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Item No. \_\_\_\_\_

**UNIVERSITY OF MUMBAI**



**Syllabus for F.Y.B.Sc.**

**Programme: B.Sc.**

**Subject : Information**

**Technology**

**Semester – I and II**

**(CBCS)**

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

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

B. Sc (Information Technology)		Semester – II	
Course Name: Green IT		Course Code: USIT205	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2	75
	Internal	--	25

## Course Objectives:

- To understand the concept of Green Technology.
- To learn Green IT regulating Green IT and different standards.
- To understand the concept of minimizing power utilization in technology.
- To know about Green PCs, Green notebooks and servers and Green data centers.
- To know how the way of work is changing and understand implementation of Paperless work.
- To know the concept of Recycling.
- To understand Metrics for Green IT.

Unit	Details	Lecture
I	<p><b>Overview to Green IT:</b> Problems: Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint: Measuring, Details, reasons to bother, Plan for the Future, Cost Savings: Hardware, Power.</p> <p><b>Regulating Green IT: Laws, Standards and Protocols</b> Introduction, The Regulatory Environment and IT Manufacturers RoHS, REACH, WEEE, Legislating for GHG Emissions and Energy Use of IT Equipment. Nonregulatory Government Initiatives, Industry Associations and Standards Bodies, Green Building Standards, Green Data Centres, Social Movements and Greenpeace.</p>	12
II	<p><b>Minimizing Power Usage:</b> Power Problems, Monitoring Power Usage, Servers, Low-Cost Options, Reducing Power Use, Data De-Duplication, Virtualization, Management, Bigger Drives, Involving the Utility Company, Low Power Computers, PCs, Linux, Components, Servers, Computer Settings, Storage, Monitors, Power Supplies, Wireless Devices, Software.</p> <p><b>Cooling:</b> Cooling Costs, Power Cost, Causes of Cost, Calculating Cooling Needs, Reducing Cooling Costs, Economizers, On-Demand Cooling, HP's Solution, Optimizing Airflow, Hot Aisle/Cold Aisle, Raised, Floors, Cable Management, Vapour Seal, Prevent Recirculation of Equipment Exhaust, Supply Air Directly to Heat Sources, Fans, Humidity, Adding Cooling, Fluid Considerations, System Design, Datacentre Design, Centralized Control, Design for Your Needs, Put Everything Together.</p>	12
III	<p><b>Greening IT:</b> Green PCs, Notebooks and Servers, Green Data Centres, Green Cloud Computing, Green Data Storage, Green Software, Green Networking and Communications.</p> <p><b>Changing the Way of Work:</b> Old Behaviours, starting at the Top, Process Reengineering with Green in Mind, Analysing the Global Impact of Local Actions, Steps: Water, Recycling, Energy, Pollutants, Teleworkers and Outsourcing, Telecommuting, Outsourcing, how to Outsource.</p> <p><b>Going Paperless:</b> Paper Problems, The Environment, Costs: Paper and Office, Practicality, Storage, Destruction, Going Paperless, Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard, Unified Communications, Intranets, What to Include, Building an Intranet, Microsoft Office SharePoint Server 2007, Electronic Data Interchange (EDI), Nuts and Bolts, Value Added Networks, Advantages, Obstacles.</p>	12

IV	<b>Recycling:</b> Means of Disposal, Recycling, Refurbishing, Make the Decision, Life Cycle, from beginning to end, Life, Cost, Green Design, Recycling Companies, Finding the Best One, Checklist, Certifications, Hard Drive Recycling, Consequences, cleaning a Hard Drive, Pros and cons of each method, CDs and DVDs, good and bad about CD and DVDs disposal, Change the mindset, David vs. America Online. <b>Hardware Considerations:</b> Certification Programs, EPEAT, RoHS, Energy Star, Computers, Monitors, Printers, Scanners, All-in-Ones, Thin Clients, Servers, Blade Servers, Consolidation, Products, Hardware Considerations, Planned Obsolescence, Packaging, Toxins, Other Factors, Remote Desktop, Using Remote Desktop, Establishing a Connection.	12
V	<b>Greening Your Information Systems:</b> Initial Improvement Calculations, Selecting Metrics, Tracking Progress, Change Business Processes, Customer Interaction, Paper Reduction, Green Supply Chain, Improve Technology Infrastructure, Reduce PCs and Servers, Shared Services, Hardware Costs, Cooling. <b>Staying Green:</b> Organizational Check-ups, Chief Green Officer, Evolution, Sell the CEO, SMART Goals, Equipment Check-ups, Gather Data, Tracking the data, Baseline Data, Benchmarking, Analyse Data, Conduct Audits, Certifications, Benefits, Realities, Helpful Organizations.	12

**Books and References:**

Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Green IT	Toby Velte, Anthony Velte, Robert Elsenpeter	McGraw Hill		2008
2.	Harnessing Green IT: Principles and Practices	San Murugesan, G. R. Ganadharan,	Wiley & IEEE.		
3.	Green Data Center: Steps for the Journey	Alvin Galea, Michael Schaefer, Mike Ebbers	Shroff Publishers and Distributors		2011
4.	Green IT	Deepak Shikarpur	Vishwkarma Publications,		2014
5.	Green Computing Tools and Techniques for Saving Energy, Money and Resources	Bud E. Smith	CRC Press		2014
	Green Computing and Green IT Best Practice	Jason Harris	Emereo		

**Course Outcomes:**

Learners will be able to,

- Understand the concept of Green IT and problems related to it.
- Know different standards for Green IT.
- Understand the how power usage can be minimized in Technology.
- Learn about how the way of work is changing.
- Understand the concept of recycling.
- Know how information system can stay Green Information system.

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

**Course Objectives:**

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

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

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

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

#### Course Outcome:

Learners will be able to,

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

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Item No:4.49

**UNIVERSITY OF MUMBAI**



**Syllabus for T.Y.B.Sc.**

**Programme: B.Sc.**

**Subject: Information Technology**

(Choice Based Credit System)

(with effect from the academic year 2018 – 2019)

3.	ITIL v3 Service Transition		OGC/TSO		
4.	ITIL v3 Service Operation		OGC/TSO		
5.	ITIL Continual Service Improvement		TSO	2011	2011

<b>B. Sc. (Information Technology)</b>		<b>Semester – VI</b>	
Course Name: Cyber Laws		Course Code: USIT607 (Elective I)	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
<b>I</b>	<b>Power of Arrest Without Warrant Under the IT Act, 2000:</b> A Critique, Crimes of this Millennium, Section 80 of the IT Act, 2000 – A Weapon or a Farce? Forgetting the Line Between Cognizable and Non-Cognizable Offences, Necessity of Arrest without Warrant from Any Place, Public or Otherwise, Check and Balances Against Arbitrary Arrests, Arrest for "About to Commit" an Offence Under the IT Act: A Tribute to Draco, Arrest, But NO Punishment! <b>Cyber Crime and Criminal Justice: Penalties, Adjudication and Appeals Under the IT Act, 2000:</b> Concept of "Cyber Crime " and the IT Act , 2000, Hacking, Teenage Web Vandals, Cyber Fraud and Cyber Cheating, Virus on the Internet, Defamation, Harassment and E-mail Abuse, Cyber Pornography, Other IT Act Offences, Monetary Penalties, Adjudication and Appeals Under IT Act , 2000, Network Service Providers, Jurisdiction and Cyber Crime, Nature of Cyber Criminality, Strategies to Tackle Cyber Crime and Trends, Criminal Justice in India and Implications on Cyber Crime.	12
<b>II</b>	<b>Contracts in the Infotech World:</b> Contracts in the Infotech World, Click-Wrap and Shrink-Wrap Contract: Status under the Indian	12

	<p>Contract Act, 1872, Contract Formation Under the Indian Contract Act, 1872, Contract Formation on the Internet, Terms and Conditions of Contracts.</p> <p><b>Jurisdiction in the Cyber World:</b> Questioning the Jurisdiction and Validity of the Present Law of Jurisdiction, Civil Law of Jurisdiction in India, Cause of Action, Jurisdiction and the Information Technology Act, 2000, Foreign Judgements in India, Place of Cause of Action in Contractual and IPR Disputes, Exclusion Clauses in Contracts, Abuse of Exclusion Clauses, Objection of Lack of Jurisdiction, Misuse of the Law of Jurisdiction, Legal Principles on Jurisdiction in the United State of America, Jurisdiction Disputes w.r.t. the Internet in the United State of America.</p>	
III	<p><b>Battling Cyber Squatters and Copyright Protection in the Cyber World:</b> Concept of Domain Name and Reply to Cyber Squatters, Meta-Tagging, Legislative and Other Innovative Moves Against Cyber Squatting, The Battle Between Freedom and Control on the Internet, Works in Which Copyright Subsists and meaning of Copyright, Copyright Ownership and Assignment, License of Copyright, Copyright Terms and Respect for Foreign Works, Copyright Infringement, Remedies and Offences, Copyright Protection of Content on the Internet; Copyright Notice, Disclaimer and Acknowledgement, Downloading for Viewing Content on the Internet, Hyper-Linking and Framing, Liability of ISPs for Copyright Violation in the Cyber World: Legal Developments in the US, Napster and its Cousins: A Revolution on the Internet but a Crisis for Copyright Owners, Computer Software Piracy.</p>	12
IV	<p><b>E-Commerce Taxation: Real Problems in the Virtual World:</b> A Tug of War on the Concept of 'Permanent Establishment', Finding the PE in Cross Border E-Commerce, The United Nations Model Tax Treaty, The Law of Double Taxation Avoidance Agreements and Taxable Jurisdiction Over Non-Residents, Under the Income Tax Act, 1961, Tax Agents of Non-Residents under the Income Tax Act, 1961 and the Relevance to E-Commerce, Source versus Residence and Classification between Business Income and Royalty, The Impact of the Internet on Customs Duties, Taxation Policies in India: At a Glance.</p> <p><b>Digital Signature, Certifying Authorities and E-Governance:</b> Digital Signatures, Digital Signature Certificate, Certifying Authorities and Liability in the Event of Digital Signature Compromise, E-Governance in India: A Warning to Babudom!</p>	12
V	<p><b>The Indian Evidence Act of 1872 v. Information Technology Act, 2000:</b> Status of Electronic Records as Evidence, Proof and Management of Electronic Records; Relevancy, Admissibility and Probative Value of E-Evidence, Proving Digital Signatures, Proof of Electronic Agreements, Proving Electronic Messages, Other Amendments in the Indian Evidence Act by the IT Act, Amendments to the Bankers Books Evidence Act, 1891 and Reserve Bank of India</p>	12



Act, 1934. <b>Protection of Cyber Consumers in India:</b> Are Cyber Consumers Covered Under the Consumer Protection Act? Goods and Services, Consumer Complaint, Defect in Goods and Deficiency in Services, Restrictive and Unfair Trade Practices, Instances of Unfair Trade Practices, Reliefs Under CPA, Beware Consumers, Consumer Foras, Jurisdiction and Implications on cyber Consumers in India, Applicability of CPA to Manufacturers, Distributors, Retailers and Service Providers Based in Foreign Lands Whose Goods are Sold or Services Provided to a Consumer in India. Amendments in Indian IT Act 2000	
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<b>Books and References:</b>					
<b>Sr. No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year</b>
1.	Cyber Law Simplified	VivekSood	TMH Education		2001
2.	Cybersecurity Law	Jeff Kosseff	Wiley		2017

<b>B. Sc. (Information Technology)</b>		<b>Semester – VI</b>	
<b>Course Name: Project Implementation</b>		<b>Course Code: USIT6PI</b>	
<b>Periods per week (1 Period is 50 minutes)</b>		3	
<b>Credits</b>		2	
		<b>Hours</b>	<b>Marks</b>
<b>Evaluation System</b>	<b>Practical Examination</b>	2½	150
	<b>Internal</b>	--	-

The details are given in Appendix – I

**UNIVERSITY OF MUMBAI**



**Syllabus for**  
**Program: Bachelor of Science**  
**Course: Computer Science**  
**Choice Based Credit System (CBCS)**  
**(Revised)**

*with effect from*

**Academic Year 2021-2022**

Course Code	Course Title	Credits	Lectures /Week
USCS207	E-Commerce & Digital Marketing	2	3

**About the Course:**

This course introduces the fundamental concepts of e-commerce, its types, the various legal and ethical issues of e-commerce and different e-commerce applications. The course also aims to introduce basic principles and types of digital marketing and web and Google analytics

**Course Objectives:**

- To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
- To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
- To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization

**Learning Outcomes:**

After successful completion of this course, students would be able to

- Understand the core concepts of E-Commerce.
- Understand the various online payment techniques
- Understand the core concepts of digital marketing and the role of digital marketing in business.
- Apply digital marketing strategies to increase sales and growth of business
- Apply digital marketing through different channels and platforms
- Understand the significance of Web Analytics and Google Analytics and apply the same.

Unit	Topics	No of Lectures
I	<p><b>Introduction to E-Commerce and E-Business:</b> Definition and competing in the digital economy, impact of E-Commerce on Business Models, Factors Driving e-commerce and e-Business Models, Economies and social impact of e-Business, opportunities and Challenges, e-Commerce vs m-Commerce, Different e-Commerce Models (B2B, B2C, C2B, C2C, B2E), e-Commerce Applications: e-Trading, e-Learning, e-Shopping, Virtual Reality &amp; Consumer Experience, Legal and Ethical issues in e-Commerce.</p> <p><b>Overview of Electronic Payment systems:</b> Types of Electronic payment schemes (Credit cards, Debit cards, Smartcards, Internet banking), E-checks, E-Cash Concepts and applications of FDI and Limitation</p> <p><b>Introduction &amp; origin of Digital Marketing:</b> Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework, Segmenting &amp; Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan</p>	15
II	<p><b>Social Media Marketing:</b> Meaning, Purpose, (types of social media websites, Social Media Engagement, Target audience, Facebook Marketing: Business through Facebook Marketing, Creating Advertising Campaigns,</p>	15

	<p>Adverts, Facebook Marketing Tools, LinkedIn Marketing: Importance of LinkedIn Marketing, Framing LinkedIn Strategy, Lead Generation through LinkedIn, Content Strategy, Analytics and Targeting, Twitter Marketing: Framing content strategy, Twitter Advertising Campaigns, YouTube Marketing: Video optimization, Promoting on YouTube, Monetization, YouTube Analytics</p> <p><b>Email Marketing:</b> Types of Emails, Mailing List, Email Marketing tools, Email Deliverability &amp; Email Marketing automation</p> <p><b>Mobile Marketing:</b> Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing Types, Mobile Marketing Features, Mobile Campaign Development, Mobile Advertising Analytics</p> <p><b>Content Marketing:</b> Introduction, Content marketing statistics, Types of Content, Types of Blog posts, Content Creation, Content optimization, Content Management &amp; Distribution, Content Marketing Strategy, Content creation tools and apps, Challenges of Content Marketing.</p>	
III	<p><b>Search Engine Optimization:</b> Meaning, Common SEO techniques, Understanding Search Engines, basics of Keyword search, Google rankings, Link Building, Steps to optimize website, On-page and off-page optimization</p> <p><b>Search Engine Marketing:</b> Introduction to SEM, Introduction to Ad Words - Google Ad Words, Ad Words fundamentals, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation, Display marketing, Buying Models: Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA).</p> <p><b>Web Analytics:</b> Purpose, History, Goals &amp; objectives, Web Analytic tools &amp; Methods. Web Analytics Mistakes and Pitfalls.</p> <p><b>Google Analytics:</b> Basics of Google Analytics, Installing Google Analytics in website, Parameters of Google Analytics, Reporting and Analysis</p>	15
<p><b>Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. "E-Commerce Strategy, Technologies and Applications", Whitley, David, Tata McGraw Hill, 2017</li> <li>2. Digital Marketing, Seema Gupta, McGraw Hill Education, 2<sup>nd</sup> Edition</li> </ol> <p><b>Additional References:</b></p> <ol style="list-style-type: none"> <li>1. E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi</li> <li>2. Fundamentals of Digital Marketing, Punit Singh Bhatia, Pearson, 2<sup>nd</sup> Edition</li> <li>3. "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation", Damian Ryan, Calvin Jone. Kogan Page, 4<sup>th</sup> Edition</li> </ol>		

**UNIVERSITY OF MUMBAI**



**Syllabus for**  
**Program: Bachelor of Science**  
**Course: Computer Science**

*with effect from*  
**Academic Year 2022-2023**

Course Code	Course Title	Credits	Lectures /Week
USCS4071	Research Methodology	2	3
<b>About the Course:</b>			
The course aims to understand the basics research, how research problems are defined, research methods are adopted and/or developed, research is undertaken, and how research results are communicated to the peers.			
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>• The research methodology course is proposed to assist students in planning and carrying out research projects.</li> <li>• The students are exposed to the principles, procedures and techniques of implementing research project.</li> <li>• The course starts with an introduction to research and carries through the various methodologies involved.</li> <li>• It continues with finding out the literature using technology, basic statistics required for research and finally report writing.</li> </ul>			
<b>Learning Outcomes:</b>			
After successful completion of this course, students would be able to			
<ul style="list-style-type: none"> <li>• Define research, formulate problem and describe the research process and research methods.</li> <li>• Understand and apply basic research methods including research design, data analysis and interpretation.</li> <li>• Understand ethical issues in research, write research report, research paper and publish the paper.</li> </ul>			
Unit	Topics	No of Lectures	
I	<b>Introduction to Research Methodology:</b> Meaning of Research, Objectives of Research, Motivations in Research, types of Research, Research Approaches, Significance of Research, Research Methods v/s Methodology, Research and Scientific Methods, Research Process, Criteria of Good Research.  <b>Defining the Research Problem:</b> Concept and need, Identification of Research problem, defining and delimiting Research problem.  <b>Formulating a Research Problem:</b> Reviewing Literature, formulating a Research Problem, Research Question, Identifying Variables, Constructing Hypothesis  <b>The Research Design:</b> Meaning, Need for Research Design, Important Concepts, Different Research Designs, Basic Principles of Experimental Designs.	15	
II	<b>Tools for Data Collection:</b> Collections of Primary Data, Collection of Data through questionnaire and Schedules, other Observation Interview Methods,	15	

	<p>Collection of Secondary Data, Selection of appropriate method for data collection, Case Study, Focus Group Discussion, Techniques of developing research tools, viz. Questionnaire and rating scales etc. Reliability and validity of Research tools.</p> <p><b>Sampling Design:</b> Steps in Sampling Design, Criteria of Selecting a Sampling Procedure, Characteristics of a Good Sample Design, Different Types of Sample Designs, how to Select a Random Sample. Probability and Non-Probability sampling types and criteria for selection, Developing sampling Frames.</p> <p><b>Overview of Hypothesis Testing:</b> What is a Hypothesis? Characteristics of good Hypothesis. Basic Concepts, Procedure for Hypothesis Testing, Flow Diagram for Hypothesis Testing, Tests of Hypotheses, and One sided and two-sided hypothesis, Type – I and Type – II errors, Null Hypothesis-Alternative Hypothesis.</p>	
III	<p><b>Technical Writing:</b> Writing a Research Proposal, what is a Scientific Paper? Ethics in Scientific Publishing.</p> <p><b>Preparing the Text:</b> How to Prepare the Title, how to List the Authors and Addresses, how to Prepare the Abstract, how to Write the Introduction, how to Write the Materials and Methods Section, how to Write the Results, how to Write the Discussion, how to State the Acknowledgments, how to Cite the References.</p> <p><b>Preparing the Tables and Figures:</b> How to Design Effective Tables, how to Prepare Effective Graphs, how to Prepare Effective Photographs.</p> <p><b>Publishing the Paper:</b> Rights and Permissions, How to Submit the Manuscript, How and When to Use Abbreviations, How to Write a thesis, Outcome of Research, Ethical issues in research</p>	15
<p><b>Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. Kothari C.R., Research Methodology, New Age International Publication, 2019</li> <li>2. Research Methodology-A Step-by-Step Guide for Beginners, (4th ed.), Ranjit Kumar, Singapore, Pearson Education, 2018</li> <li>3. Research Methodology, Vaishali Khairnar, Staredu Solutions India Pvt Ltd, 2020</li> </ol> <p><b>Additional References:</b></p> <ol style="list-style-type: none"> <li>1. Research Methodology: Methods and Techniques, Dr. R. K. Jain, , Fifth Edition, VEI, 2021</li> <li>2. Research Methodology, R. Panneerselvam, Second Edition, PHI, 2014</li> <li>3. Dr. Rachna Jain, Research Methodology, Maximax Publishing House</li> <li>4. How to Write and Publish a Scientific Paper, Cambridge University Press, Barbara Gastel and Robert A. Day, 2017</li> </ol>		

Academic Council  
Item No: \_\_\_\_\_

**UNIVERSITY OF MUMBAI**



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

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



<b>Course:</b> USCS607	<b>TOPICS (Credits : 02 Lectures/Week: 03)</b> <div style="border: 2px solid green; padding: 2px; display: inline-block;"> <b>Ethical Hacking</b> </div>	
<b>Objectives:</b> To understand the ethics, legality, methodologies and techniques of hacking.  <b>Expected Learning Outcomes:</b> Learner will know to identify security vulnerabilities and weaknesses in the target applications. They will also know to test and exploit systems using various tools and understand the impact of hacking in real time machines.		
<b>Unit I</b>	<p><b>Information Security : Attacks and Vulnerabilities</b></p> <p><b>Introduction to information security :</b> Asset, Access Control, CIA, Authentication, Authorization, Risk, Threat, Vulnerability, Attack, Attack Surface, Malware, Security-Functionality-Ease of Use Triangle</p> <p><b>Types of malware :</b> Worms, viruses, Trojans, Spyware, Rootkits</p> <p><b>Types of vulnerabilities :</b> OWASP Top 10 : cross-site scripting (XSS), cross site request forgery (CSRF/XSRF), SQL injection, input parameter manipulation, broken authentication, sensitive information disclosure, XML External Entities, Broken access control, Security Misconfiguration, Using components with known vulnerabilities, Insufficient Logging and monitoring, OWASP Mobile Top 10, CVE Database</p> <p><b>Types of attacks and their common prevention mechanisms :</b> Keystroke Logging, Denial of Service (DoS /DDoS), Waterhole attack, brute force, phishing and fake WAP, Eavesdropping, Man-in-the-middle, Session Hijacking, Clickjacking, Cookie Theft, URL Obfuscation, buffer overflow, DNS poisoning, ARP poisoning, Identity Theft, IoT Attacks, BOTs and BOTNETs</p> <p><b>Case-studies :</b> Recent attacks – Yahoo, Adult Friend Finder, eBay, Equifax, WannaCry, Target Stores, Uber, JP Morgan Chase, Bad Rabbit</p>	<b>15L</b>
<b>Unit II</b>	<div style="border: 2px solid green; padding: 2px; display: inline-block; margin-bottom: 5px;"> <b>Ethical Hacking – I (Introduction and pre-attack)</b> </div> <p><b>Introduction:</b> Black Hat vs. Gray Hat vs. White Hat (Ethical) hacking, Why is Ethical hacking needed?, How is Ethical hacking different from security auditing and digital forensics?, Signing NDA, Compliance and Regulatory</p>	<b>15L</b>

	<p>concerns, Black box vs. White box vs. Black box, Vulnerability assessment and Penetration Testing.</p> <p><b>Approach : Planning</b> - Threat Modeling, set up security verification standards, Set up security testing plan – When, which systems/apps, understanding functionality, black/gray/white, authenticated vs. unauthenticated, internal vs. external PT, Information gathering, Perform Manual and automated (Tools: WebInspect/Qualys, Nessus, Proxies, Metasploit) VA and PT, How WebInspect/Qualys tools work: Crawling/Spidering, requests forging, pattern matching to known vulnerability database and Analyzing results, Preparing report, Fixing security gaps following the report</p> <p><b>Enterprise strategy</b> : Repeated PT, approval by security testing team, Continuous Application Security Testing,</p> <p><b>Phases:</b> Reconnaissance/foot-printing/Enumeration, <b>Phases:</b> Scanning, Sniffing</p>	
<p><b>Unit III</b></p>	<p><b>Ethical Hacking :Enterprise Security</b></p> <p><b>Phases : Gaining and Maintaining Access : Systems hacking</b> – Windows and Linux – Metasploit and Kali Linux, Keylogging, Buffer Overflows, Privilege Escalation, Network hacking - ARP Poisoning, Password Cracking, WEP Vulnerabilities, MAC Spoofing, MAC Flooding, IPspoofing, SYN Flooding, Smurf attack, <b>Applications hacking</b> : SMTP/Email-based attacks, VOIP vulnerabilities, Directory traversal, Input Manipulation, Brute force attack, Unsecured login mechanisms, SQL injection, XSS, Mobile apps security, <b>Malware analysis</b> : Netcat Trojan, wrapping definition, reverse engineering</p> <p><b>Phases</b> : Covering your tracks : Steganography, Event Logs alteration</p> <p><b>Additional Security Mechanisms</b> : IDS/IPS, Honeypots and evasion techniques, Secure Code Reviews (Fortify tool, OWASP Secure Coding Guidelines)</p>	<p><b>15L</b></p>
<p><b>Textbook(s):</b></p> <ol style="list-style-type: none"> <li>1) Certified Ethical Hacker Study Guide v9, Sean-Philip Oriyano, Sybex; Study Guide Edition, 2016</li> <li>2) CEH official Certified Ethical Hacking Review Guide, Wiley India Edition, 2007</li> </ol> <p><b>Additional Reference(s):</b></p>		

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

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

**Semester I**

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

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

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

*Elective Courses (EC)*

**1. Introduction to Financial Accounts**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Accounting Transactions	15
3	Depreciation Accounting & Trial Balance	15
4	Final Accounts	15
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1.	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• <b>Meaning and Scope of Accounting:</b> Need and development, definition: Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting</li> <li>• <b>Accounting principles:</b> Introductions to Concepts and conventions.</li> <li>• <b>Introduction to Accounting Standards:</b> Meaning and Scope) <ul style="list-style-type: none"> <li>▪ AS 1 : Disclosure to Accounting Policies</li> <li>▪ AS 6: Depreciation Accounting.</li> <li>▪ AS 9: Revenue Recognition.</li> <li>▪ AS 10: Accounting For Fixed Assets.</li> </ul> </li> <li>• <b>International Financial Reporting Standards (IFRS):</b> Introduction to IFRS <ul style="list-style-type: none"> <li>▪ IAS-1:Presentation of Financial Statements (Introductory Knowledge)</li> <li>▪ IAS-2:Inventories (Introductory Knowledge)</li> </ul> </li> <li>• <b>Accounting in Computerized Environment:</b> Introduction, Features and application in various areas of Accounting</li> </ul>
2	<p><b>Accounting Transactions</b></p> <ul style="list-style-type: none"> <li>• <b>Accounting transactions:</b> Accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal &amp; ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns &amp; cash book –Triple Column), Bank Reconciliation Statement.</li> <li>• <b>Expenditure:</b>Classification of Expenditure- Capital, revenue and Deferred Revenue expenditureUnusual expenses: Effects of error: Criteria test.</li> <li>• <b>Receipts:</b> Capital receipt, Revenue receipt, distinction between capital receipts and revenue receipts.</li> <li>• <b>Profit or Loss:</b> Revenue profit or loss, capital profit or loss</li> </ul>
3	<p><b>Depreciation Accounting &amp; Trial Balance</b></p> <ul style="list-style-type: none"> <li>• <b>Depreciation accounting:</b> Practical problem based on depreciation using SLM and RBM methods. (Where Provision for depreciation Account not maintained).</li> <li>• <b>Preparation of Trial Balance:</b>Introduction and Preparation of Trial Balance</li> </ul>
4	<p><b>Final Accounts</b></p> <ul style="list-style-type: none"> <li>• Introduction to Final Accounts of a Sole proprietor.</li> <li>• Rectification of errors.</li> <li>• Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.</li> <li>• Preparation and presentation of Final Accounts in horizontal format</li> <li>• Introduction to Schedule 6 of Companies Act ,1956</li> </ul>

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

*Elective Courses (EC)*

**2. Business Law**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Contract Act, 1872 & Sale of Goods Act, 1930	15
2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986	15
3	Company Law	15
4	Intellectual Property Rights(IPR)	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules / Units
1	<p><b>Contract Act, 1872 &amp; Sale of Goods Act, 1930</b></p> <ul style="list-style-type: none"> <li>• <b>Contract Act, 1872:</b> Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract.</li> <li>• <b>Sale of Goods Act, 1930:</b> Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.</li> </ul>
2	<p><b>Negotiable Instrument Act, 1981 &amp; Consumer Protection Act, 1986</b></p> <ul style="list-style-type: none"> <li>• <b>Negotiable Instrument Act, 1981:</b> Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.</li> <li>• <b>Consumer Protection Act, 1986:</b> Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words “Goods and services” – Meaning of the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints.</li> </ul>
3	<p><b>Company Law</b></p> <ul style="list-style-type: none"> <li>• <b>Company Law:</b> What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.</li> </ul>
4	<p><b>Intellectual Property Rights (IPR)</b></p> <ul style="list-style-type: none"> <li>• <b>Intellectual Property Rights (IPR)</b> <ul style="list-style-type: none"> <li>• IPR definition/ objectives</li> <li>• Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications</li> <li>• Trademarks, definition, types of trademarks, infringement and passing off.</li> <li>• Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions.</li> <li>• Geographical indications (only short notes)</li> </ul> </li> </ul>

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

*Elective Courses (EC)*

**3. Business Statistics**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction to Statistics	15
2	Measures of Dispersion, Co-Relation and Linear Regression	15
3	Time Series and Index Number	15
4	Probability and Decision Theory	15
<b>Total</b>		<b>60</b>



Sr. No.	Modules / Units
1	<p><b>Introduction to Statistics</b></p> <ul style="list-style-type: none"> <li>• <b>Introduction:</b> Functions/Scope, Importance, Limitations</li> <li>• <b>Data:</b> Relevance of Data(Current Scenario), Type of data(Primary &amp; Secondary), Primary(Census vs Samples, Method of Collection (In Brief), Secondary(Merits, Limitations, Sources) (In Brief)</li> <li>• <b>Presentation Of Data:</b>Classification – Frequency Distribution – Discrete &amp; Continuous, Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)</li> <li>• <b>Measures Of Central Tendency:</b>Mean(A.M, Weighted, Combined), Median(Calculation and graphical using Ogives), Mode(Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency</li> </ul>
2	<p><b>Measures of Dispersion, Co-Relation and Linear Regression</b></p> <ul style="list-style-type: none"> <li>• <b>Measures Of Dispersion:</b> Range with C.R(Co-Efficient Of Range), Quartiles &amp; Quartile deviation with CQ (Co-Efficient Of Quartile), Mean Deviation from mean with CMD (Co-Efficient Of Mean Deviation), Standard deviation with CV(Co-Efficient Of Variance), Skewness&amp; Kurtosis (Only concept)</li> <li>• <b>Co-Relation:</b> Karl Pearson, Rank Co-Relation</li> <li>• <b>Linear Regression:</b> Least Square Method</li> </ul>
3	<p><b>Time Series and Index Number</b></p> <ul style="list-style-type: none"> <li>• <b>Time Series:</b> Least Square Method, Moving Average Method, Determination of Season</li> <li>• <b>Index Number:</b> Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number</li> </ul>
4	<p><b>Probability and Decision Theory</b></p> <ul style="list-style-type: none"> <li>• <b>Probability:</b> Concept of Sample space, Concept of Event, Definition of Probability, Addition &amp; Multiplication laws of Probability, Conditional Probability, Bayes' Theorem(Concept only), Expectation &amp; Variance, Concept of Probability Distribution(Only Concept)</li> <li>• <b>Decision Theory.</b> Acts, State of Nature Events, Pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty,</li> <li>• <b>Non-Probability:</b> Maximax, Maximin, Minimax, Regret, Laplace &amp; Hurwicz)</li> <li>• <b>Probabilistics (Decision Making under risk):</b>EMV, EOL, EVPI</li> <li>• Decision Tree</li> </ul>

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

*Ability Enhancement Courses (AEC)*

**4. Business Communication- I**

*Modules at a Glance*

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

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

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

*Skill Enhancement Courses (SEC)*

**5. Foundation Course -I**

*Modules at a Glance*

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

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

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

*Core Courses (CC)*

**6. Foundation of Human Skills**

*Modules at a Glance*

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

Sr. No.	Modules / Units
1	<b>Understanding of Human Nature</b>
	<ul style="list-style-type: none"> <li>• <b>Individual Behaviour:</b> Concept of a man, individual differences, factors affecting individual differences, Influence of environment</li> <li>• <b>Personality and attitude:</b> Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation, self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions</li> <li>• <b>Thinking, learning and perceptions:</b> Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type ( IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).</li> </ul>
2	<b>Introduction to Group Behaviour</b>
	<ul style="list-style-type: none"> <li>• <b>Introduction to Group Behaviour</b> <ul style="list-style-type: none"> <li>▪ <b>Group Dynamics:</b> Nature, types, group behaviour model (roles, norms, status, process, structures)</li> <li>▪ <b>Team effectiveness:</b> nature, types of teams, ways of forming an effective team.</li> <li>▪ Setting goals.</li> </ul> </li> <li>• <b>Organizational processes and system.</b> <ul style="list-style-type: none"> <li>▪ <b>Power and politics:</b> nature, bases of power, politics nature, types, causes of organizational politics, political games.</li> <li>▪ <b>Organizational conflicts and resolution:</b> Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.</li> </ul> </li> </ul>
3	<b>Organizational Culture and Motivation at workplace</b>
	<ul style="list-style-type: none"> <li>• <b>Organizational Culture:</b> <ul style="list-style-type: none"> <li>▪ Characteristics of organizational culture.</li> <li>▪ Types, functions and barriers of organizational culture</li> <li>▪ Ways of creating and maintaining effective organization culture</li> </ul> </li> <li>• <b>Motivation at workplace:</b> Concept of motivation Theories of motivation in an organisational set up. <ul style="list-style-type: none"> <li>▪ A.Maslow Need Hierarchy</li> <li>▪ F.Hertzberg Dual Factor</li> <li>▪ Mc.Gregor theory X and theory Y.</li> </ul>           Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace. </li> </ul>

4	<b>Organisational Change, Creativity and Development and Work Stress</b>
	<ul style="list-style-type: none"><li data-bbox="384 271 1300 450">• <b>Organisational change and creativity:</b> Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving</li><li data-bbox="384 450 1300 564">• <b>Organisational Development and work stress:</b> Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress</li></ul>



**Bachelor of Management Studies (BMS)**  
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**Course Structure**

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

**Semester II**

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

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

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

*Elective Courses(EC)*

**1. Principles of Marketing**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	15
2	Marketing Environment, Research and Consumer Behaviour	15
3	Marketing Mix	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules / Units
1	Introduction to Marketing
	<ul style="list-style-type: none"> <li>• <b>Introduction to Marketing:</b> Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function</li> <li>• <b>Concepts of Marketing:</b> Needs, wants and demands, transactions, transfer and exchanges.</li> <li>• <b>Orientations of a firm:</b> Production concept; Product concept; selling concept and marketing concept; <b>social relationship, Holistic marketing.</b></li> </ul>
2	Marketing Environment, Research and Consumer Behaviour.
	<ul style="list-style-type: none"> <li>• <b>The micro environment of business:</b> Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.</li> <li>• <b>Macro environment:</b> Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis)</li> <li>• <b>Marketing research:</b> Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research</li> <li>• <b>MIS:</b> Meaning, features and Importance</li> <li>• <b>Consumer Behaviour:</b> Meaning, feature, importance, factors affecting Consumer Behaviour</li> </ul>
3	Marketing Mix
	<ul style="list-style-type: none"> <li>• <b>Marketing mix:</b> Meaning –elements of Marketing Mix.</li> <li>• <b>Product-product mix-product line lifecycle-product planning – New product development-failure of new product-levels of product.</b></li> <li>• <b>Branding –Packing and packaging – role and importance</b></li> <li>• <b>Pricing – objectives- factors influencing pricing policy and Pricing strategy.</b></li> <li>• <b>Physical distribution – meaning – factor affecting channel selection-types of marketing channels</b></li> <li>• <b>Promotion – meaning and significance of promotion. Promotion tools (brief)</b></li> </ul>
4	Segmentation, Targeting and Positioning and Trends In Marketing
	<ul style="list-style-type: none"> <li>• <b>Segmentation – meaning , importance , basis</b></li> <li>• <b>Targeting – meaning , types</b></li> <li>• <b>Positioning – meaning – strategies</b></li> <li>• <b>New trends in marketing – E-marketing , Internet marketing and marketing using Social network</b></li> <li>• <b>Social marketing/ Relationship marketing</b></li> </ul>

