

SMT. B. M. RUIA GIRLS' COLLEGE
Sitaram Deora Institute of Management Studies
Affiliated to SNDT University, Mumbai

Marwadi Sammelan's



PROSPECTUS

Smt.B.M.Ruia Girls' College
(Affiliated to SNDT University, Mumbai)

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OUR VISION

Empowerment and Enlightenment of women by envisaging their aspirations in the light of wisdom.

OUR MISSION

Empowerment of women through academic excellence, promotion of the national language Hindi, cultural awareness and contribution towards nation building.

Smt. B.M. Ruia Girls' College is dedicated to the promotion of quality education which aims at the holistic development of each student. Education plays a crucial role in the enlightenment and empowerment of women. B. M. Ruia Girls' College provides for the intellectual, emotional, spiritual and creative needs of the students to make them confident, self-reliant, decision makers.

OBJECTIVES

- ❖ To assist each student to developing intellectually thereby making them self-independent through academic, co-curricular activities.
- ❖ To motivate towards successful and bright future by making them self - confident.
- ❖ To inculcate basic ethical and moral values in student community for their perfect personality development.
- ❖ To encourage students to imbibe traditional moral values based on Indian culture and heritage.
- ❖ To inculcate sense of service before self and sense of social and national awareness among students.
- ❖ To create among students sense of sincerity, devotion, truth and honesty towards the nation.
- ❖ To develop a sense of generosity, broad mindedness, selflessness among students and encourage them to lay foundation of healthy and well- civilized family and society.

COLLEGE PRAYER

॥ सरस्वती वंदना ॥

या कुन्देन्दु तुषारहार धवला या शुभ्रवस्त्रावृता ।
या वीणावर दण्डमण्डित करा, या स्वेत पद्मासना ॥
या ब्रह्माच्युतशंकरः प्रभृतिभिः दैवेः सदा वन्दिता ।
सा माम् पातु सरस्वती भगवति निःशेष जाडयापहा ॥

गुरुं ब्रह्मा गुरुं विष्णु, गुरुं देवो महेश्वरा ।
गुरुःसाक्षात् परब्रह्म तस्मै श्री गुरवे नमः ॥

तू ही राम है तू रहीम है ।
तू करीम कृष्ण खुदा हुआ ॥
तू ही वाहे गुरु तू ईश मसीह ।
हर नांम में तू समा रहा ॥

सर्वे भवन्तु सुखिनः सर्वे सन्तु निरामयाः
सर्वे भद्राणि पश्यन्तु मा कश्चिद् दुःख भागभवे

असतो मा सद्गमय ।
तमसो मा ज्योर्तिगमय ।
मृत्योर्मा अमृतंगमय ॥
ॐशांतिःशांतिःशांतिः ॥

MARWADI SAMMELAN MANAGING COMMITTEE

Smt. B.M. Girls' Junior College Committee

1. Adv. Sushil Vyas	President
2. Shri. Suresh M Deora	Hon Secretary
3. Shri. Shrikant Dalmia	Convenor
4. Shri. Ajay Singhanian	Member
5. Shri. Vishamber Gadia	Member
6. Shri. Hemant Ruia	Representative
7. Smt. Ankita Ruia	Representative
8. Smt. Dr. Nini Gulla	Principal
9. Smt. Bina Thakkar	Teaching Staff Representative

Smt. B.M. Girls' Degree College Committee

1. Adv. Sushil Vyas	President
2. Shri. Suresh M Deora	Hon Secretary
3. Shri. Bajranglal Biyani	Convenor
4. Shri. Kailash Kejriwal	Member
5. Shri. Shrikant Dalmia	Member
6. Shri. Kanhyalal Saraf	Member
7. Shri. Shailesh Dalmia	Member
8. Shri. Ajay Rungta	Member
9. Shri. Hemant Ruia	Representative
10. Smt. Ankita Ruia	Representative
11. Dr. Smt. Nini Gulla	Principal
12. Dr. Smt. Renukadevi Jena	Teaching Staff Representative
13. Shri. Sandip Kadam	Non-Teaching Staff Representative

Sitaram Deora Institute of Management Studies Committee

1. Adv. Sushil Vyas	President
2. Shri. Suresh M Deora	Hon. Secretary
3. Shri. Vijay Singhal	Convenor
4. Shri. Ajay Rungta	Member
5. Shri. Arvind Tibrewala	Member
6. Shri. Sunil Kabra	Member
7. Shri. Ramesh Deora	Representative
8. Shri. Kartik Deora	Representative
9. Shri. Sharad Dalmia	Representative
10. Dr. Smt. Nini Gulla	Officiating Principal

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From the Principal's desk.....

Smt. B.M.Ruia Girls' College is a student-oriented and student-centric institution, established in the year 1958 by a group of committed and dedicated members of Marwadi Sammelan. Their relentless endeavors and constant encouragement were responsible for the promotion of girls' education in our society. The college believes in a judicious blend of the traditional and the modern values, an amalgam of academics and extra-curricular engagements to shape each student into a confident, dignified and responsible human being. We motivate and empower our students to be life-long learners, critical thinkers, and productive members of an ever-changing global society by providing an atmosphere for multifaceted development.

The college offers regular Commerce and Arts courses at Junior College level, undergraduate courses in B.Com, B.A (Hindi Medium), BMS, BCA, BMM. It also offers post graduate courses in M.Com and M.A (Economics) .A number of UGC certificate courses in addition to career oriented vocational courses are also offered. We are proud to be an institution of education that provides a holistic, student-centric environment.

The college offers various facilities to students to participate in co-curricular and extra-curricular activities such as NSS, NCC, Sports, Seminars and Workshops, Intercollegiate competitions, etc. these activities provide students with a platform to think, express, and exhibit their skills. The faculty members of the college are well qualified having profound knowledge of their subjects and devoted whole heartedly to the well-being of the college and students.

From its inception, the college has never digressed from the ideals of the great visionaries, who started the college, who envisioned the progress of the world through the education and empowerment of women.

ABOUT THE COLLEGE

B.M.Ruia Girls' College was established in 1958, then known as Hindi Medium College by Marwadi Sammelan, which was always in the forefront of propagating and promulgating Hindi. Impressed by the proficiency and dedication of the Sammelan, Smt. Nathibai Damodar Thackersey Women's University granted affiliation to the college in 1960. In 1963 the college received a generous donation of Rs. 75,000 from Smt. Bhagirathibai ManmalRuia Trust, as a reciprocating gesture to this goodwill the college was named after the founder of the trust as Smt. Bhagirathibai ManmalRuia College. For almost 10 years this college operated from Vidya Bhawan, Sitaram Poddar Marg, Mumbai.

With the growing popularity the strength of students also multiplied. The limited space available at Vidya Bhawan was restricting the sky high aspirations of the faculty and students. In the year 1968 the college was shifted to the present location, Krishna Kunj, Vachha Gandhi Road, Mumbai -7 and the small building of the college soon grew five storeys tall. To cater to the diverse academic needs of the students, the college started Higher Secondary classes for Arts and Commerce, ie. Junior classes along with the Degree Courses.

As an appreciation for the high standard of education and all-round development of the students, SNDT University granted permanent affiliation to the college in June 1979. Since then, the college has been introducing new market- oriented courses year after year. The college enjoys a minority status and is permanently affiliated to SNDT University.

Presently the college offers regular Commerce and Arts courses at Junior College level, undergraduate courses in B.Com, B.A (Hindi Medium), BMS, BCA, BMM. It also offers post graduate courses in M.Com and M.A (Economics) and distance learning undergraduate and postgraduate programs in partnership with IGNOU. UGC certificate courses in Mass Media, Fashion Designing, Yoga, Human Rights, Ethics and Human Values are also offered in addition to career oriented vocational courses.

Smt. B.M.Ruia Girls' College provides ample opportunities to students to participate in extra-curricular and co- curricular activities such as NSS, NCC, Sports, Yoga and Cultural activities that proves instrumental in shaping up the overall personality of students. Our infrastructure and our faculty are our greatest strength. We have modified our infrastructure time and again to facilitate easy and computer based learning for our students. We have an excellent library, Computer Centre, Auditorium, Canteen and Gymkhana. We are proud to be an institution of education that provides a holistic, student-centric environment.

