dr.M.A.Khan)
REGISTRAR

To,

The Principals of the affiliated Colleges in Arts, Science and Commerce.

A.C/4.76/14.07.2016

No. UG/176 -A of 2016

MUMBAI-400 032

22 November, 2016

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Science,
- 2) The Chairman, Board of Studies in Information Technology,
- 3) The Professor-cum-Director, Institute of Distance & Open Learning (IDOL)
- 4) The Director, Board of College and University Development,
- 5) The Co-Ordinator, University Computerization Centre,
- 6) The Controller of Examinations.


(Dr.M.A.Khan)
REGISTRAR



PTO..

UNIVERSITY OF MUMBAI

No. UG/105 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B.Com. degree programme vide this office Circular No. UG/144 of 2011 dated 14th June, 2011 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24th June, 2016 vide item No. 4.76 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for B.Com. Program – Course Structure (Sem. I to VI), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
October, 2016


(Dr.M.A. Khan)
REGISTRAR

To,

The Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

A.C/4.76 /24/06/2016

No. UG/105-A of 2016-17 MUMBAI-400 032 25 October, 2016

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development,
- 3) The Controller of Examinations,
- 4) The Professor-cum- Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre.


(Dr.M.A. Khan)
REGISTRAR

PTO..



UNIVERSITY OF MUMBAI
No. UG/184 of 2017

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Commerce (Financial Markets) degree course, vide this office Circular No. UG/107 of 2016-17, dated 25th October, 2016 and the Principals of the affiliated Colleges in Commerce are hereby informed that the proposal received from Ad-hoc Dean, Faculty of Commerce & Management has been accepted by the Academic Council at its meeting held on 11th May, 2017 vide item No. 4.314 and that in accordance therewith, in revised syllabus as per the Credit Based Semester and Grading System for S.Y.B.Com (Financial Market) for (Sem III & IV), which is available on the University's website (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2017-18, accordingly.



(Dr.M.A.Khan)
REGISTRAR

MUMBAI - 400 032

8th August, 2017

To,

The Principal of the affiliated Colleges in Commerce and the Head of Recognized Institutions concerned.

A.C/4.314/11.05.2017

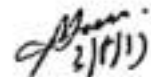
No. UG/184-A of 2017

MUMBAI-400 032

8th August, 2017

Copy forwarded with compliments for information to :-

- 1) The Co-ordinator, Faculty of Commerce,
- 2) The Offg. Director Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Professor-cum-Director, Institute of Distance and Open Learning,
- 5) The Co-Ordinator, University Computerization Centre,



(Dr.M.A.Khan)
REGISTRAR

....PTO



CIRCULAR:-

A reference is invited to the syllabi relating to the Master of Commerce (M.Com.) Programme vide this office Circular No.UG/144 of 2011, dated 14th June, 2011 and the Principals of the affiliated Colleges in Commerce are hereby informed that the proposal received from Ad-hoc Dean, Faculty of Commerce and Management has been accepted by the Academic Council at its meeting held on 11th May, 2017 vide item No.4.184 and that in accordance therewith, the revised syllabus as per the (CBCS) for Master of Commerce (M.Com.) (Sem -III & IV), which is available on the University's website (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2017-18, accordingly.

MUMBAI - 400 032

27th August, 2017
To Sept.


REGISTRAR

The Principals of the affiliated Colleges in Commerce.

A.C/4.184/11/05/2017

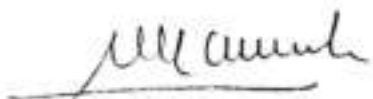
No. UG/233 -A of 2017

MUMBAI-400 032

27th August, 2017
Sept.

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Commerce & Management,
- 2) The Chairman, Ad-hoc Board of Studies in Commerce and Management,
- 3) The Offg. Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 6) The Co-Ordinator, University Computerization Centre,


REGISTRAR

....PTO



CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty is invited to this office Circular No.UG/105 of 2016-17, dated 25th October, 2016 relating to syllabus of Bachelor of Commerce (B.Com.) degree course.

They are informed that the recommendations made by the Board of Studies in Commerce at its meeting held on 28th February, 2018 have been accepted by the Academic Council at its meeting held on 5th May, 2018 **vide** item No. 4.48 and that in accordance therewith, the revised syllabus as per the (CBCS) for the T.Y.B.Com. (Sem. V & VI), has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website www.mu.ac.in).

[Signature]

(Dr. Dinesh Kamble)
I/c REGISTRAR

MUMBAI - 400 032

14th June, 2018

To

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.48/05/05/2018

MUMBAI-400 032

14th June, 2018

No. UG/21 -A of 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Commerce & Management,
- 2) The Chairman, Board of Studies in Commerce,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 6) The Co-Ordinator, University Computerization Centre,

[Signature]

(Dr. Dinesh Kamble)
I/c REGISTRAR



CIRCULAR:-

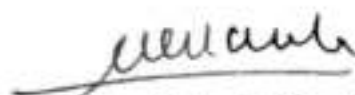
Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty is invited to this office Circular No.UG/121 of 2016-17, dated 27th October, 2016 relating to syllabus of Bachelor of Commerce (B.Com.) degree course.

They are informed that the recommendations made by the I/c Dean, Faculty of Commerce & Management in Banking and Finance at its meeting held on 28th February, 2018 have been accepted by the Academic Council at its meeting held on 5th May, 2018 vide item No. 4.45 and that in accordance therewith, the revised syllabus as per the (CBCS) for the T.Y.B.Com. (Banking and Insurance) (Sem. V & VI), has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

12th June, 2018

To



(Dr. Dinesh Kamble)
I/c REGISTRAR

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

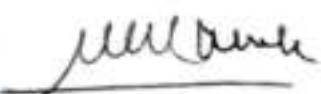
A.C./4.45/05/05/2018

No. UG/ 7 -A of 2018

MUMBAI-400 032 12th June, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Commerce & Management,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre,



(Dr. Dinesh Kamble)
I/c REGISTRAR

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty is invited to this office Circular No. UG/28 of 2015, dated 22nd July, 2015 relating to syllabus of Bachelor of Commerce (Accounting and Finance) degree programme.

Their attention is also invited to University Circular No. UG/106 of 2016-17 dated 25th October, 2016 for F.Y.B.Com. (Accounting & Finance) Sem. I & II and University Circular No. UG/166 of 2017-18 dated 8th August, 2017 for S.Y.B.Com. (Accounting & Finance) Sem. III & IV respectively.

They are hereby informed that the recommendations made by the Board of Studies in Accountancy at its meeting held on 28th February, 2018 have been accepted by the Academic Council at its meeting held on 5th May, 2018 vide item No. 4.42 and that in accordance therewith, the revised syllabus as per the (CBCS) for the T.Y.B.Com. in Accountancy (Accounting and Finance) (Sem. V & VI), has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032

27th July, 2018

To

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.42/05/05/2018

No. UG/ 91 -A of 2018

MUMBAI-400 032

27th July, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Commerce & Management,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre,

(Dr. Dinesh Kamble)
I/c REGISTRAR

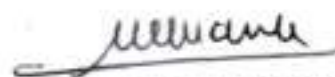


CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty is invited to this office Circular No. UG/21 of 2016-17, dated 30th June, 2016 relating to syllabus of Bachelor of Management Studies (B.M.S.) degree course.