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

*Elective Courses (EC)*

**2. Industrial Law**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Laws Related to Industrial Relations and Industrial Disputes	15
2	Laws Related to Health, Safety and Welfare	15
3	Social Legislation	15
4	Laws Related to Compensation Management	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules / Units
1	<b>Laws Related to Industrial Relations and Industrial Disputes</b>
	<ul style="list-style-type: none"> <li>• Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure</li> <li>• The Trade Union Act, 1926</li> </ul>
2	<b>Laws Related to Health, Safety and Welfare</b>
	<ul style="list-style-type: none"> <li>• The Factory Act 1948: (Provisions related to Health, Safety and Welfare)</li> <li>• The Workmen's Compensation Act, 1923 Provisions: <ul style="list-style-type: none"> <li>▪ Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence</li> <li>▪ Definitions</li> <li>▪ Employers liability for compensation (S-3 to 13)</li> <li>▪ Rules as to Compensation (Sec 4 to Sec 9) (14 A &amp; 17)</li> </ul> </li> </ul>
3	<b>Social Legislation</b>
	<ul style="list-style-type: none"> <li>• Employee State Insurance Act 1948: Definition and Employees Provident Fund</li> <li>• Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues</li> </ul>
4	<b>Laws Related To Compensation Management</b>
	<ul style="list-style-type: none"> <li>• The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions</li> <li>• Payment of Bonus Act, 1965</li> <li>• The Payment Of Gratuity Act, 1972</li> </ul>

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

*Elective Courses (EC)*

**3. Business Mathematics**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Elementary Financial Mathematics	15
2	Matrices and Determinants	15
3	Derivatives and Applications of Derivatives	15
4	Numerical Analysis [Interpolation]	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules / Units
1	<b>Elementary Financial Mathematics</b> <ul style="list-style-type: none"> <li>• <b>Simple and Compound Interest:</b> Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest</li> <li>• Annuity-Present and future value-sinking funds</li> <li>• <b>Depreciation of Assets:</b> Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.</li> <li>• <b>Functions:</b> Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.</li> <li>• <b>Permutation and Combination:</b> (Simple problems to be solved with the calculator only)</li> </ul>
2	<b>Matrices and Determinants</b> <ul style="list-style-type: none"> <li>• <b>Matrices:</b> Some important definitions and some important results. Matrix operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)</li> <li>• <b>Determinants of a matrix of order two or three:</b> properties and results of Determinants</li> <li>• Solving a system of linear equations using Cramer's rule</li> <li>• Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method</li> <li>• <b>Case study:</b> Input Output Analysis</li> </ul>
3	<b>Derivatives and Applications of Derivatives</b> <ul style="list-style-type: none"> <li>• <b>Introduction and Concept:</b> Derivatives of constant function, logarithmic functions, polynomial and exponential function</li> <li>• <b>Rules of derivatives:</b> addition, multiplication, quotient</li> <li>• <b>Second order derivatives</b></li> <li>• <b>Application of Derivatives:</b> Maxima, Minima, Average Cost and Marginal Cost. Total revenue, Marginal revenue, Average revenue, Average and Marginal profit. Price elasticity of demand</li> </ul>
4	<b>Numerical Analysis [Interpolation]</b> <ul style="list-style-type: none"> <li>• <b>Introduction and concept:</b> Finite differences – forward difference operator – Newton's forward difference formula with simple examples</li> <li>• <b>Backward Difference Operator:</b> Newton's backward interpolation formula with simple examples</li> </ul>

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

*Ability Enhancement Courses (AEC)*

**4. Business Communication - II**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	15
4	Language and Writing Skills	15
<b>Total</b>		<b>60</b>



Sr. No.	Modules / Units
1	<b>Presentation Skills</b> <b>Presentations:</b> (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation
2	<b>Group Communication</b> <b>Interviews:</b> Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit <b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions <b>Conference:</b> Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing <b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal Measures of PR
3	<b>Trade Letters:</b> Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) <b>Only following to be taught in detail:-</b> Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]
4	<b>Language and Writing Skills</b> <b>Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports <b>Summarisation:</b> Identification of main and supporting/sub points Presenting these in a cohesive manner

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

*Skill Enhancement Courses (SEC)*

**5. Foundation Course – II**

*Modules at a Glance*

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

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

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

*Core Courses (CC)*

**6. Business Environment**

*Modules at a Glance*

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

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

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

*Core Courses (CC)*

**7. Principles of Management**

*Modules at a Glance*

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

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

# University of Mumbai



**Revised Syllabus  
and  
Question Paper Pattern  
of Courses  
of  
Bachelor of Management Studies  
(BMS) Programme  
Second Year  
*Semester III and IV*  
Under Choice Based Credit, Grading and  
Semester System**

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



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

### Course Structure

### SYBMS

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

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	<i>Elective Courses (EC)</i>		1	<i>Elective Courses (EC)</i>	
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	<i>Ability Enhancement Courses (AEC)</i>		2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Courses (AECC)</i>		2A	<i>Ability Enhancement Compulsory Courses (AECC)</i>	
3	Information Technology in Business Management - I	03	3	Information Technology in Business Management-II	03
2B	<i>Skill Enhancement Courses (SEC)</i>		2B	<i>Skill Enhancement Courses (SEC)</i>	
4	Foundation Course – III	02	4	Foundation course-IV	02
3	<i>Core Courses (CC)</i>		3	<i>Core Courses (CC)</i>	
5	Business Planning & Entrepreneurial Management	03	5	Business Economics-II	03
6	Accounting for Managerial Decisions	03	6	Business Research Methods	03
7	Strategic Management	03	7	Production & Total Quality Management	03
<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>

<i>*List of Skill Enhancement Courses (SEC) for Semester III (Any One)</i>		<i>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</i>	
1	Foundation Course (Environmental Management) - III	1	Foundation Course (Ethics & Governance) - 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
<i>Note: Course selected in Semester I will continue in Semester III &amp; IV</i>			

<i>*List of group of Elective Courses(EC) for Semester III (Any two)</i>		<i>** List of group of Elective Courses(EC) for Semester IV (Any two)</i>	
<b>Group A: Finance Electives (Any Two Courses)</b>			
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	Corporate Restructuring
<b>Group B: Marketing Electives (Any Two Courses)</b>			
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
<b>Group C: Human Resource Electives(Any Two Courses)</b>			
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
<b>Note: Group Selected in Semester III will continue in Semester IV.</b>			

## Bachelor of Management Studies (BMS) Programme

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

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

### Semester III

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

*\*List of Skill Enhancement Courses (SEC)  
for Semester III (Any One)*

1	Foundation Course (Environmental Management) - III
2	Foundation Course-Contemporary Issues-III
3	Foundation Course in NSS - III
4	Foundation Course in NCC - III
5	Foundation Course in Physical Education - III

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

*Elective Courses (EC)  
Group A. Finance Electives*

**1. Basics of Financial Services**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Financial System	14
2	Commercial Banks, RBI And Development Banks	16
3	Insurance	15
4	Mutual Funds	15
<b>Total</b>		<b>60</b>

***Objectives***

SN	Objectives
1	The course aims at explaining the core concepts of business finance and its importance in managing a business
2	The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system In the realm of Indian Financial Market.

Sr. No.	Modules / Units
1	<b>Financial System:</b>
	<ul style="list-style-type: none"> <li>• An overview of Financial System, Financial Markets, Structure of Financial Market (Organised and Unorganized Market), Components of Financial System, Major Financial Intermediaries, Financial Products, Function of Financial System, Regulatory Framework of Indian Financial System(Overview of SEBI and RBI-Role and Importance as regulators).</li> </ul>
2	<b>Commercial Banks, RBI And Development Banks</b>
	<ul style="list-style-type: none"> <li>• <b>Concept of Commercial Banks-</b> Functions, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Assets, Interest Rate reforms, Capital Adequacy Norms.</li> <li>• <b>Reserve Bank of India-</b>Organisation &amp;Management, Role And Functions</li> <li>• <b>Development Banks-</b>Characteristics of Development Banks, Need And Emergence of Development Financial Institutions In India, Function of Development Banks.</li> </ul>
3	<b>Insurance:</b>
	<ul style="list-style-type: none"> <li>• Concept, Basic Characteristics of Insurance, Insurance Company Operations, Principles of Insurance, Reinsurance, Purpose And Need Of Insurance, Different Kinds of Life Insurance Products, Basic Idea About Fire And Marine Insurance and Bancassurance</li> </ul>
4	<b>Mutual Funds:</b>
	<ul style="list-style-type: none"> <li>• Concept of Mutual Funds, Growth of Mutual Funds in India, Features and Importance of Mutual Fund. Mutual Fund Schemes, Money Market Mutual Funds, Private Sector Mutual Funds, Evaluation of the Performance Of Mutual Funds, Functioning of Mutual Funds In India.</li> </ul>

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

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

**1. Consumer Behaviour**

**Modules at a Glance**

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

**Objectives**

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

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

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

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

**3. Advertising**

**Modules at a Glance**

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

**Objectives**

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



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

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

**2. Ability Enhancement Courses (AEC)  
2A. Ability Enhancement Compulsory Course**

**3. Information Technology in Business Management-I**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction to IT Support in Management	15
2	Office Automation using MS-Office	15
3	Email, Internet and its Applications	15
4	E-Security	15
<b>Total</b>		<b>60</b>

*Objectives*

SN	Objectives
1	To learn basic concepts of Information Technology, its support and role in Management, for managers
2	Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software
3	To understand basic concepts of Email, Internet and websites, domains and security therein
4	To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

Sr. No.	Modules / Units
1	<b>Organisational Behaviour-I</b>
	<ul style="list-style-type: none"> <li>• Introduction to Organizational Behaviour-Concept, definitions, Evolution of OB</li> <li>• Importance of Organizational Behaviour-Cross Cultural Dynamics, Creating Ethical Organizational Culture &amp; Climate</li> <li>• Individual and Group Behaviour-OB models–Autocratic, Custodial, Supportive, Collegial &amp; SOBC in context with Indian OB</li> <li>• Human Relations and Organizational Behaviour</li> </ul>
2	<b>Organisational Behaviour-II</b>
	<ul style="list-style-type: none"> <li>• Managing Communication: Conflict management techniques.</li> <li>• Time management strategies.</li> <li>• Learning Organization and Organizational Design</li> <li>• Rewards and Punishments-Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing</li> </ul>
3	<b>Human Resource Management-I</b>
	<ul style="list-style-type: none"> <li>• HRM-Meaning, objectives, scope and functions</li> <li>• HRP-Definition, objectives, importance, factors affecting HRP, Process of HRP, Strategies of HRM , Global HR Strategies</li> <li>• HRD-Concept ,meaning, objectives, HRD functions</li> </ul>
4	<b>Human Resource Management-II</b>
	<ul style="list-style-type: none"> <li>• Performance Appraisal: concept, process, methods and problems, KRA'S</li> <li>• Compensation-concept, components of Pay Structure, Wage and salary administration, Incentives and Employee benefits.</li> <li>• Career planning-concept of career Planning, Career stages and carrier planning</li> </ul>

Sr. No.	Modules / Units
1	Introduction to IT Support in Management
	<ul style="list-style-type: none"> <li>• <b>Information Technology concepts</b> Concept of Data, Information and Knowledge Concept of Database</li> <li>• <b>Introduction to Information Systems and its major components.</b> Types and Levels of Information systems. Main types of IT Support systems Computer based Information Systems (CBIS) <ul style="list-style-type: none"> <li>▪ Types of CBIS - brief descriptions and their interrelationships/hierarchies</li> <li>▪ Office Automation System(OAS)</li> <li>▪ Transaction Processing System(TPS)</li> <li>▪ Management Information System(MIS)</li> <li>▪ Decision Support Systems (DSS)</li> <li>▪ Executive Information System(EIS)</li> <li>▪ Knowledge based system, Expert system</li> </ul> </li> <li>• <b>Success and Failure of Information Technology.</b> Failures of Nike and AT&amp;T</li> <li>• <b>IT Development Trends.</b> Major areas of IT Applications in Management</li> <li>• <b>Concept of Digital Economy and Digital Organization.</b></li> <li>• <b>IT Resources</b> Open Source Software - Concept and Applications. Study of Different Operating Systems. (Windows / Linux/ DOS)</li> </ul>
2	Office Automation using MS Office
	<ul style="list-style-type: none"> <li>• <b>Learn Word:</b> Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature.</li> <li>• <b>Spreadsheet application (e.g. MS-Excel/openoffice.org)</b> Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math &amp; trig, statistical, date &amp; time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter), data validation, what-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver,</li> <li>• <b>Presentation Software</b> Creating a presentation with minimum 20 slides with a script Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation</li> </ul>

Sr. No.	Modules / Units
3	<p data-bbox="339 342 738 365"><b>Email, Internet and its Applications</b></p> <ul style="list-style-type: none"> <li data-bbox="339 387 1294 477">• <b>Introduction to Email</b> Writing professional emails Creating digitally signed documents.</li> <li data-bbox="339 477 1294 611">• <b>Use of Outlook</b> : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook Emailing the merged documents. Introduction to Bulk Email software</li> <li data-bbox="339 611 1294 813">• <b>Internet</b> Understanding Internet Technology Concepts of Internet, Intranet, Extranet Networking Basics, Different types of networks. Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN</li> <li data-bbox="339 813 1294 880">• <b>DNS Basics.</b> Domain Name Registration, Hosting Basics.</li> <li data-bbox="339 880 1294 1104">• <b>Emergence of E-commerce and M-Commerce</b> Concept of E-commerce and M-Commerce Definition of E-commerce and M-Commerce Business models of e-commerce: models based on transaction party (B2B, B2C, B2G, C2B, C2C, E-Governance) Models based on revenue models, Electronics Funds Transfer, Electronic Data Interchange.</li> </ul>
4	<p data-bbox="339 1115 555 1137"><b>E-Security Systems</b></p> <ul style="list-style-type: none"> <li data-bbox="339 1160 1294 1283">• <b>Threats to Computer systems and control measures.</b> Types of threats- Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Threat Management</li> <li data-bbox="339 1283 1294 1373">• <b>IT Risk</b> Definition, Measuring IT Risk, Risk Mitigation and Management</li> <li data-bbox="339 1373 1294 1417">• <b>Information Systems Security</b></li> <li data-bbox="339 1417 1294 1552">• <b>Security on the internet</b> Network and website security risks Website Hacking and Issues therein. Security and Email</li> <li data-bbox="339 1552 1294 1619">• <b>E-Business Risk Management Issues</b> Firewall concept and component, Benefits of Firewall</li> <li data-bbox="339 1619 1294 1664">• <b>Understanding and defining Enterprise wide security framework</b></li> <li data-bbox="339 1664 1294 1888">• <b>Information Security Environment in India with respect to real Time Application in Business</b> Types of Real Time Systems, Distinction between Real Time, On – line and Batch Processing System. Real Time Applications viz. Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - definition, advantages, examples; E-Cash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transactions</li> <li data-bbox="339 1888 1294 1908">• <b>Threat Hunting Software</b></li> </ul>

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

**3. Core Courses (CC)**

**5. Business Planning & Entrepreneurial Management**

*Modules at a Glance*

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

**Objectives**

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

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

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

*3. Core Courses (CC)*

**6. Accounting for Managerial Decisions**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Analysis and Interpretation of Financial statements	15
2	Ratio analysis and Interpretation	15
3	Cash flow statement	15
4	Working capital	15
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	To acquaint management learners with basic accounting fundamentals.
2	To develop financial analysis skills among learners.
3	The course aims at explaining the core concepts of business finance and its importance in managing a business



Sr. No.	Modules / Units
1	<b>Analysis and Interpretation of Financial statements</b>
	<ul style="list-style-type: none"> <li>• Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies</li> <li>• Vertical Form of Balance Sheet and Profit &amp; Loss A/c-Trend Analysis, Comparative Statement &amp; Common Size.</li> </ul>
2	<b>Ratio analysis and Interpretation</b>
	<ul style="list-style-type: none"> <li>• <b>Ratio analysis and Interpretation</b> (based on vertical form of financial statements) including conventional and functional classification restricted to: <ul style="list-style-type: none"> <li>• <b>Balance sheet ratios:</b> Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio.</li> <li>• <b>Revenue statement ratios:</b> Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio, Debtors Turnover, Creditors Turnover Ratio</li> <li>• <b>Combined ratios:</b> Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio,</li> <li>• <b>Different modes of expressing ratios:</b> -Rate, Ratio, Percentage, Number. Limitations of the use of Ratios.</li> </ul> </li> </ul>
3	<b>Cash flow statement</b>
	Preparation of cash flow statement (Accounting Standard-3 (revised))
4	<b>Working capital</b>
	<ul style="list-style-type: none"> <li>• <b>Working capital</b>-Concept, Estimation of requirements in case of Trading &amp; Manufacturing Organizations.</li> <li>• <b>Receivables management</b>-Meaning &amp; Importance, Credit Policy Variables, methods of Credit Evaluation (Traditional and Numerical- Credit Scoring); Monitoring the Debtors Techniques [DSO, Ageing Schedule]</li> </ul>

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

**3. Core Courses (CC)**  
**7. Strategic Management**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction	12
2	Strategy Formulation	16
3	Strategic Implementation	18
4	Strategic Evaluation & Control	14
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world.
2	The focus is to critically examine the management of the entire enterprise from the Top Management view points.
3	This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

Sr. No.	Modules / Units
1	Introduction
	<ul style="list-style-type: none"> <li>• Business Policy-Meaning, Nature, Importance</li> <li>• Strategy-Meaning, Definition</li> <li>• Strategic Management-Meaning, Definition, Importance, Strategic management</li> <li>• Process &amp; Levels of Strategy and Concept and importance of Strategic Business Units (SBU's)</li> <li>• Strategic Intent-Mission, Vision, Goals, Objective, Plans</li> </ul>
2	Strategy Formulation
	<ul style="list-style-type: none"> <li>• Environment Analysis and Scanning(SWOT )</li> <li>• Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)</li> <li>• Business Level Strategy(Cost Leadership, Differentiation, Focus)</li> <li>• Functional Level Strategy(R&amp;D, HR, Finance, Marketing, Production)</li> </ul>
3	Strategic Implementation
	<ul style="list-style-type: none"> <li>• Models of Strategy making.</li> <li>• Strategic Analysis&amp; Choices &amp;Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work</li> <li>• Implementation: Meaning, Steps and implementation at Project, Process, Structural ,Behavioural ,Functional level.</li> </ul>
4	Strategic Evaluation & Control
	<p>Strategic Evaluation &amp; Control– Meaning, Steps of Evaluation &amp; Techniques of Control</p> <p>Synergy: Concept , Types , evaluation of Synergy. Synergy as a Component of Strategy &amp; its Relevance.</p> <p>Change Management– Elementary Concept</p>

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

**Elective Courses (EC)  
Group A. Finance Electives**

**2. Auditing**

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Introduction to Auditing	15
2	Audit Planning, Procedures and Documentation	15
3	Auditing Techniques and Internal Audit Introduction	15
4	Auditing Techniques: Vouching & Verification	15
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	To enable students get acquainted with the various concepts of auditing.
2	To ensure students understand and practice the various techniques of auditing while managing their finances

Sr. No.	Modules / Units
1	<b>Financial System in India</b>
	<ul style="list-style-type: none"> <li>• <b>Financial System Theoretical Settings</b> – Meaning, Importance, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability. Role of government in Financial development , Phases of Indian financial system since independence ( State Domination – 1947-1990, Financial sector reforms 1991 till Financial sector Legislative Reforms Commission 2013) ( Only an Overview) Monitoring Framework for financial Conglomerates,</li> <li>• <b>Structure of Indian financial system</b> – Financial Institutions ( Banking &amp; Non-Banking ), Financial Markets ( Organized and Unorganized) Financial Assets/Instruments, Financial Services( Fund based &amp; Free Based) – ( In details)</li> <li>• <b>Microfinance</b> - Conceptual Framework – Origin, Definitions, Advantages, Barriers, Microfinance Models in India</li> </ul>
2	<b>Financial Regulators &amp; Institutions in India (detail discussion on their role and functions )</b>
	<ul style="list-style-type: none"> <li>• <b>Financial Regulators</b> – Ministry of Finance (Dept of DEA, Expenditure ,Revenue, financial services and disinvestment) RBI- Changing role of RBI in the financial sector, global crisis and RBI, Ministry of Corporate Affairs, SEBI, Pension Fund Regulatory and Development Authority, IRDA.</li> <li>• <b>Financial Institutions-</b> Role, Classification, Role of Commercial banks, IFCI, IDBI, Industrial Credit and Investment Corporation of India, SFC, Investment institutions in India ( LIC, GIC) NBFC services provided by NBFC.</li> <li>• <b>Specialized Financial Institutions</b> – EXIM, NABARD, SIDBI, NHB, SIDC, SME Rating agency of India Ltd, IIFCL, IWRFC ( Their role, functions and area of concerns)</li> </ul>
3	<b>Financial Markets ( In Details)</b>
	<ul style="list-style-type: none"> <li>• <b>Indian Money Market</b> – Meaning, Features, Functions, Importance, Defects, Participants, Components ( Organized and Unorganized) ( in details) and Reforms</li> <li>• <b>Indian Capital Market</b> - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms In Primary and Secondary Market, Stock Indices, NSE, BSE, ADR and GDR</li> <li>• <b>Introduction of Commodity and Derivative Markets</b></li> <li>• <b>Insurance and Mutual funds</b> – An introduction</li> </ul>
4	<b>Managing Financial Systems Design</b>
	<ul style="list-style-type: none"> <li>• <b>Financial System Design</b> – Meaning, Stakeholder Lender Conflict, Manager Stock holder conflict, Conflict Resolution and Financial System Design, Bank oriented systems and Market oriented systems its advantages and drawbacks, Dimensions of well-functioning financial systems</li> <li>• <b>At global level</b> – Financial system designs of Developed countries ( Japan, Germany , UK and USA) ( Brief Summary)</li> <li>• <b>Case studies</b> relating to disinvestments policies of PSU in India, Global crises and failures in market systems around world</li> </ul>

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

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

**2. Rural Marketing**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Rural Market	15
3	Rural Marketing Mix	15
4	Rural Marketing Strategies	15
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Sr. No.	Modules / Units
1	<b>Introduction</b>
	<ul style="list-style-type: none"> <li>• Introduction to Rural Market, Definition &amp; Scope of Rural Marketing.</li> <li>• Rural Market in India-Size &amp; Scope, Rural development as a core area, Efforts put for Rural development by government (A brief Overview).</li> <li>• Emerging Profile of Rural Markets in India,</li> <li>• Problems of rural market.</li> <li>• Constraints in Rural Marketing and Strategies to overcome constraints</li> </ul>
2	<b>Rural Market</b>
	<ul style="list-style-type: none"> <li>• Rural Consumer Vs Urban Consumers– a comparison.</li> <li>• Characteristics of Rural Consumers.</li> <li>• Rural Market Environment: <ul style="list-style-type: none"> <li>a) Demographics– Population, Occupation Pattern, Literacy Level;</li> <li>b) Economic Factors-Income Generation, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Market Index; Land Use Pattern,</li> <li>c) Rural Infrastructure -Rural Housing, Electrification, Roads</li> </ul> </li> <li>• Rural Consumer Behaviour: meaning, Factors affecting Rural Consumer Behaviour-Social factors, Cultural factors, Technological factors, Lifestyle, Personality.</li> </ul>
3	<b>Rural Marketing Mix</b>
	<ul style="list-style-type: none"> <li>• Relevance of Marketing mix for Rural market/Consumers.</li> <li>• Product Strategies, Rural Product Categories-FMCGs, Consumer Durables, Agriculture Goods &amp; Services; Importance of Branding, Packaging and Labelling.</li> <li>• Nature of Competition in Rural Markets, the problem of Fake Brands</li> <li>• Pricing Strategies &amp; objectives</li> <li>• Promotional Strategies. Segmentation, Targeting &amp; Positioning for rural market.</li> </ul>
4	<b>Rural Marketing Strategies</b>
	<ul style="list-style-type: none"> <li>• Distribution Strategies for Rural consumers. Channels of Distribution- HAATS, Mandis, Public Distribution System, Co-operative society, Distribution Models of FMCG, Companies HUL, ITC etc. Distribution networks, Ideal distribution model for rural markets (Case study based)</li> <li>• Communication Strategy. Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the Message, Selecting the Communication Channels. Creating Advertisements for Rural Audiences. Rural Media- Mass media, Non-Conventional Media, Personalized media;</li> </ul>

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

**3. Core Courses (CC)**

**6. Business Research Methods**

***Modules at a Glance***

Sr. No.	Modules	No. of Lectures
1	Introduction to business research methods	18
2	Data collection and Processing	14
3	Data analysis and Interpretation	16
4	Advanced techniques in Report Writing	12
	<b>Total</b>	<b>60</b>

***Objectives***

SN	Objectives
1	The course is designed to inculcate the analytical abilities and research skills among the students.
2	The course intends to give hands on experience and learning in Business Research.



Sr. No.	Modules / Units
1	<p><b>Introduction to business research methods</b></p> <ul style="list-style-type: none"> <li>• Meaning and objectives of research</li> <li>• Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific &amp; Social e)Historical f) Exploratory g) Descriptive h)Causal</li> <li>• Concepts in Research: Variables, Qualitative and Quantitative Research</li> <li>• Stages in research process.</li> <li>• Characteristics of Good Research</li> <li>• Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources.</li> <li>• Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal.</li> <li>• Sampling– <ul style="list-style-type: none"> <li>a) meaning of sample and sampling,</li> <li>b) methods of sampling-i)Non Probability Sampling– Convenient, Judgment, Quota, Snow ball</li> <li>ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.</li> </ul> </li> </ul>
2	<p><b>Data collection and Processing</b></p> <ul style="list-style-type: none"> <li>• Types of data and sources-Primary and Secondary data sources</li> <li>• Methods of collection of primary data <ul style="list-style-type: none"> <li>a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets)</li> <li>b) Experimental i)Field ii) Laboratory</li> <li>c) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method,</li> <li>d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</li> <li>e) Survey instrument– i) Questionnaire designing.</li> <li>f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.</li> <li>f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale</li> </ul> </li> </ul>
3	<p><b>Data analysis and Interpretation</b></p> <ul style="list-style-type: none"> <li>• Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note</li> <li>• Analysis of data-Meaning, Purpose, types.</li> <li>• Interpretation of data-Essentials, importance and Significance of processing data</li> <li>• Multivariate analysis– concept only</li> <li>• Testing of hypothesis– concept and problems– i)chi square test, ii) Zandt-test (for large and small sample)</li> </ul>
4	<p><b>Advanced techniques in Report Writing</b></p> <ul style="list-style-type: none"> <li>• Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography</li> <li>• Ethics and research</li> <li>• Objectivity, Confidentiality and anonymity in Research</li> <li>• Plagiarism</li> </ul>

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

**3. Core Courses (CC)**

**7. Production & Total Quality Management**

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Production Management	14
2	Materials Management	16
3	Basics Of Productivity & TQM	16
4	Quality Improvement Strategies & Certifications	14
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	To acquaint learners with the basic management decisions with respect to production and quality management
2	To make the learners understand the designing aspect of production systems
3	To enable the learners apply what they have learnt theoretically.

Sr. No.	Modules / Units
1	<b>Production Management</b>
	<p><b>Production Management</b></p> <ul style="list-style-type: none"> <li>• Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems.</li> <li>• <b>Product Development, Classification and Product Design.</b></li> <li>• Plant location &amp; Plant layout– Objectives, Principles of good product layout, types of layout.</li> <li>• Importance of purchase management.</li> </ul>
2	<b>Materials Management</b>
	<ul style="list-style-type: none"> <li>• <b>Materials Management:</b> Concept, Objectives and importance of materials management Various types of Material Handling Systems.</li> <li>• <b>Inventory Management:</b> Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. EOQ: Assumptions limitations &amp; advantages of Economic Order Quantity, Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock.</li> </ul>
3	<b>Basics Of Productivity &amp;TQM</b>
	<ul style="list-style-type: none"> <li>• <b>Basics Of Productivity &amp;TQM:</b> Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby's philosophy.</li> <li>• <b>Product &amp; Service Quality Dimensions, SERVQUAL</b> Characteristics of Quality, Quality Assurance, Quality Circle : Objectives Of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity</li> </ul>
4	<b>Quality Improvement Strategies &amp;Certifications</b>
	<ul style="list-style-type: none"> <li>• <b>Quality Improvement Strategies &amp;Certifications:</b> Lean thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV.</li> </ul> <p>TAGUCHI'S QUALITYENGINEERING,ISO 9000,ISO 1400, QS9000. Malcolm Baldrige National Quality Award(MBNQA), Deming's Application Prize.</p>

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

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

**1. Service Marketing**

***Modules at a Glance***

SN	Modules	No. of Lectures
1	Introduction of Services Marketing	15
2	Key Elements of Services Marketing Mix	15
3	Managing Quality Aspects of Services Marketing	15
4	Marketing of Services	15
	<b>Total</b>	<b>60</b>

***Objectives***

SN	Objectives
1	To understand distinctive features of services and key elements in services marketing
2	To provide insight into ways to improve service quality and productivity
3	To understand marketing of different services in Indian context

SN	Modules/ Units
1	<b>Introduction of Services Marketing</b>
	<ul style="list-style-type: none"> <li>• Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services</li> <li>• Role of Services in Modern Economy, Services Marketing Environment</li> <li>• Goods vs Services Marketing, Goods Services Continuum</li> <li>• Consumer Behaviour, Positioning a Service in the Market Place</li> <li>• Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty</li> <li>• <b>Type of Contact: High Contact Services and Low Contact Services</b></li> <li>• Sensitivity to Customers' Reluctance to Change</li> </ul>
2	<b>Key Elements of Services Marketing Mix</b>
	<ul style="list-style-type: none"> <li>• The Service Product, Pricing Mix, Promotion &amp; Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting</li> <li>• Branding of Services – Problems and Solutions</li> <li>• Options for Service Delivery</li> </ul>
3	<b>Managing Quality Aspects of Services Marketing</b>
	<ul style="list-style-type: none"> <li>• Improving Service Quality and Productivity</li> <li>• Service Quality – GAP Model, <b>Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality</b></li> <li>• The SERVQUAL Model</li> <li>• Defining Productivity – Improving Productivity</li> <li>• Demand and Capacity Alignment</li> </ul>
4	<b>Marketing of Services</b>
	<ul style="list-style-type: none"> <li>• International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing</li> <li>• Factors Favouring Transnational Strategy</li> <li>• Elements of Transnational Strategy</li> <li>• Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry</li> <li>• Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector</li> </ul>

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

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

**2. E-Commerce and Digital Marketing**

*Modules at a Glance*

SN	Modules	No. of Lectures
1	Introduction to E-commerce	15
2	E-Business & Applications	15
3	Payment, Security, Privacy & Legal Issues in E-Commerce	15
4	Digital Marketing	15
	<b>Total</b>	<b>60</b>

**Objectives**

SN	Objectives
1	To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
2	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
3	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation

SN	Modules/ Units
1	<b>Introduction to E-commerce</b>
	<ul style="list-style-type: none"> <li>Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages &amp; Limitations of E-Commerce, Traditional Commerce &amp; E-Commerce</li> <li>Ecommerce Environmental Factors: Economic, Technological, Legal, Cultural &amp; Social</li> <li>Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce</li> <li>Impact of E-Commerce on Business, Ecommerce in India</li> <li>Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education</li> <li>Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce</li> </ul>
2	<b>E-Business &amp; Applications</b>
	<ul style="list-style-type: none"> <li>E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business</li> <li>Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning</li> <li>Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks &amp; Clicks Business Model, Superiority of Bricks and Clicks E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading.</li> <li>Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.</li> <li>Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website</li> </ul>
3	<b>Payment, Security, Privacy &amp; Legal Issues in E-Commerce</b>
	<ul style="list-style-type: none"> <li>Issues Relating to Privacy and Security in E-Business</li> <li>Electronic Payment Systems: Features, Different Payment Systems : Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer.</li> <li>Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.</li> <li>Types of Transaction Security</li> <li>E-Commerce Laws: Need for E-Commerce laws, E Commerce laws in India, Legal Issues in E-commerce in India, IT Act 2000</li> </ul>

SN	Modules/ Units
1	<p><b>Overview of Logistics and Supply Chain Management</b></p> <p><b>a) Introduction to Logistics Management</b></p> <ul style="list-style-type: none"> <li>• Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics</li> <li>• Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment</li> </ul> <p><b>b) Introduction to Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management, Channel Management and Channel Integration</li> </ul> <p><b>c) Customer Service: Key Element of Logistics</b></p> <ul style="list-style-type: none"> <li>• Meaning of Customer Service, Objectives, Elements, Levels of customer service, Rights of Customers</li> </ul> <p><b>d) Demand Forecasting</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives ,Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</li> </ul>
2	<p><b>Elements of Logistics Mix</b></p> <p><b>a) Transportation</b></p> <ul style="list-style-type: none"> <li>• Introduction, Principles and Participants in Transportation, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</li> </ul> <p><b>b) Warehousing</b></p> <ul style="list-style-type: none"> <li>• Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</li> </ul> <p><b>c) Materials Handling</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Principles of Materials Handling, Systems of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments</li> </ul> <p><b>d) Packaging</b></p> <ul style="list-style-type: none"> <li>• Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs</li> </ul>



SN	Modules/ Units
3	<p><b>Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis</b></p> <p>a) <b>Inventory Management</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels)</li> </ul> <p>b) <b>Logistics Costing</b></p> <ul style="list-style-type: none"> <li>• Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing</li> </ul> <p>c) <b>Performance Measurement in Supply Chain</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Dimensions of Performance Measurement, Characteristics of Ideal Measurement System</li> </ul> <p>d) <b>Logistical Network Analysis</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Importance, Scope, RORO/LASH</li> </ul>
4	<p><b>Recent Trends in Logistics and Supply Chain Management</b></p> <p>a) <b>Information Technology in Logistics</b></p> <ul style="list-style-type: none"> <li>• Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, <b>Logistical Information System</b>, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure</li> </ul> <p>b) <b>Modern Logistics Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains</li> </ul> <p>c) <b>Logistics Outsourcing</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics-Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition</li> </ul> <p>d) <b>Logistics in the Global Environment</b></p> <ul style="list-style-type: none"> <li>• <b>Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management</b></li> </ul>

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

*Elective Courses (EC)  
Group A: Finance Electives*

**4. Strategic Financial Management**

*Modules at a Glance*

SN	Modules	No. of Lectures
1	Dividend Decision and XBRL	15
2	Capital Budgeting and Capital Rationing	15
3	Shareholder Value and Corporate Governance/ Corporate Restructuring	15
4	Financial Management in Banking Sector and Working Capital Financing	15
<b>Total</b>		<b>60</b>

*Objectives*

SN	Objectives
1	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability
2	Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable
3	To acquaint learners with contemporary issues related to financial management

SN	Modules/ Units
1	<p><b>Dividend Decision and XBRL</b></p> <p>a) <b>Dividend Decision:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy</li> </ul> <p>b) <b>XBRL:</b></p> <ul style="list-style-type: none"> <li>• Introduction, Advantages and Disadvantages, Features and Users</li> </ul>
2	<p><b>Capital Budgeting and Capital Rationing</b></p> <p>a) <b>Capital Budgeting:</b></p> <ul style="list-style-type: none"> <li>• Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, <b>Decision Tree Analysis, Construction of Decision Tree.</b></li> </ul> <p>b) <b>Capital Rationing:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Advantages, Disadvantages, Practical Problems</li> </ul>
3	<p><b>Shareholder Value and Corporate Governance/Corporate Restructuring</b></p> <p>a) <b>Shareholder Value and Corporate Governance:</b></p> <ul style="list-style-type: none"> <li>• Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India</li> </ul> <p>b) <b>Corporate Restructuring:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.</li> </ul>
4	<p><b>Financial Management in Banking Sector and Working Capital Financing</b></p> <p>a) <b>Financial Management in Banking Sector:</b></p> <ul style="list-style-type: none"> <li>• An Introduction, Classification of Investments, NPA &amp; their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances</li> </ul> <p>b) <b>Working Capital Financing.</b></p> <ul style="list-style-type: none"> <li>• Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach</li> </ul>