Junior College

❖ Curriculum (Arts)

XI Arts (Hindi & English Medium)

1. English
2. Hindi
3. Home Management/B.K
4. Sociology
5. Psychology
6. Economics
7. EVS
8. Physical Education

XII Arts (Hindi & English Medium)

1. English
2. Hindi
3. Child Development/B.K.
4. Sociology
5. Psychology
6. Economics
7. EVS
8. Physical Education

❖ Curriculum (Commerce)

XI Commerce (English Medium)

1. English
2. Hindi / Marathi / IT*
3. Economics
4. Book-Keeping & Accountancy
5. Organization of Commerce
6. Secretarial Practice / Mathematics*
7. EVS
8. Physical Education

XII Commerce (English Medium)

1. English
2. Hindi / Marathi / IT*
3. Economics
4. Book-Keeping & Accountancy
5. Organization of Commerce
6. Secretarial Practice / Mathematics*
7. EVS
8. Physical Education

**Minimum 60% marks are required for admission in IT & Mathematics*

❖ Academic Term

The academic year will consist of two terms:

1st term- June to October; 2nd term – November to April.

❖ Timings

The college timings are from 1.30pm to 6 .30pm

❖ Eligibility

- ❁ Std X examination from any recognized board (S.S.C., CBSC, ICSE or Equivalent) with English as a compulsory subject for admission to F.Y.J.C.
- ❁ F.Y.J.C. in the same faculty in which admission is sought for S.Y.J.C.
- ❁ The Original Certificates along with Certified Photo Copies of the following have to be submitted at the time of admission:

1. The Std. X Mark Sheet.
2. The School Leaving Certificate.
3. Ration Card.
- ❁ Candidates from other than Maharashtra State Board seeking admission to this college will be admitted only by producing the following documents.
 1. School Leaving Certificate (Duly signed by the Education Officer)
 2. Migration Certificate + Passing Certificate.
 3. The Candidate has to fill the application in prescribed proforma on Stamp Paper of Rs. 20/-. If students fail to fulfill the procedure, a fine of Rs. 10/- per day will be charged by the Board's Office and their result will not be declared.
- ❁ Candidates who were students of other Jr. Colleges and who are seeking admission to the college must submit their Leaving Certificate & No. Objection Certificate in original along with their admission applications.
- ❁ A student migrating to this college from any other college during the second term must produce No Objection Certificate from the Principal of the College attended by her in the first term and the Dy. Director of Education, Greater Mumbai. This rule is also applicable in the case of a student of this College migrating to another college during the Second Term.

❖ **Admission**

- ❁ Admission to F. Y. J. C. is strictly based on the admission programme issued by the Education Department. Student must submit fresh application form for admission to every Class as the beginning of every academic year.
- ❁ The Candidate should submit along with the application on Original Mark sheet (for Verification at the time of admission), a photocopy of the Statement of Marks obtained at the S.S.C. Examination, the Original School Leaving Certificate, a Photocopy of the Ration card and declaration form of the free education. They must submit the passing certificate of S.S.C. Examination.
- ❁ Admissions for S.Y.J.C. is generally as per the schedule prepared by the college immediately after the declaration of XI th Result and the students who have passed the examinations are requested to take admission as per the schedule with a fresh application form for admission.

❖ **Attendance**

As per the Maharashtra State Secondary and Higher Secondary Education Board (HSC Board) Mumbai Division, Vashi, Navi Mumbai. Circular dt. 11.12.2000 a student is required to have a minimum of 75% attendance in each term independently to make her eligible to appear for the Annual Examination as well as the HSC Board Examination.

❖ **Rules Regarding Refund of the Fees**

If a student wants to leave the college after admission, the college will refund the deposit amount and the balance of tuition fees after deducting the amount up to the month in which she has applied for the refund. **However for unaided courses there is no refund of fees.**

Degree College

❖ Curriculum (Commerce)

B. Com I

I Semester		II Semester	
Code No.	Subject	Code No.	Subject
110101	English C.C.- I (H.L.)	210201	English C.C. II (H.L.)
140105	Economics. - I	240205	Business Economics. - II
140106	Commerce. - I	240206	Commerce. - II
140107	Accountancy - I	240207	Accountancy - II
140108	Business Mathematics	240208	Business Statistics
140109	Commercial Geography	240209	Environmental Studies

B. Com II

III Semester		IV Semester	
Compulsory Subjects			
Code No.	Subject	Code No.	Subject
310301	English C.C.- III (H.L.)	410401	English C.C. IV (H.L.)
340305	Economics. - III	440405	Economics. - IV
340306	Commerce. - III	440406	Commerce. - IV
340307	Accountancy - III	440407	Accountancy - IV
340110	Business Law – I	440210	Business Law – II
Optional Subjects (Any One)			
370121	Industrial Psychology – I	470221	Industrial Psychology II
370144	Advertising I	470244	Advertising II

B. Com III

V Semester		VI Semester	
Code No.	Subject	Code No.	Subject
Compulsory Subjects			
510501	English C.C. V (H.L.)	610601	English C.C. VI (H.L.)
540505	Economics V	640605	Economics VI
540506	Commerce V	640606	Commerce VI
Specialisation (Any One From A or B)			
(A) Financial Accounting & Auditing			
550115	Fin. A/c & Auditing I	650415	Fin. A/c & Auditing IV
550215	Fin. A/c & Auditing II	650515	Fin. A/c & Auditing V
550315	Fin. A/c & Auditing III	650615	Fin. A/c & Auditing VI
(B) Computer Studies			
550118	Computer Studies I	650418	Computer Studies IV
550218	Computer Studies II	650518	Computer Studies V
550318	Computer Studies III	650618	Computer Studies VI

❖ **Curriculum (Arts)**

B.A.I

I Semester

II Semester

Compulsory Subjects

Code No.	Subject	Code No.	Subject
150101	C.C. I English (L.L.) OR	250201	C.C. II English (L.L.)
115103	C.C. I Hindi	215203	C.C.II Hindi
130100	FC - I History as Heritage	230300	FC - III (Personality Development)
130200	FC - II Women in Changing India	230400	FC - IV (Environmental Studies)

Discipline Component (Any One From A, B, C)

(A)

145103	DC I Hindi	245303	DC III Hindi
145203	DC II Hindi	245403	DC IV Hindi

(B)

145106	DC Economics PI	245306	DC Economics P III A
147206	DC Economics P II	245406	DC Economics P IV

(C)

140111	DC I Sociology	240311	DC III Sociology
140211	DC II Sociology	240411	DC IV Sociology

Ancillary Component (Any One)

175103	AC-I Hindi	275203	AC-II Hindi
175106	AC-I Economics (PI A)	275206	AC-II Economics (PII A)
170111	AC-I Sociology	270211	AC-II Sociology
170110	AC-I Psychology	270210	AC-II Psychology

B. A. II

III Semester

IV Semester

Compulsory Subjects

Code No.	Subject	Code No.	Subject
350301	C.C. III English (L.L.) OR	450401	C.C. IV English (L.L.) OR
310303	C.C.III Hindi	410403	C.C. IV Hindi
330500	FC – V Current Concerns	430600	F.C. VI (Current Social Issues & Problems)

Discipline & Applied Component (Any One From A, B, C)

(A)

340503	DC-V	Hindi	440703	DC-VII	Hindi
340603	DC-VI	Hindi	440803	DC-VIII	Hindi
360103	APC-I	Hindi	460203	APC-II	Hindi

(B)

345506	DC	Economics P-V	445706	DC	Economics P-VII
345606	DC	Economics P-VI	445806	DC	Economics P-VIII
365106	APC	Economics- P- I	465206	APC	Economics P- II

(C)

340511	DC-V	Sociology	440711	DC-VII	Sociology
340611	DC-VI	Sociology	440811	DC-VIII	Sociology
360111	APC-I	Sociology	460211	APC-II	Sociology

Ancillary Component (Any One)

370303	AC-III	Hindi	470403	AC-IV	Hindi
375306	AC	Economics P - III	475406	AC	Economics P- IV
370311	AC-III	Sociology	470411	AC-IV	Sociology
370310	AC-III	Psychology	470410	AC-IV	Psychology

B. A. III

V Semester

Compulsory Subjects

Code No.	Subject	Code No.	Subject
550501	C.C V English (L.L.)	650601	C.C. VI English (L.L.)
	OR		OR
510503	C.C. V Hindi	610603	C.C. VI Hindi

Discipline & Applied Component (Any One From A, B, C)

(A)

540903	DC-IX(A)	Hindi	641303	DC XIII (A)	Hindi
541003	DC-X	Hindi	641403	DC-XIV	Hindi
541103	DC-XI	Hindi	641503	DC-XV	Hindi
542203	DC-XII (B)	Hindi	642603	DC-XVI (B)	Hindi
560303	APC-III	Hindi	660403	APC-IV	Hindi

(B)

545906	DC	Economics IX	646306	DC	Economics XIII
546006	DC	Economics X	646406	DC	Economics XIV
546106	DC	Economics-XI	646506	DC	Economics XV
546206	DCI	Economics XII	646606	DC	Economics XVI
565306	APC	Economics III	665406	APC	Economics IV

(C)

540911	DC-IX	Sociology	641311	DC-XIII	Sociology
541011	DC-X	Sociology	641411	DC-XIV	Sociology
541111	DC-XI	Sociology	641511	DC-XV	Sociology

❖ Rules Regarding Refund of Fees for Aided Courses in Degree College

After receiving application for withdrawal of admission, fees will be refunded in the following manner.