Their attention is also invited to University Circular No. UG/109 of 2016-17 dated 25th October, 2016 for F.Y.B.M.S. (Sem. I & II) and University Circular No. UG/261 of 2017-18 dated 23rd October, 2017 for S.Y. B.M.S. (Sem. III & IV) respectively.

They are hereby informed that the recommendations made by the Board of Studies in Business Management at its meeting held on 28th February, 2018 have been accepted by the Academic Council at its meeting held on 5th May, 2018 vide item No. 4.44 and that in accordance therewith, the revised syllabus as per the (CBCS) for the T.Y.B.M.S. (Sem. V & VI), has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website www.mu.ac.in).


(Dr. Dinesh Kamble)
I/c REGISTRAR

MUMBAI - 400 032

27th July, 2018

To

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.44/05/05/2018

No. UG/ 89 -A of 2018

MUMBAI-400 032

27th July, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Commerce & Management,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre,


(Dr. Dinesh Kamble)
I/c REGISTRAR



5-25-18

Members of the Faculty of the affiliated Colleges and Directors of the Institutions in Science & Technology Faculty is invited to this office for the meeting of 6th of 2012-13, on 14th September, 2012 relating to syllabus of the Bachelor's degree (B.Sc.) programme in the course of Information Technology.

The recommendations made by the Ad-hoc Board of Studies in Information Technology meeting held on 8th June, 2018 have been approved by the Academic Council in its meeting held on 14th June, 2018 vide item No. 4. The revised syllabus as per the (CBCS) for the Information Technology (V & VI), has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University website).

MUMBAI

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(Dr. Dinesh Kamble)
I/c REGISTRAR

A.C. 4/14/2018

No. UG/334/2017-18

MUMBAI-400 032

6th June, 2018
July

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(Dr. Dinesh Kamble)
I/c REGISTRAR



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) Yearly / Semester <input checked="" type="checkbox"/>
7	Pattern	CBCS (Strike out which is not applicable) New / Revised <input checked="" type="checkbox"/>
8	Status	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

CHOICE BASED CREDIT SYSTEM

BA in Multimedia and Mass Communication (BAMMC) (Choice based) Semester - I & II revised Syllabus to be sanctioned & implemented from 2019-20.

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.



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University of Mumbai



**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



(4)

B.Com. Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

F.Y.B.Com.

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

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

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

Note: Candidates should take all courses in Semester I and Semester II



University of Mumbai



B.Com. (Banking & Insurance) Programme Three Year Integrated Programme - Six Semesters Course Structure

Under Choice Based Credit System

**To be implemented from Academic Year- 2016-2017
Progressively**

Board of Studies-in-Banking & Finance, University of Mumbai

Board of Studies-in-Banking & Finance, University of Mumbai



(7)

B.Com. (Banking & Insurance) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

F.Y.B.Com. (Banking & Insurance)

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

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1	Environment and Management of Financial Services.	03	1	Principles and Practices of Banking & Insurance	03
2	Principles of Management	03	2	Business Law	03
3	Financial Accounting - I	03	3	Financial Accounting - II	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course (AECC)		2A	Ability Enhancement Compulsory Course (AECC)	
4	Business Communication-I	03	4	Business Communication-II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
5	Any one course from the following list of the courses	02	5	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Business Economics-I	03	6	Organisational Behaviour	03
7	Quantitative Methods-I	03	7	Quantitative Methods-II	03
Total Credits		20	Total Credits		20

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

Note: Course selected in Semester I will continue in Semester II



University of Mumbai



B.Com. (Accounting & Finance) Programme Three Year Integrated Programme- Six Semesters *Course Structure*

Under Choice Based Credit System

**To be implemented from Academic Year- 2016-2017
Progressively**

Board of Studies-in-Accountancy



(10)

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

F.Y.B.Com. (Accounting & Finance)

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

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

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



University of Mumbai



B.Com. (Financial Markets) Programme Three Year Integrated Programme- Six Semesters *Course Structure*

Under Choice Based Credit System

**To be implemented from Academic Year- 2016-2017
Progressively**

Board of Studies-in-Accountancy, University of Mumbai

Board of Studies-in-Accountancy, University of Mumbai



13

B.Com. (Financial Markets) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

F.Y.B.Com.(Financial Markets)

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

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1	Financial Accounting- I	03	1	Financial Accounting- II	03
2	Introduction to Financial system	03	2	Principles of Management	03
3	Business Mathematics	03	3	Business Statistics	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course (AECC)		2A	Ability Enhancement Compulsory Course (AECC)	
4	Business Communication - I	03	4	Business Communication - II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
5	Any one course from the following list of the courses	02	5	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Business Environment	03	6	Environmental Science	03
7	Business Economics - I	03	7	Computer Skills - I	03
Total Credits		20	Total Credits		20

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



University of Mumbai

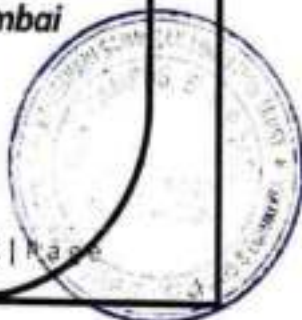


Bachelor of Management Studies (BMS) Programme Three Year Integrated Programme- Six Semesters *Course Structure*

Under Choice Based Credit System

**To be implemented from Academic Year- 2016-2017
Progressively**

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



(16)

Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

FYBMS

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

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

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1	Foundation Course - Value Education and Soft Skill - II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II
Note: Course selected in Semester I will continue in Semester II			

Academic Council 14/07/2016

Item No: 4.76

UNIVERSITY OF MUMBAI



Syllabus for F.Y.B.Sc.

Programme: B.Sc.

Course: Information Technology

with effect from the academic year
2016 – 2017



Semester – 1			
Course Code	Course Type	Course Title	Credits
USIT101	Core Subject	Imperative Programming	2
USIT102	Core Subject	Digital Electronics	2
USIT103	Core Subject	Operating Systems	2
USIT104	Core Subject	Discrete Mathematics	2
USIT105	Ability Enhancement Skill Course	Communication Skills	2
USIT1P1	Core Subject Practical	Imperative Programming Practical	2
USIT1P2	Core Subject Practical	Digital Electronics Practical	2
USIT1P3	Core Subject Practical	Operating Systems Practical	2
USIT1P4	Core Subject Practical	Discrete Mathematics Practical	2
USIT1P5	Ability Enhancement Skill Course Practical	Communication Skills Practical	2
Total Credits			20

Semester – 2			
Course Code	Course Type	Course Title	Credits
USIT201	Core Subject	Object oriented Programming	2
USIT202	Core Subject	Microprocessor Architecture	2
USIT203	Core Subject	Web Programming	2
USIT204	Core Subject	Numerical and Statistical Methods	2
USIT205	Ability Enhancement Skill Course	Green Computing	2
USIT2P1	Core Subject Practical	Object Oriented Programming Practical	2
USIT2P2	Core Subject Practical	Microprocessor Architecture Practical	2
USIT2P3	Core Subject Practical	Web Programming Practical	2
USIT2P4	Core Subject Practical	Numerical and Statistical Methods Practical	2
USIT2P5	Ability Enhancement Skill Course Practical	Green Computing Practical	2
Total Credits			20



AC

Item No.