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

*Elective Courses (EC)*

*Group B: Marketing Electives*

**4. Media Planning and Management**

*Modules at a Glance*

SN	Modules	No. of Lectures
1	Overview of Media and Media Planning	15
2	Media Mix & Media Strategy	15
3	Media Budgeting, Buying & Scheduling	15
4	Media Measurement, Evaluation	15
	<b>Total</b>	<b>60</b>

*Objectives*

SN	Objectives
1	To understand Media Planning, Strategy and Management with reference to current business scenario.
2	To know the basic characteristics of all media to ensure most effective use of advertising budget.
3	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

SN	Modules/ Units
1	<p><b>Overview of Media and Media Planning</b></p> <p><b>a) Overview of Media and Media Planning:</b></p> <ul style="list-style-type: none"> <li>• Meaning of Media &amp; Features of Media, Meaning of Media Planning , Scope of Media planning , Media Planning Elements, Role of Media in Business, Media Planning Process, Impact of Marketing Objectives on Media Planning, Factors Influencing Media Planning Decisions, Role and Importance of Media in Consumer Buying Decision, Role of Media Planner, Challenges of Media Planning, Organization Structure of Media Company, Regulatory Framework and Legal Aspects in Media Planning</li> </ul> <p><b>b) Media Research:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Role and Importance</li> <li>• Sources of Media Research : Audit Bureau of Circulation, Press Audits, National Readership Survey/IRS, Businessmen's Readership Survey, TRP, National Television Study, ADMAR Satellite Cable Network Study, Reach and Coverage Study, CIB Listenership Survey</li> </ul>
2	<p><b>Media Mix and Media Strategy</b></p> <p><b>a) Media Mix:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Need for Media Mix, Identifying Audience for Mass Media , Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix</li> </ul> <p><b>b) Media Choices:</b></p> <ul style="list-style-type: none"> <li>• <b>Print Meaning-</b> Factors Affecting Selection of Print Media Decisions , Types of Print Media, Advantages and Limitations</li> <li>• <b>Television-</b> Meaning, Factors Affecting Selection of Television Media Decisions, Advantages and Limitations</li> <li>• <b>Radio-</b> Meaning, Factors Affecting Selection of Radio Media Decision, Advantages and Limitations</li> <li>• <b>Out of Home (OOH)-</b> Meaning, Types of OOH, Factors Affecting OOH Planning Decision, Advantages and Limitations</li> </ul> <p><b>c) Emerging Media:</b></p> <ul style="list-style-type: none"> <li>• Online, Mobile, Gaming, In flight, In Store, Interactive Media</li> </ul> <p><b>d) Media Strategy:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Need for Media Strategy, Situation Analysis for Media Strategy and its Components</li> <li>• Steps in Formulating Media Strategies: Defining the Target Group, Market Prioritization, Media Weights, Media Mix, Media Scheduling.</li> </ul>

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

*Core Course (CC)*

**5. Operations Research**

*Modules at a Glance*

SN	Modules	No. of Lectures
1	Introduction to Operations Research and Linear Programming	15
2	Assignment and Transportation Models	15
3	Network Analysis	15
4	Job Sequencing and Theory of Games	15
<b>Total</b>		<b>60</b>

*Objectives*

SN	Objectives
1	To help students to understand operations research methodologies
2	To help students to solve various problems practically
3	To make students proficient in case analysis and interpretation

SN	Modules/ Units
1	Introduction to Operations Research and Linear Programming
	<p>a) <b>Introduction To Operations Research</b></p> <ul style="list-style-type: none"> <li>• Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR.</li> </ul> <p>b) <b>Linear Programming Problems: Introduction and Formulation</b></p> <ul style="list-style-type: none"> <li>• Introduction to Linear Programming</li> <li>• Applications of LP</li> <li>• Components of LP</li> <li>• Requirements for Formulation of LP Problem</li> <li>• Assumptions Underlying Linear Programming</li> <li>• Steps in Solving LP Problems</li> <li>• LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints)</li> </ul> <p>c) <b>Linear Programming Problems: Graphical Method</b></p> <ul style="list-style-type: none"> <li>• Maximization &amp; Minimization Type Problems. (Max. Z &amp; Min. Z)</li> <li>• Two Decision Variables and Maximum Three Constraints Problem</li> <li>• Constraints can be "less than or equal to", "greater than or equal to" or a combination of both the types i.e. mixed constraints.</li> <li>• Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima.</li> </ul> <p>d) <b>Linear Programming Problems: Simplex Method</b></p> <ul style="list-style-type: none"> <li>• Only Maximization Type Problems. (<u>Only Max. Z</u>). No Minimization problems. (No Min. Z) Numericals on Degeneracy in Maximization Simplex Problems.</li> <li>• Two or Three Decision Variables and Maximum Three Constraints Problem. (Up to Maximum Two Iterations)</li> <li>• All Constraints to be "less than or equal to" Constraints. ("Greater than or Equal to" Constraints not included.)</li> <li>• Concepts : Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product.</li> </ul> <p><b>Note:</b></p> <ol style="list-style-type: none"> <li>1. Surplus Variable, Artificial Variable and Duality to be covered only at <u>Conceptual level</u> for Theory Questions only and not included in Numerical.</li> <li>2. Sensitivity Analysis including Profit Range and Capacity Range is not included.</li> </ol>

# 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***



**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
<b>1</b>	<b>Elective Courses (EC)</b>		<b>1</b>	<b>Elective Courses (EC)</b>	
<b>1A</b>	<b>Discipline Specific Elective(DSE)Courses</b>		<b>1A</b>	<b>Discipline Specific Elective(DSE)Courses</b>	
1	Accountancy and Financial Management I	03	1	Accountancy and Financial Management II	03
<b>1B</b>	<b>Discipline Related Elective(DRE)Courses</b>		<b>1B</b>	<b>Discipline Related Elective(DRE)Courses</b>	
2	Commerce I	03	2	Commerce II	03
3	Business Economics I	03	3	Business Economics II	03
<b>2</b>	<b>Ability Enhancement Courses (AEC)</b>		<b>2</b>	<b>Ability Enhancement Courses (AEC)</b>	
<b>2A</b>	<b>Ability Enhancement Compulsory Courses (AECC)</b>		<b>2A</b>	<b>Ability Enhancement Compulsory Courses (AECC)</b>	
4	Business Communication I	03	4	Business Communication II	03
5	Environmental Studies I	03	5	Environmental Studies II	03
<b>2B</b>	<b>*Skill Enhancement Courses (SEC)</b>		<b>2B</b>	<b>**Skill Enhancement Courses (SEC)</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
<b>3</b>	<b>Core Courses (CC)</b>		<b>3</b>	<b>Core Courses (CC)</b>	
7	Mathematical and Statistical Techniques I	03	7	Mathematical and Statistical Techniques II	03
<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>

<b>*List of Skill Enhancement Courses (SEC) for Semester I (Any One)</b>		<b>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</b>	
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**

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

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

**Semester I**

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

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

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

*Elective Courses (EC)*

*Discipline Specific Elective(DSE) Courses*

**1.Accountancy and Financial Management I**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Accounting standards issued by ICAI and Inventory valuation	15
2	Final Accounts	15
3	Departmental Accounts	15
4	Accounting for Hire Purchase	15
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	<p><b>Accounting standards issued by ICAI and Inventory valuation</b></p> <ul style="list-style-type: none"> <li> <b>Accounting standards:</b>            Concepts, benefits, procedures for issue of accounting standards Various AS  <b>AS – 1: Disclosure of Accounting Policies</b>            Purpose, Areas of Policies, Disclosure of Policies, Disclosure of Change in Policies, Illustrations  <b>AS–2: Valuation of Inventories (Stock)</b>            Meaning, Definition, Applicability, Measurement of Inventory, Disclosure in Final Account, Explanation with Illustrations.  <b>AS – 9: Revenue Recognition</b>            Meaning and Scope, Transaction excluded, Sale of Goods, Rendering of Services, Effects of Uncertainties, Disclosure, Illustrations.         </li> <li> <b>Inventory Valuation</b>            Meaning of inventories Cost for inventory valuation            Inventory systems : Periodic Inventory system and Perpetual Inventory System            Valuation: Meaning and importance            Methods of Stock Valuation as per AS – 2 :            FIFO and Weighted Average Method Computation of valuation of inventory as on balance sheet date: if inventory is taken on a date after the balance sheet or before the balance sheet         </li> </ul>
2	<p><b>Final Accounts</b></p> <p>Expenditure: Capital, Revenue            Receipts: Capital, Revenue            Adjustment and Closing Entries            Final accounts of Manufacturing concerns (Proprietary Firm)</p>
3	<p><b>Departmental Accounts</b></p> <p>Meaning            Basis of Allocation of Expenses and Incomes/Receipts            Inter Departmental Transfer : at Cost Price and Invoice Price Stock Reserve            Departmental Trading and Profit &amp; Loss Account and Balance Sheet</p>
4	<p><b>Accounting for Hire Purchase</b></p> <p>Meaning Calculation of interest :            Accounting for hire purchase transactions by asset purchase method based on full cash price            Journal entries, ledger accounts and disclosure in balance sheet for hirer and vendor (excluding default, repossession and calculation of cash price)</p>

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

*Ability Enhancement Courses (AEC)*

**4. Business Communication I**

*Modules at a Glance*

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

**Note:**

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

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

Sr. No.	Modules / Units
4	<b>Language and Writing Skills</b>
	<p><b>Commercial Terms used in Business Communication</b></p> <p><b>Paragraph Writing:</b>            Developing an idea, using appropriate linking devices, etc            Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p><b>Activities</b></p> <ul style="list-style-type: none"> <li>▪ Listening Comprehension</li> <li>▪ Remedial Teaching</li> <li>▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.</li> <li>▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management</li> </ul>

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

*Ability Enhancement Courses (AEC)*

**5.Environmental Studies I**

*Modules at a Glance*

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



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

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

*Skill Enhancement Courses (SEC)*

**6. Foundation Course - I**

*Modules at a Glance*

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

Sr. No.	Modules / Units
1	<b>Accounting from Incomplete Records</b> Introduction Problems on preparation of final accounts of Proprietary Trading Concern (conversion method)
2	<b>Consignment Accounts</b> Accounting for consignment transactions Valuation of stock Invoicing of goods at higher price(excluding overriding commission, normal/abnormal losses)
3	<b>Branch Accounts</b> Meaning/ Classification of branch Accounting for Dependent Branch not maintaining full books: Debtors method Stock and debtors method
4	<b>Fire Insurance Claim</b> Computation of Loss of Stock by Fire Ascertainment of Claim as per the Insurance Policy Exclude: Loss of Profit and Consequential Loss

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

*Elective Courses (EC)-  
Discipline Specific Elective(DSE) Courses*

**1.Accountancy and Financial Management II**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Accounting from Incomplete Records	15
2	Consignment Accounts	15
3	Branch Accounts	15
4	Fire Insurance Claim	15
Total		60

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

*Ability Enhancement Courses (AEC)*

**4. Business Communication II**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	10
2	Group Communication	15
3	Business Correspondence	10
4	Language and Writing Skills	10
<b>Total</b>		<b>45</b>

**Note:**

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

Sr. No.	Modules / Units
1	<b>Presentation Skills</b>
	<b>Presentations:</b> (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation
2	<b>Group Communication</b>
	<b>Interviews:</b> Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit <b>Meetings:</b> Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions <b>Conference:</b> Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing <b>Public Relations:</b> Meaning, Functions of PR Department, External and Internal Measures of PR
3	<b>Business Correspondence</b>
	<b>Trade Letters:</b> Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) <b>Only following to be taught in detail:-</b> Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]
4	<b>Language and Writing Skills</b>
	<b>Reports:</b> Parts, Types, Feasibility Reports, Investigative Reports <b>Summarisation:</b> Identification of main and supporting/sub points Presenting these in a cohesive manner

**Tutorial Activities:**

*Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature*

*[Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature Like – Sun Tzu :The Art of War, Elyahu M. Galdratt : The Goal , Elyahu M. Galdratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, ChetanBhagat One Night At A Call Center, ChetanBhagat My Three Mistakes , ArindamChaudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire ]*

*[N.B.: The above list is only indicative and not prescriptive.]*

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

*Ability Enhancement Courses (AEC)*

**4.Environmental Studies II**

*Modules at a Glance*

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

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



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

*Skill Enhancement Courses (SEC)*

**6. Foundation Course - II**

*Modules at a Glance*

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

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

**University of Mumbai**



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

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

*To be implemented from Academic Year 2017-2018*

***Faculty of Commerce***

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

*Elective Courses (EC)  
Discipline Specific Elective (DSE) Courses*

**1Aa. Accountancy and Financial Management III**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year	15
2	Piecemeal Distribution of Cash	15
3	Amalgamation of Firms	15
4	Conversion / Sale of a Partnership Firm into a Ltd. Company	15
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year
	<ul style="list-style-type: none"> <li>i) Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner Retires / dies during the year.</li> <li>ii) Allocation of gross profit prior to and after admission / retirement / death when stock on the date of admission / retirement is not given and apportionment of other expenses based on time / Sales/other given basis.</li> <li>iii) Ascertainment of gross profit prior to and after admission/retirement/death when stock on the date of admission/retirement is given and apportionment of other expenses based on time / Sales / other given basis Excluding Questions where admission / retirement / death takes place in the same year.</li> </ul>
2	Piecemeal Distribution of Cash
	<ul style="list-style-type: none"> <li>i) Excess Capital Method only</li> <li>ii) Asset taken over by a partner</li> <li>iii) Treatment of past profits or past losses in the Balance sheet</li> <li>iv) Contingent liabilities / Realization expenses / amount kept aside for expenses and adjustment of actual</li> <li>v) Treatment of secured liabilities</li> <li>vi) Treatment of preferential liabilities like Govt. dues / labour dues etc. Excluding : Insolvency of partner and Maximum Loss Method</li> </ul>
3	Amalgamation of Firms
	<ul style="list-style-type: none"> <li>i) Realization method only</li> <li>ii) Calculation of purchase consideration</li> <li>iii) Journal / ledger accounts of old firms</li> <li>iv) Preparing Balance sheet of new firm</li> <li>v) Adjustment of goodwill in the new firm</li> <li>vi) Realignment of capitals in the new firm by current accounts / cash or a combination thereof Excluding Common transactions between the amalgamating firms</li> </ul>
4	Conversion / Sale of a Partnership Firm into a Ltd. Company
	<ul style="list-style-type: none"> <li>(i) Realisation method only</li> <li>(ii) Calculation of New Purchase consideration, Journal / Ledger Accounts of old firms. Preparing Balance sheet of new company</li> </ul>

**Reference Text :**

1. Ashish K. Bhattacharyya – "Financial Accounting for Business Managers", Prentice Hall of India Pvt. Ltd.
2. Shashi K. Gupta – "Contemporary Issues in Accounting", Kalyani Publishers.
3. R. Narayanaswamy – "Financial Accounting", Prentice Hall of India, New Delhi
4. Ashok Sehgal – "Fundamentals of Financial Accounting", Taxmann's Publishers

Sr. No.	Modules
1	<b>Introduction to Advertising</b> <ul style="list-style-type: none"> <li>• <b>Integrated Marketing Communications (IMC)-</b> Concept, Features, Elements, Role of advertising in IMC</li> <li>• <b>Advertising:</b> Concept, Features, Evolution of Advertising, Active Participants, <b>Benefits of advertising to Business firms and consumers.</b></li> <li>• <b>Classification of advertising:</b> Geographic, Media, Target audience and Functions.</li> </ul>
2	<b>Advertising Agency</b> <ul style="list-style-type: none"> <li>• <b>Ad Agency:</b> Features, Structure and services offered, Types of advertising agencies , Agency selection criteria</li> <li>• <b>Agency and Client:</b> Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation</li> <li>• <b>Careers in advertising:</b> <b>Skills required for a career in advertising,</b> Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.</li> </ul>
3	<b>Economic &amp; Social Aspects of Advertising</b> <ul style="list-style-type: none"> <li>• <b>Economic Aspects:</b> Effect of advertising on consumer demand, monopoly and competition, Price.</li> <li>• <b>Social aspects:</b> Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.</li> <li>• <b>Pro Bono/Social advertising:</b> Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)</li> </ul>
4	<b>Brand Building and Special Purpose Advertising</b> <ul style="list-style-type: none"> <li>• <b>Brand Building:</b> The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.</li> <li>• <b>Special purpose advertising:</b> Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.</li> <li>• <b>Trends in Advertising:</b> Media, Ad spends, Ad Agencies, Execution of advertisements</li> </ul>

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

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

**7. Business Law - I**

Course Objective:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III and IV.

Sr. No.	Modules	No. of Lectures
1	Indian Contract Act – 1872 Part -I	12
2	Indian Contract Act – 1872 Part -II	12
3	Special Contracts	17
4	The Sale Of Goods Act - 1930	12
5	The Negotiable Instruments (Ammended) Act 2015	12
	<b>Total</b>	<b>60</b>

Sr. No.	Modules
1	Indian Contract Act – 1872 Part –I
	<ul style="list-style-type: none"> <li>• Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts.</li> <li>• Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5)</li> <li>• Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons.</li> <li>• Consideration (S. 2 &amp; 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, 'No Consideration No Contract'(Ss. 25) Unlawful Consideration (S 23)</li> </ul>
2	Indian Contract Act – 1872 Part –II
	<ul style="list-style-type: none"> <li>• Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.</li> <li>• Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act.</li> <li>• Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract &amp; Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37)</li> <li>• Modes of Discharge of Contract, Remedies on breach of Contract.(73-75)</li> </ul>
3	Special Contracts
	<ul style="list-style-type: none"> <li>• Law of Indemnity &amp; Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.</li> <li>• Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee</li> <li>• Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor &amp; Pawnee.( Ss.173, 174, 177)</li> <li>• Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights &amp; Duties of Principal and Agent.</li> </ul>



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

*Elective Courses (EC)  
Discipline Specific Elective (DSE) Courses*

**1Aa. Accountancy and Financial Management IV**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction to Company Accounts	15
2	Redemption of Preference Shares	15
3	Redemption of Debentures	15
4	Ascertainment and Treatment of Profit Prior to Incorporation	15
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	<b>Introduction to Company Accounts</b>
	<p><b>Introduction of basic terms:</b> Types of companies, nature and formation of companies, Shares, Debentures, Share Capital, Reserves and surplus, types of assets and liabilities, dividend, format of Balance Sheet (Only theory)</p> <p><b>Issue of shares:</b> Different modes IPO, Private Placements, Preferential, Rights, ESO, SWEAT and ESCROW account, Issue of shares at par, premium and discount, Under subscription and Over subscription of shares, forfeiture and reissue of forfeited shares, issue of shares for consideration other than cash. (Only theory)</p> <p><b>Issue of Debentures:</b> types of Debentures, Issue of debentures at par, premium and discount, Issue of Debentures with consideration of Redemption, Issue of debentures for cash receivable in instalments or at a time Issue of debentures for consideration other than cash. (Only theory)</p>
2	<b>Redemption of Preference Shares</b>
	<p>Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules.</p> <p>Methods of Redemption of fully paid up Preference Shares as per Companies Act, 2013: The proceed of a fresh issue of shares, the capitalisation of undistributed profits and a combination of both, calculation of minimum fresh issue to provide the fund for redemption,</p> <p>(Question on entries and/or Balance Sheet)</p> <p>Note: Companies governed by Section 133 of the Companies Act, 2013 and comply with the accounting standards prescribed for them. Hence, the balance in security premium account not to be utilised for premium payable on redemption of preference shares.</p>
3	<b>Redemption of Debentures</b>
	<p>Introduction : Provisions of Section 71 (1) and (4) of the Companies Act, 2013, Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures; Terms of issue of debentures</p> <p>Methods of redemption of debentures: By payment in lumpsum and by payment in instalments (excluding from by purchase in open market), Conversion.</p> <p>(Question on entries, ledgers and/or Balance Sheet and /or redemption of preference shares)</p>
4	<b>Ascertainment and Treatment of Profit Prior to Incorporation</b>
	<p>(i) Principles for ascertainment</p> <p>Preparation of separate combined, columnar Profit and Loss A/c including different basis of allocation of expenses and income</p>

**Note:** The Law and Standards in force on 1<sup>st</sup> April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations

**Reference Text :**

1. Introduction to Accountancy T.S. Grewal S. Chand and Co. (P) Ltd., New Delhi
2. Advanced Accounts Shukla and Grewal S. Chand and Co. (P) Ltd., New Delhi
3. Advanced accountancy R.L. Gupta and M. Radhaswamy S. Chand and Co. (P) Ltd., New Delhi
4. Modern Accountancy Mukerjee and Hanif Tata Mc. Grow Hill and Co. Ltd., Mumbai
5. Financial Accountancy LesileChandWichkPreitice Hall of India AdinBakley (P) Ltd.



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

**2 Ability Enhancement Courses (AEC)  
2A \* Skill Enhancement Courses (SEC) Group A**

**5. Advertising - II**

**Course Objective:**

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

Sr. No.	Modules	No. of Lectures
1	Media in Advertising	11
2	Planning Advertising Campaign	11
3	Execution and Evaluation of Advertising	11
4	Fundamentals of Creativity in Advertising	12
<b>Total</b>		<b>45</b>

Sr. No.	Modules
1	<b>Media in Advertising</b>
	<ul style="list-style-type: none"> <li>• <b>Traditional Media:</b> Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media</li> <li>• <b>New Age Media:</b> Digital Media / Internet Advertising – Forms, Significance and Limitations</li> <li>• <b>Media Research:</b> Concept, Importance, Tool for regulation - ABC and Doordarshan Code</li> </ul>
2	<b>Planning Advertising Campaigns</b>
	<ul style="list-style-type: none"> <li>• <b>Advertising Campaign:</b> Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model</li> <li>• <b>Advertising Budgets:</b> Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs</li> <li>• <b>Media Planning:</b> Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</li> </ul>
3	<b>Fundamentals of Creativity in Advertising</b>
	<ul style="list-style-type: none"> <li>• <b>Creativity:</b> Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization</li> <li>• <b>Creative aspects:</b> Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)</li> <li>• <b>Creativity through Endorsements:</b> Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products</li> </ul>
4	<b>Execution and Evaluation of Advertising</b>
	<ul style="list-style-type: none"> <li>• <b>Preparing print ads:</b> Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance.</li> <li>• <b>Creating broadcast ads:</b> Execution Styles, Jingles and Music – Importance, Concept of Storyboard</li> <li>• <b>Evaluation:</b> Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives</li> </ul>

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

## **Core Courses (CC)**

### **7. Business Law II**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Indian Companies Act – 2013 Par T –I	12
2	Indian Companies Act – 2013, Par T –II	12
3	Indian Partnership Act – 1932	12
4	Consumer Protection Act, 1986 & Competition Act 2002	12
5	Intellectual Property Rights	12
	<b>Total</b>	<b>60</b>

Sr. No.	Modules
1	<b>Indian Companies Act – 2013 Par T –I</b> <ul style="list-style-type: none"> <li>• Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil.</li> <li>• Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. –Common Procedure for Incorporation of Company,</li> <li>• Memorandum of Association (MOA) &amp; Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management.</li> <li>• Prospectus – Concept, Kinds, Contents, Private Placement</li> </ul>
2	<b>Indian Companies Act – 2013, Par T –II</b> <ul style="list-style-type: none"> <li>• Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right &amp; Liabilities of Members.</li> <li>• Director – Qualifications&amp; Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors.</li> <li>• Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting.</li> </ul>
3	<b>Indian Partnership Act – 1932</b> <ul style="list-style-type: none"> <li>• Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership &amp; Hindu Undivided Family (HUF).</li> <li>• Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution.</li> <li>• Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages &amp; Disadvantages, Procedure for Incorporation.</li> <li>• Extent of L.L.P.- Conversion of LLP, Mutual rights &amp; duties of partners, Winding up of LLP, Distinction between LLP and Partnership.</li> </ul>
4	<b>Consumer Protection Act, 1986 &amp; Competition Act 2002</b> <ul style="list-style-type: none"> <li>• Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services.</li> <li>• Consumer Protection Councils &amp; Redressal Agencies – District, State &amp; National.</li> <li>• Competition Act 2002 – Concept, Salient Features, Objectives &amp; Advantages.</li> <li>• Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements,</li> </ul>



















**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*

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

*Elective Courses (EC)*

*1 A. Discipline Specific Elective (DSE) Courses*

*Group A: Advanced Accountancy*

**1. Financial Accounting and Auditing VII -  
Financial Accounting  
Modules at a Glance**

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



Sr. No.	Modules / Units
1	<p><b>Preparation of Final Accounts of Companies</b></p> <p>Relevant provisions of Companies Act related to preparation of Final Account (excluding cash flow statement)</p> <p>Preparation of financial statements as per Companies Act. (excluding cash flow statement)</p> <p>AS 1 in relation to final accounts of companies (disclosure of accounting policies)</p> <p>Adjustment for –</p> <ol style="list-style-type: none"> <li>1. Closing Stock</li> <li>2. Depreciation</li> <li>3. Outstanding expenses and income</li> <li>4. Prepaid expenses and Pre received income</li> <li>5. Proposed Dividend and Unclaimed Dividend</li> <li>6. Provision for Tax and Advance Tax</li> <li>7. Bill of exchange ( Endorsement, Honour, Dishonour)</li> <li>8. Capital Expenditure included in Revenue expenditure and vice versa eg- purchase of furniture included in purchases</li> <li>9. Unrecorded Sales and Purchases</li> <li>10. Good sold on sale or return basis</li> <li>11. Managerial remuneration on Net Profit before tax</li> <li>12. Transfer to Reserves</li> <li>13. Bad debt and Provision for bad debts</li> <li>14. Calls in Arrears</li> <li>15. Loss by fire ( Partly and fully insured goods)</li> <li>16. Goods distributed as free samples.</li> <li>17. Any other adjustments as per the prevailing accounting standard.</li> </ol>
2	<p><b>Internal Reconstruction</b></p> <p>Need for reconstruction and company law provisions</p> <p>Distinction between internal and external reconstructions.</p> <p>Methods including alteration of share capital, variation of shareholder rights, sub division, consolidation, surrender and reissue / cancellation, reduction of share capital with relevant legal provisions and accounting treatment for same.</p>
3	<p><b>Buy Back of Shares</b></p> <p>Company Law / Legal provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions)</p> <p>Compliance of conditions including sources, maximum limits and debt equity ratio. Cancellation of Shares Bought back (Excluding Buy Back of minority shareholding)</p>

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

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

*Elective Courses (EC)*

*1 A. Discipline Specific Elective (DSE) Courses*

*Group A: Advanced Accountancy*

**2. Financial Accounting and Auditing Paper-VIII:**

**Cost Accounting**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction to Cost Accounting	10
2	Material Cost	10
3	Labour Cost	10
4	Overheads	10
5	Classification of Costs and Cost Sheet	10
6	Reconciliation of cost and financial accounts	10
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	<b>Introduction to Cost Accounting</b>
	(a) Objectives and scope of Cost Accounting (b) Cost centres and Cost units (c) Cost classification for stock valuation, Profit measurement, Decision making and control (d) Coding systems (e) Elements of Cost (f) Cost behaviour pattern, Separating the components of semi- variable costs
2	<b>Material Cost</b>
	(i) Procurement procedures—Store procedures and documentation in respect of receipts and issue of stock, Stock verification (ii) Inventory control — Techniques of fixing of minimum, maximum and reorder levels, Economic Order Quantity, ABC classification; Stocktaking and perpetual inventory (iii) Inventory accounting <b>Note-</b> Simple practical problems based on Calculation of EOQ, Raw Material Turnover ratio, Preparation of stock ledger and Valuation of Inventories, based on FIFO and Weighted average cost.
3	<b>Labour Cost</b>
	(i) Attendance and payroll procedures, Overview of statutory requirements, Overtime, Idle time and Incentives (ii) Labour turnover (iii) Utilisation of labour, Direct and indirect labour, Charging of labour cost, Identifying labour hours with work orders or batches or capital jobs (iv) Efficiency rating procedures (v) Remuneration systems and incentive schemes. <b>Note-</b> Simple practical problems based on Preparation of labour cost statement Remuneration and incentive systems based on Piece work plan, Halsey Premium Plan, Rowan system, Gantt's Task
4	<b>Overheads</b>
	Functional analysis — Factory, Administration, Selling and Distribution Behavioural analysis — Fixed, Variable, Semi-variable cost <b>Note-</b> Simple practical problems on Departmentalization and apportionment of primary overheads, Computation of overhead rates including Machine overhead rates Basic concepts of treatment of over/under absorption of overheads- Direct Labour method and Prime Cost method
5	<b>Classification of Costs and Cost Sheet</b>
	Classification of costs, Cost of Sales, Cost Centre, Cost Unit, Profit Centre and Investment Centre Cost Sheet, Total Costs and Unit Costs, Different Costs for different purpose <b>Note-</b> Simple practical problems on preparation of cost sheet
6	<b>Reconciliation of cost and financial accounts</b>
	Practical problems based on Reconciliation of cost and Financial accounts.

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

*Elective Courses (EC)*

*1 A. Discipline Specific Elective (DSE) Courses*

*Group B: Business Management*

**1. Business Management Paper-III:  
Management and Organization Development**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Planning	15
3	Organizing as a Managerial Function	15
4	Staffing	15
	<b>Total</b>	<b>60</b>



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

*Elective Courses (EC)*

*1 A. Discipline Specific Elective (DSE) Courses*

*Group A: Advanced Accountancy*

**1. Financial Accounting and Auditing Paper-IX:  
Financial Accounting**

*Modules at a Glance*

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	AS – 14 - Amalgamation, Absorption & External Reconstruction	15
2	Accounting of Transactions of Foreign Currency	15
3	Liquidation of Companies	10
4	Underwriting of Shares & Debentures	10
5	Accounting for Limited Liability Partnership	10
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	<p><b>AS – 14 - Amalgamation, Absorption &amp; External Reconstruction (excluding inter-company holdings)</b></p> <p>In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase method respectively. Meaning and Computation of purchase consideration. Problems based on purchase method only.</p>
2	<p><b>Accounting of Transactions of Foreign Currency</b></p> <p>In relation to purchase and sale of goods, services and assets and loan and credit transactions.</p> <p>Computation and treatment of exchange rate differences</p>
3	<p><b>Liquidation of Companies</b></p> <p>Introduction, Underwriting, Underwriting Commission            Provision of Companies Act with respect to Payment of underwriting commission            Underwriters, Sub-Underwriters, Brokers and Manager to issues            Types of underwriting, Abatement Clause            Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract Practical problems</p>
4	<p><b>Underwriting of Shares &amp; Debentures</b></p> <p>Meaning of liquidation or winding up            Preferential payments            Overriding preferential payments            Preparation of statement of affairs, deficit / surplus account            Liquidator's final statement of account</p>
5	<p><b>Accounting for Limited Liability Partnership</b></p> <p>Statutory Provisions            Conversion of partnership firm into LLP            Final Accounts</p>



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

*Elective Courses (EC)*

*1 A. Discipline Specific Elective (DSE) Courses*

*Group A: Advanced Accountancy*

**2. Financial Accounting and Auditing Paper-X:  
Cost Accounting**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Cost Control Accounts	10
2	Contract Costing	10
3	Process Costing	10
4	Introduction to Marginal Costing	10
5	Introduction to Standard Costing	10
6	Some Emerging concepts of Cost accounting	10
	Total	60

Sr. No.	Modules / Units
1	<b>Cost Control Accounts</b> Advantages and Disadvantages Cost Control Accounts, Principal Accounts, Subsidiary Accounts to be maintained Note- Simple practical problems on preparation of cost control accounts
2	<b>Contract Costing</b> Progress payments, Retention money, <b>Contract accounts</b> , Accounting for material, Accounting for Tax deducted at source by the contractee, Accounting for plant used in a contract, treatment of profit on incomplete contracts, Contract profit and Balance sheet entries. Excluding Escalation clause <b>Note</b> - Simple practical problems
3	<b>Process Costing</b> Process loss, Abnormal Gains and Losses, Joint products and by-products. Excluding Equivalent units, Inter-process profit <b>Note</b> - Simple Practical problems Process Costing and joint and by-products
4	<b>Introduction to Marginal Costing</b> <b>Marginal costing meaning, applications, advantages, limitations</b> Contribution, Breakeven analysis, Margin of safety and profit volume graph. <b>Note</b> -Simple Practical problems based on Marginal Costing excluding decision making
5	<b>Introduction to Standard Costing</b> <b>Various types of standards, Setting of standards, Basic concepts of Material and Labour variance analysis.</b> <b>Note</b> -Simple Practical problems based on Material and labour variances excluding sub-variances
6	<b>Some Emerging concepts of Cost accounting</b> Target Costing Life cycle Costing Benchmarking ABC Costing <b>Note</b> - No practical problems

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

*Elective Courses (EC)*

*2. Ability Enhancement Courses (AEC)*

**4. Marketing Research Paper - II**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Applications of Marketing Research-I	12
2	Applications of Marketing Research-II	11
3	Applications of Marketing Research-III	11
4	Managing Marketing Research	11
	<b>Total</b>	<b>45</b>

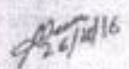
Sr. No.	Modules / Units
1	<b>Applications of Marketing Research-I</b>
	<p>a. <b>Product Research-</b> concept, areas, steps in new product development Product Testing &amp; Test Marketing- concept, methods</p> <p>b. <b>Brand Research-</b> concept, components of a Brand, importance of brand research Packaging Research- concept, importance</p> <p>c. <b>Price Research-</b> concept, factors influencing pricing, importance of price research, methods of price research</p>
2	<b>Applications of Marketing Research-II</b>
	<p>a. <b>Physical Distribution research-</b> concept, types of distribution channels, Supply Chain Management- concept, components of supply chain management, importance of physical distribution research</p> <p>b. <b>Promotion Research-</b> concept, elements of promotion, importance of promotion research</p> <p><b>Advertising Research-</b> concept, scope, pre &amp; post testing methods of advertising effectiveness</p> <p>c. <b>Consumer Research-</b> concept, objectives, methods <b>Motivation Research-</b> concept, importance</p>
3	<b>Applications of Marketing Research-III</b>
	<p>a. <b>Sales Research-</b> concept, significance, scope/areas</p> <p>b. <b>Rural Marketing Research-</b> concept, features of Indian rural market, sources of data, research tools, do's and don'ts in rural Marketing Research</p> <p>c. <b>Global Marketing Research-</b> concept, factors affecting Global Marketing , need and scope of Global Marketing Research</p>
4	<b>Managing Marketing Research</b>
	<p>a. <b>Organizing Marketing Research activity-</b> factors involved in organizing Marketing Research activity, methods of organizing Marketing Research activity, in house marketing department,--structure, merits , demerits</p> <p>b. <b>Professional Marketing Research agencies-</b> structure, merits, demerits, professional standards</p> <p>c. <b>Prominent Marketing Research agencies-</b> HTA, ORG, IMRB, NCAER, Nielson</p>

**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 14<sup>th</sup> June, 2011 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24<sup>th</sup> 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](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032  
27<sup>th</sup> 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

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No. UG/121-A of 2016-17 MUMBAI-400 032 27<sup>th</sup> 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.