Time of Withdrawal	Conditions of Withdrawal	Refund of Tuition Fees	Refund of Other Fees	Refund of Deposits	Charging of Processing Fees
Application for withdrawal submitted before starting of the programme or before close of admission process whichever is earlier.	—	All fees to be refunded	All fees to be refunded	All deposits to be refunded	Rs. 1000/-
Application for withdrawal submitted after starting of the programme or after close of admission process whichever is earlier.	The seat falling vacant is filled by admission of another candidate.	80% of the tuition fees to be refunded	80% of the tuition fees to be refunded	All deposits to be refunded	Rs. 1000/-

Essentials for refund of fees

1. The student should submit written application on plain paper for cancellation of admission (with date) along with the fee receipt.
2. The purpose of cancellation should be clearly stated in the application.
3. The application should be signed by the Principal.

However for unaided courses there is no refund of fees.

❖ Academic Term

The academic year will consist of two terms:

1st term- June to October; 2nd term - November to April

❖ **Timings**

The college timings are from 7:30am - 12:30pm

❖ **Attendance**

Attendance in all lectures, tutorials, tests, internal assessments and examinations is compulsory. It is mandatory for students to maintain 75% attendance in each subject during each term.

❖ **Eligibility & Admission**

Students seeking admission in B.Com and B.A will have to fulfill the following criteria :

- ❁ Std XII (H.S.C.) or Equivalent examination from any recognized board with English as a compulsory subject for admission to B.Com. Part I (First Year Degree College).
- ❁ The original certificates along with certified photo copies of the following have to be submitted at the time of admission:
 1. Std XII (HSC) mark sheet.
 2. College leaving Certificate.

Students from other states need to produce eligibility certificates from S.N.D.T. Women's University, Mumbai. The students should note that unless that application is accompanied by provisional eligibility certificate, their admission cannot be assured. Their admission becomes complete only when the S. N. D. T. Women's University confirms the same after receiving Migration or Transfer Certificate from respective boards/ University. + HSC. Passing Certificate.

As per the rule of the University /Department of education no students is allowed to keep terms simultaneously for two courses. As per rules students seeking admission must state that she has not registered herself in any other College or Institution for any course conducted by the University/Department of Education.

A student migrating to this college from any other college during the second term must produce 'No Objection Certificate' from the Principal of the college attended by her in the first term and the Dy. Director of Education, Greater Mumbai. This is also applicable in the case of a student of this college migrating to another college during the second term

❖ **Semester Exam**

The admission to the various semesters as per the new semester pattern introduced from June 2009 for B.Com & B.A are as follows:

- ❁ Admission from 1st to 2nd semester will be automatic, regardless of the number of subject heads in which a student may have failed.
- ❁ Admission to 3rd semester (from 2nd Semester) is given provided a student is not failing in more than 40% of subject heads in 1st and 2nd semester taken together.
- ❁ Admission from 3rd to 4th Semester is automatic.
- ❁ Admission to 5th Semester is given provided a student has passed in all subject heads in 1st and 2nd semester and is not failing in more than 40% of the subject

heads of passing in 3rd and 4th Semester taken together.

- ❁ Admission from 5th and 6th semester is automatic.

SEMESTER EXAMINATION RULES

- ❁ Internal examination is for 25 marks and a minimum of 09 marks is required for passing.
- ❁ External examination is for 75 marks and a minimum of 26 marks is required for passing.
- ❁ Each subject will be given a grade, total passing marks for each subject is 35 and the final grade point average will also be reflected in the mark sheet.
- ❁ The College conducts internal tests in accordance with the requirements of the Education Department / University. Internal examinations are conducted in form of objective test, viva, presentation, project, practical exams, case study etc.
- ❁ The college conducts two written tests of 15 marks each and one project work of 10 marks in each semester which will form a part of the internal exam. These marks will be consolidated to arrive at 25 marks of which it is mandatory for students to obtain a minimum of 09 marks in order to appear for the external examination.
- ❁ It is mandatory for students to pass in the internal examination of each subject. Students who have not passed in the internal exam cannot appear for the external exam. Student must independently pass both in the internal and external examination.
- ❁ Student will be allowed to keep terms in 5 or less than 5 papers in both semesters combined.

Other Degree Courses

Apart from the regular B.Com and B.A courses, the college also conducts the following three year degree courses:

❖ BACHELOR OF MANAGEMENT STUDIES (BMS)

Eligibility and Admission

Student seeking admission should fulfill the following criteria:

Std XII (HSC) or Equivalent examination from any recognized board with English as a compulsory subject for admission to B.M.S./ B.C.A./B.M.M

The Original certificates along with certified copies of the following have to be submitted at the time of admission:

1. Std XII (HSC) Mark sheet
2. College Leaving Certificate

Students from other states need to produce eligibility certificates from S. N. D. T. Women's University, Mumbai. The Students should note that unless the application is accompanied by provisional eligibility certificate, their admission cannot be assured. Their admission

becomes complete only when the S. N. D.T. Women's University confirms the same after receiving Migration or Transfer Certificate from the respective boards/University+.H.S.C. passing certificate.

As per the rule of University / Department of Education no student is allowed to keep terms simultaneously for two courses. Student seeking admission from must state that she has not registered herself at any other college institution for any course conducted by the University / Department of Education

❖ **Academic Term**

The academic year will consist of two terms:

1st term- June to October; 2nd term - November to April

❖ **Timings**

The college timings are from 7:30am- 12:30pm

❖ **Attendance**

Attendance in all lectures, tutorials, tests, internal assessments and examinations is compulsory. It is mandatory for students to maintain 75% attendance in each subject during each term.

❖ **Rules regarding refund of Fees**

Fees once paid will not be refunded for unaided courses

❖ **Semester Exam**

- ❁ Admission from 1st to 2nd semester will be automatic, regardless of the number of subject heads in which a student may have failed.
- ❁ Admission to 3rd semester (from 2nd Semester) is given provided a student is not failing in more than 40% of subject heads in 1st and 2nd semester taken together.
- ❁ Admission from 3rd to 4th Semester is automatic.
- ❁ Admission to 5th Semester is given provided a student has passed in all subject heads in 1st and 2nd semester and is not failing in more than 40% of the subject heads of passing in 3rd and 4th Semester taken together.
- ❁ Admission from 5th and 6th semester is automatic.

❖ **Semester Exam Rules**

- ❁ Internal examination is for 25 marks and a minimum of 09 marks is required for passing.
- ❁ External examination is for 75 marks and a minimum of 26 marks is required for passing.

The College conducts internal tests in accordance with the requirements of the Education Department / University. Internal examinations are conducted in form of objective test, viva, presentation, project, practical exams, case study etc.

- It is mandatory for students to pass in the internal examination of each subject. Students who have not passed in the internal exam cannot appear for the external exam. Student must independently pass both in the internal and external examination.

❖ Curriculum

B.M.S. I

Code No. SEMESTER I		Code No. SEMESTER II	
1001	Principles of Management	2001	Marketing Management
1002	Business Communication	2002	Organizational Behaviour
1003	Financial Accounting	2003	Economics II
1004	Principles of Marketing	2004	Management Information System
1005	Economics I	2005	Quantitative Techniques for Business

B.M.S II

Code No. SEMESTER III		Code No. SEMESTER IV	
3001	Business Law	4001	Strategic Management
3002	Cost and Management Accounting	4002	Financial Management
3003	Human Resource Management	4003	Consumer and Buyer Behaviour
3004	Fundamentals of Production and Operations Management	4004	Quality Management
3005	Quantitative techniques for business		Entrepreneurship and Stock market Options.