University of Mumbai



Revised Syllabus for the
M.A.(Communication & Journalism)

Semester I to IV

(As Per CBCS
With effect from the academic year 2016-17 for
Semester I to IV)



REVISED SYLLABUS INCLUDING SCHEME OF COURSES, SCHEME OF EXAMINATION, MEDIUM OF INSTRUCTION FOR THE MASTER OF ARTS (COMMUNICATION AND JOURNALISM).

FEE STRUCTURE:

Tuition Fees (per semester) - Rs 20,000

Examination Fees (per semester) - Rs 1,000

Project Examination Fees (to be paid in the second year only) - Rs 1,000

Computer Lab Fees (per semester) - Rs 2,000

Library Fees (per semester) - Rs 1,000

PREAMBLE

1. Basic concepts

Credits: A course that is taught for 4 hours a week for a period of 15 weeks will carry six credits.

Course credits: To qualify in a given course, a student will have to acquire six credits in the course. Out of these, four credits are central teaching component and two credits are for the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher from time to time. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus. The self-study component will be given a weightage of 33% in the evaluation of the student. In case of courses with practical component/ field-work components, four credits are for theory course and two credits shall be practical component/field-work component.

A student who acquires a minimum of 100 credits over four semesters will be declared eligible for the award of the M.A. degree.

Courses: There shall be five types of courses: (i) Core Course; (ii) Elective Course; (iii) Interdisciplinary/Cross-disciplinary Courses; (iv) Audit Courses; (v) Project-based Courses; (vi) Ability Enhancement Courses.

(i) Core Course: Core courses are courses that impart instruction in the basic non-specialized aspects of a discipline that constitute the minimum basic competency in that discipline, regardless of any specialization that the learner might choose in the future. Core-Courses shall be offered by the parent department. Core courses shall be for six credits. Minimum 50% courses of the MA programme over four semesters must be core courses.

(ii) Elective Courses: Elective courses shall be courses offered by the parent department that impart instructions in specialized/advanced/supportive aspects of the relevant discipline. Each department shall offer a pool of such courses from which a student can choose. Elective Courses shall be for six



credits. The syllabus for each elective course will have a preamble clearly stating the course and the learner objectives for the elective, along with the pre-requisites if any and a detailed list of references.

(iii) Interdisciplinary/Cross Disciplinary Courses (I/C courses): I/C courses shall be offered by parent department and departments other than parent department. One 'course basket' shall be created for the same. Each MA program has to offer a minimum of two courses and maximum of four courses in the basket. Every I/C course shall be for six credits. A student may opt for an I/C course offered by his/her parent department.

(iv) Audit Courses: Students can audit a course from the parent department as well as from other departments in addition to the core, elective and I/C courses that are mandatory, with the prior permission of the head/s of the relevant department/s. Such a student will have to apply in writing at most a week after the relevant course has commenced. For the audit course, a student shall attend lectures of the audited course. The student cannot appear for the semester-end examination for the audited course. However, the student shall appear for the internal examination/assessment. The audit course appears on the mark-sheet only when the student passes the internal assessment with minimum 50% marks, failing to which, the student cannot claim the audit for that course. The internal marks shall not be displayed on final mark-sheet. The internal marks shall not be used for the credit computation. A student is permitted to audit maximum four courses in the MA program.

(v) Ability Enhancement Course: The ability enhancement courses are skills based course. The ability enhancement courses are to be offered at fourth semester.

(vi) Project based courses: Project based courses shall consist of a dissertation. Each dissertation course will carry 10 credits. Every learner shall choose one project based course.

2. Rules for programmes not having a practical component

2.1 Four core courses shall be offered in semesters 1 and 2 each.

2.2 Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

2.3 The fourth semester shall consist of one ability enhancement course, one interdisciplinary/cross disciplinary courses (I/C courses) and one project based course.

2.4 Each department will offer at least one I/C course during semester 4. The learner can choose any one course from this basket, including the course offered by his/her parent department. The preamble to this course will clearly specify the prerequisites for this course.

2.5 A learner will have to apply to the relevant department in writing no later than two weeks after the commencement of the fourth semester for taking the I/C course offered by that department.

2.6 A learner can relinquish an I/C course chosen by him/her no later than two weeks after the commencement of the fourth semester by applying to the Head of the Department whose I/C course



the student wishes to opt for. The application will have to be endorsed by the head of the Department whose I/C course the student has relinquished and the Head of the parent department.

2.7 The Head of the Department offering a specific I/C course will convey the marks of the internal examination obtained by students taking the course to the Head of the parent department before the commencement of the end semester examination of the parent department.

3. Dissertation courses

3.1 Dissertation based courses will be offered in the fourth semester. Every learner will have to choose one dissertation course, which will be for twelve credits. The project based course will be in the form of a dissertation based on a live project or a research assignment related to the specific discipline of the parent department.

3.2 Every Teacher from every department will announce four to five broad topics at the beginning of the second semester, reflecting degree of relevance and rigor suitable to a post graduate programme, along with an indicative reading list. These will be screened by the Board of Studies in the subject and a final list of approved topics along with a reading list will be displayed in the first week of the third semester.

3.3 The student will submit a list of his/her three most preferred topics in the order of preference by the fifth week of the third semester to the Head of the parent department.

3.4 Each Department will constitute a dissertation committee consisting of the Head of the Department (Chairperson) and two other teachers from the department. The purpose of this committee is to oversee the functioning of the dissertation component in the department.

3.5 All Masters Degree holders with NET/SET (in Communication/Journalism/Film Studies/ Public Relations/Electronic Media/Television Studies) from University of Mumbai, all PhD scholars and recognized post graduate teachers in the Department of Communication and Journalism will be guides for the dissertation component.

3.6 The dissertation committee will allocate students to guides in order of the average of marks obtained in semesters 1 and 2.

3.7 If it is felt necessary, the dissertation committee can assign a co-guide to a student, depending upon specific disciplinary needs.

The student will make a preliminary presentation in the seventh week of the fourth semester. The presentation will be attended by the guide and a committee consisting of two other teachers from the department. The committee will make necessary suggestions to improve the dissertation.

3.8 The student will make a final presentation in the 10th to the 12th week of semester four. The presentation will be evaluated by the same committee that evaluated the preliminary presentation. The criteria for evaluation will be as follows:

- i) 10 marks for the quality of presentation



ii) 15 marks for answers to questions

3.9 The marks given by the three members of the evaluation committee will be averaged in each head and the total marks decided by totaling the averages under the three heads.

3.10 The student will submit a bound hard copy of the dissertation to the Department by the end of the fourth semester, along with a soft copy on a CD/DVD.

3.11 The final dissertation will have a word limit of 8000-10000 words and will be typed in one and a half spacing on one side of the paper.