AC 24-06-2016

Item No. 4.74

# 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*

*Revised Syllabus of courses of B.Com. (Banking & Insurance)  
Programme at Semester I  
with effect from the Academic Year 2016-2017*

*Elective Courses (EC)*

**3. Financial Accounting**

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	Introduction to accounting	12
2	Classification of Income & Expenses & Accounting Standards	12
3	Issues of Shares, Stock Valuation & Hire purchase	20
4	Final Accounts	16
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	Introduction to accounting
	Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts. Conventions and Principles. Double Entry System, Classifications of accounts, Rules of debit and credit. Writing of journal Entries and Ledger, Sub division of journal and Trial Balance
2	Classification of Income & Expenses & Accounting Standards
	Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errors and their Rectification. Accounting Standard 1, 2, 6, 8, 9, 10. Understanding Fair value concept. Overview of Ind-AS vis-a-vis International Financial Reporting Standards (IFRSs).
3	Issues of Shares, Stock Valuation & Hire purchase
	Introduction to Issue of shares. Stock valuation (FIFO and Weighted Average Method only) Hire Purchase Transactions (calculation of interest, accounting as per asset purchase method only, exclude repossession), Introduction to Depreciation: Fixed Installment method, Written Down Value Method, Change of method. Valuation of goodwill (problems based on average profit method and super profit method only)
4	Final Accounts
	Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries. Introduction to Accounts of Non Profit Organizations



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

*Ability Enhancement Courses (AEC)*

**4. Business Communication - I**

*Modules at a Glance*

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

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

Sr. No.	Modules / Units
4	Language and Writing Skills
	<p><b>Commercial Terms used in Business Communication</b></p> <p><b>Paragraph Writing:</b>            Developing an idea, using appropriate linking devices, etc            Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p><b>Activities</b></p> <ul style="list-style-type: none"> <li>▪ Listening Comprehension</li> <li>▪ Remedial Teaching</li> <li>▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches</li> <li>▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.</li> <li>▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management</li> </ul>

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

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

**Semester III**

No. of Courses	Semester III	Credits
<b>1</b>	<b><i>Elective Courses (EC)</i></b> <b><i>*Any three courses from the following list of the courses</i></b>	
1	Financial Management - I	03
2	Management Accounting	03
3	Organizational Behaviour	03
4	Risk Management	03
5	Mutual Fund Management	03
<b>2</b>	<b><i>Ability Enhancement Courses (AEC)</i></b>	
<b>2A</b>	<b><i>Ability Enhancement Compulsory Course (AECC)</i></b>	
4	Information Technology in Banking & Insurance - I	03
<b>2B</b>	<b><i>*Skill Enhancement Courses (SEC)</i></b>	
5	Any one course from the following list of the courses	02
<b>3</b>	<b><i>Core Courses (CC)</i></b>	
6	Financial Markets	03
7	Direct Taxation	03
	<b>Total Credits</b>	<b>20</b>

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

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

**3. Core Courses (CC)**

**Financial Markets**

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Indian Financial System	15
2	Financial Markets in India	15
3	Commodity Market	15
4	Derivatives Market	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules / Units
1	Indian Financial System
	<p>A) <b>Introduction, Meaning, Functions of financial system.</b>  <b>Indian financial system</b> from financial neutrality to financial activism and from financial volatility to financial stability, Role of Government in financial development, Overview of Phases of Indian financial system since independence (State Domination – 1947-1990, Financial sector reforms 1991 till Financial Sector Legislative Reforms Commission 2013), Monitoring framework for financial conglomerates.</p> <p>B) <b>Structure of Indian Financial System</b> – Banking &amp; Non-Banking Financial Institutions, Organized and Unorganized Financial Markets, Financial Assets/Instruments, Fund based &amp; Fee Based Financial Services.</p>
2	Financial Markets in India
	<p>A) Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components of Organized and Unorganized markets and Reforms</p> <p>B) Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market.</p> <p>C) Indian Stock Market - Meaning and functions of Stock Exchange- NSE and BSE.</p> <p>D) Equity Market – Primary Market, IPO, Book Building, Role of Merchant Bankers, ASBA , Green Shoe Option, Issue of Bonus shares, Right Shares, Sweat Equity shares, ESOP.</p> <p>E) Indian Debt Market –Market Instruments, Listing, Primary and Secondary Segments</p>
3	Commodity Market
	<ul style="list-style-type: none"> <li>• Introduction to commodities market - Meaning History &amp; origin, Types of commodities traded,</li> <li>• Structure of commodities market in India,</li> <li>• Participants in commodities market, Trading in commodities in India(cash &amp; derivative segment),</li> <li>• Commodity exchanges in India &amp; abroad</li> <li>• Reasons for investing in commodities.</li> </ul>
4	Derivatives Market
	<ul style="list-style-type: none"> <li>• Introduction to Derivatives market- Meaning, History &amp; origin,</li> <li>• Elements of a derivative contract,</li> <li>• Factors driving growth of derivatives market,</li> <li>• Types of derivatives, Types of underlying assets, Participants in derivatives market, Advantages &amp; disadvantages of trading in derivatives market,</li> <li>• Current volumes of derivative trade in India,</li> <li>• Difference between Forwards &amp; Futures</li> </ul>

**Revised Syllabus of Courses of B.Com. (Banking & Insurance)**

**Programme at Semester III**

**with Effect from the Academic Year 2017-2018**

**2A. Ability Enhancement Courses (AEC)**

**Information Technology in Banking & Insurance - I**

**Modules at a Glance**

Sr. No.	Modules	No. of Lectures
1	Introduction to Electronic Commerce	10
2	E-banking	15
3	MS-Office: Packages for Institutional Automation:	20
4	Cyber Law & Cyber Security	15
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	<b>Introduction to Electronic Commerce</b>
	<p>A) E-Commerce Framework, E-Commerce and media convergence, anatomy of E-Commerce Applications, E-Commerce Consumer and Organization Applications</p> <p>B) <b>The network Infrastructure for Electronic Commerce</b> - Market forces influencing the I-way, Components of I-way, Network Access Equipment</p> <p>C) <b>E-Commerce and World Wide Web</b>- Architectural framework of E-Commerce, WWW and its architecture, hypertext publishing, Technology behind the web, Security and the Web</p>
2	<b>E-banking</b>
	<p>A) Meaning, definition, features, advantages and limitations- core banking, the evolution of e-banking in India, <b>Legal framework for e-banking.</b></p> <p>B) <b>Electronic Payment System</b>  <b>Types of Electronic Payment Systems, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, Risk in EPS, Designing a EPS</b></p>
3	<b>MS-Office: Packages for Institutional Automation:</b>
	<p>A) <b>Ms-Word:</b> Usage of smart art tools, bookmark, cross-reference, hyperlink, mail merge utility and converting word as PDF files.</p> <p>B) <b>Ms-Excel:</b> Manipulating data, Working with charts, Working with PIVOT table and what-if analysis; Advanced excel functions-Vlookup(), hlookup(), PV(), FV(), average(), goal seek(), AVERAGE(), MIN(), MAX(), COUNT(), COUNTA(), ROUND(), INT(), nested functions, name, cells/ranges/constants, relative, absolute &amp; mixed cell references, &gt;, &lt;, = operators, Logical functions using if, and, or =, not, date and time functions &amp; annotating formulae.</p> <p>C) <b>Application in Banking and Insurance Sector</b> – Calculation of Interest, Calculation of Instalment, Calculation of Cash Flow, Calculation of Premium, Calculation of risk coverage in Insurance and Reporting.</p>
4	<b>Cyber Law &amp; Cyber Security:</b>
	<p>A) Need of Cyber Law, History of Cyber Law in India</p> <p>B) <b>Cyber Crimes:</b>  Various threats and attacks, Phishing, Key Loggers, Identity Theft, Call &amp; SMS forging, e-mail related crimes, Denial of Service Attacks, Hacking, Online shopping frauds, Credit card frauds, Cyber Stalking</p> <p>C) <b>Cyber Security:</b>  Computer Security, E-Security, Password Security and Reporting internet fraud</p>



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

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

Foundation Course – III (An Overview of Banking Sector)

*Modules at a Glance*

Sr. No.	Modules	No. of Lectures
1	An Overview of Banking Industry	10
2	Commercial Banking and Customer – Banker Relationship	10
3	Universal Banking & Technology in Banking sector	10
4	Microfinance & Financial Inclusion	15
<b>Total</b>		<b>45</b>

Sr. No.	Modules / Units
1	An Overview of Banking Industry
	<ul style="list-style-type: none"> <li>• Definition of Banks, Types of Banks, Principles of Banking</li> <li>• Banking System in India, Overview of RBI, Public, Private, Co-operative, Payment Bank, Regional Rural Banks</li> <li>• Emerging trends of banking - Universal banking, electronic banking, globalization of banking.</li> <li>• Brief history of banking sector reforms from 1991-2000 and Current developments in banking sector</li> <li>• Regulatory Architecture – Overview of Banking Regulation Act 1949, Banking Regulation Act(Amendment 2015), Payment and Settlement Act 2007, Negotiable Instrument Act 1881, BIS, Basel I, II and III.</li> <li>• Bank Crises in India</li> <li>• Critical Evaluation of Banking Industry in India</li> </ul>
2	Commercial Banking and Customer – Banker Relationship
	<ul style="list-style-type: none"> <li>• Definition and meaning of Commercial Bank, Evolution of Commercial Banking in India, Functions of Commercial Bank , Services offered by Commercial Bank.</li> <li>• Retail Banking – Meaning, Features, Significance of Retail Banking and Overview of its products</li> <li>• Corporate Banking -Meaning, Features, Significance of Corporate Banking and Overview of its products</li> <li>• Rural Banking - Meaning, Features, Significance of Rural Banking and Overview of its products</li> <li>• Banking Ombudsman – Meaning and Functions</li> </ul>
3	Universal Banking & Technology in Banking sector
	<p><b>A) Universal Banking</b></p> <ul style="list-style-type: none"> <li>• Concept of Universal Banking, Evolution of Universal banking ,Services to Government, Payment &amp; Settlement, Merchant Banking, Mutual Fund, Depository Services, Wealth Management, Portfolio Management Bancassurance, NRI Remittance.</li> </ul> <p><b>B) Technology in Banking</b></p> <ul style="list-style-type: none"> <li>• Features, norms and Limitations of E- banking, Mobile Banking, Internet Banking, RTGS, POS Terminal, NEFT, IMPS, Brown Label ATM's, White Label ATM's, NUUP, AEPS, APBS, CBS, CTS, Digital Signature , M-Wallets , Online opening of bank accounts – savings &amp; current, and application for credit cards, loan.</li> <li>• Applicability of KYC norms in Banking Sector.</li> </ul>
4	Microfinance & Financial Inclusion
	<p><b>A) Microfinance</b></p> <ul style="list-style-type: none"> <li>• Introduction, Need and Code of Conduct for Microfinance Institutions in India,</li> <li>• Advantages, Purpose, Limitations and Models of SHG – Bank Linkage Program.</li> <li>• Role of NABARD and SIDBI,</li> </ul>

- |  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>• Portfolio Securitization,</li><li>• SHG-2, NRLM and SRLM ,</li><li>• Priority Sector and its Classification</li></ul> <p><b>B) Financial Inclusion</b></p> <ul style="list-style-type: none"><li>• Need &amp; Extent</li><li>• RBI Committee Report of Medium Term Path on Financial Inclusion 2015, World Findex Report 2015, NISM Report 2015, (Only Brief Extracts relating to bank account holdings and credit taken and contrast between developing and developed nations.)</li><li>• Features &amp; Procedures of Pradhan Mantri Jan Dhan Yojana, and PM Mudra Yojana.</li><li>• Features, procedures and significance of Stand up India Scheme for Green Field</li></ul> |
|--|---|

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

**2. Core Course (CC)**

**1. International Banking and Finance**

***Modules at a Glance***

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
01	Fundamentals of International Finance	12
02	International Capital Markets	12
03	Foreign Exchange Markets	12
04	Risk Management	12
05	International Banking Operations	12
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	<b>Fundamentals of International Finance</b>
	<p><b>Meaning and Scope of International Finance</b>, Balance of Payment, Components, Deficit in Balance of Payment, Concept of Currency Convertibility.</p> <p>international Monetary System, Gold Standard, Features, Bretton Wood System, Background and Features, Reasons for its Failure, Smithsonian Agreement, SDRs, European Monetary System.</p> <p>Current Exchange Rate Systems - Fixed and Flexible Exchange Rate, Merits Demerits, Types of Fixed Exchange Rate, Hard Pegs and Soft Pegs, Types of Flexible Exchange Rate, Managed and Free Float.</p>
2	<b>International Capital Markets</b>
	<p>Types of Capital Flows, FDI, FPI, FII</p> <p>Euro Currency Markets, Origin and Reasons of growth, a Brief Understanding of Eurocurrency Deposit, Loans Bonds and Notes Market ,Concept of Offshore Banking.</p> <p>International Equity Markets, Concept of Depository Receipts, GDR, Characteristics, Mechanism of Issue, Participants Involved, ADR, Types and Characteristics, Concept of IDR.</p> <p><b>International Bond Market, Concepts of Domestic Bond, Concept and Types of Foreign Bonds, Concept and Types of Euro Currency Bonds, Concepts of Foreign Currency Convertible and Foreign Currency Exchangeable Bonds, Participatory Notes.</b></p>
3	<b>Foreign Exchange Markets</b>
	<p>Introduction, Market and Market Participants, Foreign Exchange Management in India, Retail and Whole Sale Component of Indian Foreign Exchange Market, Role of FEDAI, FEMA and Regulatory Framework, Dealing Room Operations.</p> <p>Foreign Exchange Arithmetic, Exchange Rate Quotations, Direct, Indirect and Cross rate, Percentage Spread, Arbitrage, Geographical, Triangular and Interest Rate (formula method only), Calculation of Forward Rates using Schedule of Swap Points, AFM, Determinants of Exchange Rate – Purchasing Power and Interest Rate Parity.</p>
4	<b>Risk Management</b>
	<p>Risk Management and Derivatives, Transaction, Translation and Economic Risk Faced by Corporates, Transaction, Position, Settlement, Pre-settlement, Gap/Mismatch Risk faced by Banks, Internal and External Hedging, Foreign Currency Derivative Instruments for Risk Management, Forward, Futures, Swaps and Options, Country Risk Management.</p>

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

*1. Elective Courses (EC)*

**3. Strategic Management**

*Modules at a Glance*

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
01	Strategic Management an Overview	15
02	Strategic Management Environment	10
03	Levels of Strategies and Analysis	10
04	Activating Strategy and Implementation	15
05	Strategic Evaluation and Control	10
	<b>Total</b>	<b>60</b>

Sr. No.	Modules / Units
1	<b>Strategic Management an Overview</b>
	Definitions, Strategic Decision Making, Levels of Strategic Management, Process of Strategic Management, Principles of Good Strategy, Elements of Strategic Management, Models of Strategic Management.
2	<b>Strategic Management Environment:</b>
	Importance of Politics in Strategic Management, Social, Political, and Technological forces, Role of Competition, National and Global Business Environment. Components of Environment, Environmental Scanning, Analysis of Strategies and Choice of Strategy. Ethics, Social Responsibility, Impact of Legal Factors in Strategic Management, SWOT Analysis.
3	<b>Levels of Strategies and Analysis</b>
	Corporate Level Strategies- Concentration, Integration and Diversification, Internationalization, Digitization. Process of Strategic Choice, Factors of Strategic Choice, Strategic Analysis.
4	<b>Activating Strategy and Implementation</b>
	Process and Nature of Strategy implementation, Barriers, Model of Strategy Implementation- Structural, Behavioral and Functional.
5	<b>Strategic Evaluation and Control</b>
	Standards, Benchmarking, Gap Analysis. Features and Importance of Evaluation, Barriers in Evaluation, Types. Strategic Control- Setting Standards, Comparison, Control Process, Systems, Approaches, Techniques of Evaluation and Control. Role of Information System.


5 Copies

UNIVERSITY OF MUMBAI  
No. UG/66 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B. A. degree course vide this office Circular No.UG/159 of 2011 dated 20<sup>th</sup> June, 2011 and the Principals of affiliated Colleges in Arts Colleges are hereby informed that the recommendation made by Board of Studies in History & Archaeology at its meeting held on 25<sup>th</sup> May, 2016 has been accepted by the Academic Council at its meeting held on 24<sup>th</sup> June, 2016 vide item No. 4.21 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for the F.Y.B.A. in History & Archaeology (Sem.I & II), which is available on the University's web site ([www.mu.ac.in](http://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 Arts.

A.C/4.21/24/06/2016

\*\*\*\*\*  
No. UG/66-A of 2016-17 MUMBAI-400 032 25<sup>th</sup> October, 2016

Copy forwarded with compliments for information to:-

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

  
(Dr.M.A.Khan)  
REGISTRAR

PTG...



AC 24 / 06 / 2016

Item no.4.21

## UNIVERSITY OF MUMBAI



**Revised syllabus for Sem I and II**

**Program: B. A.**

**Course: History & Archaeology**

(Choice Based Credit System with effect from the Academic  
year 2016-17)

F.Y.B.A. (History)  
History of Modern India (1857-1947)  
Semester - I

Objectives:-

The course is designed to make the student aware about the making of modern India and the struggle for independence.

**Module I: Growth of Political Awakening**

- (a) Revolt of 1857 – Causes and Consequences
- (b) Contribution of the Provincial Associations
- (c) Foundation of Indian National Congress.

**Module II: Trends in Indian Nationalism**

- (a) Moderates
- (b) Extremists
- (c) Revolutionary Nationalists

**Module III: Gandhian Movements**

- (a) Non Co-operation Movement
- (b) Civil Disobedience Movement
- (c) Quit India Movement

**Module IV: Towards Independence and Partition**

- (a) The Indian Act of 1935
- (b) Attempts to Resolve the Constitutional Deadlock -The Cripps Mission, The Cabinet Mission and the Mountbatten Plan
- (c) Indian Independence Act and Partition

**Semester –II**  
**History of Modern India: Society and Economy.**

**Module I: Socio Religious Reform Movements: Reforms and Revival**

- (a) Brahma Samaj, Arya Samaj and Ramakrishna Mission
- (b) Satyashodhak Samaj, Aligarh movement and Singh Sabha Movement.
- (c) Impact of Reform Movements

**Module II: Education, Press and Transport**

- (a) Introduction of Western Education and its Impact
- (b) Development of Press
- (c) Transport and Communications

**Module III: Impact of the British Rule on Indian Economy.**

- (a) Revenue Settlements, Commercialisation of Agriculture
- (b) Drain Theory
- (c) Deindustrialisation and Growth of Large Scale Industry

**Module IV: Nationalism and Social Groups: interfaces.**

- (a) Women
- (b) Dalits
- (c) Peasants and Tribals

4 copies

UNIVERSITY OF MUMBAI  
No. UG/189 of 2017-18

CIRCULAR:-

A reference is invited to the syllabi relating to the Bachelor of Arts (B.A.) Programme vide this office Circular No.UG/50 of 2012-13, dated 28<sup>th</sup> June, 2012 and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendations made by the Board of Studies in History & Archaeology at its meeting held on 23rd February, 2017 has been accepted by the Academic Council at its meeting held on 11<sup>th</sup> May, 2017 vide item No.4.66 and that in accordance therewith, the revised syllabus as per the (CBCS) of S.Y.B.A. History (History & Archaeology) (Sem III & IV), which is available on the University's website ([www.mu.ac.in](http://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

9<sup>th</sup> August, 2017

To

  
(Dr.M.A.Khan)  
REGISTRAR

The Principals of the affiliated Colleges in Arts.

A.C/4.66/11/05/2017

\*\*\*\*\*

No. UG/189 -A of 2017

MUMBAI-400 032

9<sup>th</sup> August, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts and Humanities,
- 2) The Chairman, Board of Studies in History & Archaeology,
- 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,

  
(Dr.M.A.Khan)  
REGISTRAR

....PTO

AC / /2017  
Item no.

# UNIVERSITY OF MUMBAI



Revised Syllabus for Sem III and Sem IV

Program: B. A.

Course: History and Archaeology

(Choice Based Credit System with effect from the Academic  
year 2017-2018)

**SYBA – History Paper-II**

**Landmarks in World History, 1300 A.D.-1945 A.D.**

**SEMESTER-III**

**Objectives:** To enable the students to comprehend the transition of Europe from medieval to modern times and its impact on the world. To provide accurate knowledge of the most significant events and personalities of the period under study and encourage understanding of the making of the modern world

**Module I: The Modern Age**

- (a) Renaissance
- (b) Geographical Discoveries
- (c) Reformation

**Module II: Age of Revolutions**

- (a) American Revolution
- (b) French Revolution
- (c) Industrial Revolution

**Module III: Nationalism and Imperialism**

- (a) Formation of Nation-States in Europe
- (b) Nationalist Movements in Italy and Germany
- (c) Imperialist Expansion in Asia

**Module IV: World in Transition (1914-1919)**

- (a) World War I
- (b) Russian Revolution
- (c) League of Nations

## SEMESTER-IV

### Module I: Inter War Period

- (a) Kemal Pasha and Modernization of Turkey
- (b) Reza Shah and Reforms in Iran
- (c) Birth of Israel

### Module II: Rise of Dictatorships

- (a) Fascism
- (b) Nazism
- (c) Militarism in Japan

### Module III: World War II and Efforts for Peace

- (a) World War II
- (b) The Atlantic Charter
- (c) United Nations Organization

### Module IV: Nationalist Movements in Asia

- (a) Dr. Sun-Yat-Sen and China
- (b) Mahatma Gandhi and India
- (c) Dr. Sukarno and Indonesia

**SYBA History- Paper- III**  
**Ancient India from Earliest Times to 1000 A.D.**

**SEMESTER-III**

Objectives: To acquaint the students with different sources of Ancient Indian History. To enable the students to understand the political, socio-economic and cultural developments in the period under study and appreciate the rich cultural heritage in India

**Module I: Sources of Ancient India and their Importance**

- (a) Archaeological
- (b) Literary
- (c) Foreign Travellers

**Module II: Indus Valley Civilization**

- (a) Social and Economic Life
- (b) Religious Life
- (c) Town Planning and Decline of the Civilization

**Module III: Vedic Age**

- (a) Janapada
- (b) Social and Economic Life
- (c) Religion

**Module IV: India after 6<sup>th</sup> Century B.C.**

- (a) Administration of Mahajanapadas
- (b) Jainism and Buddhism
- (c) Persian and Greek Invasions



## SEMESTER-IV

### Module I: Mauryan and Post- Mauryan Period (322 B.C. to 320 A.D.)

- (a) Chandragupta and Ashoka
- (b) Mauryan Administration
- (c) Post Mauryan Dynasties- Sungas, Kushanas and Satavahanas

### Module II: Gupta Age (320 A.D. to 600 A.D.)

- (a) Imperial Expansion: Chandragupta I, Samudragupta and Chandragupta II
- (b) Administration
- (c) Classical Age

### Module III: Post Gupta Period (600A.D. to 1000A.D.)

- (a) The Age of Harshavardhan
- (b) The Rise of Rajputs
- (c) Arab Invasion of Sind

### Module IV: Major Dynasties of Deccan and South India

- (a) Chalukyas of Badami and Rashtrakutas
- (b) Pallavas and Cholas
- (c) Spread of Indian Culture in South-East Asia

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**UNIVERSITY OF MUMBAI**  
No. UG/74 of 2018-19

**CIRCULAR:-**

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to this office circular No. UG/17 of 2005, dated 13<sup>th</sup> January, 2005 relating to syllabus of Bachelor of Arts.

They are hereby informed that the recommendations made by the Board of Studies in History and Archaeology at its meeting held on 25<sup>th</sup> May, 2018 have been accepted by the Academic Council at its meeting held on 14<sup>th</sup> June, 2018 vide item No. 4.1 and that in accordance therewith, the revised syllabus as per the (CBCS) for the T.Y.B.A. in History & Archaeology - 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](http://www.mu.ac.in)).

MUMBAI - 400 032  
6<sup>th</sup> June, 2018  
To July

*(Signature)*  
(Dr. Dinesh Kamble)  
I/c REGISTRAR

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

A.C./4.1/14/06/2018

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No. UG/74-A of 2018

MUMBAI-400 032

6<sup>th</sup> June, 2018  
July

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Board of Studies in History & Archaeology,
- 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

## T.Y.B.A. History

### SEMESTER - V

#### Core Course IV- History of Medieval India (1000 CE-1526CE)

##### Objectives:

1. To acquaint the students with the history of early Medieval India that laid the foundation of the Sultanate in India.
2. To study the contribution of Vijayanagar and Bahamani kingdoms to Medieval Indian History.
3. To examine the administrative, socio-economic and cultural aspects of Medieval India.

##### Module I: Foundation, Expansion and Decline of Delhi Sultanate

- (a) Socio-economic and political conditions on the eve of the Turkish Invasion
- (b) Rise and Decline of Slave dynasty, Khilji Dynasty
- (c) Tughlaq, Sayyid and Lodi Dynasty

##### Module II: Administrative Structure of the Sultanate

- (a) Central Administration and Iqta system
- (b) Administrative and Military Reforms of Ala-ud-din Khilji
- (c) Reforms of Firozshah Tughlaq and Mohammed bin Tughlaq

##### Module III: Emergence of Vijaynagar and Bahamani Kingdoms

- (a) Rise, Growth and Decline of Vijaynagar and Bahamani Kingdoms
- (b) Administration, Socio-Economic and Cultural conditions of Vijayanagar Empire
- (c) Administration, Socio-Economic and Cultural conditions of Bahamani Kingdom

##### Module IV: Society, Economy, Religion and Culture of Delhi Sultanate

- (a) Socio-economic and religious life
- (b) Education and Literature
- (c) Art and Architecture

**SEMESTER – VI**

Course	Title of the Course	Credits
Core Course IV	History of Medieval India (1526 CE – 1707 CE)	4 Credits
Core Course V	History of Contemporary India (1947 CE- 2000 CE)	4 Credits
Elective Course VI A (With Project)	Introduction to Museology and Archival Science	4 Credits
Elective Course VI B (With Project)	Media and Communication	4 Credits
Core Course VII	History of the Marathas (1707 CE - 1818 CE)	4 Credits
Core Course VIII	History of Asia (1945 CE -2000 CE)	4 Credits
Elective Course IX A (With Project)	Research Methodology and Sources of History	4 Credits
Elective Course IX B (With Project)	Heritage Tourism in Maharashtra	4 Credits
		<b>Total</b> 24 Credits

## T.Y.B.A. History

### SEMESTER -V

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

##### Objectives:

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

##### Module I: Beginning of the British Rule

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

##### Module II: Socio- Economic Awakening

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

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

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

##### Module IV: Emergence of New Forces

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

## References:

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## T.Y.B.A. History

### SEMESTER -V

#### Core Course VI A – Introduction to Archaeology

##### Objectives:

1. To understand the basic facets of Archaeology.
2. To evaluate the importance of Epigraphy.
3. To study the importance of Numismatics as an important source of history.

##### Module I: Aims and Methods of Archaeology

(a) Definition, Aims and Development of Archaeology in India

(b) Archaeology and History; Archaeology and Other Sciences

(c) Field Archaeology: Methods of Exploration, Excavation and Dating Antiquities; Significance of Archaeology

##### Module II: Pre-Historic, Proto-Historic and Early Historical Periods

- (a) Palaeolithic and Mesolithic Periods
- (b) Neolithic and Chalcolithic Periods
- (c) Megalithic and Early Historical Periods

##### Module III: Epigraphy

- (a) Definition and History of Indian Epigraphy
- (b) Types of Inscriptions and their significance
- (c) Evolution of Brahmi and Kharosthi Scripts; Edicts of Ashoka

##### Module IV: Numismatics

(a) Definition and History of Indian Numismatics

- (b) Ancient Indian Coinage: Punch-Marked, Satavahana, Western Kshatrapas, Kushana and Gupta Coins
- (c) Contribution of Numismatics to Indian History

Vohra Rajendra (Ed.) , *Aadhunikata aani Parumpara-Ekonisavya Shatkatil Maharashtra*. Y.D. Phadke Gaurav Granth, Pratima Prakashan, Pune, 2000.  
Wagh Sandesh, Manjulkar Ambadas, Jadhav Ajitkumar, *Adhunik Maharashtracha Itihas (1818-1960)*. Aksharlen Prakashan, 2010.  
Walimbe.V.S. *Ekonisavya Shatkatil Maharashtrachi Samajik Punarghatana*, Pune, 1962.



## T.Y.B.A. History

### SEMESTER -VI

#### Core Course: IV- History of Medieval India (1526 CE-1707CE)

##### Objectives:

1. To acquaint the students with the history of India since the emergence of the Mughal rule.
2. To understand administration of the Mughal Empire.
3. To study the rise of the Maratha Power.

##### Module I: Foundation, Expansion and Decline of the Mughal Rule

###### (a) India on the eve of Mughal Rule; Invasion of Babur

- (b) Humayun, Shershah and Akbar
- (c) Jahangir, Shahjahan and Aurangzeb

##### Module II: Administrative Structure of the Mughals

###### (a) Central and Provincial Administration

- (b) Mansabdari System
- (c) Revenue and Judicial system

##### Module III: Rise of the Maratha Power

###### (a) Shivaji and Foundation of Swarajya

- (b) Administration of Shivaji
- (c) Sambhaji, Rajaram and Tarabai

##### Module IV: Society and Economy, Religion and Culture of the Mughal Rule

- (a) Society and Economy
- (b) Religion, Education and Literature
- (c) Art and Architecture

## References:

- Athar Ali, *The Mughal Nobility under Aurangzeb*, Asia Publishing House, Aligarh Muslim University, 1966.
- Aziz Abdul, *The Mansabdari System and the Mughal Army*, Lahore, 1945.
- Chitnis, K. N., *Glimpses of Medieval Indian Ideas and Institutions*, Atlantic Publishers & Distributors, 2009.
- Chopra P.N. *Some Aspects of Society and Culture in the Mughal Age (1526-1707)*, 11nd ed., Shivlal Agrawal and Co. Ltd, Agra, 1963.
- Habib Irfan, *The Agrarian Systems of Mughal India (1526-1707)*, Bombay Asra Publication House, 1957.
- Majumdar R.C., *The History and Culture of Indian People*, Vol. IV, The Delhi Sultanate, Bombay, 1967, Vol VII, 1987.
- Mishra Rekha, *Women in Mughal India (1526-1748 A.D.)*, Munshiram Manoharlal, Delhi, 1967.
- Moosvi Shireen, *The Economy of the Mughal Empire*, Oxford University Press, New Delhi, 1987.
- Moreland, W. H., *From Akbar to Aurangzeb - A Study of Indian Economic History*, Macmillan & Co., Ltd, London, 1923.
- Raychaudhari T.S. Habib Irfan(ed), *The Cambridge economic history of India*, London, 1992.
- Roy Choudhary, M. L., *The State and Religion in Mughal India*, Indian Publicity Society, Calcutta, 1969.
- Sahay, B. K., *Education and Learning under the Great Mughals 1526-1707 A.D.*, New Literature Publication, Bombay, 1972.
- Saiyid Nurul Hasan, *Thoughts on Agrarian Relations in Mughal India*, People's Publishing House, New Delhi, 1973.
- Sarkar Jadunath, *Mughal Administration*, Published by Patna University, 1920.
- Sarkar Jadunath, *Shivaji and his Times*, 11nd ed., Longman, Green & Co, London, 1920.
- Sharma S.R., *Mughal Government and Administration*, Hind Kitab, Bombay, 1951.
- Sharma S.R., *Mughal Empire in India*, Karnataka Printing Press, Bombay, 1934.
- Siddiqui, N. A., *Land Revenue Administration under the Mughals (1700-1750)* Asia Publishing House, Mumbai, 1972.
- Srivastava A.L., *The Mughal Empire (1526- 1803 A.D. )*, Shiva Lal Agarwal & Co. Ltd., Agra, 1974.

## Marathi Books

- Acharya Dhananjay, *Madhyakalin Bharat (1000-1707)*, Shri Sainath Prakashan, Nagpur, 2008.
- Chaubal J.S., *Ase Hote Mughal*, Maharashtra Rajya Sahity Sanskruti Mandal Mumbai, 1992.
- Karmarkar, Oturkar, ed., *Vijayanagar Smarak Granth, Bharat Itihas Sansodhan Mandal, Pune, 1936.*
- Kathare Anil, *Madhyayugin Bharat-1000 -1707*, Prashant Publication, Jalgaon, 2013.

## T.Y.B.A. History

### SEMESTER -VI

#### Core Course V – History of Contemporary India (1947 CE- 2000 CE)

##### Objectives:

1. To understand the process of making the Constitution and the Integration and Reorganization of Indian States.
2. To acquaint the students with the political developments in India after Independence.
3. To comprehend the socio-economic changes and progress in science and technology in India.

##### Module I: The Nehru Era (1947 CE – 1964 CE)

- (a) Features of Indian Constitution
- (b) Integration and Reorganization of Indian States
- (c) Socio- Economic Reforms and Foreign Policy

##### Module II: Political, Social and Economic Developments (1964 CE – 1984 CE)

- (a) Political Developments after Nehru Era; Green Revolution
- (b) Abolition of Privy Purses and Titles; Nationalization of Banks; The Emergency
- (c) Janata Government; Return of Congress to power ; Foreign Policy

##### Module III: Political, Social and Economic Developments (1984 CE – 2000 CE)

- (a) Political Developments
- (b) Relations with Neighboring Countries
- (c) Liberalization, Privatization and Globalization

##### Module IV: Emerging Trends

- (a) Communalism and Separatist Movements
- (b) Women Empowerment and Policy of Reservation
- (c) Science, Technology and Education

Kolarkar S.G., *Madhyakalin Bharat(1206-1707)*, Mangesh Prakashan, Nagpur, 1992.

Mate M. S., *Madhyayugin Maharashtra- Samajik Aani Sanskritik Jivan(1300-1650)*, Maharashtra Rajya Sahitya Aani Sanskriti Mandal, Mumbai, 2002.

Sardesai G. S., *Musalmani Riyasat*, Bhag 1 Ani 2, Popular Prakashan, Mumbai, 1993.

Sardesai G. S., *Marathi Riyasat*, Popular Prakashan, Mumbai, 1993.

## T.Y.B.A. History

### SEMESTER -VI

#### Elective Course VI A - Introduction to Museology and Archival Science

##### Objectives:

1. To inform the students about the role of Museums in the preservation of Heritage.
2. To understand the importance of Archival Science in the study of History.
3. To encourage students to pursue careers in various Museums and Archives in India and abroad.

##### Module I: Museology

(a) Definition of Museology, Museum Movement in India

(b) Role of the Curator

(c) Types of Museums

##### Module II: Museums

(a) Methods of Collection and Conservation of Objects in Museums

(b) Preservation Techniques and Types of Exhibitions

(c) Changing Role of Museums: In-house and Out-reach activities of Museums

##### Module III: Archival Science

(a) Meaning, Scope, Objectives and Classes of Archives

(b) Importance of Archives: Value of Records as Sources of History

(c) Classification of Records

##### Module IV: Management of Archives

(a) Appraisal and Retention of Records

(b) Conservation and Preservation of Records

(c) Digital Archives

Walimbe Vi. Sa., 1947, Majestic Prakashan, Pune.

**Hindi Books**

Agrawal R. C., Bhatnagar Mahesh, *Bhartiya Sanvidhan ka Vikas Tatha Rastriya Aandolan*, S. Chand & Co. Pvt. Delhi, 2014.

Gongwar Mamta, *Itihas Ke Aineme Mahila Sashaaktikarn*, Sarswati Prakashan, Kanpur, 2009.

- 2018-19-203 set

UNIVERSITY OF MUMBAI  
2016-17 to 2017-18

CIRCULAR:-

A reference is invited to the syllabi relating to the Bachelor of Arts (B.A.) Programme vide this office Circular No.UG/164 of 2016-17, dated 16<sup>th</sup> November, 2016 and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendation made by the Board of Studies in Hindi at its meeting held on 4<sup>th</sup> March, 2017 has been accepted by the Academic Council at its meeting held on 11<sup>th</sup> May, 2017 vide item No.4.41 and that in accordance therewith, the revised syllabus as per the (CBCS) of F.Y.B.A. in Hindi (Compulsory & Ancillary) (Sem I & II), which is available on the University's web site ([www.mu.ac.in](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2017-18 to 2019-20.