B.M.S. III

Code No. SEMESTER V		CodeNo. SEMESTER VI	
5001	Auditing & Taxation	6001	Security Analysis and Portfolio Management
5002	Banking & Financial Services	6002	Advanced Financial Management
5003	Integrated Marketing Communication	6003	International Business
5004	Brand Management	6004	Retail Management
5005	Industrial Relations	6005	International HRM
5006	Human Resource Development	6006	Talent Management
5007	Advanced Quantitative Methods for Business	6007	Project

❖ **BACHELOR OF COMPUTER APPLICATION (BCA)**

Eligibility and Admission

Student seeking admission should fulfill the following criteria:

Std XII (HSC) or Equivalent examination from any recognized board with English as a compulsory subject for admission to B.M.S./ B.C.A./B.M.M

The Original certificates along with certified copies of the following have to be submitted at the time of admission:

1. Std XII (HSC) Mark sheet
2. College Leaving Certificate

Students from other states need to produce eligibility certificates from S. N. D. T. Women's University, Mumbai. The Students should note that unless the application is accompanied by provisional eligibility certificate, their admission cannot be assured. Their admission becomes complete only when the S. N. D.T. Women's University confirms the same after receiving Migration or Transfer Certificate from the respective boards/University+.H.S.C. passing certificate.

As per the rule of University / Department of Education no student is allowed to keep terms simultaneously for two courses. Student seeking admission from must state that she has not registered herself at any other college institution for any course conducted by the University / Department of Education.

❖ **Academic Term**

The academic year will consist of two terms:

1st term- June to October; 2nd term – November to April

❖ **Timings**

The college timings are from 7:30am- 12:30pm

❖ **Attendance**

Attendance in all lectures, tutorials, tests, internal assessments and examinations is compulsory. It is mandatory for students to maintain 75% attendance in each subject during each term

❖ **Rules regarding refund of Fees**

Fees once paid will not be refunded for unaided courses

❖ **Semester Exam**

- ❁ Admission from 1st to 2nd semester will be automatic, regardless of the number of subject heads in which a student may have failed.
- ❁ Admission to 3rd semester (from 2nd Semester) is given provided a student is not failing in more than 40% of subject heads in 1st and 2nd semester taken together.
- ❁ Admission from 3rd to 4th Semester is automatic.

☼ Admission to 5th Semester is given provided a student has passed in all subject heads in 1st and 2nd semester and is not failing in more than 40% of the subject heads of passing in 3rd and 4th Semester taken together.

☼ Admission from 5th and 6th semester is automatic.

❖ **Semester Exam Rules**

☼ Internal examination is for 25 marks and a minimum of 09 marks is required for passing.

☼ External examination is for 75 marks and a minimum of 26 marks is required for passing.

☼ Each subject will be given a grade, total passing marks for each subject is 35 and the final grade point average will also be reflected in the mark sheet.

☼ The College conducts internal tests in accordance with the requirements of the Education Department / University. Internal examinations are conducted in form of objective test, viva, presentation, project, practical exams, case study etc.

☼ It is mandatory for students to pass in the internal examination of each subject. Students who have not passed in the internal exam cannot appear for the external exam. Student must independently pass both in the internal and external examination.

Curriculum

B.C.A. I

SEMESTER - I		SEMESTER - II	
Code	Subject	Code	Subject
1101	Business & Technical Communication	2101	Introduction to Logic Circuits & Digital Design
1102	Principles & Practice of Accounting	2102	Discrete Structures & Graph Theory
1103	Introduction to Programming & Problem Solving Using 'C'	2103	Advanced 'C'
1104	Computer Fundamentals & Operating Systems	2104	Environmental Science & RTI
1201	Problem Solving Using 'C' Lab*	2201	Advanced 'C'LAB*
1202	GNU/Linux Lab*	2202	Open Source Operating System & Application Software's LAB*

B .C .A. II

SEMESTER III		SEMESTER IV	
Code	Subject	Code	Subject
3101	Introduction to Microprocessor	4101	Data Structures & File Organization

3102	Numerical Methods & Algorithms	4102	Information System Analysis & Design
3103	Computer Organization & Architecture	4103	Introduction to Software Engineering
3104	File Structure & Database Management System	4104	Object Oriented Programming using C++
3201	Microprocessors LAB*	4201	Data Structures LAB*
3202	Database Management System LAB*	4202	Object Oriented Programming using C++LAB*

B .C .A.III

SEMESTER V		SEMESTER VI	
Code	Subject	Code	Subject
5101	Data Communication and Networking	6101	Management Information System
5102	JAVA Programming	6102	Enterprise Resource Planning
5103	Visual and Database Programming	6103	Intelligent property rights, patents and cyberlaws
5104	Internet Programming	6104	Elective 1. E-Commerce 2. Artificial Intelligence 3. Web Technology
5201	Java Programming LAB	6201	Project
5202	Internet Programming LAB		

BACHELOR OF MASS MEDIA (BMM) Eligibility and Admission

Student seeking admission should fulfill the following criteria:

Std XII (HSC) or Equivalent examination from any recognized board with English as a compulsory subject for admission to B.M.S./ B.C.A./B.M.M

The Original certificates along with certified copies of the following have to be submitted at the time of admission:

1. Std XII (HSC) Mark sheet
2. College Leaving Certificate

Students from other states need to produce eligibility certificates from S. N. D. T. Women's University, Mumbai. The Students should note that unless the application is accompanied by provisional eligibility certificate, their admission cannot be assured. Their admission becomes complete only when the S. N. D.T. Women's University confirms the same after receiving Migration or Transfer Certificate from the respective boards/University+.H.S.C. passing certificate.

As per the rule of University / Department of Education no student is allowed to keep terms simultaneously for two courses. Student seeking admission from must state that she has not registered herself at any other college institution for any course conducted by the University / Department of Education.

❖ **Academic Term**

The academic year will consist of two terms:

1st term- June to October; 2nd term – November to April

❖ **Timings**

The college timings are from 7:30am- 12:30pm

❖ **Attendance**

Attendance in all lectures, tutorials, tests, internal assessments and examinations is compulsory. It is mandatory for students to maintain 75% attendance in each subject during each term.

❖ **Rules regarding refund of Fees**

Fees once paid will not be refunded for unaided courses

❖ **Semester Exam**

- ❁ Admission from 1st to 2nd semester will be automatic, regardless of the number of subject heads in which a student may have failed.
- ❁ Admission to 3rd semester (from 2nd Semester) is given provided a student is not failing in more than 40% of subject heads in 1st and 2nd semester taken together.
- ❁ Admission from 3rd to 4th Semester is automatic.
- ❁ Admission to 5th Semester is given provided a student has passed in all subject heads in 1st and 2nd semester and is not failing in more than 40% of the subject heads of passing in 3rd and 4th Semester taken together.
Admission from 5th and 6th semester is automatic.

❖ **Semester Exam Rules**

Internal examination is for 25 marks and a minimum of 09 marks is required for passing.

External examination is for 75 marks and a minimum of 26 marks is required for passing.

Each subject will be given a grade, total passing marks for each subject is 35 and the final grade point average will also be reflected in the mark sheet.

The College conducts internal tests in accordance with the requirements of the Education Department / University. Internal examinations are conducted in form of objective test, viva, presentation, project, practical exams, case study etc.

It is mandatory for students to pass in the internal examination of each subject. Students who have not passed in the internal exam cannot appear for the external exam. Student must independently pass both in the internal and external examination.

❖ Curriculum

B.M.M. - I

SEMESTER - I

Code	Subject
1001	Effective Communication Skills
1002	Fundamentals of Mass Communication
1003	Contemporary World History
1004	Traditional Media
1005	Introduction to Sociology

SEMESTER - II

Code	Subject
2001	Environmental Studies
2002	Indian Political and Economic systems
2003	Introduction to Psychology
2004	Effective Writing Skills
2005	Introduction to Computers

B.M.M. - II

SEMESTER - III

Code	Subject
3001	Marketing Communication /Advertising
3002	Literary Appreciation
3003	Public Relations
3004	Media and Event Management
3005	Journalism
3006	Media & Women

SEMESTER - IV

Code	Subject
4001	Dynamics of Mass Communication
4002	Broadcast Media - Radio & T.V.
4003	Course of Basic Photography (College Level)
4004	Cinema
4005	Applied Arts
4006	Advance Computer

B.M.M. - III

SEMESTER - V

Code	Subject
5101	Advertising & Marketing
5201	Basic of Reporting (College Level)
5301	Introduction to Animation
5102	Consumer Behaviour
5202	Editing, Layout & Design (College Level)

SEMESTER - VI

Code	Subject
6101	Marketing Communication
6201	Media Law and Society
6301	Research in Animation
6102	Marketing and Advertising Research (College Level)
6202	News Media Organization and Management

5302	Visual Communication	6302	Flash Scripting
5103	Advertising & Society (College Level)	6103	Ethics in Advertising
5203	News Paper Writing Styles	6203	Ideas, Contemporary Issues Challenges
5303	Animation application in Media	6303	Advanced Web Designing
5105	Branding	6105	Customer Relationship Management
5205	Magazines & Journals	6205	Women of the fourth estate (College Level)
5305	Basic of Art & Drawing (College Level)	6305	Audio Video Editing (College Level)
5001	Research Methodology	6016	Copy Writing
	Media Planning & Scheduling (College Level)	6206	Crusading
5104	Scheduling (College Level)	6306	Video Editing and SFX (College Level)
5204	Introduction to Regional Journalism	6104	Advertising Department & Agencies
5304	2D & 3D Animation (College Level)	6204	Electronic Journalism / Web Journalism (Practical Project)
		6304	3D Animation (College Level)

Post Graduate Courses

The College offers two post graduate courses:

❖ M.A - Economics

Eligibility and Admission

B.A Degree from a recognized University.