3.12 The final dissertation will be evaluated out of 50 marks by the guide, 50 marks by any other teacher in the Department and 100 marks by an external examiner by way of viva voce.

3.13 The dissertation will be given a grade point as per the following scheme:

Marks	Grade Points	Letter Grade
0-9	0.5	F
10-19	1.5	F
20-29	2.5	F
30-39	3.5	F
40-44	4.2	C
45-54	5.0	B
55-59	5.7	B+
60-69	6.5	A
70-74	7.2	A+
75-100	8.7	O

3.14 A student who gets a letter grade F in the course will be deemed to have failed in the course.

3.15 A student who feels aggrieved by the grading received will have the option of applying to the project committee for re-evaluation of the dissertation within a period of one week after the declaration of the result. If the dissertation committee feels that the claim is justified, it shall appoint a fresh examiner who will submit his/her evaluation in a week's time. If the marks by the re-evaluating examiner exceed the marks of the original examiner by a margin of 10% or more, the latter set of marks will be considered final.



3.16 The student who has got a letter grade F in the dissertation will have the option of resubmitting a revised version within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.17 If a student is unable to submit his/her dissertation in the stipulated time or fails to make the presentations at the appointed time, he/she will be deemed to have failed the course and will have the option of submitting within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.

3.18 The schedule for preliminary presentation, final presentation and dissertation submission will be displayed in the first week of the fourth semester.

3.19 Ethical Standards regarding Dealing with Human Participants:

Students should refrain from acts which he or she knows, or under the circumstances has reason to know, spoil the academic integrity of the academic program. Violations of academic integrity include, and not limited to: plagiarism; violation of the rights and welfare of human participants in research and practice; cheating, knowingly furnishing false information; misconduct as a member of department or college, and harm to self and others.

4. Evaluation of non-project courses

4.1 The examinations shall be of two kinds:

- (i) Internal Assessment
- (ii) Semester End Examination.

4.2 The learner who obtains less than 40 % of the aggregate marks of the relevant examination in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade F in that course. The Medium of instruction will be English.

4.3 Internal Assessment: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

4.4 The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses.



4.5 Semester-End Examination: The semester end examination shall be for 60 marks.

4.6 If a student is absent from the internal or end semester examination in any course including the dissertation course, he/she will get a grade point of 0 and a letter grade of F.

4.7 If a student fails in the internal examination of a core or elective course, he/she will have to appear for the internal examination of the course when the course is offered again.

4.8 If a student fails in the end-semester examination of a core or elective course, he/she may reappear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.

4.9 If a student obtains the letter grade F in any course in a given semester, the letter grade F will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

4.10 If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

4.11 The letter grade and the grade point for the course will be computed as per 3.13

4.12 In any semester, the students GPA will be calculated as follows:

$$\text{grade point average (GPA)} = \frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i} \quad \text{where } c_i = \text{credits for that course offered in that semester}$$

and g_i = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA_m) at the end of semester m is calculated as follows:

$$(\text{CGPA}_m) = \frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}, \quad \text{where, } c_{ij} \text{ is the credits for the } i^{\text{th}} \text{ course offered in semester } j \text{ and } g_{ij} \text{ is the}$$

grade point obtained in the i^{th} course in semester j . There shall be no rounding of GPA and CGPA.

4.13 The semester wise GPA and CGPA shall be printed on the grade card of the student along with table in 3.13



4.14 The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses in which the student has obtained the relevant credits.

4.15 The rules for grading: the existing ordinance for grading shall continue to be used.

4.16 The rules for ATKT will be as per University norms.

5. Rules for MA programmes with practical component/field work components are as follows:

5.1 Four core courses shall be offered in semesters 1 and 2 each.

5.2. Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

5.3. The fourth semester shall consist of one ability enhancement course (6 credits), one interdisciplinary/cross disciplinary course (6 credits) and one project based course (10 credits).

5.4. The semester having Practical Component / Field Work Component shall be given four teaching hours per week per theory (core/elective) course. Each core/elective course shall have 4 credits in such semester.

5.5. There shall be 2 credits Practical Components/ Field Work Component per theory course (core/elective) in a semester one to three. The credits for practical and theory courses are obtained separately.

5.6. There shall be 8 credits Practical Component/ Field Work Component in semester one and two. There shall be 10 credits Practical Component/ Field Work Component in semester three. There shall be no practical/field work component in semester four. The practical/field work component shall be elective in semester three.

6. Evaluation of non-project courses and practical component /field work component for courses having practical/field work component.

6.1: The examinations shall be of two kinds:

(i) Internal Assessment = 40 marks comprising of a class test and practical/field/extension component

(ii) Semester End Examination = 60 marks

6.2 The learner who obtains less than 40 % of the aggregate marks of the relevant examination (16/40 for Internal and 24/60 for Semester End) in that course either in the internal assessment or in the end-semester examination will be awarded the letter grade F in that course.

6.3 Internal Assessment for theory courses: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the



commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

6.4 Internal Assessment for practical component/ field work component. The evaluated practical/field work submission material and marks shall be shown to the students on the date announced in advance.

6.5 The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses excluding practical component/ field work component.

6.6: Semester-End Examination: The semester end examination shall be for 60 marks for theory courses (core /elective) and for practical component/field work component. The semester-end examination for practical component/ filed work component shall be conducted separately.

6.7: If a student is absent from the internal or end semester examination in any course including the project course and practical/field-work component, he/she will get a grade point of 0 and a letter grade of F.

6.8: If a student fails in the internal examination of a core or elective course, or practical/field work component, he/she will have to appear for the internal examination of the course if and when the course is offered again.

6.9: If a student fails in the end-semester examination of a core or elective course or practical/field work component, he/she may reappear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.

6.10. If a student obtains the letter grade F in any course in a given semester including practical/field work component, the letter grade F will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

6.11. If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

6.12: The letter grade and the grade point for the course will be computed as in 3.13.

6.13: In any semester, the students GPA will be calculated as follows:



Semester II

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
PACJ205	Introduction to Television Studies	60	6
PACJ206	Introduction to Film Studies	60	6
PACJ207	Introduction to Media Research	60	6
PACJ208	Ethics, Constitution and Media Laws	60	6
Total		240	24

Semester -III

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
PACJ309	Introduction to Media Production	60	6
PACJ310	Advanced Media Research	60	6
	B. Interdisciplinary/Cross Disciplinary Courses (I/C courses)		
PAPR101	Public Relations Theory and Practice	60	6
PACJ311	New Media	60	6
Total		240	24

SEMESTER -IV

	A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Teaching and Extension	Credits
PACJ412	Media Research Analytical Skills	60	6
PACJ413	Media and Culture	60	6
PACJ414	B. Dissertation	120	12
Total		240	24



University of Mumbai



AC 24-6-16
Item No. 4.81

Master of Commerce (M.Com) Programme Two Year Integrated Programme - Four Semesters Course Structure

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

**To be implemented from Academic Year- 2016-2017
Progressively**

Faculty of Commerce, University of Mumbai



Master of Commerce (M.Com) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

M.Com I

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

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Core Courses (CC)		1	Core Courses (CC)	
1	Strategic Management	06	1	Research Methodology for Business	06
2	Economics for Business Decisions	06	2	Macro Economics concepts and Applications	06
3	Cost and Management Accounting	06	3	Corporate Finance	06
4	Business Ethics and Corporate Social Responsibility	06	4	E-Commerce	06
Total Credits		24	Total Credits		24

M.Com II

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2 and 3	*Any one group of courses from the following list of the courses (Group – A/B/C/D/E)	18	1,2 and 3	**Any one group of courses from the following list of the courses (Group – A/B/C/D/E)	18
2	✓ Project Work		2	✓ Project Work	
4	Project Work - I	06	4	Project Work - II	06
Total Credits		24	Total Credits		24

✓ **Note:** Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/ difficult problem. Project work is worth of 06 credits. A project work may be undertaken in any area of Elective Courses.