MUMBAI - 400 032  
15<sup>th</sup> July, 2017  
To

  
(Dr.M.A.Khan)  
REGISTRAR

The Principals of the affiliated Colleges in Arts

A.C/4.41/11/05/2017

\*\*\*\*\*

No. UG/ 5 ] -A of 2017

MUMBAI-400 032

15<sup>th</sup> July, 2017

Copy forwarded with Compliments for information to:-

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

  
(Dr.M.A.Khan)  
REGISTRAR

...PTO

F.Y.B.A. HINDI ANCILLARY LIST OF TEXT BOOK  
ACCORDING TO CHOICE BASED CREDIT GRADING SYSTEM  
SEMESTER -I COURSE CODE-UAHIN101

प्रथम सत्र

१. १० प्रतिनिधि कहानियाँ :  
संपादन: हिंदी अध्ययन मंडल,  
मुंबई विश्वविद्यालय, मुंबई,  
प्रकाशक : परिदृश्य प्रकाशन मुंबई

२. गद्य विविधा:  
संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई,  
प्रकाशक: परिदृश्य प्रकाशन, मुंबई

प्रथम सत्र

१. १० प्रतिनिधि कहानियाँ  
पाठ्यक्रम के लिए निर्धारित कहानियाँ  
१. नौकरीपेशा- कमलेश्वर  
२. परदा- यशपाल  
३. डाची- तपेंद्रनाथ अशक  
४. भेड़िए- भुवनेश्वर  
५. कर्मनाशा की हार- शिवप्रसाद सिंह  
६. काला शुक्रवार-सुधा अरोड़ा  
७. टेपचू -उदय प्रकाश  
८. प्रतिशोध- पुरुषोत्तम सत्यप्रेमी



## गद्य विविधा:

पाठ्यक्रम के लिए निर्धारित रचनाएँ

१. नजर नसाई गई मालिक( रेखाचित्र)- नलिनी विलोचन शर्मा
२. जैसे उनके दिन फिर( व्यंग्य) - हरिशंकर परसाई
३. महाभारत की एक सांझ ( एकांकी) - भरतभूषण अग्रवाल
४. सरहद के उस पार ( रिपोर्टाज)- फणीश्वरनाथ रेणु
५. आज के अतीत (आत्मकथ्य) - भीष्म साहनी
६. भाषा बहता नीर( निबंध) - कुबेरनाथ राय
७. सरयू भईया( संस्मरण)- रामवृक्ष बेनीपुरी

SEMESTER-I COURSE CODE- UAHIN101

यूनिट विभाजन

१० प्रतिनिधि कहानियाँ :

यूनिट १- व्याख्यान- १०- नौकरी पेशा, परदा, डाची, भेड़िए, ( पाठ वाचन एवं व्याख्या)

यूनिट २- व्याख्यान-१० - कर्मनाशा की हार, काला शुक्रवार, टेपचू, प्रतिशोध

( पाठ वाचन एवं व्याख्या)

यूनिट ३- व्याख्यान- १५- आलोचनात्मक प्रश्न

गद्य विविधा

यूनिट ४- व्याख्यान -१०- नजर नसाई गई मालिक, जैसे उनके दिन फिरे, महाभारत की एक सांझ

यूनिट ५- व्याख्यान-१० - सरहद के उस पार, आज के अतीत, भाषा बहता नीर, सरयू भईया

यूनिट ६-व्याख्यान-५- चर्चा एवं अन्य रचनात्मक कार्य

F.Y.B.A. HINDI COMPULSORY LIST OF TEXT BOOK  
ACCORDING TO CHOICE BASED CREDIT GRADING SYSTEM  
SEMESTER -I COURSE CODE-UAHINCOM101

प्रथम सत्र

१. काव्य कुंज

संपादन: हिंदी अध्ययन गंडल, मुंबई विश्वविद्यालय,

प्रकाशक: राजकमल प्रकाशन, नई दिल्ली

२. श्रेष्ठ कहानियाँ भाग - १

संपादन: हिंदी अध्ययन गंडल, मुंबई विश्वविद्यालय,

प्रकाशक: वाणी प्रकाशन, नई दिल्ली

प्रथम सत्र

१. काव्य कुंज

पाठ्यक्रम के लिए निर्धारित कविताएँ

१. बीती विभावरी जाग री- जयशंकर प्रसाद

२. भिक्षुक- सूर्यकांत त्रिपाठी निराला

३. मैं नीर भरी दुख की बदली- महादेवी वर्मा

४. नर हो न निराश करो मन को - मैथिलीशरण गुप्त

५. पुष्प की अधिलाषा- माखनलाल चतुर्वेदी

६. झाँसी की रानी- सुभद्राकुमारी चौहान

७. सिंदूर तिलकित भाल- नागार्जुन

८. दिया जलाना कब मना है- हरिवंशराय बच्चन

९. जलाओ दिये पर रहे ध्यान इतना- गोपाल दास सक्सेना नीरज

२. **श्रेष्ठ कहानियाँ भाग- १**

पाठ्यक्रम के लिए निर्धारित कहानियाँ

१. बड़े घर की बेटी- प्रेमचंद

२. पुरस्कार- जयशंकर प्रसाद

३. हार की जीत- सुदर्शन

४. चीफ की दावत- भीष्म साहनी

५. पाजेब- जैनंद्र कुमार

F.Y.B.A. HINDI ANCILLARY LIST OF TEXT BOOK  
ACCORDING TO CHOICE BASED CREDIT GRADING SYSTEM  
SEMESTER –II COURSE CODE-UAHIN201

द्वितीय सत्र

१. गद्य विविधा

संपादन:हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई,  
प्रकाशक : परिदृश्य प्रकाशन, मुंबई

- २.चित्रलेखा (उपन्यास) - भगवतीचरण वर्मा,  
प्रकाशक- राजकमल प्रकाशन ,  
१ बी, नेताजी सुभाष मार्ग, दरियागंज, न्यु दिल्ली-११००२

द्वितीय सत्र

१. गद्य विविधा

पाठ्यक्रम के लिए निर्धारित रचनाएँ

१. चीनी फेरी वाला (रेखाचित्र)-महादेवी वर्मा
२. जीप पर सवार इल्लियाँ ( व्यंग्य)- शरद जोशी
३. धोर का तारा( एकांकी)- जगदीश चंद्र माथुर
४. तूफान के विजेता ( रिपोर्टाज) – रांगेय राघव
५. नये देश, नयी जमीन, नये क्षितिज , नये आसमान  
(ब्रसल्स पहुँच कर...घर लाकर नहला देती)(आत्मकथ्य- आरोह -अवरोह) –सुषम वेदी
६. आचरण की सभ्यता ( निबंध) – अध्यापक पूर्ण सिंह
७. अस्थियों के अक्षर-(संस्मरण)- श्यौराज सिंह बेचैन

२. चित्रलेखा (उपन्यास) - भगवतीचरण वर्मा,प्रकाशक- राजकमल प्रकाशन ,  
१ बी, नेताजी सुभाष मार्ग, दरियागंज, न्यु दिल्ली-११००२

# University of Mumbai



No. UG/29 of 2019-20

## CIRCULAR:-

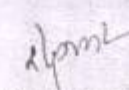
Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to this office Circular No. UG/51 of 2017-18, dated 15<sup>th</sup> July, 2017 relating to the revised syllabus as per (CBCS) of F.Y.B.A. in Hindi (Compulsory & Ancillary) (Sem. I & II).

They are hereby informed that the recommendations made by the Board of Studies in Hindi at its meeting held on 9<sup>th</sup> April, 2019 have been accepted by the Academic Council at its meeting held on 15<sup>th</sup> April, 2019 vide item No. 4.23 & 4.24 and that in accordance therewith, the revised syllabus as per the (CBCS) for the F.Y.B.A. Compulsory & Ancillary (Sem. I & II) in Hindi has been brought into force with effect from the academic year 2019-20, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI - 400 032

3<sup>rd</sup> June, 2019

To

  
(Dr. Ajay Deshmukh)  
REGISTRAR

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

A.C./4.23 & 4.24 /15/04/2019

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No. UG/29 -A of 2019

MUMBAI-400 032

3<sup>rd</sup> June, 2019

Copy forwarded with Compliments for information to:-

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

  
(Dr. Ajay Deshmukh)  
REGISTRAR



**UNIVERSITY OF MUMBAI**  
**Revised Syllabus**  
**And**  
**Pattern of Question Paper in the**  
**Subject of**  
**Hindi**  
**At the**  
**F.Y.B.A. Ancillary Examination**  
**As per**  
**CHOICEBASED CREDIT SYSTEM (CBCS)**  
**(With effect from the Academic Year:2019-2020)**

**UNIVERSITY OF MUMBAI**  
Revised Syllabus and Pattern of Question Paper in the  
Subject of Hindi at the  
**F.Y.B.A. Ancillary Examination**  
CHOICEBASED CREDIT SYSTEM (CBCS)  
(With effect from the Academic Year :2019-2020)

**हिन्दी अध्ययन मंडल**

अध्यक्ष : डॉ. अनिल सिंह

1. डॉ. करुणाशंकर उपाध्याय(सदस्य)
2. डॉ. हूबनाथ पाण्डेय(सदस्य)
3. डॉ. विद्या शिंदे (सदस्य)
4. डॉ. शीला आहुजा (सदस्य)
5. डॉ. चित्रा गोस्वामी(सदस्य)
6. डॉ. संतोष मोटवानी(सदस्य)
7. डॉ. प्रकाश धुमाल(सदस्य)
8. डॉ. गौतम सोनकांबले(सदस्य)
9. डॉ. मोहसिन खान(सदस्य)

**पाठ्यक्रम समिति**

1. डॉ. विद्या शिंदे (समन्वयक)
2. डॉ. मीना सुतवणी (सदस्य)
3. डॉ. मृगेन्द्र राय(सदस्य)
4. डॉ. चित्रा गोस्वामी(सदस्य)
5. डॉ. मोहसिन खान(सदस्य)
6. डॉ. प्रवीण चंद्र बिष्ट(सदस्य)

**मुंबई विश्वविद्यालय मुंबई**

	SEMESTER – I
NAME OF PROGRAM	: B.A.
NAME OF THE COURSE	: F.Y.B.A. Ancillary Hindi (ऐच्छिक हिन्दी)
COURSECODE	: UAHIN 101
TOTAL LECTURES	: 60
CREDITS	: 3

### Aims and Objectives:

1. विद्यार्थियों को गद्य विधाओं की प्रचलित रचना कहानी, निबंध आदि के अतिरिक्त आत्मकथा, जीवनी, संस्मरण, यात्रा वृत्तान्त और रेखाचित्र आदि नवीनतम विधाओं से परिचित कराना।
2. हिंदी कहानी के आरंभ से लेकर अद्यतन कहानी की प्रवृत्तियों एवं कहानी के विकास से अवगत कराना।
3. विद्यार्थियों का नवीन गद्य विधाओं के स्वरूप-विवेचन तथा विशेषताओं से परिचय कराना।

### निर्धारित पाठ्य पुस्तकें:

- 1) **कथा संचयन : संपादन** : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई  
लोकभारती प्रकाशन, इलाहाबाद -1

1. उसने कहा था	- चन्द्रधर शर्मा 'गुलेरी'
2. परीक्षा	- प्रेमचन्द
3. चित्र का शीर्षक	- यशपाल
4. दिल्ली में एक मौत	- कमलेश्वर
5. फैसला	- भीष्म साहनी
6. बहादुर	- अमरकांत
7. आस्था के आयाम	- मालती जोशी
8. बेटी	- मैत्रेयी पुष्पा
9. परदेसी	- ममता कालिया
10. निर्वासित	- सूर्यबाला

**2) गद्य के विविध आयाम : संपादन** : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई  
राजकमल प्रकाशन, 1-बी. नेताजी सुभाष मार्ग,  
नई दिल्ली-110002

- |                        |                                       |
|------------------------|---------------------------------------|
| 1. महात्मा गांधी       | - मेरा विद्यार्थी-काल (आत्मकथा)       |
| 2. शांतिप्रिय द्विवेदी | - तू तो मुझसे भी अभागा है (रिखाचित्र) |
| 3. हरिशंकर परसाई       | - सद्गुरु का कहना है (व्यंग्य)        |
| 4. देवेंद्रनाथ ठाकुर   | - शाहजहाँ के आँसू (एकांकी)            |
| 5. फणीश्वरनाथ रेणु     | - यशपाल (संस्मरण)                     |
| 6. विजय कुमार संदेश    | - मेरी अंडमान यात्रा (यात्रावृत्त)    |
| 7. समाज सेवा           | - पद्मलाल पुन्नालाल बखशी (निबंध)      |
| 8. मनमोहन मदारिया      | - हंसिनी की भविष्यवाणी (लोककथा)       |

### प्रथम सत्र यूनिट विभाजन

**1) कथा संचयन :** संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई

**यूनिट-1. (पाठ वाचन, व्याख्या और समीक्षा) व्याख्यान - 15**

- |                      |                           |
|----------------------|---------------------------|
| 1. उसने कहा था       | - चन्द्रधर शर्मा 'गुलेरी' |
| 2. परीक्षा           | - प्रेमचन्द               |
| 3. चित्र का शीर्षक   | - यशपाल                   |
| 4. दिल्ली में एक मौत | - कमलेश्वर                |
| 5. फैसला             | - भीष्म साहनी             |

**यूनिट-2. (पाठ वाचन, व्याख्या और समीक्षा) व्याख्यान - 15**

- |                  |                   |
|------------------|-------------------|
| 6. बहादुर        | - अमरकांत         |
| 7. आस्था के आयाम | - मालती जोशी      |
| 8. बेटी          | - मैत्रेयी पुष्पा |
| 9. परदेसी        | - ममता कालिया     |
| 10. निर्वासित    | - सूर्यबाला       |



2) गद्य के विविध आयाम :संपादन :हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई

यूनिट-3. (पाठ वाचन, व्याख्या और समीक्षा)

व्याख्यान - 15

- |                        |                                       |
|------------------------|---------------------------------------|
| 1. महात्मा गांधी       | - मेरा विद्यार्थी - काल (आत्मकथा)     |
| 2. शांतिप्रिय द्विवेदी | - तू तो मुझसे भी अभागा है (रेखाचित्र) |
| 3. हरिशंकर परसाई       | - सद्गुरु का कहना है (व्यंग्य)        |
| 4. देवेंद्रनाथ ठाकुर   | - शाहजहाँ के आँसू (एकांकी)            |

यूनिट-4. (पाठ वाचन, व्याख्या और समीक्षा)

व्याख्यान - 15

- |                     |                                    |
|---------------------|------------------------------------|
| 5. फणीश्वरनाथ रेणु  | - यशपाल (संस्मरण)                  |
| 6. विजय कुमार संदेश | - मेरी अंडमान यात्रा (यात्रावृत्त) |
| 7. समाज सेवा        | - पद्मलाल पुन्नलाल बखशी (निबंध)    |
| 8. मनमोहन मदारिया   | - हंसिनी की भविष्यवाणी (लोककथा)    |

प्रथम सत्रांत परीक्षा के प्रश्न पत्र का प्रारूप

कुल अंक : 100

समय : 3 घंटे

- |  |        |
|--|--------|
| प्रश्न 1. संदर्भ सहित व्याख्या (दोनों पुस्तकों से विकल्प सहित) | 24 अंक |
| प्रश्न 2. दीर्घोत्तरी प्रश्न (दोनों पुस्तकों से विकल्प सहित)   | 30 अंक |
| प्रश्न 3. सामान्य प्रश्न (दोनों पुस्तकों से एक-एक प्रश्न)      | 15 अंक |
| प्रश्न 4. टिप्पणियाँ (दोनों पुस्तकों से विकल्प सहित)           | 16 अंक |
| प्रश्न 5. अतिलघूत्तरी प्रश्न-15 (दोनों पुस्तकों से पूछे जाएँ)  | 15 अंक |

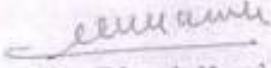
**UNIVERSITY OF MUMBAI**  
No. UG/25 of 2018-19

**CIRCULAR:-**

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to this office circular No.UG/21 of 2015-16, dated 17<sup>th</sup> July, 2015 relating to syllabus of Bachelor of Arts.

They are hereby informed that the recommendations made by the Board of Studies in Hindi at its meeting held on 24<sup>th</sup> April, 2018 have been accepted by the Academic Council at its meeting held on 5<sup>th</sup> May, 2018 vide item No. 4.2 and that in accordance therewith, the revised syllabus as per the (CBCS) for the S.Y.B.A. in Hindi-Sem. III & IV 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](http://www.mu.ac.in)).

MUMBAI-400 032  
22<sup>nd</sup> June, 2018  
To

  
(Dr. Dinesh Kamble)  
I/c REGISTRAR

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

A.C/4.2/05/05/2018

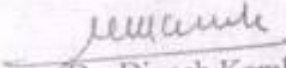
\*\*\*\*\*

No. UG/25 -A of 2018

MUMBAI-400 032 22<sup>nd</sup> June, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Board of Studies in Hindi,
- 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,

  
(Dr. Dinesh Kamble)  
I/c REGISTRAR

15/6

University of Mumbai



**UNIVERSITY OF MUMBAI**

**Revised Syllabus**

**And**

**Pattern of Question Paper In the**

**Subject of Hindi**

**At the**

**SY.B.A. PAPER – II & III**

**Choice Based Credit System (CBCS)**

**With effect from the Academic Year : 2018-2019-2020**

**Dr. VISHNU SARWADE (Chairman)**

**Sub-Committee**

- 1. Dr. ANIL SINGH (Convener)**
- 2. Dr. DATTATRAYA MURUMKAR (Member)**
- 3. Dr. MANPREET KAUR (Member)**
- 4. Dr. VIDYA SHINDE (Member)**
- 5. Dr. SHEELA AHUJA (Member)**
- 6. Dr. SANTOSH MOTAWANI (Member)**
- 7. Dr. P.K. DHUMAL (Member)**
- 8. Dr. GAUTAM SONKAMBLE (Member)**
- 9. Dr. MOHSIN KHAN (Member)**

**SY.B.A. HINDI PAPER-II LIST OF TEXT BOOK  
ACCORDING TO CHOICE BASED CREDIT SYSTEM (CBCS)  
SEMESTER- III COURSE CODE- UAHIN301**

**तृतीय सत्र**

१. मध्यकालीन एवं आधुनिक काव्य

संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई

प्रकाशक: वाणी प्रकाशन, नई दिल्ली।

२. परशुराम की प्रतीक्षा- रामधारी सिंह दिनकर, लोकभारती प्रकाशन,

पहली मंजिल, दरवारी बिल्डिंग, महात्मा गांधी मार्ग, इलाहाबाद -१

३. प्रतिनिधि कविताएँ- कुंवर नारायण, संपादक : पुरुषोत्तम अग्रवाल,

प्रकाशक: राजकमल प्रकाशन, नेताजी सुभाषचंद्र मार्ग, नई दिल्ली।

## तृतीय सत्र

१. मध्यकालीन एवं आधुनिक काव्य

पाठ्यक्रम के लिए निर्धारित कविताएँ-

क. कबीर

सतगुरु महिमा अंगः

१. सतगुरु की महिमा अनंत ..... अनंत दिखावणहार॥
२. दीपक दीया तेल भरि..... बहुरि न आवौं हट्ट॥
३. बलिहारी गुरु..... न लागी वार॥
४. सतगुरु लई कमाँण करि..... भीतरि रह्या सरीर॥

सुमिरन भजन महिमां कौ अंग

५. कबीर सूता क्या करै..... लम्बे पाँव पसारि॥
६. तूँ तूँ करता तूँ भया..... जित देखौं तित तूँ॥
७. च्यंता तौ हरि नाँव की..... सोई काल कौ पास॥
८. भली भई जो..... पडता पूरी जानि॥

ख. सूरदास के पद

१. अविगत गति..... सूर सगुन लीला पद गावै॥
२. हरि सों मीत न देख्यौं कोई..... नाना त्रास निवारै॥
३. गोविन्द प्रीति सबन की मानत..... जुग-जुग भगत बढाए॥
४. जैसे तुम गज कौ..... सुदामा तिहि दारिद्र नसायौ॥

ग. तुलसीदास

अयोध्याकांड

१. माई री! मोहि कोउ न समुझावै..... पीर न जाति बखानी ॥
२. जब-जब भवन विलोकति सूनो..... विनु सोकजनित रुज मेरो ॥
३. काहे को खोरि कैकायिहि..... मनहु राम फिरि आए॥

४. भाई! हों अबध कहा रहि लैहीं.....निकसि बिहंग-मृग भागे॥

घ. बिहारी

१. तंत्रिनाद कवित्त रस..... जे बूडे सब अंग॥

२. कोरि जतन करौ.....अंत नीच कौ नीचु॥

३. संगति सुमति न पावहीं..... हींग न होत सुगंध॥

४. नहिं परागु नहिं मधुर मधु.....आगै कौन हवाल॥

५. कहै-यहै श्रुति सुमत्यौ.....पातक, राजा, रोग॥

६. घरु-घरु डोलत दीन है..... लघु पुनि बडौ लखइ॥

७. कनक-कनक तै सौगुनी.....इहिं पाएँही बौराइ॥

८. सर्वे हँसत करतार दे.....गएँ गँवारे गाँव॥

तृतीय सत्र

आधुनिक काव्य

पाठ्यक्रम के लिए निर्धारित कविताएँ-

१. आजकल लडाई का ज़माना है-	त्रिलोचन
२. एक छोटा-सा अनुरोध-	केदारनाथ सिंह
३. नदी और साबुन-	जानेंद्रपति
४. सरकारी कोयल-	उदय प्रकाश
५. घर-	मंगलेश डबराल

**परशुराम की प्रतीक्षा**-रामधारी सिंह दिनकर, लोकभारती प्रकाशन, पहली

मंज़िल, दरवारी बिल्डिंग, महात्मा गांधी मार्ग, इलाहाबाद-1

पाठ्यक्रम के लिए निर्धारित खंड

१. परशुराम की प्रतीक्षा (केवल खंड - 1)

२. हिम्मत की रौशनी

३. लोहे के मर्द
४. जनता जगी हुई है
५. आज कसौटी पर गांधी की आग है
६. समर शेष है

**प्रतिनिधि कविताएं- कुँवर नारायण**, संपादक- पुरुषोत्तम अग्रवाल,

प्रकाशक- राजकमल प्रकाशन, नेताजी सुभाष चंद्र मार्ग, दिल्ली।

पाठ्यक्रम के लिए निर्धारित कविताएं-

१. घर रहेंगे
२. अंतिम ऊंचाई
३. अबकी अगर लौटा तो
४. क्या वह नहीं होगा
५. स्पष्टीकरण
६. बाजारों की तरफ भी

तृतीय सत्र

SEMESTER-III COURSE CODE- UAHIN301

यूनिट विभाजन-

यूनिट-1-व्याख्यान-6- कबीर, सूरदास, (पाठ वाचन एवं व्याख्या)

यूनिट-2-व्याख्यान-6- तुलसी, बिहारी (पाठ वाचन एवं व्याख्या)

यूनिट-3-व्याख्यान-8- आधुनिक काव्य (पाठ वाचन एवं व्याख्या)

यूनिट-4-व्याख्यान-12- कुँवर नारायण (पाठ वाचन एवं व्याख्या)

यूनिट-5-व्याख्यान-8- परशुराम की प्रतीक्षा (पाठ वाचन एवं व्याख्या)

यूनिट-6-व्याख्यान-5- पाठालोचन और प्रश्न चर्चा

क्रेडिट- ०३

**SY.B.A. HINDI PAPER-II LIST OF TEXT BOOK  
ACCORDING TO CHOICE BASED CREDIT SYSTEM (CBCS)  
SEMESTER- IV COURSE CODE- UAHIN401**

चतुर्थ सत्र

आधुनिक हिंदी गद्य

१. **जंगल तंत्रम्** (लघु उपन्यास)-श्रवण कुमार गोस्वामी, राजकमल पेपरबैक्स,  
तीसरी आवृत्ति 2012

२. **आज भी खरे हैं तालाब** (निबंध)-अनुपम मिश्र, वाणी प्रकाशन, 21 अ

दरियागंज, नई दिल्ली

निर्धारित निबंध-

- पाल के किनारे रखा इतिहास
- नीच से शिखर तक
- संसार सागर के नायक
- तालाब बाँधता धरम सुभाव
- आज भी खरे हैं तालाब

३. **कथा एक कंस की** (नाटक)-दयाप्रकाश सिन्हा, वाणी प्रकाशन 21 अंसारी

मार्ग, दरियागंज, नई दिल्ली



20.24

9 set



**UNIVERSITY OF MUMBAI**  
**Revised Syllabus**  
**And**  
**Pattern of Question Paper in the**  
**Subject of Hindi**  
**At the**  
**S.Y.B.A. PAPER- II & III**  
**CHOICE BASED CREDIT SYSTEM (CBCS)**

(With effect from the Academic Year: 2020-2021)

           
New

UNIVERSITY OF MUMBAI  
Revised Syllabus and Pattern of Question Paper in the  
Subject of Hindi- PAPER II & III at the

S.Y.B.A. Examination  
CHOICE BASED CREDIT SYSTEM (CBCS)  
(With effect from the Academic Year: 2020-2021)

हिन्दी अध्ययन मण्डल

अध्यक्ष : डॉ. अनिल सिंह

1. डॉ. करुणाशंकर उपाध्याय (सदस्य)
2. डॉ. हूबनाथ पाण्डेय (सदस्य)
3. डॉ. विद्या शिंदे (सदस्य)
4. डॉ. शीला आहुजा (सदस्य)
5. डॉ. चित्रा गोस्वामी (सदस्य)
6. डॉ. संतोष मोटवानी (सदस्य)
7. डॉ. प्रकाश धुमाल (सदस्य)
8. डॉ. गौतम सोनकांबले (सदस्य)
9. डॉ. मोहसिन खान (सदस्य)

पाठ्यक्रम समिति

प्रश्न - पत्र II	प्रश्न - पत्र III
1. डॉ. मोहसिन खान (समन्वयक)	1. प्रा. तबस्सुम खान (समन्वयक)
2. डॉ. उमेश चन्द्र शुक्ल (सदस्य)	2. डॉ. सतीश पाण्डेय (सदस्य)
3. डॉ. एम. एच. सिद्दीकी (सदस्य)	3. डॉ. रमा विनोद सिंह (सदस्य)
4. डॉ. अशोक ए. सालुंखे (सदस्य)	4. डॉ. नारायण बागुल (सदस्य)
5. प्रा. बालासाहेब गुंजाल (सदस्य)	5. प्रा. संजय वी. निंबालकर (सदस्य)
6. डॉ. प्रवीण चंद्र विष्ट (सदस्य)	6. डॉ. एस. टी. आवटे (सदस्य)
	7. प्रा. संज्योति एम. सानप (सदस्य)

मुंबई विश्वविद्यालय, मुंबई

## PAPER II, SEMESTER – III

NAME OF PROGRAM	: B. A. (C.B.C.S)
NAME OF THE COURSE	: S. Y. B. A.
COURSE CODE	: UAHIN301
TOTAL LECTURES	: 45
CREDITS	: 03

### अभिप्राय एवं उद्देश्य- Aims and Objectives:

1. विद्यार्थियों को हिन्दी की मध्यकालीन और आधुनिककालीन पद्य विधाओं की प्रसिद्ध, प्रचलित रचनाओं एवं परिवेश की जानकारी प्रदान करते हुए दार्शनिक, सामाजिक, राष्ट्रीय, मानवीय और नवीनतम आधुनिक जीवन-शैली संबंधी मूल्यों का परिचय कराना।
2. हिंदी काव्य के मध्यकाल से लेकर अद्यतन काव्य की प्रवृत्तियों एवं कविता के विकास से अवगत कराते हुए काव्य के सामाजिक, मानवीय सरोकारों के साथ पर्यावरण-चेतना को समृद्ध करना।
3. काव्य के अंतर्गत प्रयुक्त विभिन्न शैलियों का परिचय कराते हुए उसकी शिल्पगत बनावट के साथ जीवन के क्षेत्र में काव्य की उपादेयता को दर्शाना।

### परिणाम- Outcomes:

1. विद्यार्थियों में मानवीय संवेदनाओं के विकास के साथ नवीन सामाजिक, सांस्कृतिक बोध और जीवन मूल्यों का विकास होगा।
2. विद्यार्थियों में साहित्य के माध्यम से कलात्मक गुणों की अभिवृद्धि होगी, कला की साहित्यिक विधाओं के प्रति अभिरुचि जागृत होगी तथा रचनात्मक-कौशल को बढ़ावा मिलेगा।
3. विद्यार्थियों में नये वैश्विक-मूल्यों के प्रति सजगता को बढ़ावा मिलेगा एवं पर्यावरणीय चेतना के प्रति दायित्व-बोध उत्पन्न होगा।

### अध्यापन प्रणालियाँ- Teaching Method:

1. व्याख्यान, विश्लेषण तथा व्याख्यात्मक पद्धति का प्रयोग।
2. दृश्य/श्रव्य माध्यमों और संगणक का प्रयोग।
3. उदाहरण द्वारा पुष्टि एवं लेखकों के अतिथि व्याख्यान।
4. स्वाध्याय / परियोजना।

S. Y. B. A. PAPER II. SEMESTER – III (C.B.C.S)

निर्धारित पाठ्य पुस्तकें :

1. मध्यकालीन और आधुनिक काव्य

संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई  
राजपाल एण्ड संज, 1590, मदरसा रोड, कश्मीरी गेट, दिल्ली।

पाठ्यक्रम के लिए निर्धारित कविताएँ-

● **मध्यकालीन काव्य**

(क) कबीर के दोहे (कबीर-ग्रन्थावली, संपा. डॉ. माताप्रसाद गुप्त)  
गुरुदेव की अंग-

- 1. पीछें लागा जाइ.....दीपक दीया हाथि॥
- 2. सतगुर साचा सुरिवां.....लीया ततसारा॥

● सुमिरण की अंग-

- 1. बिहि घटि प्रीति.....उपजि खये बेकांम॥
- 2. लूटि सकै तो.....यहु तन जैहै छूटि॥

बिरह की अंग-

- 1. यहु तन जालीं.....राम पठांडं॥
- 2. अंखड़ियां झांई.....पुकारि पुकारि॥

(ख) **सूरदास के पद** (भ्रमरगीत-सार, संपा. आचार्य रामचन्द्र शुक्ल)

- 1. ए अलि! कहा जोग.....जहर की बेली॥
- 2. अंखियाँ हरि-दरसन.....सरिता हैं सुखी॥
- 3. निर्गुन कौन देस को.....सबै मति नासी॥
- 4. उधो! मन नाहीं दस.....पुरबी मन जगदीसा॥

(ग) तुलसीदास के पद (विनय-पत्रिका, तुलसीदास गीताप्रेस गोरखपुर)

- 1. दीन को दयालु.....तुलसीदास मेरो॥
- 2. तू दयालु, दीन हौं.....चरन-सरन पावै॥
- 3. कबहूँ मन बिधाम.....जनम सिरान्यो॥
- 4. जाऊँ कहाँ तजि.....अपनपी हारो॥

(घ) मीराबाई के पद (संत मीराबाई और उनकी पदावली, संपा. बलदेव वंशी)

1. बसो मेरे नैनन.....भक्त बछल गोपाला।
2. मेरे तो गिरधर गोपाल.....तारो अब मोहि।।
3. पग घुँघरू बांध मीराँ.....की दासी रे।।
4. दरस बिन दूखन.....मेटण सुख दैणा।।

(ङ) रहीम के दोहे (रहीम ग्रन्थावली, संपा. विद्यानिवास मिश्र एवं गोविंद रजनीश)

1. एकै साथे सब.....फूलै फलै अघाय।।
2. खैर, खून, खाँसी.....जानत सकल जहान।।
3. जो रहीम उत्तम.....लपटे रहत भुजंगा।।
4. बिगरी बात बनै.....मथे न माखन होवा।।
5. रहिमन अँसुआ नैन.....भेद कहि देइ।।
6. रहिमन धागा प्रेम.....गाँठ परि जाया।।

(च) बिहारी के दोहे (बिहारी रत्नाकर- श्री जगन्नाथदास 'रत्नाकर')

1. मेरी भव-बाधा.....हरित-दुति होइ।।
2. कहत, नटत, रीझत.....नैननु हीं सब बात।।
3. कागद पर लिखत.....मेरे हिय की बात।।
4. या अनुपगि चित्त.....उज्जलु होइ।।
5. घरु घरु डोलत दीन.....बड़ौ लखाइ।।
6. मोहन-मूरति स्याम.....प्रतिबिंबितु जग होइ।।

### ● आधुनिक काव्य

- |                                      |   |                             |
|--------------------------------------|---|-----------------------------|
| 1. मनुष्यता                          | : | मैथिलीशरण गुप्त             |
| 2. वह तोड़ती पत्थर                   | : | सूर्यकांत त्रिपाठी 'निराला' |
| 3. कोशिश करने वालों की हार नहीं होती | : | सोहनलाल द्विवेदी            |
| 4. जो बीत गई सो बात गई               | : | हरिवंशराय बच्चन             |
| 5. अपना अहम् नहीं बेचूंगा            | : | रामावतार त्यागी             |
| 6. शीशे और पत्थर का गणित             | : | दिनकर सोनवलकर               |
| 7. आज सड़कों पर लिखे हैं (गाज़ल)     | : | दुष्यंत कुमार               |

8. माँ पर नहीं लिख सकता कविता : चंद्रकांत देवताले  
 9. विकल्प : राजेश जोशी  
 10. एक और युद्ध : ओमप्रकाश वाल्मीकि  
 11. नये इलाक़े में : अरुण कमल  
 12. उतनी दूर मत ब्याहना बाबा ! : निर्मला पुतुल

**2. स्वयंप्रभा (खंडकाव्य)** :

लेखक - रमाकांत शर्मा 'उद्भ्रांत'

प्रकाशक : अमन प्रकाशन 104/80C रामबाग, कानपुर-208012

**इकाई- विभाजन- SEMESTER-III, PAPER II, COURSE CODE- UAHIN301**

- इकाई-1-व्याख्यान-04- कबीर, सूरदास (पाठ वाचन एवं व्याख्या)  
 इकाई-2-व्याख्यान-04- तुलसी, मीराबाई (पाठ वाचन एवं व्याख्या)  
 इकाई-3-व्याख्यान-04- रहीम, बिहारी (पाठ वाचन एवं व्याख्या)  
 इकाई-4-व्याख्यान-15- आधुनिक काव्य (पाठ वाचन एवं व्याख्या)  
 इकाई-5-व्याख्यान-13- स्वयंप्रभा (पाठ वाचन एवं व्याख्या)  
 व्याख्यान-05-पाठालोचन और प्रश्न चर्चा

**क्रेडिट- 03**

**विद्यार्थियों हेतु प्रश्न पत्र का प्रारूप**

प्रश्न पत्र II, सेमेस्टर III (तृतीय सत्र)

पूर्णांक- 100

समय- 03:00 घंटे

प्रश्न-1 संदर्भ सहित व्याख्या (दोनों पुस्तकों में से विकल्प सहित)

अंक-20

प्रश्न-2 दीर्घोत्तरी प्रश्न (दोनों पुस्तकों में से विकल्प सहित)

अंक-40

प्रश्न-3 सामान्य प्रश्न (दोनों पुस्तकों में से किसी एक का उत्तर अपेक्षित)

अंक-20

प्रश्न-4 टिप्पणियाँ (दोनों पुस्तकों से विकल्प सहित)

अंक-10

प्रश्न-5 अतिलघूत्तरी वस्तुनिष्ठ (दोनों पुस्तकों में से)

अंक-10

योग = 100

**UNIVERSITY OF MUMBAI**  
Revised Syllabus and Pattern of Question Paper in the  
Subject of Hindi at the  
**T.Y.B.A. Examination**  
CHOICE BASED CREDIT SYSTEM (CBCS)  
(With effect from the Academic Year : 2019-2020)

**हिन्दी अध्ययन मंडल**

अध्यक्ष : डॉ. अनिल सिंह

1. डॉ. करुणाशंकर उपाध्याय(सदस्य)
2. डॉ. हूबनाथ पाण्डेय(सदस्य)
3. डॉ. विद्या शिंदे (सदस्य)
4. डॉ. शीला आहुजा (सदस्य)
5. डॉ. चित्रा गोस्वामी(सदस्य)
6. डॉ. संतोष मोटवानी(सदस्य)
7. डॉ. प्रकाश धुमाल(सदस्य)
8. डॉ. गौतम सोनकांबले(सदस्य)
9. डॉ. मोहसिन खान(सदस्य)

**पाठ्यक्रम समिति**

1. डॉ. प्रकाश धुमाल (समन्वयक)
2. डॉ. मनप्रीत कौर (सदस्य)
3. डॉ. विद्या शिंदे(पाठ्यक्रम)
4. डॉ. शीला आहुजा(सदस्य)
5. डॉ. संतोष मोटवानी (सदस्य)
6. डॉ. गौतम सोनकांबले(सदस्य)
7. डॉ. मोहसिन खान(सदस्य)
8. डॉ. एस.के. पवार(सदस्य)
9. डॉ. संजय सिंह(सदस्य)

मुंबई विश्वविद्यालय, मुंबई

T.Y.B.A. HINDI COURSE - IV  
(History of Hindi Literature)

Course Code- UAHIN- 501

कुल व्याख्यान —60

SEMESTER-V

Credit-4

प्रश्न पत्र —IV

हिंदी साहित्य का इतिहास

इकाई I हिंदी साहित्य का इतिहास —नामकरण और काल विभाजन की समस्याएँ

इकाई II आदिकाल

- आदिकालीन हिंदी साहित्य की पृष्ठभूमि।
- सिद्ध, नाथ, जैन एवं रासो साहित्य की सामान्य विशेषताएँ।

इकाई III भक्तिकाल

- भक्तिकालीन हिंदी साहित्य की पृष्ठभूमि।
- संत काव्यधारा, सूफी काव्यधारा, रामभक्तिकाव्य, कृष्णभक्तिकाव्य की सामान्य विशेषताएँ।