The Students should obtain the Prospectus and admission forms by paying the requisite fee only if they have scored 45% of more marks in case of open category and 40% or more marks in case of SC/ST/BC and such other categories. The Original Certificates along with Certified Photo Copies of the following have to be submitted at the time of admission:

1. Recent Photograph.
2. Leaving certificate of previous institution.
3. Passing certificate of higher secondary examination.
4. Mark sheet of last qualifying examination.
5. Caste certificate wherever applicable.
6. Caste validity certificate.

7. Non creamy layer certificate wherever applicable.
8. Migration Certificate for students who have migrated from other statutory university or boards.
9. Marriage certificate for those required change of name wherever applicable.
10. Certificate of active retired military services wherever applicable.
11. Certificate of physical handicapped wherever applicable.

Students from other states need to produce eligibility certificates from S.N.D.T. Women's University, Mumbai. The students should note that unless the application is accompanied by provisional eligibility certificate, their admission cannot be assured - Their admission becomes complete only when the S.N.D.T. Women's University confirms the same after receiving Migration or Transfer Certificate from the respective Boards / University, where they studied. As per the rules of the University/Department of Education, no students is allowed to keep terms simultaneously for two courses. Students seeking admission must state that she has not registered herself at any other College or Institution for any course conducted by the University/Department of Education.

❖ **Academic Term**

The academic year will consist of two terms:

1st term- June to October; 2nd term – November to April

t❖ **Attendance**

75% attendance is compulsory for all students in each semester, failing which the student will not be eligible to write the external examination at the end of each semester.

Rules of Examination for M. A.

- ❁ Standard of passing for each subject and overall at M.Com will be 40%
- ❁ Each subject head will carry 100 marks consisting of internals (50 marks) and externals (50 marks). Internals may include written tests, written assignments, field work etc.
- ❁ The minimum marks to qualify for passing in internals will be 20 and the minimum marks to qualify for passing in externals will be 20.
- ❁ Students who fail to secure the minimum marks of 20 in a subject head in the internals will not qualify to take the external examination of 50 marks in that subject head at the end of the semester
- ❁ Admission from semester I to semester II will be automatic regardless of the number of subject heads in which a student may have failed. But admission to semester III (M. A. II) will be given provided the student is not failing in more than three subject heads in semester I and semester II taken together.
- ❁ Degree will be awarded on the basis of performance of student in all 4 semesters taken together.

Freeship, Scholarship and Financial Aid

Fee concession for Schedule Caste/Schedule Tribe/Vimukta Jamati/Nomadic Tribe/Special Backward Class is available as per Government Rules.

Students have to submit the following documents (photocopies) for availing Freeship/Scholarship under reservation categories.

- ❁ Caste Certificate
- ❁ Caste Validity Certificate
- ❁ Aadhar Card
- ❁ Income Certificate
- ❁ Marriage Certificate
- ❁ Ration Card
- ❁ Gap certificate, if applicable.
- ❁ Rules for re-appearing in examination
- ❁ Student who does not pass examination of a particular course in four attempts will have to enroll for the entire programme.

Student has to complete a post graduate programme in five years. For instance a student enrolling for a two year post graduate programme in 2012-2013 will have to complete the programme by 2016-17.

- ❁ When the syllabus changes, question paper of the old syllabus will be set for three years along with the question paper for new syllabus . If a student is unable to complete the post graduate programme she is enrolled in within three years after the syllabus is changed, she will have to appear for examination of the new course.

Revaluation

Facilities for verification of marks, obtaining photocopy of answer sheet and revaluation of answer sheet and revaluation of answer scripts are available on payment of prescribed fees.

Gracing rules

- ❁ For each semester examination a maximum of 1% of the total marks of that semester (if the number is a fraction less than 0.5 it will be rounded off to the immediate lower digit and if it is 0.5 or more it will be rounded off to the next immediate higher digit) can be given as grace marks for passing in the subject head. These marks can be given all in one subject or spread across all subjects. For example, if the total semester is for 500 marks then a maximum of 5 marks grace can be given in the total. All the 5 marks grace can be given in one subject or can be divided equally among all the subjects wherever the student has failed to get the required minimum marks to pass.
- ❁ Up to 0.5% of the total marks of that semester can be given to bring the total up to 60%. Fraction will be treated as given in 10. For example, if the total semester is for 500 marks then, maximum of 2.5 marks grace can be given in the total.

Rules for class improvement

- ❁ Students shall be given one attempt for class improvement.
- ❁ Students may avail of class improvement facility within 3 years from her last appearance i.e if a student has passed in April , 2014 she has time until April,2017 to improve the class.
- ❁ Student should appear for all the papers that are considered for the university degree.
- ❁ Under the semester pattern, where only two semesters are considered for university degree, the student may either appear for all the papers under fourth semester in one attempt or she may appear for one semester at a time in November and March, respectively.
- ❁ Where all semesters are considered for university degree, she may either appear for all papers of all semesters in one attempt or appear for two semesters at a time in November and March.
- ❁ Students shall appear for odd semesters only in November (not permitted in May) and for even semesters only in May (not permitted in November).
- ❁ Internal assessment marks will be carried forward.
Internal assessment marks will be carried forward.
- ❁ Students who appear in two parts should do so in consecutive terms i.e a student who appears in October examination for odd semester examination should appear for the even semester examination in the immediate following April examination. No gap between examinations will be permitted.
- ❁ There will be a separate examination form for class improvement.

PREREQUISITES:

- ❁ A student is required to obtain 80 credits for MA degree: 32 credits in core modules and further 48 credits in optional modules (One credit is equivalent to 15 hours of teaching in a semester).
- ❁ Students are required to take two core and three optional papers in I and II semesters and three core and two optional papers in III semester and one core paper, research project and internship in semester IV.

❖ **Curriculum (M.A Economics)**

Subject codes	Subject Titles
Semester I	Core Group
106001	Microeconomics - I
106002	Economics of Growth and Development -I
Semester II	Subject Titles
206003	Microeconomics - II
206004	Economics of Growth and Development -II
Semester III	Subject Titles
306006	Macroeconomics - I
306007	Indian Economy
306777	Research Methodology
Semester IV	Subject Titles
406008	Macroeconomics - II
406888	Research Project
406999	Internship
	Optional Group (Subject Titles)
506101	Industrial Economics
506102	Labour Economics
506103	Mathematical Economics
506104	Econometrics
506105	Demography
506106	Agricultural Economics
506107	Economics of Gender and Development
506108	Financial Institutions and Markets
506109	Economics of Infrastructure
506110	Public Economics
506111	International Economics
506112	Economy of Maharashtra
506113	Rural Economics
506114	Urban Economics
506115	Economics of Cooperation
506116	Economics of Physical Infrastructure
506117	Economics of Social Infrastructure
506118	Indian Agriculture

M.COM

❖ Eligibility and Admission

B. Com Degree from a recognized University.

The Students should obtained the Prospectus and admission forms by paying the requisite fee only if they have scored 45% of more marks in case of open category and 40% or more marks in case of SC/ST/BC and such other categories. The Original Certificates along with Certified Photo Copies of the following have to be submitted at the time of admission:

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4. Mark sheet of last qualifying examination.
5. Caste certificate wherever applicable.
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7. Non creamy layer certificate wherever applicable.
8. Migration Certificate for students who have migrated from other statutory university or boards.
9. Marriage certificate for those required change of name wherever applicable.
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❖ Academic Term

The academic year will consist of two terms:

1st term- June to October; 2nd term – November to April

❖ Attendance

75% attendance is compulsory for all students in each semester, failing which the student will not be eligible to write the external examination at the end of each semester.