1 *List of group of Elective Courses (EC) for Semester III (Any Three out of Five)			1 ** List of group of Elective Courses (EC) for Semester IV (Any Three out of Five)		
Group A: Advanced Accounting, Corporate Accounting and Financial Management					
1	Advanced Financial Accounting	06	1	Advanced Auditing	06
2	Corporate Financial Accounting	06	2	Indirect Tax	06
3	(Skill based) : Financial Management	06	3	International Financial Reporting Standards	06
4	Direct Tax	06	4	Personal Financial Planning	06
5	Financial Services	06	5	Financial Journalism	06
Group B: Business Studies (Management)					
1	Human Resource Management	06	1	Supply chain management and logistics	06
2	Rural Marketing	06	2	Advertising and sales Management	06
3	Entrepreneurial Management	06	3	Retail Management	06
4	Marketing Strategies and practices	06	4	Tourism Management	06
5	Organizational Behaviour	06	5	Management of Business Relations	06
Group C : Banking & Finance					
1	Banking Law and Practices	06	1	Cooperative Banking System	06
2	(Skill based) Legal framework of banking	06	2	Financial Institutions and Markets	06
3	Commercial Bank Management	06	3	Accounting and Auditing of Banking	06
4	Investment Management Analysis	06	4	International Finance	06
5	Financial Risk Management	06	5	Financial Services	06
Group D : E-Commerce					
1	Database Management System	06	1	E-Commerce Security and Law	06
2	Internet & Web-Designing (skill based)	06	2	Advance technology for E-Commerce	06
3	Network Infrastructure and Payment System	06	3	Management Information System	06
4	Logistic & supply chain Management in E-Commerce	06	4	Digital Marketing	06
5	Business Models in E-Commerce & ICT Applications	06	5	International Business and Taxation	06



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



S.Y.B.Com

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

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

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



*List of Skill Enhancement Courses (SEC) Group A for Semester III (Any One)		*List of Skill Enhancement Courses (SEC) Group A for Semester IV (Any One)	
1	Advertising I	1	Advertising II
2	Field Sales Management I	2	Field Sales Management II
3	Public Relations I	3	Public Relations II
4	Mass Communication I	4	Mass Communication II
5	Travel & Tourism Management Paper I	5	Travel & Tourism Management II
6	Journalism I	6	Journalism II
7	Company Secretarial Practice I	7	Company Secretarial Practice II
8	Rural Development I	8	Rural Development II
9	Co-operation I	9	Co-operation II
10	Mercantile Shipping I	10	Mercantile Shipping II
11	Indian Economic Problem I	11	Indian Economic Problem II
12	Computer Programming I	12	Computer Programming II
13	Logistic and Supply Chain Management I	13	Logistic and Supply Chain Management II
14	Economic System I	14	Economic System II
Note: Course selected in Semester III will continue in Semester IV			

*List of Skill Enhancement Courses (SEC) Group B for Semester III (Any One)		*List of Skill Enhancement Courses (SEC) Group B for Semester IV (Any One)	
1	Foundation Course- Contemporary Issues - III	1	Foundation Course- Contemporary Issues - IV
2	Foundation Course in NSS - III	2	Foundation Course in NSS - IV
3	Foundation Course in NCC - III	3	Foundation Course in NCC - IV
4	Foundation Course in Physical Education - III	4	Foundation Course in Physical Education - IV
Note: Course selected in Semester III will continue in Semester IV			



B.Com. (Banking and Insurance) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

S.Y.B.Com. (Banking & Insurance)

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2 & 3	*Any three courses from the following list of the courses	09	1,2 & 3	**Any three courses from the following list of the courses	09
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course (AECC)		2A	Ability Enhancement Compulsory Course (AECC)	
4	Information Technology in Banking & Insurance- I	03	4	Information Technology in Banking & Insurance- II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
5	Any one course from the following list of the courses	02	5	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Financial Markets	03	6	Corporate & Securities Law	03
7	Direct Taxation	03	7	Business Economics-II	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester III (Any One)		**List of Skill Enhancement Courses (SEC) for Semester IV (Any One)	
1	Foundation Course – III (An Overview of Banking Sector)	1	Foundation Course - IV (An Overview of Insurance Sector)
2	Foundation Course- Contemporary Issues- III	2	Foundation Course- Contemporary Issues- IV
3	Foundation Course in NSS - III	3	Foundation Course in NSS – IV
4	Foundation Course in NCC - III	4	Foundation Course in NCC – IV
5	Foundation Course in Physical Education - III	5	Foundation Course in Physical Education -IV

*List of Elective Courses (EC) for Semester III (Any Three)		**List of Elective Courses (EC) for Semester IV (Any Three)	
1	Financial Management - I	1	Financial Management –II
2	Management Accounting	2	Cost Accounting
3	Organizational Behaviour	3	Entrepreneurship Management
4	Risk Management	4	Wealth Management
5	Mutual Fund Management	5	Customer Relationship Management

Note: Course selected in Semester III will continue in Semester IV



University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses of
B.Com. (Accounting and Finance)
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-Accountancy



(40)

B.Com. (Accounting and Finance) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

S.Y.B.Com. (Accounting and Finance)

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2 & 3	*Any three courses from the following list of the courses	09	1,2 & 3	**Any three courses from the following list of the courses	09
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course (AECC)		2A	Ability Enhancement Compulsory Course (AECC)	
4	Information Technology in Accountancy - I	03	4	Information Technology in Accountancy - II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
5	Any one course from the following list of the courses	02	5	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Business Law (Business Regulatory Framework) - II	03	6	Business Law (Company Law) - III	03
7	Business Economics - II	03	7	Research Methodology in Accounting and Finance	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester III (Any One)		**List of Skill Enhancement Courses (SEC) for Semester IV (Any One)	
1	Foundation Course in Commerce (Financial Market Operations) - III	1	Foundation Course in Management (Introduction to Management) - IV
2	Foundation Course- Contemporary Issues- III	2	Foundation Course- Contemporary Issues- IV
3	Foundation Course in NSS - III	3	Foundation Course in NSS - IV
4	Foundation Course in NCC - III	4	Foundation Course in NCC - IV
5	Foundation Course in Physical Education - III	5	Foundation Course in Physical Education - IV