इकाई IV रीतिकाल

- रीतिकालीन हिंदी साहित्य की पृष्ठभूमि।
- रीतिबद्ध, रीतिसिद्ध एवं रीतिमुक्त काव्य की विशेषताएँ।



T.Y.B.A. HINDI COURSE - V  
(Post Independence Hindi Literature)

CourseCode-UAHIN-502

कुल व्याख्यान-60

SEMESTER -V

Credits-4

प्रश्न पत्र -V

**स्वातंत्र्योत्तर हिंदी साहित्य**

निर्धारित पाठ्य पुस्तकें

इकाई I

काव्य नाटक -

- परिभाषा, स्वरूप, तत्त्व, प्रवृत्तियाँ एवं स्वातंत्र्योत्तर काव्य नाटक का विकास

इकाई II

• **रेखाचित्र** - स्वरूप, परिभाषा, विकास-क्रम

• **संस्मरण** - परिभाषा, स्वरूप, विकास-क्रम

इकाई III

• **खंड-खंड अग्नि** - (काव्य नाटक), लेखक : दिविक रमेश,  
वाणी प्रकाशन, नई दिल्ली

इकाई IV

• **मन गरीमा** - (रेखाचित्र और संस्मरण), संपादन : हिंदी अभ्ययन  
मंडलमुंबई विश्वविद्यालय, वाणी प्रकाशन, नई दिल्ली

- i) भक्तितन - महादेवी वर्मा
- ii) रज़िया - रामवृक्ष बेनीपुरी
- iii) तुम्हारी स्मृति - माखनलाल चतुर्वेदी
- iv) ये हैं प्रोफेसर शशांक - विष्णुकांत शास्त्री
- v) स्मरण का स्मृतिकार - अज्ञेय
- vi) कमला - पद्मा सचदेव
- vii) हृषिकेश मुखर्जी के साथ ढाई दिन - मनोहरश्याम जोशी
- viii) मेरा हमदम मेरा दोस्त कमलेश्वर - राजेंद्र यादव

संदर्भ ग्रंथ :

1. दिविक रमेश आलोचना की दहलीज़ पर — संपादक : प्रेम जन्मेजय
2. हिंदी काव्य—नाटक और युगबोध — डॉ. मृगेंद्र राय
3. हिंदी नवगीत उद्भव और विकास — राजेंद्र गौतम
4. समकालीन हिंदी कविता — रवीन्द्र भ्रमर
5. हिंदी नवगीत की विकास यात्रा — माधव कौशिक
6. खंड—खंड अग्नि : भाव, संवेदना और शिल्प — संपादक : मोहसिन खान

T.Y.B.A. HINDI COURSE - V  
(Post Independence Hindi Literature)

CourseCode-UAHIN-602

कुल व्याख्यान-60

SEMESTER -VI

Credits-4

प्रश्न पत्र -v

स्वातंत्र्योत्तर हिंदी साहित्य

निर्धारित पाठ्य पुस्तकें

इकाई I

- गीतिकाव्य — परिभाषा, तत्त्व, स्वातंत्र्योत्तर, गीतिकाव्य का विकास

इकाई II

- गीत — पुंज संपादन, हिन्दी अध्ययन मंडल,  
मुंबई विश्वविद्यालय,  
राजकमल प्रकाशन, नई दिल्ली
- i) जीवन नहीं मरा करता है — गोपालदास 'नीरज'
- ii) सितारों ने लूटा.... — गोपाल सिंह 'नेपाली'
- iii) जीवन अनुभव की पुस्तक.... — ज्ञानवती सक्सेना
- iv) आती जाती साँसें दो सहेलियाँ हैं— कुंअर बेचैन
- v) बेटी..... — सरिता शर्मा
- vi) आँसू गंगाजल हो बैठे.... — विष्णु सक्सेना
- vii) अपनी गंध नहीं बेचूंगा..... — बालकवि बैरागी
- viii) शाकाश पाप..... बुद्धिनाथ मिश्र
- ix) असंभव..... — रमानाथ अवस्थी
- x) मेघयत्री..... — वीरेंद्र मिश्र

इकाई III

- निबंध — परिभाषा, तत्त्व, भेद तथा स्वातंत्र्योत्तर हिन्दी निबंध साहित्य का विकास

इकाई IV

- निबंध—संज्ञासंपादन, हिन्दी अध्ययन मंडल,  
मुंबई विश्वविद्यालय,  
लोकभारती प्रकाशन, नई दिल्ली
- i) उत्साह — आचार्य रामचंद्र शुक्ल
- ii) देवदारू — आचार्य हजारीप्रसाद द्विवेदी
- iii) संस्कृति है क्या? — रामधारी सिंह 'दिनकर'

- iv) राष्ट्र का स्वरूप — वासुदेवशरण अग्रवाल  
v) ठिठुरता हुआ गणतन्त्र — हरिशंकर परसाई  
vi) मिले तो पछताए — इन्द्रनाथ मदान  
vii) बुद्धिजीवी — शंकर पुणतांबेकर  
viii) पानी है अनमोल — श्रीराम परिहार

संदर्भ ग्रंथ :

1. हिंदी का गद्य साहित्य — रामचंद्र तिवारी
2. आधुनिक हिंदी गद्य का साहित्य — हरदयाल
3. छायावादोत्तर हिंदी गद्य साहित्य — विश्वनाथ प्रसाद तिवारी
4. हिंदी रेखाचित्र — हरवंशलाल शर्मा
5. निबंधों की दुनिया विजयदेव नारायण साही — संपादक : निर्मल जैन और हरिमोहन शर्मा
6. निबंधों की दुनिया शिवपूजन सहाय — निर्मला जैन और अनिल राय
7. प्रतिनिधि हिन्दी निबंधकार — ज्योतीश्वर मिश्र



**UNIVERSITY OF MUMBAI**

**REVISED SYLLABUS AND PATTERN OF  
QUESTION PAPER IN THE  
SUBJECT OF HINDI  
AT THE  
T.Y.B.A. EXAMINATION  
CHOICE BASED CREDIT SYSTEM  
(C.B.C.S.)  
(PAPER - IV, V, VI, VII, VIII, IX)**

**(With Effect From The Academic Year : 2021-2022)**

NAME OF PROGRAM	T. Y. B. A. (C.B.C.S.) V
NAME OF THE COURSE	T.Y.B.A. HINDI
SEMESTER	V
PAPER NAME	POST INDEPENDENCE HINDI LITERATURE स्वातंत्र्योत्तर हिंदी साहित्य
PAPER NO.	V
COURSE CODE	UAHIN-502
LACTURE	60
CREDITS & MARKS	CREDITS - 4 & MARKS - 100

### स्वातंत्र्योत्तर हिंदी साहित्य

#### इकाई- I

- नाटक : अर्थ, परिभाषा, स्वरूप एवं विकास
- नाटक के तत्व एवं प्रकार

#### इकाई- II निर्धारित पाठ्य पुस्तक-

- काला पत्थर - (नाटक) : डॉ. सुरेश शुक्ल 'चन्द्र'  
अमन प्रकाशन, कानपुर

#### इकाई- III

- एकांकी : अर्थ, परिभाषा, स्वरूप एवं विकास
- नाटक और एकांकी में साम्य-वैषम्य

#### इकाई- IV निर्धारित पाठ्य पुस्तक-

- एकांकी-सुमन (एकांकी-संग्रह) संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई,  
वाणी प्रकाशन 4695, 21-ए, दरियागंज, नई दिल्ली

#### पाठ्यक्रम के लिए निर्धारित एकांकी-

- दीपदान - रामकुमार वर्मा
- और वह जा न सकी - विष्णु 'प्रभाकर'
- बहू की विदा - विनोद रस्तोगी
- रात के राही - ब्रज भूषण
- जान से प्यारे - ममता कालिया
- अन्वेषक - प्रताप सहगल
- नो एडमिशन - संजीव निगम

NAME OF PROGRAM	T. Y. B. A. (C.B.C.S.) VI
NAME OF THE COURSE	T.Y.B.A. HINDI
SEMESTER	VI
PAPER NAME	POST INDEPENDENCE HINDI LITERATURE स्वातंत्र्योत्तर हिंदी साहित्य
PAPER NO.	V
COURSE CODE	UAHIN-602
LACTURE	60
CREDITS & MARKS	CREDITS - 4 & MARKS -100

### स्वातंत्र्योत्तर हिंदी साहित्य

#### इकाई- I

- कविता : अर्थ, परिभाषा एवं स्वरूप
- स्वातंत्र्योत्तर कविता : संवेदना और शिल्प

#### इकाई- II निर्धारित पाठ्य पुस्तक-

- काव्य-सौरभ (कविता-संग्रह)-संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई, राजकमल प्रकाशन, दरियागंज, नई दिल्ली

#### पाठ्यक्रम के लिए निर्धारित कविताएँ-

- यात्री – सच्चिदानंद हीरानंद वात्स्यायन 'अज्ञेय'
- उनको प्रणाम – नागार्जुन
- नया कवि – गिरिजाकुमार माथुर
- प्रमथ्यु गाथा – धर्मवीर भारती
- इस तरह तो – बालस्वरूप 'राही'
- पानी में धिरे हुए लोग – केदारनाथ सिंह
- थोड़े-से बच्चे और बाक्री बच्चे – चंद्रकांत देवताले
- सिलसिला – सुदामा पाण्डेय 'धूमिल'
- रात किसी का घर नहीं – राजेश जोशी
- चुप्पी टूटेगी – ओमप्रकाश वाल्मीकि
- बाज़ारे-नुमाइश में – दीक्षित दनकौरी
- बूढ़ी पृथ्वी का दुख – निर्मला पुतुल

### इकाई- III

- निबंध : अर्थ, परिभाषा, भेद और तत्त्व
- हिन्दी निबंध साहित्य का विकास

### इकाई- IV निर्धारित पाठ्य पुस्तक-

- निबंध-विविधा (निबंध-संग्रह) - संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई, नयी किताब प्रकाशन, दरियागंज, नई दिल्ली

#### पाठ्यक्रम के लिए निर्धारित निबंध-

- बाज़ार-दर्शन - जैनेन्द्र कुमार
- पाप के चार हथियार - कन्हैयालाल मिश्र 'प्रभाकर'
- मनुष्य की सर्वोत्तम कृति-साहित्य - हजारीप्रसाद द्विवेदी
- हिम्मत और जिंदगी - रामधारी सिंह 'दिनकर'
- अगर मुल्क में अखबार न हो - नामवर सिंह
- रसायन और हमारा पर्यावरण - डॉ. एन. एल. रामनाथन
- आँगन का पंछी - विद्यानिवास मिश्र
- पाँत का आखिरी आदमी - कुबेरनाथ राय
- मनुष्य और ठग - प्रेम जमेजय
- ओ वसंत तुम्हें मनुहारता कचनार - श्रीराम परिहार



**Cover Page**

AC \_\_\_\_\_  
Item No. \_\_\_\_\_

**UNIVERSITY OF MUMBAI**



**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	FYBA Optional English: 'Introduction to Prose and Fiction'
2	Eligibility for Admission	10+2
3	Passing Marks	40
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	1 Year (Semester I and II)
6	Level	<del>P.G. / U.G./ Diploma / Certificate</del> (Strike out which is not applicable)
7	Pattern	<del>Yearly / Semester</del> (Strike out which is not applicable)
8	Status	<del>New / Revised</del> (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2021-2022

Date: 21/12/2020

Name of BOS Chairperson / Dean :

Signature :

**Dr. Sudhir Nikam**



# University of Mumbai

## Syllabus for F.Y.B.A.

Program: B.A.

## Course: Introduction to Prose and Fiction

(Choice Based Credit System with effect from the academic year 2021-2022)

### Board of Studies in English

**Dr. Sudhir Nikam (Chairperson)**

Dr. Rajesh Karankal (Member)

Dr. Santosh Rathod (Member)

Dr. Bhagyashree Varma (Member)

Dr. Deepa Mishra (Member)

Dr. B. N. Gaikwad (Member)

Dr. Dattaguru Joshi (Member)

Dr. Satyawan Hanegave (Member)

Dr. Deepa Murdeshwar-Katre (Member)

## Semester I

### Optional English: Introduction to Prose and Fiction Paper I

#### Course Content

##### Unit 1:

No. of lectures: 15

Development of Short Story, Elements of Short Story: Plot, Character, Setting, Narrative, Development of Essay, Features of Prose writing, Types of Prose, Autobiography

##### Unit 2:

No. of lectures: 15

- O' Henry : "The Cop and the Anthem"
- Ray Bradbury : "A Sound of Thunder"
- Rabindranath Tagore : "The Kabuliwala"
- Bernard Malamud : "The Jewbird"
- Baburao Bagul : "Mother"
- Ken Liu : "The Paper Menagerie"

##### Unit 3:

No. of lectures: 15

- Sir Francis Bacon : "Of Marriage and Single Life" and "Of Revenge"
- Charles Lamb : "The Two Races Of Men"
- Ralph Waldo Emerson : "Self – Reliance"
- W.E.B. Du Bois : "Strivings of the Negro People"
- Shobha De : From "Speedpost": "Dear Arundhati" Aug'99 and "Dear Aditya" June'99
- Subroto Bagchi : From *Go kiss the world*: "Learning to Listen" (p. 145-150) and "Who Is a Good Leader?" (p. 150-155)

## Semester II

### Optional English: Introduction to Prose and Fiction Paper II

#### Course Content

**Unit 1:** **No. of lectures: 15**

Novella, Aspects of Novel, Children's Fiction, Adventure Novel, Mystery novel, Science Fiction, Social Novel, Philosophical Novel, Historical Novel

**Unit 2:** **No. of lectures: 15**

- John Steinbeck: *The Pearl*

OR

- Ruskin Bond: *The Blue Umbrella*

**Unit 3:** **No. of lectures: 15**

- R.K. Narayan: *The Financial Expert*

OR

- Isaac Asimov: *Fantastic Voyage*

#### **Evaluation: Second Semester End Examination Pattern 100 Marks: 3 Hours**

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

Semester III:

Paper III

Total Credits: 03

Course Title: Optional English: Introduction to Poetry

Total Lectures: 45

Unit I

15 Lectures

- A) **Elements of Poetry:** Turns of Speech: Voice and persona, tone, mood, attitude; Diction: Denotation and connotation; Imagery; Symbol; Allegory; Figurative Language; Music: Rhyme and Rhythm, Scansion (scansion to be taught and practiced; not for evaluation)
- B) **Types of Verse:** Nature, characteristics and functions: Epic, lyric, sonnet, elegy, ode, ballad, dramatic monologue and free verse

Unit II

15 Lectures

- John Milton : 'Invocation' (from *Paradise Lost*), Book 1, Lines 1-26
- Robert Frost : 'The Road Not Taken'
- Edmund Spenser : 'Men Call you Fayre...' (*Amoretti* LXXIX)
- William Shakespeare : Sonnet 19, 'Devouring Time, blunt thou the Lion's paws'
- Walt Whitman : 'O Captain! My Captain!'
- Ralph Waldo Emerson: 'Ode to Beauty'
- W. B. Yeats : 'The Song of Wandering Aengus'

Unit III

15 Lectures

- John Keats : 'La Belle Dame sans Merci'
- Alfred Lord Tennyson: 'Ulysses'
- Rabindranath Tagore : 'Freedom'
- Sarojini Naidu : 'Indian Weavers'
- Wole Soyinka : 'To My First White Hairs'
- Pablo Neruda : 'You Start Dying Slowly'
- Nissim Ezekiel : 'Enterprise'

Evaluation Pattern:

Third Semester End Examination Pattern	Duration: 3 Hours	Marks: 100
Question 1(A): Short notes on Unit I (A) (2 out of 4)		:10 Marks
and		
Question 1 (B): Short notes on Unit I (B) (2 out of 4)		:10 Marks
Question 2: Essay on Unit II (1 out of 3)		:20 Marks
Question 3: Essay on Unit III (1 out of 3)		:20 Marks
Question 4: Short Notes on Unit II (2 out of 4)		:20 Marks
Question 5: Short Notes on Unit III (2 out of 4)		:20 marks

Semester IV:

Paper III  
Course Title: Introduction to Poetry

Total Credits:03

Total Lectures: 45

**Unit I: Trends and Movements in Poetry: Modernism and after** 15 Lectures  
Modernism, War Poetry, Harlem Renaissance, Imagism, Symbolism, Surrealism, Confessional Poetry,  
Beat poetry, Modernism in Indian English Poetry

**Unit II**

15 Lectures

- T.S. Eliot : 'The Love Song of J. Alfred Prufrock'
- Wilfred Owen : 'Anthem for Doomed Youth'
- Claude McKay : 'If We Must Die'
- William Carlos Williams : 'The Red Wheelbarrow'
- Wallace Stevens : 'Sunday Morning'
- Kamala Das : 'An Introduction'
- Arun Kolatkar : 'The Bus'

**Unit III**

15 Lectures

- Phillip Larkin : 'Church Going'
- Robert Creeley : 'I Know a Man'
- Meena Kandasamy : 'Touch'
- Gabriel Okara: : 'The Mystic Drum'
- Chinua Achebe : 'Refugee Mother and Child'
- Margaret Atwood : 'This is a Photograph of Me'
- Derek Walcott : 'A Far Cry from Africa'

**Evaluation Pattern:**

<b>Fourth Semester End Examination Pattern</b>	<b>Duration: 3 Hours</b>	<b>Marks: 100</b>
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Question 1: Short notes on Unit I	(4 out of 6)	:20Marks
Question 2: Essay on Unit II	(1 out of 3)	:20 Marks
Question 3: Essay on Unit III	(1 out of 3)	:20 Marks
Question 4: Short Notes on Unit II	(2 out of 4)	:20 Marks
Question 5: Short Notes on Unit III	(2 out of 4)	:20 marks

AC – 17/05/2022  
Item No. – 5.1(R)

# UNIVERSITY OF MUMBAI



**Revised Syllabus for S.Y.B.A. (English) (Ancillary) and  
(Applied Component)  
Semester - Sem III and IV  
(Choice Based Credit System)**

**(With effect from the academic year 2022-23)**

**UNIVERSITY OF MUMBAI****Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	S.Y.B.A. (English) (Ancillary) and (Applied Component)
2	Eligibility for Admission	F.Y.B.A.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	02 years & 04 semesters
6	Level	P.G./ U.G./-Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2022-2023

Date: 25/10/2021

Signature :

Name of BOS Chairperson / Dean

Dr. Sudhir Nikam





University of Mumbai

**Syllabus for S.Y.B.A. (English) (Ancillary)**

Program: B.A.

**Course: Optional English: Introduction to Drama**

Paper II

(Choice Based Credit System with effect from the Academic Year 2022- 2023)

**1. Syllabus as per Choice Based Credit System (CBCS):**

- i) **Name of the Program** : S.Y.B.A. English (Ancillary)
- ii) **Course Code** : Semester III UAENG301  
& Semester IV UAENG401
- iii) **Course Title** : **Optional English: Introduction to Drama  
Paper II**
- iv) **Semester wise Course Contents** : Enclosed the copy of the syllabus
- v) **References and Additional References:** Enclosed in the Syllabus
- vi) **Credit Structure** 03
- vii) **No. of lectures per Unit** 15
- viii) **No. of lectures per week** 03
- 2. **Scheme of Examination** : 5 Questions of 20 marks each
- 3. **Special notes, if any** : No
- 4. **Eligibility, if any** : No
- 5. **Fee Structure** : As per University Structure
- 6. **Special Ordinances / Resolutions if any:** No.

Semester III:	Paper II	Total Credits: 03
Course Title: Optional English: Introduction to Drama		
		Total Lectures: 45

## Course Content

### Unit 1:

No. of lectures: 15

Definition, Concept and Significance of Drama

Origin and Development of Drama

Terms and Concepts associated with Drama:

Plot (Main Plot, Sub-plot, Simple, Complex, Peripeteia and Anagnorisis, Exposition, Complication, Resolution, Denouement, Climax, Anti-climax)

Character (Hero, Villain, Confidante, Foil)

Act and Scene,

Soliloquy and Aside,

Music, Chorus Lights, Masks, Proscenium Arch, Play within Play, Subtext, Catharsis, Hamartia, Comic relief, Unity of action, time and place, Narrator and Sutradhar, etc.

### Unit 2:

No. of lectures: 15

Sophocles : *Oedipus Rex / Oedipus, The King*

OR

John Galsworthy : *Strife*

### Unit 3:

No. of lectures: 15

Girish Karnad : *Flowers*

OR

Mohan Rakesh : *Half-way House (Adhe Adhure)*

## Evaluation: First Semester End Examination Pattern 100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

Semester IV:

Paper II

Total Credits: 03

Course Title: Optional English: Introduction to Drama

Total Lectures: 45

## Course Content

### Unit 1:

No. of lectures: 15

Types of Drama (based on form, content, function, theme, style, etc.):

Interlude, Chronicle Plays, Mystery Plays, Miracle Plays, Morality Plays, Romantic Comedy, Comedy of Humours, Restoration Comedy of Manners, Sentimental Comedy, Senecan Plays or Revenge Plays, History Plays, Heroic Drama, Blank Verse Drama, Poetic Drama / Verse Drama, Drama of Ideas / Problem Play, Expressionist Plays, Epic Theatre, Absurd Plays, Plays by Angry Young Men, Kitchen Sink Drama, Theatre of Cruelty, Comedy of Menace, etc.

### Unit 2:

No. of lectures: 15

Eugene O'Neil : *The Hairy Ape*

OR

Lorraine Hansberry : *A Raisin in the Sun*

### Unit 3:

No. of lectures: 15

Wole Soyinka : *The Lion and the Jewel*

OR

David Williamson : *The Removalists*

## Evaluation: Second Semester End Examination Pattern 100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

### References:

- Abrams, M. H. and Harpham, Geoffrey Galt. *A Glossary of Literary Terms*. Cengage Learning, 2015.
- Ackerman, Alan Louis, editor. *Reading Modern Drama*. University of Toronto Press, 2012.
- Albert, Edward. *History of English Literature*. Oxford UP, 2009.
- Andermahr, Sonya. et al. *A Glossary of Feminist Theory*. Arnold, 2000.
- Athenian Society. *Drama, Its History*. Nabu Press, 2012.
- Auger, Peter. *The Anthem Glossary of Literary Terms and Theory*. India, Anthem Press, 2011.
- Baldick, Chris. *Oxford Dictionary of Literary Terms*. Cambridge UP, 2008.

**University of Mumbai**



**Syllabus for S.Y.B.A. (English) (Ancillary)**

**Course: Optional English: Introduction to Poetry**

**Paper III**

**(Choice Based Credit System with effect from the Academic Year 2022-2023)**

**1. Syllabus as per Choice Based Credit System (CBCS):**

**i) Name of the Program : S.Y.B.A. English (Ancillary)**

- ii) **Course Code** : Semester III UAENG302  
& Semester IV UAENG402
- iii) **Course Title** : **Optional English: Introduction to Poetry Paper III**
- iv) **Semesterwise Course Contents** : Enclosed the copy of the syllabus
- v) **References and Additional References:** Enclosed in the Syllabus
- vi) **Credit Structure** 03
- vii) **No. of lectures per Unit** 15
- viii) **No. of lectures per week** 03
2. **Scheme of Examination** : 5 Questions of 20 marks each
3. **Special notes , if any** : No
4. **Eligibility, if any** : No
5. **Fee Structure** : As per University Structure
6. **Special Ordinances / Resolutions if any:** No.



# University of Mumbai

## Syllabus for F.Y.B.A

Program: B.A.

### Course: Communication Skills in English (Core Paper)

(Choice Based Credit System with effect from the academic year 2021-2022)

#### Board of Studies in English

**Dr. Sudhir Nikam (Chairperson)**

Dr. Rajesh Karankal (Member)

Dr. Santosh Rathod (Member)

Dr. Bhagyashree Varma (Member)

Dr. Deepa Mishra (Member)

Dr. B. N. Gaikwad (Member)

Dr. Dattaguru Joshi (Member)

Dr. Satyawan Hanegave (Member)

Dr. Deepa Murdeshwar-Katre (Member)

## Revised Syllabus for FYBA

### Communication Skills in English Paper I and Paper II

#### To be implemented from 2021-22 (80:20 Marks Examination Pattern)

##### Preamble:

The English language is the dominant medium through which one can connect to the global community. It is, therefore, vital that all learners acquire adequate skills in this language. Communication Skills in English is a core course wherein the first year learners are guided to acquire the four skills of communication viz., Listening, Speaking, Reading and Writing.

The focus of the syllabus is on building confidence in the learners in applying these skills while using the English language both academically and socially. Keeping this in mind, the units will have a multi-pronged approach. The course is graded from basic to higher levels of learning so as to help learners gradually acquire the skills. The 80:20 pattern will also help in accomplishing this goal. The tutorial activities are designed to focus on oral skill development, while the lectures are aimed at honing their cognitive, analytical, linguistic and creative skills.

It is hoped that by the end of the academic year, the learners will have developed confidence in using the English language both for oral and written communication as well as develop interest in enhancing these skills later on.

##### Objectives:

1. To enhance English language proficiency of students by familiarizing them with the skills of Listening, Speaking, Reading and Writing (LSRW)
2. To introduce learners to different perspectives of looking at a text or passage
3. To equip learners in the functional aspects of English so that they use the acquired language skills correctly and confidently
4. To guide learners in the effective use of the digital medium of communication.

##### Outcomes:

1. The learners will learn to understand and interpret any text they are reading from different perspectives
2. The interest of learners in listening to and watching good quality audio and visual media will be aroused.
3. Learners will acquire proficiency in the skills of listening, speaking, reading and writing that will help them meet the challenges of the world.
4. The learners will develop good oral and written skills of communication in the English language.

**Periods:** 45 lectures + 15 Tutorials (3 lectures + 1 tutorial per week per batch) per semester

All passages, stories, articles, poems selected should help the learners develop different communication skills. Learning through example and practice with a theoretical base is the intention.



## Semester I

### Communication Skills in English Paper I

#### Course Content

#### **Unit 1: Introduction to Communication Skills**

**No. of lectures: 08**

English as an international language and varieties of English

1. Significance and ways of effective communication in English
2. Listening for academic and professional development
3. Formal and informal communication in spoken English
4. Reading for different purposes
5. Features of effective writing skills
6. Study skills in English

*This unit shall work as theoretical base for the following units that are practical in nature.*

#### **Unit 2: Developing Comprehension Skills in English**

**No. of lectures: 12**

##### **A. Reading Skills**

1. Scanning a text for information
2. Skimming a passage to look for main ideas, understanding text type
3. Guessing meaning of an expression (word/phrase/clause)
4. Building inference skills
5. Understanding language structure (such as subject verb agreement, voice, direct and reported speech)
6. Note making
7. Summarizing

*Passages from fables, folk stories, short stories, non-fiction, history, business or environment, of around 250- 300 words, could be chosen in this unit.*

## **b. Listening Skills**

1. Listening for main ideas/Gist
2. Listening for detail
3. Listening for text organization features
4. Listening for tone, accent, style and register
5. Predicting content and guessing meaning
6. Making inferences from the audio-visual text
7. Listening for opinion/argument/counter-arguments etc.
8. Taking notes

*A variety of relevant audio/visual texts as samples may be drawn from various sources. Listening skills in English should be developed through various activities along with the practice done while teaching in the class.*

## **Unit 3: Speaking Skills in English**

**No of lectures: 15**

### **a. Public Speaking in English**

1. Introduction
2. Characteristics of an effective speech
3. Analysis of model speeches
4. Drafting and presenting a speech in formal and informal gatherings

### **b. Conversation in English**

1. Opening a conversation
2. Introducing oneself in various contexts
3. Introducing others formally and informally
4. Building a conversation
5. Leaving and closing a conversation
6. Conversation in group in various situations

### **c. Speaking at an Event**

1. Anchoring/compering an event
2. Introducing guests/ speakers/dignitaries
3. Proposing a vote of thanks

*A variety of relevant texts as samples may be drawn from print and non-print sources such as books, videos, audio files etc. Speaking skills in English should be developed through various activities along with the practice done while teaching in the class.*

#### **Unit 4: Formal Writing Skills**

**No. of lectures: 10**

i. Letters:

1. Job applications with bio data (solicited and unsolicited)
2. RTI applications
3. Applications for duplicate documents (I-cards / mark sheet, etc.)

ii. Emails:

1. Job acceptance and joining
2. Resignation
3. Complaints
4. Requests for references
5. Request for sponsorship

**Tutorial Activities:**

1. Use of YouTube videos for use of grammar study and practice that may be taken from the list recommended or similar relevant videos.
  2. Listening to audio clips/ books to enhance listening skills
  3. Reading aloud from newspapers, magazines, stories, non-fiction followed by classroom discussion on these to enhance reading and speaking skills
  4. Making short presentations on given topics
  5. Official letter writing/ email writing exercises
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## Semester II

### Communication Skills in English Paper II

#### Course Content

##### **Unit 1: English Usage in Communication**

**No. of lectures: 08**

1. Distinction between American English and British English
2. Indianism and Indian English
3. Appropriacy in the Use of English
4. Non-verbal Communication
5. Elevator Pitch
6. Information and Communication Technology and Use of English
7. Modes and Types of Interview
8. Principles of Creative Writing

*This unit shall work as theoretical base for the following units that are practical in nature.*

##### **Unit 2: Enhancing Reading Competencies**

**No. of lectures: 12**

A variety of passages of 200-250 words may be taken such as extracts from novels, short stories, plays, magazine, newspapers, reports, documents, academic texts. The passages should have complex text type, function and lexis. The learners may be encouraged to gather meaning contextually or by referring to offline and online sources such as dictionary, thesaurus, and encyclopedia.

1. Augmenting active vocabulary
2. Understanding relations between parts of a text
3. Transferring information (Verbal to Non-Verbal)
4. Understanding concepts and arguments,
5. Developing skills in analysis and interpretation
6. Rewriting a passage from a defined perspective
7. Reading critically (presenting a reasoned argument that evaluates and analyses what you have read)

Weightage of questions on texts -

- a. On vocabulary, synonyms and antonyms, prefixes and suffixes, collocations, making sentences of their own from the idioms or difficult words in the extract (50%)
- b. On writing their opinions, perspectives on the passages in longer, more descriptive ways (50%)

### **Unit 3: Advanced Oral Communication Skills**

No. of lectures: 15

#### A. Presentation skills: (Formal presentations and skits)

1. Planning and structuring
2. Opening and closing a presentation
3. Use of body language
4. Use of technology in making a presentation
5. Drafting a skit (Not to be tested in theory exam)
6. Reading of a skit
7. Presenting a skit

*Students are advised to prepare their own presentation scripts. Teachers should help them in drafting, reading and presenting those scripts in the class.*

#### B. Group Discussion

1. Formal and informal discussion
2. Elements of group discussion
3. Using appropriate language: Initiating, seeking and giving opinions, suggesting, responding to a suggestion, agreeing, disagreeing, interrupting, requesting, clarifying, summing up
4. Types of discussion:  
Giving and sharing opinions of a given topic, making decisions, problem solving (case study)

### C. Interview Skills

1. Interviewing others
  - Researching the interviewee (writer, social worker, entrepreneur, actor etc.)
  - Preparing questions
  - Conducting interview
2. Attending an Interview (Job/Entrance)
  - Researching the organization
  - Reviewing job-profile and your bio-data/CV
  - Preparing for standard questions
  - Responding to questions
  - Preparing your questions to ask to the interviewer/s
3. Analyzing Interviews

*Students can be tested on forming actual interview frameworks including questions. Teachers must form the groups and conduct actual interviews involving full strength of students.*

## **Unit 4: Advanced Writing Skills**

**No. of lectures: 10**

### A. Report Writing:

1. News report
2. Activity/Event report

### B. Creative Writing:

1. Personal Essay
2. Memoir
3. Short Speech on the given occasion/ event
4. Story writing

### **Tutorial Activities:**

1. Dialogue-writing exercises
2. Writing skits and presenting them
3. Giving speeches
4. Group discussions
5. Mock Interviews

6. Development of stories, passages from hints given, in about 200-250 words
7. Report writing tasks
8. Statement of Purpose

**Evaluation Pattern:**

**A. Internal Evaluation (20 Marks)**

		Marks	Remarks
1	Performance in Tutorial activities	10	<b>Sem I</b> -- Learners may be asked to make presentations, hold conversation in class, which will be assessed  <b>Sem II</b> -- Learners may be asked to participate in group discussions or mock interviews in class, which will be assessed
2	Participation in classes (lectures and tutorials)	05	Learners' response to teaching, timely submission of tasks will be assessed
3.	Overall attendance (lectures and tutorials)	05	Percentage of learners' attendance in class to be considered

**B. Written Examination: (80 marks)**

**Semester I:** 4 questions carrying 20 marks each

Q. No.	Question details	Marks
1	Short Notes (4 out of 6) from Unit 1	20
2	Unseen Passage (200-250 words) ( Unit 2)  a. On content, the use of tenses, articles, prepositions, direct-indirect speech and concord, voice, word meanings - (50%)  b. On reading sub-skills (pointing out main ideas and supporting details, making inferences) (50%)	10  10

AC 14-07-2016

Item No. 4.54

## UNIVERSITY OF MUMBAI



**Syllabus for F.Y.B.A**

**Program: B.A.**

**Course: Communication Skills of English (Core Paper)**

**(Choice Based Credit System with effect from the academic year 2016-2017)**



Revised Syllabus for **FYBA**  
**Communication Skills in English Paper I and Paper II**  
**To be implemented from June 2016 (100 Marks Examination Pattern)**

**Objectives of the Course**

- 1) To enhance language proficiency by providing adequate exposure to reading and writing skills
- 2) To orient the learners towards the functional aspects of language
- 3) To increase the range of lexical resource through a variety of exercises

**Periods:** 45 lectures + 15 Tutorials (3 lectures + 1 tutorial per week) per semester

<b>Semester I</b>		
<b>Communication Skills in English – Paper I</b>	<b>(2 Credits)</b>	<b>45 lectures</b>
<b>Unit 1: Basic Language Skills: Grammar</b>		<b>09 lectures</b>
<ul style="list-style-type: none"><li>a. Articles, prepositions, conjunctions</li><li>b. Transformation of Sentences (Simple, Compound, Complex)</li><li>c. Tenses</li><li>d. Subject-Verb agreement</li><li>e. Question Tags</li><li>f. Direct and Indirect Speech</li><li>g. Voice</li></ul>		
<b>Unit 2: Reading Skills: Comprehension (unseen passage)</b>		<b>09 lectures</b>
The following skills to be acquired: <ul style="list-style-type: none"><li>• Reading with fluency and speed</li><li>• Skimming and scanning</li><li>• Identifying relevant information</li><li>• Isolating fact from opinion</li><li>• Understanding concepts and arguments</li><li>• Identifying distinctive features of language</li></ul> (Passage should be of 250-350 words of Level I. The passage may be taken from literary/scientific/technical writing as well as from the fields of journalism, management and commerce.)		
<b>Unit 3: Writing Skills (Formal Correspondence): Letters</b>		<b>09 lectures</b>
<ul style="list-style-type: none"><li>a. Job Application Letter (without Resume)</li><li>b. Statement of Purpose</li><li>c. Request for Recommendation Letter</li><li>d. Request for information under Right to Information Act (RTI)</li></ul>		

**Unit 4: Interpretation of Technical Data**

09 lectures

Students should be taught to read and interpret maps, pie charts, tables, line and bar graphs and flow charts and express the same in paragraph format.

**Unit 5: Writing Skills: Essay**

09 lectures

- a. Expository
- b. Persuasive
- c. Analytical
- d. Reflective/Descriptive

**Semester II****Communication Skills in English – Paper II**

(2 Credits)

45 lectures

**Unit 1: Basic Language Skills: Vocabulary building**

09 lectures

- Antonyms, Synonyms
- Suffixes, Prefixes, Root words
- Homophones, homonyms
- Collocation
- Changing the Class of Words

**Unit 2: Editing and Summarization:**

09 lectures

## a) Editing:

- Heading/ Headlines/ Title/Use of Capital Letters
- Punctuation: full stop, comma, colon, semi-colon, dash, ellipsis, exclamation and question marks
- Spelling
- Substitution of words
- Use of link words and other cohesive devices
- Removing repetitive or redundant elements

## b) Summarization

The following skills to be acquired:

- Discern the main/central idea of the passage
- Identify the supporting ideas
- Eliminate irrelevant or extraneous information
- Integrate the relevant ideas in a precise and coherent manner

**Unit 3: Writing Skills: e mails**

09 lectures

- Inquiry
- Invitation
- Thank you
- Request for permission
- Sponsorship

#### Unit 4: Report Writing

09 lectures

- Eye-witness Report
- Activity Report
- Newspaper Report

#### Unit 5: Creative Writing

09 lectures

This unit attempts to cover those aspects of writing that go beyond the boundaries of technical or professional forms of writing and encourage the learner to explore the artistic and imaginative elements of writing.