❖ Rules of Examination for M. Com

- ❁ Standard of passing for each subject and overall at M.Com will be 40%

- ❁ Each subject head will carry 100 marks consisting of internals (50 marks) and externals (50 marks). Internals may include written tests, written assignments, field work etc.
- ❁ The minimum marks to qualify for passing in internals will be 20 and the minimum marks to qualify for passing in externals will be 20.
- ❁ Students who fail to secure the minimum marks of 20 in a subject head in the internals will not qualify to take the external examination of 50 marks in that subject head at the end of the semester.
- ❁ Admission from semester I to semester II will be automatic regardless of the number of subject heads in which a student may have failed. But admission to semester III (M. Com. II) will be given provided the student is not failing in more than three subject heads in semester I and semester II taken together.
- ❁ Degree will be awarded on the basis of performance of student in all 4 semesters taken together

Freeship, Scholarship and Financial Aid

Fee concession for Schedule Caste/ScheduleTribe/Vimukta Jamati/Nomadic Tribe/Special Backward Class is available as per Government Rules.

Students have to submit the following documents (photocopies) for availing Freeship/Scholarship under reservation categories.

- ❁ Caste Certificate
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- ❁ Gap certificate, if applicable.
- ❁ Rules for re-appearing in examination
- ❁ Student who does not pass examination of a particular course in four attempts will have to enroll for the entire programme.
- ❁ Student has to complete a post graduate programme in five years. For instance a student enrolling for a two year post graduate programme in 2012-2013 will have to complete the programme by 2016-17.
- ❁ When the syllabus changes, question paper of the old syllabus will be set for three years along with the question paper for new syllabus . If a student is unable to complete the post graduate programme she is enrolled in within three years after the syllabus is changed, she will have to appear for examination of the new course.

Revaluation

Facilities for verification of marks, obtaining photocopy of answer sheet and revaluation of answer sheet and revaluation of answer scripts are available on payment of prescribed fees.

Gracing rules

- ❁ For each semester examination a maximum of 1% of the total marks of that semester (if the number is a fraction less than 0.5 it will be rounded off to the immediate lower digit and if it is 0.5 or more it will be rounded off to the next immediate higher digit) can be given as grace marks for passing in the subject head. These marks can be given all in one subject or spread across all subjects. For example, if the total semester is for 500 marks then a maximum of 5 marks grace can be given in the total. All the 5 marks grace can be given in one subject or can be divided equally among all the subjects wherever the student has failed to get the required minimum marks to pass.
- ❁ Up to 0.5% of the total marks of that semester can be given to bring the total up to 60%. Fraction will be treated as given in 10. For example, if the total semester is for 500 marks then, maximum of 2.5 marks grace can be given in the total.

Rules for class improvement

- ❁ Students shall be given one attempt for class improvement.
- ❁ Students may avail of class improvement facility within 3 years from her last appearance i.e if a student has passed in April, 2014 she has time until April, 2017 to improve the class.
- ❁ Student should appear for all the papers that are considered for the university degree.
- ❁ Under the semester pattern, where only two semesters are considered for university degree, the student may either appear for all the papers under fourth semester in one attempt or she may appear for one semester at a time in November and March, respectively.
- ❁ Where all semesters are considered for university degree, she may either appear for all papers of all semesters in one attempt or appear for two semesters at a time in November and March.
- ❁ Students shall appear for odd semesters only in November (not permitted in May) and for even semesters only in May (not permitted in November).
- ❁ Internal assessment marks will be carried forward.
- ❁ Students who appear in two parts should do so in consecutive terms i.e a student who appears in October examination for odd semester examination should appear for the even semester examination in the immediate following April examination. No gap between examinations will be permitted.
- ❁ There will be a separate examination form for class improvement.

Curriculum (M.Com)

Semester I (All Papers Compulsory)

Subject Code	Subject
100101	Financial Management
100102	Strategic Management
100103	Corporate Accounting
100104	Economic and Business Environment-
100105	Basics of Finance and Accounts

Semester II (Three Papers Compulsory and Two Papers Optional)

Subject Code	Subject
200201	Financial Services
200202	Economic and Business Policies
200203	Accounting for Managerial Decisions
	Specialization Paper I
	Specialization Paper II

Semester III (Three Papers Compulsory and Two Papers Optional)

Subject Code	Subject
300301	Consumer Behaviour
300302	International Business
300303	Research Methodology
	Specialization Paper III
	Specialization Paper IV

Semester IV

Subject Code	Subject
400401	Retail Banking
400402	Internship
400403	Internship
400404	Research Project
400405	Research Project

Specialization Subjects

Group A Finance

Subject Code	Subject
210105	Financial Institutions & Markets
210205	Security Analysis & Portfolio Management
310305	Treasury & Risk Management
310405	Financial Instruments & Derivatives

Group B Marketing Management

Subject Code	Subject
210106	Introduction to Marketing Management
210206	Integrated Marketing Communication
310306	Product and Brand Management
310406	Service Marketing and Customer Relationship Management

Group C Human Resource Management

Subject Code	Subject
210107	Organizational Behaviour
210207	Talent Management and Reward System
310307	Leadership Skills and Change Management
310407	Key People Management, Retention and Human Resource Audit

Group D Retail Management

Subject Code	Subject
210108	Modern Retailing Operations
210208	E Commerce
310308	Brand Management
310408	Logistics & Supply Chain Management

Group E Finance & Taxation

Subject Code	Subject
210109	Corporate Tax Planning & Management Paper I
210209	Financial Auditing & Taxation Paper I
310309	Corporate Tax Planning & Management Paper II
310409	Financial Auditing & Taxation Paper II

Group F Advanced Management Accounting & Auditing

Subject Code	Subject
210110	Advanced Accountancy Paper I
210210	Advanced Cost Accounting & Auditing Paper I
310310	Advanced Accountancy Paper II
310410	Advanced Cost Accounting & Auditing Paper II

VOCATIONAL COURSES

Sr. No.	Name of the Programme/Course	Duration	Entry Qualification	Medium of instruction	Award	Fee Charged
1	Tailoring	3 mths	SSC	English/ Hindi	Certificate	3000
2	Embroidery	3 mths	SSC	English/ Hindi	Certificate	3000
3	Fashion drawing and illustration	3 mths	SSC	English/ Hindi	Certificate	3000
4	Soft Toy Making	3 mths	SSC	English/ Hindi	Certificate	3000
5	Jewellery Designing- Basic & Advanced	3 mths	SSC	English/ Hindi	Certificate	3000
6	3D Origami	3 mths	SSC	English/ Hindi	Certificate	3000
7	Beeds Work	3 mths	SSC	English/ Hindi	Certificate	3000
8	Wood Carving	3 mths	SSC	English/ Hindi	Certificate	3000
9	Elementary Intermediate Govt drawing exam	3 mths	SSC	English/ Hindi	Certificate	6000
10	Paper Quilling	3 mths	SSC	English/ Hindi	Certificate	3000
11	Calligraphy- Basic & Advanced	3 mths	SSC	English/ Hindi	Certificate	3000
12	Glass Painting	3 mths	SSC	English/ Hindi	Certificate	3000
13	Fabric Painting	3 mths	SSC	English/ Hindi	Certificate	3000
14	Warli Painting	3 mths	SSC	English/ Hindi	Certificate	3000
15	Ceramic Painting	3 mths	SSC	English/ Hindi	Certificate	3000
16	Nib Painting	3 mths	SSC	English/ Hindi	Certificate	3000
17	Personality Development	3 mths	SSC	English/ Hindi	Certificate	3000
18	English Speaking& Communication Skills	3 mths	SSC	English/ Hindi	Certificate	3000
19	Sanskrit	3 mths	SSC	English/ Hindi	Certificate	3000
20	Astrology	3 mths	SSC	English/ Hindi	Certificate	3000
21	Beauty& Care	3 mths	SSC	English/ Hindi	Certificate	3000
22	Gymnasium	3 mths	SSC	English/ Hindi	Certificate	3000
23	Yoga	3 mths	SSC	English/ Hindi	Certificate	3000
24	Music	3 mths	SSC	English/ Hindi	Certificate	3500
25	Dance	3 mths	SSC	English/ Hindi	Certificate	3500
26	Interior Designing	3 mths	SSC	English/ Hindi	Certificate	4000
27	MS-CIT		SSC	English/ Hindi	Certificate	2850
28	Multimedia Programming	3 mths	SSC	English/ Hindi	Certificate	4500
29	Web designing	3 mths	SSC	English/ Hindi	Certificate	4500
30	Tally	3 mths	SSC	English/ Hindi	Certificate	4000
31	C + +	3 mths	SSC	English/ Hindi	Certificate	4500