*List of Elective Courses (EC) for Semester III (Any Three)		**List of Elective Courses (EC) for Semester IV (Any Three)	
1	Financial Accounting (Special Accounting Areas) - III	1	Financial Accounting (Special Accounting Areas) - IV
2	Cost Accounting (Methods of Costing) - II	2	Management Accounting (Introduction to Management Accounting)
3	Auditing (Techniques of Auditing and Audit Procedures) - II	3	Auditing - III
4	Taxation - I (Direct Taxes Paper- I)	4	Taxation - III (Direct Taxes - II)
5	Principles & Practices of Banking	5	Wealth Management

Note: Course selected in Semester III will continue in Semester IV

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S.Y.B.Com. (Financial Markets)

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	Discipline Related Elective Courses (DRE)		1	Discipline Related Elective Courses (DRE)	
1, 2 & 3	*Any three courses from the following list of the courses	09	1,2 & 3	*Any three courses from the following list of the courses	09
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course		2A	Ability Enhancement Compulsory Course	
4	Business Law -1	03	4	Business Law -2	03
2B	Ability Enhancement Elective Course		2B	Ability Enhancement Elective Course	
5	*Any one course from the following list of courses	02	5	*Any one course from the following list of courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Management Accounting	03	6	Corporate Finance	03
7	Computer Skills – 2	03	7	Business Economics -2	03
Total Credits		20	Total Credits		20

*List of Ability Enhancement Elective courses (AEEC) Courses for Semester III (Any One)		*List of Ability Enhancement Elective courses (AEEC) Courses for Semester IV (Any One)	
1	Foundation Course in Financial Markets FC III- Money Market	1	Foundation Course in Financial Markets FC IV- Foreign Exchange Markets
2	Foundation Course–Contemporary Issues- III	2	Foundation Course–Contemporary Issues- IV
3	Foundation course in NSS III	3	Foundation course in NSS IV
4	Foundation Course in NCC III	4	Foundation Course in NCC IV
5	Foundation Course in Physical Education III	5	Foundation Course in Physical Education IV

*List of Discipline Related Elective(DRE) Courses for Semester III (Any Three)		*List of Discipline Related Elective(DRE) Courses for Semester IV (Any Three)	
1	Debt Markets-1	1	Debt Markets-2
2	Equity Markets-1	2	Equity Markets-2
3	Commodities Markets	3	Commodities Derivatives
4	Portfolio Management	4	Merchant Banking
5	Treasury Management	5	Personal Financial Planning

Note: Course/ Subject on Debt Markets and Equity Markets selected in Semester III will continue in Semester IV

SYBMS

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1 & 2	*Any one group of courses from the following list of the courses	06	1 & 2	** Any one group of courses from the following list of the courses	06
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
3	Information Technology in Business Management - I	02	3	Information Technology in Business Management-II	02
3	Core Courses (CC)		3	Core Courses (CC)	
4	Environmental Management	03	4	Business Economics-II	03
5	Business Planning & Entrepreneurial Management	03	5	Business Research Methods	03
6	Accounting for Managerial Decisions	03	6	Ethics & Governance	03
7	Strategic Management	03	7	Production & Total Quality Management	03
Total Credits		20	Total Credits		20

*List of group of Elective Courses(EC) for Semester III (Any two)		** List of group of Elective Courses(EC) for Semester IV (Any two)	
Group A: Finance Electives (Any Two Courses)			
1	Basics of Financial Services	1	Financial Institutions & Markets
2	Introduction to Cost Accounting	2	Auditing
3	Equity & Debt Market	3	Strategic Cost Management
4	Corporate Finance	4	Behavioural Finance
Group B: Marketing Electives (Any Two Courses)			
1	Consumer Behaviour	1	Integrated Marketing Communication
2	Product Innovations Management	2	Rural Marketing
3	Advertising	3	Event Marketing
4	Social Marketing	4	Tourism Marketing
Group C: Human Resource Electives (Any Two Courses)			
1	Recruitment & Selection	1	Human Resource Planning & Information System
2	Motivation and Leadership	2	Training & Development in HRM
3	Employees Relations & Welfare	3	Change Management
4	Organisation Behaviour & HRM	4	Conflict & Negotiation
Note: Group selected in Semester III will continue in Semester IV			

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



Academic Council 11/05/2017

Item No:

UNIVERSITY OF MUMBAI



Syllabus for S.Y.B.Sc.

Programme: B.Sc.

Course: Information Technology

with effect from the academic year

2017 - 2018



Semester – 3

Course Code	Course Type	Course Title	Credits
USIT301	Skill Enhancement Course	Python Programming	2
USIT302	Core Subject	Data Structures	2
USIT303	Core Subject	Computer Networks	2
USIT304	Core Subject	Database Management Systems	2
USIT305	Core Subject	Applied Mathematics	2
USIT3P1	Skill Enhancement Course Practical	Python Programming Practical	2
USIT3P2	Core Subject Practical	Data Structures Practical	2
USIT3P3	Core Subject Practical	Computer Networks Practical	2
USIT3P4	Core Subject Practical	Database Management Systems Practical	2
USIT3P5	Core Subject Practical	Mobile Programming Practical	2
Total Credits			20

Semester – 4

Course Code	Course Type	Course Title	Credits
USIT401	Skill Enhancement Course	Core Java	2
USIT402	Core Subject	Introduction to Embedded Systems	2
USIT403	Core Subject	Computer Oriented Statistical Techniques	2
USIT404	Core Subject	Software Engineering	2
USIT405	Core Subject	Computer Graphics and Animation	2
USIT4P1	Skill Enhancement Course Practical	Core Java Practical	2
USIT4P2	Core Subject Practical	Introduction to Embedded Systems Practical	2
USIT4P3	Core Subject Practical	Computer Oriented Statistical Techniques Practical	2
USIT4P4	Core Subject Practical	Software Engineering Practical	2
USIT4P5	Core Subject Practical	Computer Graphics and Animation Practical	2
Total Credits			20



SEMESTER I

Course Code	Name of Course	Term work	Credits
	A. Core Courses	Teaching and Extension	
PAFTNMP101	Writing for Media	60	6
PAFTNMP102	Photography & Cinematography	60	6
PAFTNMP103	Sound Design and SFX	60	6
PAFTNMP104	Film & TV Theory & Appreciation	60	6
Total		240	24

SEMESTER II

Course Code	Name of Course	Term work	Credits
	Core Courses	Teaching and Extension	
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (Fiction and Non fiction)	60	6
Total		240	24

Course Code	Name of Course	Term work	Credits
	Optional Courses	Teaching and Extension	
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP311	Electronic Media Criticism	60	6
PAFTNMP312	Media Economics	60	6
PAFTNMP313	Laws related to Film, TV and Internet	60	6
Total		300	30



SEMESTER IV

Course Code	Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Term work	
		Teaching and Extension	Credits
PAFTNMP414	Perspectives in Media Business	60	6
PAFTNMP415	Marketing & Publicity Design	60	6
	B. Dissertation / Project		
PAFTNMP416	Practical Film Making	120	12
	Total	240	24