- Story writing
- Dialogue writing
- Blogging: fashion, travel, food, culture, personal blogs

#### Suggested Topics for Tutorials: (for both semesters)

1. Group Discussions
2. Mock Interviews
3. Fundamentals of Grammar
4. Debates / Speeches
5. Book / Film Reviews
6. Vocabulary and Language Games
7. Picture Composition
8. Tweets

#### Paper Pattern

#### Semester I: Communication Skills in English – Paper I

Duration: 3 hours Marks: 100

##### Q.1. Grammar:

- a) Articles, prepositions, conjunctions (to be tested in the form of a paragraph, not individual sentences) (Unit 1: a) 10 marks
- b) Do as Directed: (Unit 1: b-g) 10 marks

##### Q.2 Comprehension of an unseen passage (Unit 2)

20 marks

##### Q.3 Letters (2 out of 3) (Unit 3)

20 marks

##### Q.4. Interpretation of technical data based on the model given (Unit 4)

20 marks

##### Q.5. Essay (250-350 words) (1 out of 3) (Unit 5)

20 marks

#### Semester II: Communication Skills in English – Paper II

Duration: 3 hours Marks: 100

##### Q.1 Vocabulary (Unit 1)

20 marks

##### Q.2 a) Editing: one passage of 100-200 words to be given (Unit 2)

10 marks

##### b) Summary: one passage of 250-300 words to be given (Unit 2)

10 marks

##### Q.3. Emails (2 out of 3) (Unit 3)

20 marks

##### Q. 4. Report writing (1 out of 2) (Unit 4)

20 marks

AC 14-07-2016

Item No. 4.52

UNIVERSITY OF MUMBAI



**Syllabus for F.Y.B.A. in English (Optional) Elective**

**Program : B.A.**

**Course: Introduction to Literature**

(Choice Based Credit System with effect from the academic year 2016-2017)

## Syllabus for FYBA English (Optional) Paper (100 Marks Examination Pattern)

### Objectives of the Course:

- To acquaint students with the characteristics of various literary genres
- To develop analytical skills and critical thinking through close reading of literary texts
- To cultivate appreciation of language as an artistic medium and to help them understand the importance of forms, elements and style that shape literary works
- To enable students to understand that literature is an expression of human values within a historical and social context

### Course Outcome: By the end of the course, a student should develop the ability:

- To write clearly, coherently and effectively about various genres of literature
- To recognize the culture and context of the work of literature
- To develop sensitivity to nature and fellow human beings

Semester One: Introduction to Literature – (Short Stories and Novel)	3Credits
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Total Lectures: 45

#### Unit 1: Terms:

15 Lectures

Section A : Elements of Novel and Short Story : Plot, Character, Setting, Narrative, Theme and Point of View

Section B : Types of Novel: Bildungsroman, Picaresque, Epistolary, Stream-of-Consciousness, Novel of Social Reality, Psychological Novel , Historical Novel, Science Fiction, Gothic Novel and Graphic Novel

#### Unit 2: Short Stories:

15 Lectures

O'Henry : "The Last Leaf"

H.H.Munro : "The Open Window"

Oscar Wilde : "The Nightingale and the Rose"

Edgar Allan Poe : "The Tell-tale Heart"

Katherine Mansfield : "The Doll's House"

**Kate Chopin** : "The Story of an Hour"

Unit 3 : Novel:

**Jane Austen: *Pride and Prejudice*** OR **Robert Louis Stevenson : *Dr. Jekyll and Mr. Hyde***

<b>Evaluation:</b>	<b>First Semester End Examination Pattern</b>	<b>100 Marks</b>	<b>: 3 Hours</b>
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- Question 1: Short Notes on Unit 1  
(2 short notes on Section A and 4 Short notes on Section B) (4 out of 6) : 20 Marks
- Question 2: Essay on Unit 2 (1 out of 2) : 20 Marks
- Question 3: Essay on Unit 3 (1 out of 2) : 20 Marks
- Question 4: Short Notes on Unit 2 (2 out of 4) : 20 Marks
- Question 5: Short Notes on Unit 3 (2 out of 4) : 20 Marks

<b>Semester Two: Introduction to Literature – (Poetry and Drama)</b>	<b>3Credits</b>
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**Total Lectures: 45**

**Unit 1: Terms:** **15 Lectures**

**Section A :** Types of Verse : Lyric, Elegy, Dramatic Monologue, Sonnet, Ballad, Epic, Satire, Ode

**Section B :** Types of Drama : Tragedy, Comedy, Farce, Melodrama, Verse Drama, Theatre of Absurd, Angry Young Man Drama

**Unit 2: Poetry:** **15 Lectures**

Sonnet : William Shakespeare : Sonnet 1 " From fairest creature we desire increase"

Satire : Oliver Goldsmith : "Elegy on the Death of a Mad Dog"

Ode : Keats : "Ode on a Grecian Urn"

Ballad : Thomas Campbell : "Lord Ullin's Daughter"

Dramatic Monologue: Robert Browning : "The Last Ride"

University of Mumbai

**Syllabus for T.Y.B.A. English Paper IV**

Semester: V & VI

Course: Core Paper

**Course Title: 16<sup>th</sup> to 18<sup>th</sup> Century English Literature**

(Choice Based Credit System with effect from the Academic Year 2018-19)

**Unit 2: William Shakespeare: Hamlet**

20 Lectures

OR

**William Shakespeare: Comedy of Errors**

**Unit 3: Selected Verse from the Elizabethan and Jacobean periods. 20 Lectures**

Elizabethan Period:

- a. Sir Philip Sidney from Astrophel and Stella sonnet sequence.  
**Sonnet 37** "My mouth doth water and my breast doth swell".  
39 "Come Sleep! O Sleep, the certain knot of peace".
- b. Edmund Spenser: from The Shepheardes Calender  
"April Eclogue".  
"November Eclogue".
- c. William Shakespeare:  
**Sonnet 116** "Let me not to the marriage of true minds"  
**Sonnet 138** "When my love swears that she is made of truth"

Jacobean Period:

- a. John Donne: "A Valediction Forbidding Mourning".  
Holy Sonnet 10 – "Death Be Not Proud".
- b. George Herbert: "The Pulley".  
"Love".
- c. Andrew Marvell: "The Coronet".  
"On a Drop of Dew".



**Semester VI: 16<sup>th</sup> to 18<sup>th</sup> Century English Literature –II**

**Course code- UAENG601**

**04Credits**

**Total Lectures: 60**

**Unit 1: Background and Important Concepts:**

**20 Lectures**

A. The Restoration Period (1660-1700)

- i) Characteristics of Restoration Period  
(Major events of the age and their impact on literature)
- ii) Restoration Poetry- (Epic, Mock epic, Satire)
- iii) Restoration Drama- Comedy of Manners, Heroic Tragedy
- iv) Diary Writing

B. Neo-Classical Period (1700-1798)

- i) Neo-Classical/Augustan
- ii) Age of Satire
- iii) Rise of the Periodical Essay and the Novel

**Unit 2: John Dryden: All for Love**

**20 Lectures**

**OR**

**Oliver Goldsmith: She Stoops to Conquer**

**Unit 3: Selected Verse from the Puritan Era, the Restoration Period and the 18<sup>th</sup> Century**

**20 Lectures**

Restoration Period:

a. John Milton: from Paradise Lost Book I

(105-124) 105- And shook his throne. What though the field he lost?  
124- Sole reigning holds the tyranny of Heaven.

(242-270) 242- Is this the region, this the soil, the clime  
270- Regained in Heaven, or what more lost in Hell?

(315-356) 315- Of Hell resounded: 'Princes, Potentates.  
356- Forthwith, from every squadron and each band.

b. Alexander Pope: The Rape of the Lock- Canto II Lines 1-54

(1) Not with more Glories, in th' Etherial Plain,  
(54) Th' impending Woe sate heavy on his Breast

c. John Dryden: "The Fire of London"

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**UNIVERSITY OF MUMBAI**



**Syllabus for S.Y.B.A.**

**Program: B.A.**

**Course: English**

**Ancillary & Applied Component**

**(Choice Based Credit System with effect from the Academic Year 2017-2018)**

University of Mumbai

**Syllabus for S.Y.B.A. in English (Ancillary)**

Program: B.A.

**Course: Indian Literature in English**

Paper II

(Choice Based Credit System with effect from the Academic Year 2017-2018)

S.Y.B.A. English (Ancillary)  
Course Title: Indian Literature in English  
Paper II  
(100 Marks Examination Pattern)

**Objectives:**

1. To introduce learners to the uniqueness of Indian Literature in English
2. To acquaint learners to the pluralistic dimensions of Indian Literature in English
3. To help them understand the different genres of Indian Literature in English
4. To familiarise learners with different perspectives of approaching this literature
5. To make learners aware of prominent Indian Writers in English

Semester III	Paper II	3 Credits
Course Title: Indian Literature in English – (Essay, Novel and Short Stories)		

**Total Lectures: 45**

**Unit 1: Essays (Indian Non-Fiction in English)**

**15 Lectures**

- i. Meenakshi Mukherjee: "The Anxiety of Indianness" from *The Perishable Empire: Essays on Indian Writing in English*.
- ii. Urvashi Butalia: "Memory" from *The Other Side of Silence: Voices from the Partition of India*
- iii. K. Satchidanandan: "That Third Space: Interrogating the Diasporic Paradigm" from *Indian Literature*, Vol 45, No.3 (203) (May-June 2001)
- iv. Jasbir Jain: "Prologue" from *beyond postcolonialism: dreams and realities of a nation*.

**Unit 2: Novel**

**15 Lectures**

- i. Anita Desai: *Fasting, Feasting*. Penguin Random House

OR

- ii. Saradindu Bandyopadhyay: *The Quills of the Porcupine- a novella from The Menagerie and Other Byomkesh Bakshi Mysteries*. Translated from the Bengali by Sreejata Guha. Penguin.

**Unit 3: Short Stories:****15 Lectures**

- i. Bhasham Sahani : "Pali" (from *Translating Partition*. Katha, New Delhi, 2001)
- ii. Vilas Sarang : "A Revolt of the Gods" (from *Fair Tree of the Void*. Penguin Books (India) Ltd. New Delhi, 1990.
- iii. Githa Hariharan : "The Remains of the Feast" (from <https://newint.org>)
- iv. Shashi Deshpande : "The Awakening" (from *Collected Stories, Vol. 1*, Penguin Books India Pvt. Ltd. New Delhi, 2003.

**Evaluation Pattern:**

Third Semester End Examination	Duration: 3 Hours	Marks: 100
Question 1: Essay on Unit 1 (a-Essay or b-Essay or c- two short notes)	(one out of three)	:20 Marks
Question 2: Essay on Unit 2	(one out of two)	:20 Marks
Question 3: Essay on Unit 3	(one out of two)	:20 Marks
Question 4: Short Notes on Unit 2	(two out of four)	:20 Marks
Question 5: Short Notes on Unit 3	(two out of four)	:20 Marks

<b>Semester IV</b>	<b>Paper II</b>	<b>3 Credits</b>
<b>Course Title: Indian Literature in English – (Essay, Poetry and Drama)</b>		

**Total Lectures: 45****Unit 1: Essays (Indian Non-Fiction in English)****15 Lectures**

- i. Makarand Paranjape: Introductory essay to *Indian Poetry in English*. 1993. Madras: Macmillan India Press.
- ii. Arjun Dangle: "Dalit Literature: Past, Present and Future" from *Poisoned Bread*. 1992. Hyderabad: Orient Longman Ltd.
- iii. Vijay Tendulkar: "Characterization and Structure: Two Essentials for a Playwright" from *Collected Plays in Translation*. 2003. New Delhi: OUP.
- iv. Rajeswari Sunder Rajan: "English Literary Studies, Women's Studies and

Feminism in India". Source: *Economic and Political Weekly*, Vol 43. No. 43  
(Oct. 25-31, 2008).

**Unit 2: Poetry:**

**15 Lectures**

- i. Jayanta Mahapatra : 'Hunger' and 'Freedom'
- ii. Keki Daruwalla : 'Map-Maker' and 'A Take-Off on a Passing Remark'
- iii. Meena Kandasamy : 'Ekalavyan' and 'The Flight of Birds'
- iv. Dilip Chitre : 'Father Returning Home' and 'Ode to Bombay'

**Unit 3: Drama:**

**15 Lectures**

Manjula Padmanabhan : *Harvest*. (Aurora Metro Press: 2003)

**OR**

Mohan Rakesh : *Halfway House (Adhe-Adhure)* translated by Bindu Batra,

Ed. Basu, Dilip K. (Worldview Publications, New Delhi: 1999)

**Evaluation Pattern:**

<b>Fourth Semester End Examination</b>	<b>Duration: 3 Hours</b>	<b>Marks: 100</b>
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|--|-----------|
| Question 1: Essay on Unit 1 (one out of three)<br>(a-Essay or b-Essay or c- Two short notes) | :20 Marks |
| Question 2: Essay on Unit 2 (one out of three)   | :20 Marks |
| Question 3: Essay on Unit 3 (one out of three)   | :20 Marks |
| Question 4: Short Notes on Unit 2 (two out of four)  | :20 Marks |
| Question 5: Short Notes on Unit 3 (two out of four)  | :20 Marks |

**References:**

1. Agrawal, Anju Bala. 2010. *Post-Independence Indian Writing in English (Vols. I and II)*. Delhi: Authorspress.
2. Agarwal, Beena. 2012. *Contemporary Indian English Drama: Canons and Commitments*. Jaipur: Aadi Publications.
3. Agarwal, Smita,ed. 2014. *Marginalized: Indian Poetry in English*. New York: Rodopi.

University of Mumbai

**Syllabus for S.Y.B.A. in English (Ancillary)**

Program: B.A.

**Course: American Literature**

Paper III

(Choice Based Credit System with effect from the Academic Year 2017-2018)

S.Y.B.A. English (Ancillary)

Paper III

Course Title: American Literature

(100 Marks Examination Pattern)

Objectives:

1. To acquaint the learners of literature with the various genres and literary terms of twentieth century American Literature
2. To sensitize them to the themes and styles of American Literature
3. To introduce them to the socio-cultural milieu of twentieth century America through literary texts
4. To enhance their understanding of American, African American and Multicultural sensibilities by introducing them to the literary works representing them
5. To facilitate cross-cultural perspectives and discussions on American Literature

Semester III	Paper III	3 Credits
Course Title: American Literature – (Short Story and Novel)		

Total Lectures: 45

Unit 1: Terms

15 Lectures

- i. Naturalism in 20<sup>th</sup> Century American Fiction
- ii. Lost Generation Writers
- iii. African American Fiction
- iv. Jewish American Fiction
- v. Literature of Chinese-American Diaspora
- vi. Literature of Indian Diaspora in America

Unit 2: Novel

15 Lectures

Toni Morrison: *Sula*

OR

Ernest Hemingway: *Old Man and the Sea*



**Unit 3: Short Stories****15 Lectures**

- i. John Steinbeck – “The Chrysanthemums”  
(<http://myweb.dal.ca/dhevens/2034/Readings/Chrysanthemums.pdf>)
- ii. Alice Walker – “Everyday Use”  
(<https://www.deanza.edu/faculty/leonardamy/Everyday%20Use.pdf>)
- iii. Amy Tan – “Two Kinds”  
([http://s3.amazonaws.com/scschoollfiles/400/two\\_kinds\\_by\\_amy\\_tan.pdf](http://s3.amazonaws.com/scschoollfiles/400/two_kinds_by_amy_tan.pdf))
- iv. Bernard Malamud – “The German Refugee”  
([moodle2.beitberl.ac.il/pluginfile.../Bernard\\_Malmud\\_-\\_The\\_German\\_Refugee.pdf](moodle2.beitberl.ac.il/pluginfile.../Bernard_Malmud_-_The_German_Refugee.pdf))
- v. Jhumpa Lahiri – “Unaccustomed Earth” (from *Unaccustomed Earth*, Penguin Random House, 2009.)

**Evaluation Pattern:**

Third Semester End Examination	Duration: 3 hours	Marks:100
Question 1: Short notes on Unit 1	(two out of four)	:20 Marks
Question 2: Essay on Unit 2	(one out of two)	:20 Marks
Question 3: Essay on Unit 3	(one out of two)	: 20 Marks
Question 4: Short notes on Unit 2	(two out of four)	:20 Marks
Question 5: Short notes on Unit 3	(two out of four)	:20 Marks
<b>Semester IV                      Paper III                      3 Credits</b> <b>American Literature – (Poetry and Drama)</b>		

**Total Lectures: 45****Unit 1: Terms****15 Lectures**

- i. American Dream,
- ii. Confessional Poetry
- iii. Expressionism in American Drama
- iv. African American Poetry of the 20<sup>th</sup> century
- v. African American Drama of the 20<sup>th</sup> Century
- vi. Broadway and Off Broadway Theatre

**Unit 2: Play****15 Lectures****Arthur Miller: *Death of a Salesman*****or****James Baldwin: *Blues for Mister Charlie***

### Unit 3: Poems

15 Lectures

Langston Hughes: 'Mother to Son'

'Democracy'

'Dream Deferred'

Sylvia Plath: 'Mirror'

'I am Vertical'

'Tulips'

#### Evaluation Pattern:

Fourth Semester End Examination	Duration: 3 hours	Marks: 100
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Question 1: Short notes on Unit 1 (one out of four)	: 20 Marks
Question 2: Essay on Unit 2 (one out of two)	: 20 Marks
Question 3: Essay on Unit 3 (one out of two)	: 20 Marks
Question 4: Short notes on Unit 2 (two out of four)	: 20 Marks
Question 5: Short notes on Unit 3 (two out of four)	: 20 Marks

#### References:

1. Abrams, M. H. *A Glossary of Literary Terms*. (8th Edition) New Delhi: Akash Press, 2007.
2. Baldick, Chris. *The Oxford Dictionary of Literary Terms*. Oxford: Oxford University Press, 2001.
3. Bloom, Harold, ed. *Short Story Writers and Short Stories*. New York: Chelsea House, 2005.
4. Boyars, Robert, ed. *Contemporary Poetry in America*. New York: Schocken, 1974.
5. Cook, Bruce. *The Beat Generation*. New York: Scribners, 1971.
6. Gould, Jean. *Modern American Playwrights*. New York: Dodd, Mead, 1966.
7. Drabble, Margaret and Stringer, Jenny. *The Concise Oxford Companion to English Literature*. Oxford: Oxford University Press, 2007.

AC-17/05/2022

Item No- 5.29 (R)

# UNIVERSITY OF MUMBAI



**Revised Syllabus for F.Y.B.A Marathi**

**(Ancillary And Compulsory )**

**Semester - I And II**

**( Choice Based Credit System)**

**(With effect from the academic year 2022-23)**

**FYBA MAR(ANC)**  
**(To be implemented from 2022-23)**  
**SEM-1 (UMAR 101)**  
**SEM2 (UMAR 201)**

**प्रथम वर्ष बी.ए. मराठी ऐच्छिक (प्रत्येक सत्रात ३ श्रेयांकने )**

प्रथम वर्ष बी.ए. मराठी या ऐच्छिक या विषयासाठी २०२२-२३ या शैक्षणिक वर्षापासून नेमलेला अभ्यासक्रम प्रथम वर्ष बी.ए. मराठी ऐच्छिक अभ्यासक्रमात प्रथम सत्रात दोन नाटयकृती व दुसऱ्या सत्रात दोन ललित गद्याचा समावेश करण्यात आला आहे. या अभ्यासक्रमाची श्रेयांकन पद्धतीनुसार रचना करण्यात आली आहे. वरील अभ्यासक्रम दोन सत्रात विभागलेला असून, नेमलेल्या विशिष्ट तासिकामध्ये तो शिकवला जाणे आवश्यक आहे.

**अभ्यासपत्रिकेचे उद्दिष्टे -**

मराठी साहित्याचा परिचय करून देत असताना साहित्याच्या अभ्यासाकडे वळणाऱ्या विद्यार्थ्यांना विशिष्ट वाङ्मय प्रकारचे ज्ञान मिळवून देणे व साहित्य प्रकाराचे आकलन करून देणे. हे प्रमुख उद्दिष्ट्ये या अभ्यासपत्रिकेचे आहे. मराठीतील नाटक आणि ललितगद्य या साहित्यप्रकारांचा परिचय करून देणे.

**सत्र - पहिले - एकूण व्याख्याने - ४५, श्रेयांकने- ०३**

**घटक १ - नाटक या साहित्यप्रकाराचा सैद्धान्तिक परिचय (४८ मिनिटांच्या १५ तासिका) श्रेयांकन- १**

नाटक या साहित्यप्रकाराची संकल्पना, नाटक या साहित्य प्रकाराचे घटक,

नाटकाचे महत्त्वाचे दोन प्रकार (शोकात्मिका व सुखात्मिका), नाटक एक संमिश्र कला, मराठी

नाटकाच्या इतिहासातील महत्त्वाचे टप्पे.

घटक २ - देवभावळी - प्राजक्त देशमुख, पॉप्युलर प्रकाशन, (४८ मिनिटांच्या १५ तासिका) श्रेयांकन १

घटक ३ - माझं घर - जयंत पवार, शब्दालय प्रकाशन, (४८ मिनिटांच्या १५ तासिका) श्रेयांकन १

प्रथम सत्रान्त परीक्षा -

गुण १००

वरील अभ्यासपत्रिकेचे सत्रान्त प्रश्नपत्रिकेचे स्वरूप पुढीलप्रमाणे ठरविण्यात आले आहे.

प्रथम वर्ष बी.ए. मराठी (ऐच्छिक)

प्रश्न १ - 'नाटक' या साहित्यप्रकाराचा सैद्धान्तिक परिचय यावर अंतर्गत पर्याय देऊन एक प्रश्न

गुण २०.

प्रश्न २ - देवभावळी या नाटकावर अंतर्गत पर्याय देऊन एक प्रश्न

गुण २०.

प्रश्न ३ माझं घर या नाटकावर अंतर्गत पर्याय देऊन एक प्रश्न

गुण २०.

प्रश्न ४ प्रत्येक गटातील एकेक टीप लिहा (अंतर्गत पर्यायासह)

गुण ३०.

१) नाटकाचा सैद्धान्तिक परिचय

२) देवभावळी या नाटकावर टीपा

३) माझं घर या नाटकावर टीपा

प्रश्न ५- अभ्यासपत्रिकेतील घटक २ व ३ वर आधारित वस्तुनिष्ठ प्रश्न प्रत्येक घटकावर ४ असे एकूण ८

वस्तुनिष्ठ स्वरूपाचे प्रश्न विचारले जातील परीक्षार्थींनी त्यापैकीकोणतेही ५ प्रश्न सोडवायचे आहेत. प्रत्येक योग्य उत्तरास २ गुण असे एकूण गुण १०

प्रथम वर्ष बी.ए. मराठी (ऐच्छिक)

सत्र दुसरे - एकूण व्याख्याने ४५, श्रेयांकने - ०३

घटक १ ललितगद्य या साहित्यप्रकाराचा सैद्धान्तिक परिचय (१५ तासिका) श्रेयांकन - १  
या साहित्यप्रकाराची संकल्पना, ललितगद्य या साहित्य प्रकाराचे विविध घटक व  
विविध प्रकार आणि मराठीतील ललितगद्याचा इतिहास याचा परिचय करणे.

घटक २ - इरावती कर्वे - परिपूर्ण

घटक ३ - ग्रेस - चर्चबेल

दुसरी सत्रान्त परीक्षा

गुण १००

वरील अभ्यासपत्रिकेचे सत्रांत प्रश्नपत्रिकेचे स्वरूप पुढीलप्रमाणे ठरविण्यात आले आहे.

प्रथम वर्ष बी. ए. मराठी (ऐच्छिक)

प्रश्न १ - घटक १ वर अंतर्गत पर्यायांसह एक प्रश्न गुण २०  
प्रश्न २ - घटक २ मधील ललितगद्यावर अंतर्गत पर्याय देऊन एक प्रश्न गुण २०  
प्रश्न ३ - घटक ३ मधील ललितगद्यावर अंतर्गत पर्याय देऊन एक प्रश्न गुण २०  
प्रश्न ४ - प्रत्येक गटातील एकेक टीप लिहा - (अंतर्गत पर्यायांसह) गुण ३०

१) ललितगद्याचा सैद्धान्तिक परिचय

२) घटक २ मधील ललितगद्य

३) घटक ३ मधील ललितगद्य

प्रश्न ५ - अभ्यासपत्रिकेतील घटक २ व ३ वर आधारित वस्तुनिष्ठ प्रश्न प्रत्येक घटकावर ४ असे एकूण ८  
वस्तुनिष्ठ स्वरूपाचे प्रश्न विचारले जातील परीक्षार्थींनी त्यापैकी कोणतेही ५ प्रश्न सोडवायचे आहेत. प्रत्येक  
योग्य उत्तरास २ गुण असे एकूण गुण १०.

SEM- 2 (UAMAR 2C1)

सत्र - दुसरे - एकूण व्याख्याने ४०, श्रेयांक- ०२

वरील अभ्यासपत्रिकेचे प्रथम सत्रान्तप्रश्नपत्रिकेचे स्वरूप पुढीलप्रमाणे ठरविण्यात आले आहे.

घटक १ निवडक कवितांचा अभ्यास (२० तासिका) श्रेयांकन १

गुण ५०

- १) आसावरी काकडे
- २) सिसिलिया कार्व्हालो
- ३) किशोर कदम
- ४) भगवान निळे
- ५) नीरजा
- ६) योगिनी राऊळ
- ७) छाया कोरेगावकर
- ८) आय. ए. पवार
- ९) वैभव सोनारकर
- १०) वीरधवल परब
- ११) अजीम नवाज राही
- १२) नीलकंठ शेंरे
- १३) महेंद्र गायकवाड
- १४) मच्छिंद्र चोरमारे
- १५) प्रतिभा सराफ
- १६) संजय बोरुडे
- १७) संजय बालघाटे
- १८) पितांबर कोडापे
- १९) हबीब भंडारे
- २०) योजना यादव
- २१) विनायक पवार
- २२) मेघराज मेश्राम
- २३) अनिल साबळे
- २४) नामदेव कोळी
- २५) हेमंत सोनकांबळे

( कविता नंतर कळविण्यात येतील.)

घटक - २ व्यावहारिक मराठी - (४ घटकविषय) - (२० तासिका) - श्रेयांकन १

# UNIVERSITY OF MUMBAI



## Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	<b>S.Y.B.A. (MARATHI)</b>
2	Eligibility for Admission	<b>F.Y.B.A. Pass</b>
3	Passing Marks	<b>40</b>
4	Ordinances / Regulations ( if any)	<b>Nil</b>
5	No. of Years / Semesters	<b>01 (Two Semester)</b>
6	Level	<b>U.G.</b>
7	Pattern	<b>Semester</b>
8	Status	<b>Revised</b>
9	To be implemented from Academic Year	<b>From Academic Year 2021-22</b>

Name & Signature of BOS Chairperson :

Name & Signature of Dean:



SYBA - MAR - (II)

(To be implemented from 2021-2022)

द्वितीय वर्ष बी. ए. मराठी अभ्यासपत्रिका क्र. २ कथन साहित्य

सत्र ३ (तिसरे)- एकूण व्याख्याने ४५ - श्रेयांकने - ०३

उद्दिष्टे (Objective)

- १) कथन साहित्याचा परिचय करून घेणे
- २) कादंबरी या वाङ्मय प्रकाराचे स्वरूप व वैशिष्ट्ये समजून घेणे
- ३) नेमलेल्या कादंबरीचे विविध घटकांनुसार विवेचन व विश्लेषण करणे
- ४) कथा या वाङ्मय प्रकाराचा घटकांनुसार नेमलेल्या कथासंग्रहाचे विश्लेषण करणे

घटक-१ कथन साहित्याचा परिचय (१५ तासिका) श्रेयांकन १

अ) कथा व कादंबरी या साहित्य प्रकाराचा सैद्धान्तिक परिचय

घटक-२ 'फेसाटी' - कादंबरी - नवनाथ गोरे, अक्षर वाङ्मय

य प्रकाशन (१५ तासिका) श्रेयांकन १

घटक -३ 'बक-याची बाँडी' - समर खडम, शब्दालय प्रकाशन (१५ तासिका) श्रेयांकन १

तृतीय सत्रान्त परीक्षा - गुण १००

वरील अभ्यासपत्रिकेचे प्रथम सत्रान्त प्रश्नपत्रिकेचे स्वरूप पुढीलप्रमाणे -

प्रश्न १- 'कथन' साहित्यप्रकाराचा सैद्धान्तिक परिचय यावर पर्याय देऊन एक प्रश्न - गुण २०.

प्रश्न २ - 'फेसाटी' या कादंबरीवर पर्याय देऊन एक प्रश्न - गुण २०.

प्रश्न ३ - "दोन शतकांच्या सांध्यावरच्या नोंदी कथा संग्रहावर ' पर्याय देऊन एक प्रश्न - गुण २०.

प्रश्न ४ - तिन्ही मटातील सहा टीपा विचाराव्यात किंवा लघुत्तरी प्रश्न विचारावेत विद्यार्थ्यांनी कोणतेही चार सोडवाव्यात - गुण ४०.

१) कथन' साहित्यप्रकाराचा सैद्धान्तिक परिचय

२) 'फेसाटी'

३) दोन शतकांच्या सांध्यावरच्या नोंदी

साध्ये (Outcome)

- १) मराठी साहित्यातील कथन साहित्य अभ्यासून विद्यार्थ्यांना कथन साहित्याचे विश्लेषण करून मर्म ग्रहण करता येईल
- २) कथा कादंबरी वाचताना कोणत्या दृष्टीने वाचावे याचे ज्ञान प्राप्त होईल

सत्र -४ ( चौथे) एकूण व्याख्याने ४५ - श्रेयांकने -३  
द्वितीय वर्ष बी. ए. मराठी अभ्यासपत्रिका क्र. २  
नाट्य साहित्य

उद्दिष्टे (Objective)

- १) नाटक या वाङ्मय प्रकारची संकल्पना व त्याचे स्वरूप समजून घेणे
- २) मराठी नाट्य वाङ्मयाची वाटचाल ठळक नाट्याधारे लक्षात घेणे
- ३) एकांकिका या नाट्यप्रकारचे स्वरूप व त्याची वैशिष्ट्ये जाणून घेणे
- ४) मराठीतील एकांकिका वाटचाल लक्षात घेणे
- ५) निवडक एकांकिकांचा अभ्यास करणे आणि लेखनाचे स्वरूप वैशिष्ट्ये समजून घेणे

घटक १. नाट्य ('नाटक व एकांकिका') या साहित्यप्रकाराची ठळक वैशिष्ट्ये (१५ तासिका) श्रेयांकन- १

घटक २. 'आमदार सौभाग्यवती' - नाटक श्रीनिवाम जोशी ( रा रं बोराडे यांच्या कादंबरीवर आधारित नाटक)

कॉटिनेनटल प्रकाशन, (१५ तासिका) श्रेयांकन १

घटक ३. निवडक एकांकिकांचा अभ्यास (१५ तासिका) श्रेयांकन १

- १ झुलता पूल - सतीश आळेकर
- २ रक्तपुष्प - महेश एलकुंचवार
- ३ जहाज फुटलं आहे : दत्ता भगत
- ४ दुकान कुणी मांडू नये : संजय पवार
- ५ काळ्या बंबाळ अंधारी : प्रा. दिलीप परदेशी
- ६ कृष्णाजी केशव : प्रल्हाद जाधव
- ७ चिऊताई चिऊताई दार उघड : प्रदीप राणे
- ८ रिखावाला : चंद्रशेखर फणसळकर
९. दगड आणि माती : दत्ता पाटील

चतुर्थ सत्रान्त परीक्षा - गुण १००

वरील अभ्यासपत्रिकेचे प्रथम सत्रान्त प्रश्नपत्रिकेचे स्वरूप पुढीलप्रमाणे -

प्रश्न १- नाट्य ('नाटक व एकांकिका') या साहित्यप्रकाराचा सैद्धान्तिक परिचय यावर पर्याय देऊन एक प्रश्न - गुण २०.

प्रश्न २ - 'आमदार सौभाग्यवती' या नाटकावर पर्याय देऊन एक प्रश्न - गुण २०.

प्रश्न ३ - निवडक एकांकिकावर ' पर्याय देऊन एक प्रश्न - गुण २०.

प्रश्न ४ - तिन्ही गटातील सहा टीपा विचाराव्यात किंवा लघुसत्री प्रश्न विचारावेत विद्यार्थ्यांनी कोणतेही चार सोडवाव्यात - गुण ४०.

१) नाट्य ('नाटक व एकांकिका') या साहित्यप्रकाराचा सैद्धान्तिक परिचय

२) 'आमदार सौभाग्यवती'

३) निवडक एकांकिका

द्वितीय वर्ष, कला, मराठी अभ्यासपत्रिका क्र. ३  
सत्र ३, अभ्यासपत्रिका क्र. ३, एकूण व्याख्याने ४५, श्रेयांकने ३

## भाषा आणि बोली अभ्यास

### उद्दिष्टे (Objective)

- १) भाषेचे स्वरूप समजून घेणे
- २) भाषाबोली समाजाचा परस्पर संबंध अभ्यासणे
- ३) बोलीचे स्वरूप व विषय समजून घेणे

घटक १ (अ) मानवी भाषेचे स्वरूप, एकूण व्याख्याने १५, श्रेयांकने १

संप्रेषण - मानवी आणि मानवेतरांचे, मानवांचे भाषिक व भाषेतर संप्रेषण, मानवी भाषेची लक्षणे किंवा स्वरूप विशेष ( ध्वन्यात्मकता, चिन्हात्मकता, यादृच्छिकता, सर्जनशीलता, प्रत्यक्षातीतता, सामाजिकता, परिवर्जनशीलता इ.) मानवी भाषेच्या व्याख्या

(आ) भाषेची विविध कार्ये - रोमान याकवसनचे संप्रेषणाचे नमुनारूप व ६ भाषिक कार्ये (निर्देशात्म, आविष्कारात्म, परिणामनिष्ठ, सौंदर्यात्म, संपर्कनिष्ठ, अतिभाषात्म)

घटक २ (अ) भाषा, समाज आणि संस्कृती - एकूण व्याख्याने १५, श्रेयांकने १

भाषा - एक सांस्कृतिक संचित, सांस्कृतिक जडणघडणीचे, संक्रमणाचे माध्यम एडवर्ड सपीरवेंजामीन वॉर्क यांचा भाषिक सापेक्षतावादाचा अभ्युपगम भाषेकडे पाहण्याचा समाज भाषावैज्ञानिक दृष्टिकोण, समाजातील भाषावैविध्य आणि भाषेचा बहुजिनसीपणा, भाषिकसांस्कृतिक विविधता परस्परसंबंध

आ) भाषा, प्रमाण भाषा आणि बोली : संकल्पना विचार व्याख्याने १५ श्रेयांकने १

'प्रमाण भाषा' म्हणजे काय, प्रमाण भाषेची आवश्यकता, प्रमाण भाषा व बोली यांच्यातील संबंध, त्यांचे वापरक्षेत्र, बोलीवैविध्य- उपबोली, स्थानिक बोली-प्रादेशिक बोली- जातिनिष्ठ बोली-सामाजिक बोली इ., बोलीविषयीचे गैरसमज (शुद्धाशुद्धता, श्रेष्ठकनिष्ठता, अंगभूत क्षमता इ.) व तथ्ये, मराठीच्या विविध बोली

घटक ३ (अ) बोलींच्या अभ्यासाची गरज व महत्त्व

बोलीविज्ञान (Dialectology), बोलींच्या अभ्यासाची दिशा - बोलींचा विजनात्मक अभ्यास, सामाजिक-सांस्कृतिक अभ्यास, बोलींच्या अभ्यासाची साधने, क्षेत्रीय कार्य (Field Work), बोलींची व्याकरणे व कोशरचना यांचे महत्त्व, बोलींसमोरील आव्हाने व त्यांचे जतन व संवर्धन यांसाठी करावयाच्या प्रयत्नांची दिशा

आ) मराठीतील प्रमुख बोली : वऱ्हाडी, अहिराणी, कोकणी बोलीचे स्वरूप विशेष

इ) मालवणी व आगरी बोलींची वैशिष्ट्ये- व्युत्पत्ती आणि विकास, व्याकरणिक वैशिष्ट्ये, उच्चार प्रक्रिया, म्हणी, वाक् प्रचार, शब्दसंग्रह इ.