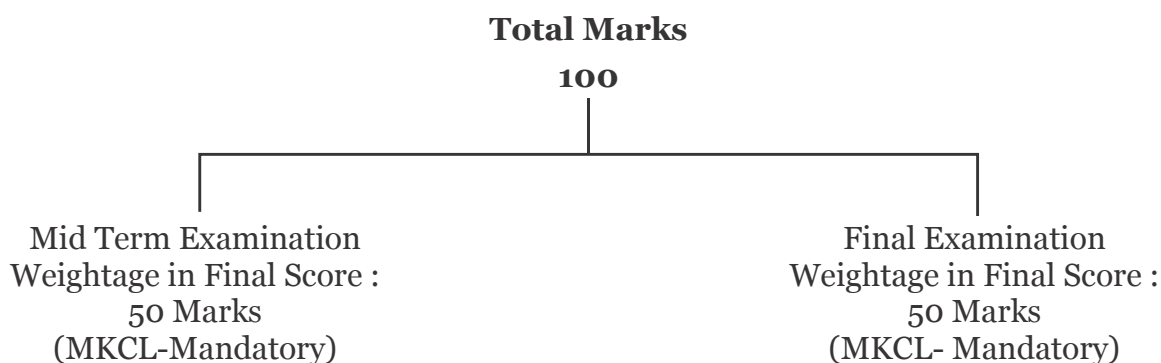
DIPLOMA IN BANKING, FINANCE, SECURITY AND INSURANCE (BFSI)

The Banking, Finance, Security and Insurance (BFSI) are sectors that constantly require trained manpower. Diploma in BFSI launched by Maharashtra Knowledge Corporation with Global Talent Track is a comprehensive course designed to impart professional training pertaining to BFSI sector. It offers a technology-driven blended learning model for academic delivery.

It comprises of :

- e-Learning based self-learning sessions through MKCL's eLearning Framework: ERA
- Activities and Case studies leading to experiential learning
- Discussions and academic interactions with Learning Facilitators
- Assessments and Collaboration

The evaluation structure, including internal evaluation & final examination, is as follows:-



U.G.C COURSES

Sr. No.	Name of the Programme/Course	Duration	Entry Qualification	Medium of instruction	Award	Fee Charged
1	Fashion Designing	1year	HSC	English/ Hindi	Certificate	5000
2	Health & Fitness Management	1year	HSC	English/ Hindi	Certificate	5000
3	Promotion of Ethics and Human Values	6 mths	HSC	English/ Hindi	Certificate	3500
4	Human Rights & Duties Education	6 mths	HSC	English/ Hindi	Certificate	3500
5	Mass Media	1 Year	HSC	English/ Hindi	Certificate	5000

College Rules and Regulations

❖ General Rules

- ❁ Every student is required to wear an Identity Card when in college premises. The ID card is invalid unless a passport size photo of the student is affixed in the space provided and bears the signature of the Principal.
- ❁ Students must not do anything inside or outside the College that will in any way interfere with its orderly administration, discipline and smooth functioning.
- ❁ No Notice or Article pertaining to the College must be given by the students in any newspaper or magazine.
- ❁ Students are expected to take proper care of the College property and to co-operate in keeping the premises neat and clean. Any damage to the College property is a breach of discipline and will be strictly dealt with.
- ❁ Students are not permitted to carry mobile phones within the College premises. Defaulters will be dealt with accordingly and hand set will be confiscated.
- ❁ Students will be responsible for their personal belongings. College will not be accountable for any loss of personal belongings of the students. All unclaimed books, bags, etc. must be deposited in the College Office.
- ❁ Ragging is strictly prohibited in and around the College premises. Students are advised not to get involved in any ragging activities. Any complaint of ragging against any student will extract heavy fine, which depending upon the severity of case, may amount to expulsion of the defaulting individual from the college. To ensure strict compliance the College has an 'Anti Ragging Committee' consisting of following teachers:
Ms. Shruti Ranade & Ms. Swati Vaidya: Tele No. 9870294531
- ❁ Decision on matters not covered by the above rules will rest at the absolute discretion of the Principal.

❖ Exam Rules

- ❁ Exam shall be conducted at the end of each term while unit tests shall be held throughout. In addition regular assignments will also be given to the students. Strict disciplinary action will be taken against the student who is absent for any test / exam or fails to submit the assignment on time without any genuine reason.
- ❁ Attendance of minimum 75% in each subject is mandatory for appearance in term end examinations.
- ❁ Use of mobile phones during exams is strictly prohibited.
- ❁ Strict action will be taken against students using unfair means during examinations
- ❁ Every year the Principal conducts a meeting to discuss the examination results. The academic performance and participation of individual student in various curricular and co-curricular activities is discussed in detail. This helps in giving specific attention to the weaker areas of the students or to the students not performing up to the standards.

❖ Attendance Rules

- ❁ Attendance in all lectures, tutorials, tests, internal assessments and examinations is compulsory. It is mandatory for students to maintain 75% attendance in each subject during each term.
- ❁ Students who fail to maintain the condition of minimum attendance on account of illness or any other reason, which is deemed right by the principal should apply in writing to the principal for leave of absence failing which they will be treated as defaulters.
- ❁ The list of roll numbers of the students with less than the required attendance is put up from time to time. Parents and guardians of the students with very poor attendance records are informed in writing in anticipation of improving attendance. Meetings are regularly held with parents to inform them about their ward's academic and overall performance

STUDENT WELFARE SCHEMES / FUNDS

❖ Poor Student Fund

Poor Student Fund has been established with the help of University Grants Commission. Each year a good number of poor and needy students are provided help in the form of College & Examination Fees.

❖ Scholarships

College Management grants scholarships to the meritorious students and those who are assessed to be financially weak and cannot afford college education.

❖ Free Accidental Insurance

All students are covered under Accidental Insurance up to Rs. 50,000/-

❖ Railway Concessions

The college provides the railway concession form which when filled and submitted by the students would entitle them Railway concession for the Season Tickets between Churchgate or Chhatrapati Shivaji Terminus and the local Railway Station nearest to their residence.

FACILITIES



Library

The college provides library facilities to students. The college library has a huge collection of over 21000 books. It also has a good number of audio- visual aids in the form of CD's/ VCD's.

OPAC- Online public accesses catalogue allows faculty and the students to locate books and other library material without any effort. N-List (National Library and information services infrastructure of scholarly content) allows faculty and students to access e-journals, e-books pertaining to various disciplines.

It subscribes to important journals, periodicals and is kept open from 9.00am to 5.00pm on all days except Sundays. Students are allowed to enter the library only with a valid Identity card

Issue and Return of Books : Students are allowed to borrow 2 books at a time. The book is issued for one week against the library card. In case the book is not returned on the due date fine will be charged day wise for each extra day.

Computer Centre

The college has well equipped air-conditioned computer labs with internet access. This facility is provided free for students to enhance their chances of succeeding in technology-based classroom assignments, encourage research based learning, and to provide access to equipment that will support the needs of instruction where they enjoy life-long learning.

The computer labs support the curriculum of the college and the assignments of the instructors.



FACILITIES



Gymkhana

The college has a well-equipped gymkhana which provides the necessary space and equipment for both indoor and outdoor sports. The gym has state of the art fitness equipment's like electronic treadmill, exercise cycle, twister, Multi-pulley etc. A professional instructor is available during working hours to guide the students on exercise diet and fitness regime

Auditorium

The auditorium is used for activities such as seminars, guest lectures, cultural activities, department functions and other events. The auditorium is well equipped with latest LCD projectors, slide projectors and seats; it has a seating capacity of over 250 people.



Canteen

The college canteen is located on the ground floor. It offers hygienic snacks and meals at reasonable rates. It tends to be a popular place on campus, not only for physical refreshment but also for student bonding.

ACTIVITIES



College Annual Festival

Every year the college organizes 'Ras-Puhar' a grand cultural show of performing arts. It gives the students an opportunity to exhibit their talents. This annual festival is the highlight of B.M Ruia College. Apart from its grand celebration it also serves as a platform in recognizing meritorious students who have topped the examinations at the

University and those who won competitions in various events in and outside the college.

N.C.C

The college encourages students to actively participate in N.C.C activities held at college throughout the year. It provides ample opportunities to the students to contribute their services for the betterment of the nation. This wing of the college conducts activities such as Annual Training Camps, Rifle Shooting Practice / Competitions, First-Aid Training, Rope-climbing etc. for the students.



ACTIVITIES



National Service Scheme (N.S.S.)



The NSS Motto 'Not Me But You', reflects the spirit of self-less service. The NSS symbol, based on the Wheel of the Konark Sun Temple is embossed on the NSS badge. The symbol stands for continuity as well as change and implies continuous striving for social development. The NSS objective

is to develop among the volunteers a sense of social and civic responsibility, gain communicative skills in mobilizing community participation, acquire leadership qualities, and develop the overall personality of the students. NSS makes the student responsible, confident and dedicated citizen.