University of Mumbai



**Revised Syllabus of Courses
of
Master of Commerce (M.Com)
Programme
at
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



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Master of Commerce (M.Com) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

M.Com II

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2 and 3	*Any one group of courses from the following list of the courses (Group – A/B/C/D/E)	18	1,2 and 3	**Any one group of courses from the following list of the courses (Group – A/B/C/D/E)	18
2	✓ Project Work		2	✓ Project Work	
4	Project Work - I	06	4	Project Work - II	06
Total Credits		24	Total Credits		24

✓ **Note:** Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/ difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses



***List of group of Elective Courses (EC) for Semester III (Any Three out of Five)**

**** List of group of Elective Courses (EC) for Semester IV (Any Three out of Five)**

Group A: Advanced Accounting, Corporate Accounting and Financial Management

1	Advanced Financial Accounting	06	1	Corporate Financial Accounting	06
2	Direct Tax	06	2	Indirect Tax- Introduction of Goods and Service Tax	06
3	Advanced Cost Accounting	06	3	Financial Management	06
4	Advanced Auditing	06	4	International Financial Reporting Standards	06
5	Financial Services	06	5	Personal Financial Planning	06

Group B: Business Studies (Management)

1	Human Resource Management	06	1	Supply chain management and logistics	06
2	Rural Marketing	06	2	Advertising and sales Management	06
3	Entrepreneurial Management	06	3	Retail Management	06
4	Marketing Strategies and practices	06	4	Tourism Management	06
5	Organizational Behaviour	06	5	Management of Business Relations	06

Group C : Banking & Finance

1	Commercial Bank Management	06	1	International Finance	06
2	Financial Markets	06	2	Financial Services	06
3	Accounting of Banking Sector	06	3	Auditing of Banking Sector	06
4	Treasury Management	06	4	Investment Management	06
5	Debt Market	06	5	Currency Derivatives	06

Group D : E-Commerce

1	Database Management System	06	1	E-Commerce Security and Law	06
2	Internet & Web-Designing (skill based)	06	2	Advance technology for E-Commerce	06
3	Network Infrastructure and Payment System	06	3	Management Information System	06
4	Logistic & supply chain Management in E-Commerce	06	4	Digital Marketing	06
5	Business Models in E-Commerce & ICT Applications	06	5	International Business, Law and Taxation	06



1 *List of group of Elective Courses (EC) for Semester III (Any Three out of Five)			1 ** List of group of Elective Courses (EC) for Semester IV (Any Three out of Five)		
Group E : Business Economics					
1	Economics of Growth and Development	06	1	Urban Economics	06
2	Applied Econometrics	06	2	Entrepreneurship and Family business	06
3	Agriculture Economics	06	3	Indian Financial system	06
4	Monetary Economics	06	4	International Economics	06
5	Industrial Economics	06	5	Economics of Services	06
Note: Group selected in Semester III will continue in Semester IV					



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

Faculty of Commerce, University of Mumbai



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Bachelor of Commerce (B.Com) Programme

Under Choice Based Credit, Grading and Semester System

T.Y.B.Com

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

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

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

Note: Group selected in Semester V will continue in Semester VI

Faculty of Commerce, University of Mumbai



**List of Ability Enhancement Courses (AEC) for Semester V (Any Two)		**List of Ability Enhancement Courses (AEC) for Semester VI (Any Two)	
1	Trade Unionism and Industrial Relations Paper - I	1	Trade Unionism and Industrial Relations, Paper - II
2	Computer systems & Applications Paper -I	2	Computer systems & Applications Paper - II
3	Export Marketing Paper - I	3	Export Marketing Paper - II
4	Marketing Research Paper - I	4	Marketing Research Paper - II
5	Investment Analysis and Portfolio Management Paper - I	5	Investment Analysis and Portfolio Management Paper - II
6	Transport Management Paper - I	6	Transport Management Paper - II
7	Entrepreneurship & M.S.S.I. Paper - I	7	Entrepreneurship & M.S.S.I. Paper - II
8	International Marketing Paper - I	8	International Marketing Paper - II
9	Merchant Banking Paper - I	9	Merchant Banking Paper - II
10	Direct & Indirect Taxation Paper - I	10	Direct & Indirect Taxation Paper - II
11	Labour Welfare & Practice Paper - I	11	Labour Welfare & Practice Paper - II
12	Purchasing & Store keeping Paper - I	12	Purchasing & Store keeping Paper - II
13	Insurance Paper - I	13	Insurance Paper - II
14	Banking Law & Practice Paper - I	14	Banking Law & Practice Paper - II
15	Regional Planning Paper - I	15	Regional Planning Paper - II
16	Rural Marketing Paper - I	16	Rural Marketing Paper - II
17	Elements of Operational Research Paper - I	17	Elements of Operational Research Paper - II
18	Psychology of Human Behaviour at work Paper - I	18	Psychology of Human Behaviour at work Paper - II
Note: Course selected in Semester V will continue in Semester VI			



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University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses of
B.Com. (Banking and Insurance)
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-Banking & Finance



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B.Com. (Banking and Insurance) Programme
Under Choice Based Credit, Grading and Semester System

T.Y.B.Com. (Banking and Insurance)

(To be implemented from Academic Year 2018-2019)

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2,3 & 4	*Any four courses from the following list of the courses	12	1,2,3 & 4	**Any four courses from the following list of the courses	12
2	Core Courses (CC)		2	Core Courses (CC)	
5	International Banking and Finance	04	5	Central Banking	04
3	Ability Enhancement Course(AEC)		3	Ability Enhancement Course (AEC)	
6	Research Methodology	04	6	Project Work In Banking & Insurance	04
Total Credits		20	Total Credits		20

✓ **Note:** Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation/ difficult problem. Project work would be of 04 credits each. A project work may be undertaken in any area of Elective Courses/ Study Area

*List of Elective Courses for Semester V (Any Four)		**List of Elective Courses for Semester VI (Any Four)	
01	Financial Reporting & Analysis(Corporate Banking & Insurance)	01	Security Analysis and Portfolio Management
02	Auditing - I	02	Auditing - II
03	Strategic Management	03	Human Resource Management
04	Financial Services Management	04	Turnaround Management
05	Business Ethics and Corporate Governance	05	International Business
06	Actuarial Analysis in Banking & Insurance	06	Marketing in Banking & Insurance
Note: Course selected in Semester V will continue in Semester VI			



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

Board of Studies-in-Accountancy, University of Mumbai



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

T.Y.B.Com. (Accounting and Finance)

(To be implemented from Academic Year 2018-2019)

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

✓ **Note:** Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation/ difficult problem. Project work would be of 04 credits each. A project work may be undertaken in any area of Elective Courses/ Study Area

*List of Elective Courses for Semester V (Any Four)		**List of Elective Courses for Semester VI (Any Four)	
01	Cost Accounting - III	01	Cost Accounting - IV
02	Financial Management - II	02	Financial Management - III
03	Taxation - IV (Indirect Taxes - II)	03	Taxation - V (Indirect Taxes- III)
04	International Finance	04	Security Analysis and Portfolio Management
05	Financial Analysis and Business Valuation	05	Management Control Systems
06	Management -II (Management Applications)	06	Economics Paper – III (Indian Economy)