The NSS volunteers are required to participate in regular and special camp activities and work with the community to complete 240 hrs during the first and second year. In the final year degree college students are given 10 incentive marks as per university norms. The NSS unit of our college regularly undertakes socially relevant projects in collaboration with Government and Non-Government Organizations, like BMC, KARMA NGO, International Rotary Club, etc.

The NSS activities conducted are :

- Health Awareness Programmes, Pulse Polio Immunization, Medical Check-up and Eye Check-up Camps.
- Environment awareness, Beach cleaning, Tree Plantation, and Cleanliness Drive Programmes.
- Disaster Management Training, Leadership Training Camps and Life Skill Programmes.
- Seminars, Workshops, Guest Lectures on Social Issues
- Literacy Project, Legal awareness, Career Guidance Programmes
- Visit to Old Age Homes and Orphanages
- Street Plays, Surveys, competitions based on social and current issues are organized

ACTIVITIES



Sports

The college trains the students for inter-collegiate competitions in basketball, volleyball, table tennis, kabaddi, khokho, cricket, athletics, chess and yoga. Opportunities are provided to students to participate in camps, hikes, sports related seminars and workshops organized by the University. Training is also provided for students in indoor games like carom, chess, table tennis. Special training is provided in the field of yoga & martial arts this has encouraged

many students to participate in national level yogasana tournaments.

Cultural Programs

The college provides its students numerous opportunities for co-curricular activities to enrich their cultural interests. The cultural committee of the college encourages the students to take part in a wide variety of cultural competitions such as singing, dancing, debates, creative writing, poetry, dramatics, elocutions, etc. and holds various cultural activities throughout the year. It also trains students to participate in the “Youth Festival” which is an annual Inter Collegiate Competition organized by SNDT University.



Trade Fair

The college hosts “Trade Fair- Unnati” annually to instill an entrepreneurial spirit among students. This event creates aspiration among students by promoting interest, and provides them with learning opportunities to acquire business skills, at the same time it encourages the students by creating awareness of venture creation as a viable career option.

ACTIVITIES



Industrial Visits

The college believes that education and industry must have a reciprocal relationship in order to gain the most from each other. These industrial visits provide an insight on how companies work and also provide useful information related to the course which cannot be visualized in lectures. Students greatly benefit from such visit to the companies as they get insight on the internal working environment of the company.

Environmental Visits

Environmental education plays an important role in promoting awareness for environmental issues and environmentally responsible behaviors. Keeping this in mind the college regularly arranges for an environmental visit to different places in Mumbai, this has created awareness of the environment leading to informed concern for and active participation in resolving environmental problems.



Alumni

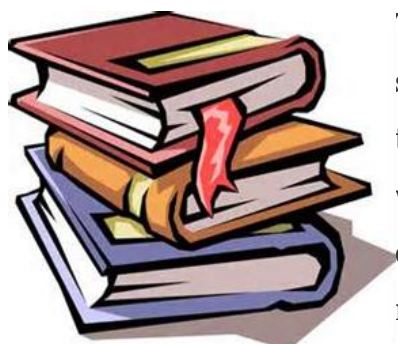
In order to provide platform for interaction between the alumni, present students and the faculty the college has established an Alumni Association. This association organizes an alumni meet once in a year for ex-students to meet and spend some nostalgic time together.

Associations and Committees

To ensure the improvement & sustenance of quality education in the institution, various committees under the leadership of different teachers have been constituted they are as follows:

- Academic Committee
- Examination Committee
- Discipline Committee
- Cultural Committee
- N.S.S Committee
- Students' Welfare Committee
- Alumni Committee
- Career Guidance Committee
- Disaster Management Cell
- Parent-Teacher Association
- Sports Committee
- Counseling Cell
- Library Committee
- N.C.C Committee
- Anti-Ragging Committee
- English Committee
- Research Cell
- Multi-media Club

Magazine and Research Journal



To encourage the creativity and writing aptitude in the students and to give them a platform to express their original thoughts the college publishes a magazine named “Unnati” in which articles on different subjects by students and faculty is expressed. The events and activities of the college are also reported in the magazine. The college also regularly publishes research articles in the ISBN book.



COLLEGE FACULTY

Principal : Dr. (Smt.) Nini Gulla M.A., B.Ed., M.Phil., Ph.D.

English Department

Dr. (Smt.) Renuka Devi Jena M.A., M.Phil (HOD), Ph.D
Ms. Kavita Patil M.A , SET, NET
Smt. Malini Anvekar M.A., B.Ed.
Smt. Maheshwari Murdeshwar M.A., B.Ed.
Mr. Milind Matke M.A.,B.Ed.

Hindi Department

Dr. (Smt.) Santosh KaulKak M.A., B.Ed., Ph.D. SET (HOD).
Dr. (Smt.) Sunita Mishra M.A., Ph.D.
Shri. Ramlakhan Pal M.A, NET.
Smt.Sandhya Pandey M.A.(Hindi), M.A.(Economics), B.Ed.
Smt..Manju Yadav M.A., B.Ed.
Smt. Saroj Kudal M.A. B.Ed.

Economics Department

Dr. (Smt.) Nini Gulla M.A., B.Ed., M.Phil, Ph.D. (HOD)
Smt. Swati Vaidya M.A. SET
Dr. (Smt.) Beenu Singh M.A. Ph.D
Smt. Sumita Guha M.Sc., NET
Smt. Kusuma Dabali M.A.,B.Ed
Smt. Suhashini Nikam M.A, B.Ed.
Mrs.Nilam Chetiwal M.A , B.Ed,NET

Commerce Department

Ms. Nooruzia Qazi M.Com., M.Phil., SET (HOD)
Dr. (Smt). Anita Jacob M.Com.,SET,Ph.D
Mr. Kashyap Ganatra M.Com,NET
Ms BeenaThakkar M.Com., B.Ed., M.Ed, L.L.B
(Vice Principal ,Junior College)
Smt. KshamaTamhankar M.Com., B.Ed., M.Ed.
Smt. Ajeetha Gopinath M.Com., B.Ed
Smt. Nazneen Shaikh M.Com., B.Ed, M.A in Education
Smt. Sapna Bhambari M.Com., B.Ed
Smt. Shreya Uzgare M.Com , B.Ed.

Sociology Department

Dr.(Smt).Hemlata Masiwal M.A. M.Phil Ph.D
Dr.(Smt) UshakiranTiwari M.A. B.Ed., M.Ed., Ph.D
(Smt.) Mahejabeen Momin M.A., B.Ed, M.Ed

Psychology Department

Ms. Shruti Ranade M.A., M.Phil.
Smt. Anita Jain M.A. B.Ed.

Marathi Department

Smt. Ruchita Desai M.A, B.Ed.

Computer Department

Ms. Trupti Narvankar BCA, MCA
Smt Pooja R. Rele M.C.A., M.Phil.

Mathematics Department

Mr. Yogesh Foria Msc, B.Ed

Physical Education Department

Smt. Anita Patil B.P.Ed., M.PE.D., Diploma in Gym
Management

BMS Department

Smt. Asmi Shirke (Coordinator)
Ms. Varsha Katarmal M.Com, B.Ed
Dr. (Smt). Anita Jacob M.Com.,SET,Ph.D
Mr. Kashyap Ganatra M.Com,NET
Ms. Kavita Patil M.A , SET, NET
Ms. Minal Shah. M.com BCA
Mr. Yogesh Foria Msc, B.Ed
Ms. Deepali Mehta CA, Diploma in Treasury and Forex
Management

BCA Department

Ms. Trupti Narvankar BCA, MCA
Ms. Minal Shah. M.com BCA
Mr. Yogesh Foria Msc, B.Ed
Ms. Deepali Mehta CA, Diploma in Treasury and Forex
Management

BMM Department

Dr. (Smt). Renuka Devi Jena M.A., M.Phil (HOD), Ph.D
Ms. Minal Shah. M.com BCA

M.Com

Dr. (Smt.) Nini Gulla M.A., B.Ed., M.Phil., Ph.D.
Smt .Nooruzia Qazi M.Com., M.Phil., SET (Coordinator)
Smt. Swati Vaidya M.A. SET
Dr. (Smt). Anita Jacob M.Com.,SET,Ph.D
Mr. Kashyap Ganatra M.Com,NET
Ms. Minal Shah. M.com BCA

M.A

Dr. (Smt.) Nini Gulla M.A., B.Ed., M.Phil., Ph.D.
(Coordinator)
Dr. (Smt.) Beenu Singh M.A. Ph.D
Mrs.Nilam Chetiwal M.A ,B.Ed,NET