Note: Course selected in Semester V will continue in Semester VI



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



University of Mumbai



Revised Syllabus of Courses of B.Com. (Financial Markets) Programme Second Year Semester V and VI

Under Credit, Grading and Semester System

With effect from Academic Year- 2017-2018

Board of Studies-Financial Markets



T.Y.B.Com. (Financial Markets)

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

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
5.1	Marketing in financial Services	3	6.1	Venture Capital & Private Equity	3
5.2	Technical Analysis	3	6.2	Mutual Fund Management	3
5.3	Financial derivatives	3	6.3	Risk Management	3
5.4	Organizational Behaviour	3	6.4	Strategic Corporate Finance	3
5.5	Corporate Accounting	3	6.5	Corporate Restructuring	3
5.6	Project-1	3	6.6	Project-2	3
Total Credits		18	Total Credits		18



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*

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



Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

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TYBMS

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

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

✓ **Note:** Project work is considered as a special course involving application of knowledge in solving/analysing/exploring a real life situation/ difficult problem. Project work would be of 04 credits. A project work may be undertaken in any area of Elective Courses/ study area selected

*List of group of Elective Courses(EC) for Semester V (Any Four)		** List of group of Elective Courses(EC) for Semester VI (Any Four)	
Group A: Finance Electives			
1	Investment Analysis& Portfolio Management	1	International Finance
2	Commodity & Derivatives Market	2	Innovative Financial Services
3	Wealth Management	3	Project Management
4	Financial Accounting	4	Strategic Financial Management
5	Risk Management	5	Financing Rural Development
6	Direct Taxes	6	Indirect Taxes
Group B:Marketing Electives			
1	Services Marketing	1	Brand Management
2	E-Commerce & Digital Marketing	2	Retail Management
3	Sales & Distribution Management	3	International Marketing
4	Customer Relationship Management	4	Media Planning & Management
5	Industrial Marketing	5	Sports Marketing
6	Strategic Marketing Management	6	Marketing of Non Profit Organisation
Group C: Human Resource Electives			
1	Finance for HR Professionals & Compensation Management	1	HRM in Global Perspective
2	Strategic Human Resource Management & HR Policies	2	Organisational Development
3	Performance Management & Career Planning	3	HRM in Service Sector Management
4	Industrial Relations	4	Workforce Diversity
5	Talent & Competency Management	5	Human Resource Accounting & Audit
6	Stress Management	6	Indian Ethos in Management

Note: Group selected in Semester III will continue in Semester V & Semester VI

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



Academic Council 14/06/2018

Item No:4.49

UNIVERSITY OF MUMBAI



Syllabus for U.Y.B.Sc.

Programme: B.Sc.

Subject: Information Technology

(Choice Based Credit System)

(with effect from the academic year 2018 – 2019)



Course Code		Semester - 5		
		Course Type	Course Title	Credits
USIT501		Skill Enhancement Course	Software Project Management	2
USIT502		Skill Enhancement Course	Internet of Things	2
USIT503		Skill Enhancement Course	Advanced Web Programming	2
USIT504		Discipline Specific Elective (Any One)	Artificial Intelligence	2
USIT505		Discipline Specific Elective (Any One)	Linux System Administration	
USIT506		Discipline Specific Elective (Any One)	Enterprise Java	2
USIT507		Discipline Specific Elective (Any One)	Next Generation Technologies	
USIT508		Skill Enhancement Course	Project Dissertation	2
USIT509		Skill Enhancement Course	Internet of Things Practical	2
USIT510		Skill Enhancement Course	Advanced Web Programming Practical	2
USIT511		Skill Enhancement Course	Artificial Intelligence Practical	2
USIT512		Skill Enhancement Course	Linux Administration Practical	
USIT513		Practical (Any One)	Enterprise Java Practical	2
USIT514		Practical (Any One)	Next Generation Technologies Practical	
Total Credits				20

(All the practicals mentioned in the syllabi are compulsory as per the courses chosen)

Course Code		Semester - 6		
		Course Type	Course Title	Credits
USIT601		Skill Enhancement Course	Software Quality Assurance	2
USIT602		Skill Enhancement Course	Security in Computing	2
USIT603		Skill Enhancement Course	Business Intelligence	2
USIT604		Discipline Specific Elective (Any One)	Principles of Geographic Information Systems	2
USIT605		Discipline Specific Elective (Any One)	Enterprise Networking	
USIT606		Discipline Specific Elective (Any One)	IT Service Management	2
USIT607		Discipline Specific Elective (Any One)	Cyber Laws	
USIT608		Skill Enhancement Course	Project Implementation	2
USIT609		Skill Enhancement Course	Security in Computing Practical	2
USIT610		Skill Enhancement Course	Business Intelligence Practical	2
USIT611		Discipline Specific Elective (Any One)	Principles of Geographic Information Systems Practical	2
USIT612		Discipline Specific Elective (Any One)	Enterprise Networking Practical	
USIT613		Discipline Specific Elective (Any One)	Advanced Mobile Programming	2
Total Credits				20

The practicals are to be done in the theory course. For Semester V, USIT504, USIT505, USIT506 and USIT507, the practical courses are USIT5P4, USIT5P5, USIT5P6, USIT5P7. For Semester VI, USIT605, the practical courses are USIT6P4, USIT6P5 respectively.



AC : 10 May, 2019

Item No.4.20

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

CHOICE BASED CREDIT SYSTEM

BA in Multimedia and Mass Communication(BAMMC) (Choice based) Semester - I & II
revised Syllabus to be sanctioned & implemented from 2019-20.

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.



14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

Semester I	
Course code	Course Name
BAMMEC-101	Effective communication -I
BAMMFC-102	Foundation course -I
BAMMVC-103	Visual communication
BAMMFC-104	Fundamentals of mass communication
BAMMCA-105	Current Affairs
BAMMHM-106	History of Media

01

PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	I		
COURSE:	EFFECTIVE COMMUNICATION-I		
COURSE CODE	BAMMEC-1-101		
PAPER	1 (LANGUAGE)		
TOTAL MARKS	100 (75:25)		
NO OF LECTURES	48		
SEMESTER I			
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMEC-1-101	EFFECTIVE COMMUNICATION –I		
COURSE OUTCOME :			
1. To make the students aware of functional and operational use of language in media.			
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.			
3. To introduce key concepts of communications.			
MODULE	TOPICS	DETAILS	LECTURES
1		Introduction to Communication	
	1.The concept of communication	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	
	2.Types of Communicatio	Types of Communication; Verbal Communication-Importance of verbal	



SEMESTER II

Course code	Semester II
BAMMEC-201	Effective communication -II
BAMMFC-202	Foundation course -II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

01

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	EFFECTIVE COMMUNICATION SKILLS -II
COURSE CODE	BAMMEC 201
PAPER	1
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMEC-201	Effective Communication Skills-II

Learning Outcome:

1. To make the students aware of use of language in media and organization.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

**Total Lectures:
48 hrs.**

Module	Topics	Details
1	Writing	
	1. Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication, E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while