सत्र ४ (चौथे) एकूण व्याख्याने ४५ श्रेयांकने ३  
मराठी व्याकरण आणि लेखन कौशल्ये (स्पर्धा परीक्षा)

उद्दिष्टे (Objective)

- १) भाषा लेखन कौशल्य आत्मसात करणे
- २) निबंध लेखनाचे कौशल्ये आत्मसात करणे
- ३) निबंध लेखनाचा सराव करणे
- ४) संगणकीय उपयोजन करणे
- ५) मराठी व्याकरण समजून त्याचे उपयोजन करणे

घटक १ व्याकरण एकूण व्याख्याने १५, श्रेयांकने १

वर्णमाला	शब्दांच्या जाती	काळ
लिग	वचन	अलंकार
वृत्ते	समास	वाक्यांचे प्रकार
संधी-स्वरसंधी	विभक्ती	विरामचिन्हे
विरुद्धार्थी शब्द	वाक्यप्रचार	मृणी व अर्थ
शब्द समूहाबद्दल एक शब्द	अलंकाराचे प्रकार इत्यादी घटकांची संक्षेपाने चर्चा	समानार्थी शब्द

घटक २ एकूण व्याख्याने १५, श्रेयांकने १

- ✓ मराठी भाषा आणि आधुनिक तंत्रज्ञान परिचय व प्रात्यक्षिक
- ✓ प्रॉब्लिमसॉल्विंग प्रेझेंटेशन, युनिकोड टंकलेखन.

घटक ३ एकूण व्याख्याने १५, श्रेयांकने १

- ✓ निबंध
- ✓ कल्पना विस्तार
- ✓ आकलन
- ✓ सारांश लेखन

चतुर्थ सत्रांत परीक्षेचे स्वरूप

- प्रश्न क्र. १ घटक १ वस्तुनिष्ठ स्वरूपाचे ४० पैकी कोणतेही ३० प्रश्न सोडविणे (गुण ६०)  
प्रश्न क्र. २ घटक २ वर अंतर्गत पर्यायांसह एक प्रश्न (गुण २०)  
प्रश्न क्र. ३ घटक ३ वर अंतर्गत पर्यायांसह एक प्रश्न (गुण २०)  
संदर्भ ग्रंथ:

साध्ये (Outcome)

- १) भाषालेखन कौशल्य आत्मसात होईल
- २) मराठीचे लेखन कौशल्य प्राप्त होईल
- ३) संगणकासाठी मराठी भाषेचा उपयोग होईल
- ४) स्पर्धा परीक्षा उत्तीर्ण होण्यासाठी हा अभ्यासक्रम उपयुक्त ठरेल.

# UNIVERSITY OF MUMBAI



## Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	<b>T.Y.B.A. (MARATHI)</b>
2	Eligibility for Admission	<b>S.Y.B.A. Pass</b>
3	Passing Marks	<b>40</b>
4	Ordinances / Regulations ( if any)	<b>Nil</b>
5	No. of Years / Semesters	<b>01 (Two Semester)</b>
6	Level	<b>U.G.</b>
7	Pattern	<b>Semester</b>
8	Status	<b>Revised</b>
9	To be implemented from Academic Year	<b>From Academic Year 2021-22</b>

Name & Signature of BOS Chairperson :

Name & Signature of Dean:

\_\_\_\_\_

अभ्यासपत्रिका क्र. ४. मध्ययुगीन मराठी वाङ् मयाचा इतिहास भाग २  
सत्र - ६वे (श्रेयांकने-४) व्याख्याने -६०

उद्दिष्टे (Objective)

- १) शाहिरी वाङ्मयाचा परिचय करून घेणे-
- २) इतर धर्मीयांनी केलेल्या वाङ्मयीन निर्मितीचा परिचय करून घेणे
- ३) वेगवेगळ्या पंथाचे वाङ्मयाचा परिचय करून घेणे
- ४) बखर वाङ्मय निर्मितीचा परिचय करून घेऊन त्याची ठळक वैशिष्ट्ये जाणून घेणे
- ५) मध्ययुगीन कालखंडातील प्रमुख संप्रदाय व ग्रंथ निर्मिती यांचा अनुबंध स्पष्ट करणे

घटक -१ शाहिरी वाङ् मय-

- अ) लावणी, पोवाडे, या काव्य प्रकारांची स्वरूप वैशिष्ट्ये
- ब) काही लावणीकार- होनाजी बाळा, रामजोशी, प्रभाकर, अनंत फंदी, परशराम या शाहिरांचा व त्यांच्या साहित्याचा परिचय.

घटक -२ महानुभाव व वारकरी यांखेरीज इतर पंथीयांचे वाङ् मय

- अ) नाथ, दत्त या पंथातील वाङ् मयाचे स्वरूप.
- ब) समर्थ, लिंगायत या पंथातील वाङ् मयाचे स्वरूप

घटक - ३ हिंदू धर्माखेरीज इतर धर्मीयांनी केलेली वाङ् मयनिर्मिती

- अ) ख्रिस्ती धर्मीयांनी केलेली वाङ् मयनिर्मिती  
( ख्रिस्ती -फादर स्टीफन्स, क्रुआँ, सालंदाज, पाद्री अल्मैद)
- ब) इस्लामी धर्मीयांनी केलेली वाङ् मयनिर्मिती  
( इस्लामी - मुंतोजी (मृत्युंजय), हुसेन अंबरखान, शेख महमंद, शहामुनी)

घटक - ४ बखर गद्याची स्वरूप वैशिष्ट्ये

- अ) बखरी- शिवपूर्वकालीन - महिकावतीची उर्फ माहीमची बखर, राक्षसतागडीची लढाई.  
बखरी- शिवकालीन- शिवछत्रपतींचे चरित्र- कृष्णाजी अनंत सभासद, चित्रगुप्तविरचित शिवाजी महाराजांची बखर, श्री छत्रपतींची ९१ कलमी बखर - दत्तोत्रिमल वाकेनिस, मल्हार रामराव चिटणीस विरचित श्री शिवछत्रपतींचे सप्तप्रकरणात्मक चरित्र.
- ब) बखरी - पेशवेकालीन- नाना फडणवीसाचे आत्मचरित्र, श्री रामदास स्वामींचे चरित्राची बखर उर्फ हनुमंत स्वामीची बखर, पेशव्यांची बखर, कृष्णाजी विनायक सोहनी, पानिपतची बखर- रघुनाथ यादव, भाऊसाहेबांची बखर-कृष्णाजी शामराव, खडर्याच्या स्वारीची बखर.

अभ्यासपत्रिका -५  
भारतीय साहित्यविचार

सत्र - ५ वे (श्रेयांकने-४) व्याख्याने-६०

उद्दिष्टे (Objective)

- १) भारतीय साहित्याचे स्वरूप आणि सिद्धांत समजावून देणे
- २) साहित्य भाषेचे स्वरूप व कार्य समजावून घेणे
- ३) साहित्याची निर्मिती प्रक्रिया व प्रयोजन समजावून घेणे

घटक-१ भारतीय साहित्यशास्त्र: संकल्पना व सिद्धांत-(१)

१ अलंकारविचार, वक्रोक्तीविचार

- २ रितीसिद्धांत, ध्वनिसिद्धांत
- ३ औचित्य विचार

घटक-२ भारतीय साहित्यशास्त्र : साहित्याचा आस्वाद.

१ भरताचा रससिद्धांत

- रससिद्धांताचे भाष्यकार :
१. भट्टलोल्लट
  २. श्रीशंकुक
  ३. भट्टनायक
  ४. अभिनवगुप्त

घटक-३ भारतीय साहित्यशास्त्र : साहित्य भाषेचे स्वरूप व कार्य

१. शब्दशक्ती : अभिधा, लक्षणा व व्यंजना.
२. वृत्त, छंद, मुक्तछंद.

घटक - ४ भारतीय साहित्यशास्त्र : निर्मिती प्रक्रिया व प्रयोजन विचार

१. साहित्य निर्मिती मागील कारणे: प्रतिभा, व्युत्पत्ती व अभ्यास.
२. साहित्याची प्रयोजने : भरत ते अभिनवगुप्त

सत्रान्त परीक्षा - गुण १००

प्रश्न १. घटक १ वर आधारित प्रश्न ( पर्यायासह )	गुण २०
प्रश्न २. घटक २ वर आधारित प्रश्न ( पर्यायासह )	गुण २०
प्रश्न ३. घटक ३ वर आधारित प्रश्न ( पर्यायासह )	गुण २०
प्रश्न ४. घटक ४ वर आधारित प्रश्न ( पर्यायासह )	गुण २०
प्रश्न ५. सर्व घटकांवर आधारित दोन टीपा ( पर्यायासह )	गुण २०

सत्र -६ वे (श्रेयांकने-४) व्याख्याने-६०  
पाश्चात्य साहित्य विचार

उद्दिष्टे (Objective)

- १) पाश्चात्य साहित्याचे स्वरूप समजावून घेणे
- २) पाश्चात्य साहित्य विचारात साहित्याच्या भाषेचे स्वरूप समजावून घेणे
- ३) साहित्याची निर्मिती प्रक्रिया व प्रयोजन समजावून घेणे
- ४) साहित्याच्या आस्वादाचे सिद्धांत समजावून घेणे

घटक - १ पाश्चात्य साहित्य विचार : साहित्याचे स्वरूप

१. अनुकृती सिद्धांत : प्लेटो व अँरिस्टॉटल
२. पाश्चात्यांनी केलेल्या काव्यव्याख्या : वर्डस्वर्थ, कोलरीज, कोर्टहॉप, एडगर अलन पो, अर्नोल्ड.

घटक -२ पाश्चात्य साहित्य विचार : साहित्याची भाषा

१. रूपक, प्रतिक व प्रतिमा
२. अनेकार्थता, नियामोल्लंघन, अपरिचीतीकरण.

घटक -३ पाश्चात्य साहित्य विचार : साहित्याची निर्मिती प्रक्रिया व प्रयोजन विचार

१. कोलरिजचा कल्पनाशक्तीचा व चमत्कृतीशक्तीचा सिद्धांत.
२. आत्मविष्कार, जीवनभाष्य, सामाजिक बांधिलकी (मार्क्सवादी विचारासह) ही प्रयोजने.

घटक-४ पाश्चात्य साहित्य विचार : साहित्याचा आस्वाद

१. अँरिस्टॉटलच्या कॅथार्सिसचा सिद्धांत.
२. रिचर्ड्सचा प्रेरणा संतुलनाचा सिद्धांत.

सत्रान्त परीक्षा – गुण १००

प्रश्न १. घटक १ वर आधारित प्रश्न ( पर्यायासह)	गुण २०
प्रश्न २. घटक २ वर आधारित प्रश्न ( पर्यायासह)	गुण २०
प्रश्न ३. घटक ३ वर आधारित प्रश्न ( पर्यायासह)	गुण २०
प्रश्न ४. घटक ४ वर आधारित प्रश्न ( पर्यायासह )	गुण २०
प्रश्न ५. सर्व घटकांवर आधारित दोन टीपा (पर्यायासह )	गुण २०

साध्ये (Outcome)

- १) पाश्चात्य साहित्य विचारांचा परिचय होईल
- २) पाश्चात्य साहित्याच्या निर्मिती प्रक्रिया व प्रयोजन विचाराचा परिचय होईल



अभ्यासपत्रिका ६.  
साहित्य आणि समाज भाग १  
सत्र -५ वे तासिका ४५ श्रेयांकने ३

उद्दिष्टे (Objective)

- १) साहित्य आणि समाज यांचा अनोन्य संबंध तपासणे
- २) महानगरीय साहित्याच्या जाणीव समजावून घेणे
- ३) ग्रामीण साहित्याच्या जाणीव समजावून घेणे
- ४) निवडक कलाकृतीच्या आधारे वाङ्मयीन प्रवृत्तीचा शोध घेणे

घटक १ साहित्य - समाज अनोन्य संबंध (तासिका १५) श्रेयांकन १

- अ) साहित्य, समाजसंस्कृती या संकल्पना व त्यांच्या परस्परसंबंधाचे स्वरूप
- ब) साहित्य- समाज संबंध - तेन, मार्क्स यांचे सिद्धांत, मानवतावाद, मार्क्सवाद, स्त्रीवाद, आंबेडकरवाद यांचे स्वरूप विशेष

घटक २ महानगरी जाणिवेचे साहित्य (तासिका १५) श्रेयांकन १

- अ) महानगरी जाणिवेचे साहित्य संकल्पना व मराठीतील परंपरा
- ब) क्रमशः : महेश केळूसकर मनोविकास प्रकाशन, पुणे

घटक -३ ग्रामीण साहित्य (तासिका १५) श्रेयांकने १

- अ) ग्रामीण साहित्य- संकल्पना व मराठीतील परंपरा
- ब) धर्म असतेच आसपास : कल्पना दुधाळ, लोकवाङ्मय गृह, मुंबई

घटक ४ प्रकल्प अहवाल - संबंधित विषयावर २० गुणांचे प्रकल्प लेखन  
श्रेयांकन १

सत्रान्त परीक्षा ( गुण ८०)

- |   |        |
|---|--------|
| प्रश्न १. घटक १ वर आधारित प्रश्न ( पर्यायासह)       | गुण २० |
| प्रश्न २. घटक २ वर आधारित प्रश्न ( पर्यायासह)       | गुण २० |
| प्रश्न ३. घटक ३ वर आधारित प्रश्न ( पर्यायासह)       | गुण २० |
| प्रश्न ४. सर्व घटकांवर आधारित दोन टीपा (पर्यायासह ) | गुण २० |

साध्य (Outcome)

- १) साहित्य व समाज यांच्या अनोन्य संबंधाचा परिचय होईल

सत्र सहावे अभ्यासपत्रिका -६  
साहित्य आणि समाज भाग २  
(तासिका ६० ) श्रेयांकने ४

उद्दिष्टे (Objective)

- १) समाजातील सामाजिक स्थित्यातराचा आणि साहित्याचा संबंध जाणून घेणे
- २) दलित साहित्याचे स्वरूप, वैशिष्ट्ये समजावून घेणे
- ३) स्त्रीवादी जाणिवेच्या साहित्याची वैशिष्ट्ये समजावून घेणे
- ४) निवडक कलाकृतीच्या आधारे वाङ्मयीन प्रवाह समजावून घेणे

घटक -१ सामाजिक स्थित्यंतरे आणि मराठी साहित्य (तासिका १५ ) श्रेयांकने १

- अ) महाराष्ट्रातील सामाजिक स्थित्यंतरे व मराठी साहित्य - मागोवा
- ब) साहित्य- समाज संबंध- १) दलित वाङ्मयातील सामाजिक जाणिवेचे स्वरूप : शरदचंद्र मुक्तिबोध, साहित्य विचार आणि समाजचिंतन. २) दलित जाणिवेचे स्वरूप - म.ना वानखेडे यांच्या लेखाधारे

घटक -२ दलित साहित्य (तासिका १५ ) श्रेयांकने १

- अ) दलित साहित्य : संकल्पना व मराठीतील परंपरा
- ब) भाई तुम्ही कुठे आहात ! : ऋषिकेश कांबळे, चिन्मय प्रकाशन, औरंगाबाद

घटक ३ स्त्रीवादी जाणिवेचे साहित्य (तासिका १५ ) श्रेयांकने १

- अ) स्त्रीवादी साहित्याची संकल्पना व मराठीतील परंपरा
- ब) निवडलेल्या स्त्रीवादी कथांचा अभ्यास
- १) गौरी देशपांडे - पाऊन आला मोठा (आहे हे अस आहे)
- २) सानिया - दुष्काळ (अशी वेळ )
- ३) प्रिया तेंडूलकर - खेळ मांडियला (तिहार)
- ४) उर्मिला पवार - सुटे गिऱ्हाण (हातचा एक )
- ५) मेघना पेठे - आहे कुठ अत्र (आंधळ्याच्या गायी)
- ६) नीरजा - महिषासुरमर्दिनी (ओल हरवलेली माती)
- ७) प्रजा दया पवार - आईच्या नावान (मिळून साऱ्या जणी मासिक)
- ८) प्रतिमा जोशी - दरी (जहन्नम)
- ९) मनन्विनी लता रवींद्र - माझ्या जन्माची गोष्ट (ब्लॉगच या आरशा पल्याड)
- १०) वंदना महाजन - निर्वाणाची स्वगते (वसा दिवाळी अंक)

# UNIVERSITY OF MUMBAI



## SYLLABUS FOR THIRD YEAR BACHELOR OF ARTS AND

## BACHELOR OF SCIENCE

Program: T.Y.B.A. and T.Y. B.Sc.

Course: Geography

Semester - V and VI at the T.Y.B.A. and T.Y. B.Sc.

Paper IV to IX

(Credit Based Semester and Grading System (CBSGS)with  
effect from the academic year 2018-19)

University of Mumbai  
Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)

T.Y.B.A. / T.Y.B.Sc. Geography, Semester – V, Paper – IV

Subject Title: **GEOGRAPHY OF SETTLEMENTS**

COURSE CODE: \_\_\_\_\_ (2018-19), Credit: 04

UNIT – I: Introduction of Settlement Geography		No. of Lectures
1.1	Settlement geography: definitions, nature and scope	12
1.2	Settlement types, their characteristics and differences	
1.3	Factors influencing growth and distribution of settlements	
1.4	Importance of settlement studies in geography	
<b>UNIT – II: Geography of Rural Settlements</b>		
2.1	Origin and growth of settlements - evolution of rural settlements	12
2.2	Site and situation of rural settlements	
2.3	Classification of rural settlements on the basis of population and patterns	
2.4	Classification of rural settlements on the basis of spacing and functions	
<b>UNIT – III: Rural Settlements in India</b>		
3.1	Distribution and density of rural settlements in India	12
3.2	Structure of house and building materials in India	
3.3	Regional variations in rural settlement patterns in India	
3.4	Morphology of rural settlement in India	
<b>UNIT – IV: Urban Settlements</b>		
4.1	Origin and growth of urban settlements	12
4.2	Classification of urban settlements on the basis of culture and functions	
4.3	Hierarchy of urban Settlement: rank size rule and primate city	
4.4	Ashok Dutts's models of South Asian city: port city and bazaar city	
<b>UNIT – V: Urban Settlements in India</b>		
5.1	Urbanisation in India: Trends, patterns and types of towns	12
5.2	Morphology of urban settlements in India (With reference to a port and inland city)	
5.3	<b>Urban problems in Indian cities</b>	
5.4	Smart city: Concept, need and implementation in India	

University of Mumbai  
Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)  
T.Y.B.A. / T.Y.B.Sc. Geography, Semester – V Paper: V-A  
**GEOGRAPHY OF MAHARASHTRA**

COURSE CODE: \_\_\_\_\_, Credit: 04

Unit-I : Maharashtra: Geographical Setting		TOTAL LECTURES
1.1	Location, extent and boundaries	12
1.2	Administrative setup and divisions	
1.3	Relief and climate	
1.4	Drainage system	
<b>Unit-II : Natural Resources</b>		12
2.1	Soils	
2.2	Natural vegetation	
2.3	Minerals	
2.4	Power resources	
<b>Unit-III : Human Resources</b>		12
3.1	Population growth	
3.2	Distribution –urban-rural and population density	
3.3	Structure of population : Age-sex	
3.4	Occupational structure of population	
<b>Unit-IV :Agriculture, Fishing and Livestock Resources</b>		12
4.1	Salient features of agriculture	
4.2	Agricultural regions, recent issues and policies	
4.3	Fisheries, recent issues and policies	
4.4	Livestock resources recent issues and policies	
<b>Unit-V: Industries, Trade and Transport</b>		12
5.1	Major industrial regions	
5.2	Role of transport in industrial development	
5.3	Industrial issues and policies	
5.4	Trade and transport	

University of Mumbai

Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)

T.Y.B.A. / T.Y.B.Sc. Geography, Semester – VI, Paper: IV

Subject Title: ENVIRONMENTAL GEOGRAPHY

COURSE CODE: \_\_\_\_\_ Credit: 04

UNIT -I	Introduction to Environmental Geography	No. of Lectures
	1.1 Environmental Geography: Definition, Nature, Scope and Importance	12
	1.2 Environment: Meaning, Factors and Types	
	1.3 Approaches to the Study of Man – Environment Relationship	
	1.4 Changing Man - Environment Relationship in Historical Perspective	
UNIT-II	<b>Ecosystem</b>	12
	2.1 Meaning and Structure of Ecosystem	
	2.2 Ecological Pyramids and Productivity of Ecosystem	
	2.3 Functions of Ecosystem: Food Chain & Web, Energy Transfer, Biogeochemical Cycles	
	2.4 Types of Ecosystems: Aquatic, Terrestrial, and Aqua-Terrestrial Ecosystems	
UNIT-III	<b>Biodiversity</b>	12
	3.1 Biodiversity: Concept, Types and Distribution	
	3.2 Biodiversity Hotspots: Concept, and Distribution in India with Special Reference Western Ghats	
	3.3 Threat to Biodiversity: Causes	
	3.4 Conservation of Biodiversity and Management of Biological Reserves	
UNIT-IV	<b>Environmental Challenges in India</b>	12
	4.1 Air pollution and Water Pollution: Cases and Effects	
	4.2 Land and Noise Pollution: Cases and Effects	
	4.3 Environmental Issues Related to High/large Dams	
	4.4 Major environmental Movements in India	
UNIT-V	<b>Sustainable Development and Environmental Management</b>	

5.1	Concepts and Need of Sustainable Development and Environmental Management	12
5.2	Eco-friendly Lifestyle and Need of Environmental Education	
5.3	Biosphere Reserves and Wildlife Management in India	
5.4	Environmental Impact Assessment	

**Reference book:**

- Bharucha, E. (2004): "A Textbook for Environmental Studies", University Grants Commission, New Delhi, Downloaded from <https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>
- Cunningham, W. and Cunningham, M. (2017): "Principles of Environmental Science: Inquiry and Applications", McGraw Hill Education, Delhi
- Gautam, A. (2010): "Environmental Geography", Sharda Pustak Bhavan, Allahabad
- Karlekar, S. and Borges, J. (2008): "Diamond Bhugol- Paryavaran Shatra Kosh", (Marathi), Diamond Publications, Pune
- Rajagopalan, R. (2016): "Environmental Studies: From Crisis to Core", Oxford University Press, New Delhi
- Sangle, S. (2017): "Paryavaran Bhugol", (Marathi), Diamond Publications, Pune
- Saxena, H. (2017): "Environmental Geography", Rawat Publishers, Jaipur.
- Singh, S. (2017): "Environmental Geography", Prayag Pustak Bhawan, Allahabad
- Parmar and other - "Pryavaran Bhugol" Himalaya Publishing House - Mumbai 2013
- Thakur and other - "Pryavaran Bhugol" Konkani Geographer's Publication

University of Mumbai  
 Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)  
 T.Y.B.A. / T.Y.B.Sc. Geography, Semester – VI  
 Paper No. – V -A  
**GEOGRAPHY OF TOURISM and RECREATION**

COURSE CODE: \_\_\_\_\_, Credit: 04

Unit-I-Introduction to Tourism Geography		TOTAL LECTURES
1.1	Definition , Nature and Scope	12
1.2	Trends of Tourism Development in World	
1.3	Factors of Tourism Development - Geographical components	
1.4	Factors of Tourism Development - Socio-cultural and political	
<b>Unit-II Types &amp; Impact of Tourism</b>		12
2.1	Types of Tourism,	
2.2	New Trends in Tourism,	
2.3	Positive impact of Tourism on Environment, Socio-culture and Economy	
2.4	Negative Impact of Tourism on Environment, Socio-culture and Economy	
<b>Unit-III - Infrastructure of Tourism and Ancillary Services</b>		12
3.1	Accommodation	
3.2	Transportation	
3.3	Travel Agencies and Tour Guide	
3.4	Documentation and Ticketing	
<b>Unit-IV - Planning of Tourism and Organisation</b>		12
4.1	Need of Planning and Elements of Planning	
4.2	Levels of Planning	
4.3	Tourism Organizations - IATA, PATA, I.T.D.C. and M.T.D.C	
4.4	Incredible India campaign	
<b>Unit-V Potential Tourism Sectors in Maharashtra and Tourism Policy</b>		12
5.1	Coastal tourism in Maharashtra	
5.2	Adventure tourism in Sahyadri	
5.3	Heritage tourism in Maharashtra	
5.4	Tourism Policy of Maharashtra State	

• Reference Books

1. Anand M.M., Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi,



**UNIVERSITY OF MUMBAI****Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	<b>F.Y.B.A./F.Y.B.Sc – GEOGRAPHY PAPER-I</b>
2	Eligibility for Admission	
3	Passing Marks	40
4	Ordinances / Regulations ( if any)	
5	No. of Years / Semesters	Sem - I & II
6	Level	U.G
7	Pattern	Semester
8	Status	Revised
9	To be implemented from Academic Year	From Academic Year 2020-2021

Date: 23/04/2020

Signature

:

Name of BOS Chairman / Dean :Dr. S. A Thakur

**University of Mumbai**  
**Revised Syllabus w.e.f. Academic Year, 2020-21 (CBSGS)**  
**F.Y.B.A./F.Y.B.Sc. Geography, Semester – I, Paper – I**  
**Subject Title: Human Geography**

**UNIT-I Human Geography: An Introduction**

- Human Geography - Meaning, Definition, Nature, Scope
- Branches of Human Geography
- Different Approaches of Human Geography
- Man Environment relation, Determinism Possibilism , Probabilism

**UNIT-II Population**

- Trends and Patterns of World Population change
- Demographic Transition Model
- Population Density ,its distribution and its growth
- Concept and Problems of Under-population, over-population and optimum population

**UNIT-III Settlement**

- Concept of Urban and Rural Settlements
- Types and Pattern of settlement
- Site and Situation
- Functional classification of Urban settlement

**UNIT-IV Migration**

- Concept and Types of Migration
- Causes of migration – pull and push; Consequences/effects of migration
- Patterns and processes of migration
- Emerging trends of migrations or Issues of legal and illegal international migration Migrant refugee crisis

**UNIT-V Practical**

- Map - Definition, Components, Type and Importance
- Map scale - Definition, Verbal Scale and Graphical Scale
- **Construction** of Choropleth Maps, Isopleth, Dot and Flow Maps

University of Mumbai Revised Syllabus w. e. f. Academic year, 2020 - 21 (CBSGS)

F.Y.B.A. / F.Y.B.Sc. Semester - II Geography Paper - I,

Title -GEOGRAPHY OF ENVIRONMENT

UNIT - I: FUNDAMENTALS OF ENVIRONMENTAL GEOGRAPHY

1. Definition, Meaning of environment Environmental Geography: Concepts, Scope and Contents
2. Nature, scope and importance
3. Man's interaction with Environment
4. Relationship of Environmental geography with other sciences

UNIT - II: **ECOSYSTEM STRUCTURE AND FUNCTIONS**

- 1: Ecosystem - meaning and definition and its Structure
- 2: Functions: Energy flow in ecosystem, food chains, food webs, food pyramid
- 3: Classification of Ecosystem detail study of Desert, Rainforest and fresh water lake ecosystem
- 4: Biogeochemical Cycles: Hydrological, Carbon and Nitrogen

UNIT - III: **CONTEMPORARY ENVIRONMENTAL ISSUES**

- 1: Pollution - Air and Water Pollution - causes, effects
2. Land and Noise Pollution - causes, effects
- 3: Major environmental issues - global warming, Ozone depletion and acid rain
- 4: Major Environmental Movements - Save Amazon forest or Green peace Movement, Chipko movement, Save Narmada,

UNIT - IV: **NATURAL RESOURCES AND BIODIVERSITY**

- 1: Natural resources - meaning, definitions and importance
2. Types of natural resources:
3. Causes of depletion and methods/measures of natural resources conservation
- 4: Bio-diversity in India and its conservation

UNIT: V- MAP FILLING AND CONSTRUCTION OF CARTOGRAPH (PRACTICAL)

- a) Map Filling - World
- b) Interpretation or question answer on thematic maps drawn with techniques - Choropleth Maps, Isopleth, Dot Maps and Flow Maps

Cover Page

AC \_\_\_\_\_  
Item No. \_\_\_\_\_

**UNIVERSITY OF MUMBAI**



**Syllabus for Approval**

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

Date: **8<sup>th</sup> May, 2017**

Signature :

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

## FOUNDATION COURSE

### Semester III

Internal marks: 25

External marks: 75

Total Marks: 100

Lectures: 45

#### Objectives

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

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

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

#### Module 2 Dealing With Environmental Concerns (11 lectures)

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

#### Module 3 Science and Technology I (11 lectures)

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

D. **Science in everyday life**- technology, its meaning and role in development; Interrelation and distinction between science and technology. **(3 Lectures)**

**Module 4 Soft Skills for Effective Interpersonal Communication (11 lectures)**

**Part A (4 Lectures)**

- I) Effective Listening - Importance and Features.
- II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.
- III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.

**Part B (4 Lectures)**

- I) Formal and Informal Communication - Purpose and Types.
- II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.
- III) Preparing for Group Discussions, Interviews and Presentations.

**Part C (3 Lectures)**

- I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.
- II) Styles of Leadership and Team-Building.

#### **Projects / Assignments (for Internal Assessment)**

- i. Projects/Assignments should be drawn for the component on Internal Assessment from the topics in **Module 1 to Module 4**.
- ii. Students should be given a list of possible topics - at least 3 from each Module at the beginning of the semester.
- iii. The Project/Assignment can take the form of Street-Plays / Power-Point Presentations / Poster Exhibitions and similar other modes of presentation appropriate to the topic.
- iv. Students can work in groups of not more than 8 per topic.
- v. Students must submit a hard / soft copy of the Project / Assignment before appearing for the semester end examination.

## FOUNDATION COURSE

### Semester IV

Internal marks: 25

External marks: 75

Total Marks: 100

Lectures: 45

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

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

#### Module 2 Approaches to understanding Ecology (11 lectures)

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

#### Module 3 Science and Technology II (11 lectures)

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

(7 Lectures)

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

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

## BUSINESS ECONOMICS

Revised Syllabus and Paper Pattern of F.Y.B.Com: Business Economics

### -PAPER I

w.e.f. Academic Year 2014-15

#### SEMESTER-I

Module I - Demand Analysis	Demand Function and determinants of demand – Concept and Importance of Elasticity of Demand: Income, Cross and Promotional Consumer's Surplus – Demand Forecasting: meaning, significance and methods – Case Studies.	(15 Lectures)
Module II - Theory of Production	Production function; Short Run and Long Run – Law of Variable Proportions – Iso-quants – Producer's Equilibrium – Returns to Scale – Economies of Scale – Case Studies.	(10 Lectures)
Module III - Theory of Cost	Cost Concepts: Social and Private costs, Economic and Accounting Costs, Fixed and Variable Costs, Opportunity Cost – Behavior of Cost Curves: Short Run and Long Run – Producer's Surplus - Case Studies.	(10 Lectures)
Module IV - Revenue Analysis	Revenue Concepts: Total Revenue- Average revenue and Marginal Revenue under Perfect Competition and Monopoly – Objectives of a Firm: Profit, Sales and Growth Maximization – Types of Profit – Break-Even Analysis – Case Studies.	(10 Lectures)

#### F.Y.B.Com.: Business Economics - Paper II

#### SEMESTER- II

Module I - Market Structure	Short-run and long-run equilibrium of a firm and Industry under perfect competition – Sources of monopoly – Short-run and long-run equilibrium of a firm under monopoly – Features: Monopolistic Competition and Oligopoly – Case studies	(15 Lectures)
Module II - Pricing Practices	Pricing Practices: Price Discrimination, Dumping, Marginal-cost pricing, Cost-plus pricing, Multiple-product pricing.	(10 Lectures)



**UNIVERSITY OF MUMBAI**



**Syllabus for the S.Y.B.Sc.**

**SEMESTER III & SEMESTER IV**

**Program: B.Sc.**

**Course: Hospitality Studies**

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



UNIT NO.	Ch.No.	TOPIC	Hrs.
03	8)	<b>INDIAN COOKERY (QFP)</b> <b>Introduction to Regional Cooking:</b> 1) Factors affecting eating habits. 2) Heritage of Indian Cuisine. 3) Regional Commodities, Spices & Masalas (Wet & Dry). 4) Geographical location, Historical background, Availability of raw material (seasonal), Equipment and fuel (special), Staple diet, Speciality Cuisine, Food prepared for festivals and occasions of the following states: - Andhra Pradesh / Hyderabad, Bengal, Goa, Gujarat, Karnataka, Kashmir, Kerala / Malabari, Madhya Pradesh, Maharashtra / Malwani, North Eastern States, Punjab, Rajasthan, Tamilnadu / Chettinad, Uttar Pradesh / Dum & Avadh / Lucknow. Also Communities / Styles such as : Parsee, Bohra & Indian Gravies.	12
	9)	<b>VOLUME FEEDING (QFP)</b> Institutional & Industrial Feeding, Banquet and Buffet.	03

**INDIAN CULINARY TERMS:**

1. Imarti	16. Dhanaar	31. Marinade	46. Quabarga
2. Baffad	17. Dum	32. Moilee	47. Rabri
3. BalUSHOhi	18. Dum Pukht	33. Murgh Musallam	48. Raita
4. Bharta	19. Gaujas	34. Mutanjan	49. Rasam
5. Baghar	20. Gustaba	35. Mulligutwannny Curry	50. Roomali Roti
6. Bhunao	21. Aappam	36. Naan	51. Rogan Josh
7. Bonda	22. Jalebi	37. Neera	52. Rista
8. Biryani	23. Kabab	38. Nargisi Kofta Curry	53. Rasgullas
9. Bhaturas	24. Kalia	39. Pachadi	54. Shami Kebab
10. Sheera	25. Kesari	40. Paneer	55. Shrikhand
11. Charoli	26. Khoa	41. Payasam	56. Seekh Kebab
12. Cocum	27. Kofta	42. Phirnee	57. Sandesh
13. Dagad Phool	28. Panch Phoran	43. Pulao	58. Toddy
14. Dhansak	29. Loochi / Luchi	44. Chingri Malai Curry	59. Vindaloo
15. Dahibhalla	30. Macher Jhol	45. Palak Mutton / Chicken	60. Wark
			61. Zarda
			62. Ratan Jog

**ASSIGNMENTS**

Students have to do at least four group assignments on Indian Regional Cuisine.

**REFERENCES**

1. Thangam Philips - Modern Cookery Vol. 1 - Orient Longman - 1997
2. A. L. Cracknell and R.J. Kanfmann - Practical Professional Cookery - Macmillan - 1992
3. Anthony O'Reilly - Cookery Manual - Pitman Publishing - 1993.
4. Victor Cererem, Ronald Kinton, David Foskett - Practical Cookery - Aodder & Stoughton - 1999
5. David R. Stevenson - Basic Cookery - Stanley Thornes (Publishes) Ltd. - 1991
6. REBO Productions - Encyclopedia of Bakery - Rebo Publishers - 1999

	<p><b>1.1 Definition &amp; history of wines.</b></p> <p><b>1.2 Types of Wines:</b> Still (red, white &amp; rose), sparkling/Champagne, Fortified (sherry, port, Madeira, marsala &amp; malaga), Aromatized wines (Vermouth).</p> <p><b>1.3 Methods of production, Still (red, white, rose).</b></p> <p>a) <b>Viticulture</b> (Wine calendar, terroir, vine species, grape varieties &amp; diseases).</p> <p>b) <b>Vinification</b> (Manufacturing process, elements of wine &amp; faults in wines).</p> <p>c) <b>Champagne &amp; Sparkling Wines.</b> (History, districts, grape varieties, Methode Champenoise, cuvee close, transfer method, charmat &amp; impregnation, Names &amp; bottle sizes).</p> <p>d) <b>Fortified Wines (Production &amp; types).</b> 1) Sherry (Solera system) 2) Port 3) Madeira (estufagen) 4) Marsala 5) Malaga</p> <p>e) <b>Aromatised wines (Definition &amp; types)</b></p>	
ii.	<p><b>1.1 Wine producing countries of the world</b> (Regions, Wine laws, labels &amp; shippers). a) Old world wine producing countries (France, Italy, Germany, Spain &amp; Portugal). b) New World wine producing countries (Australia, New Zealand, South Africa, U.S.A. &amp; India).</p>	10
	<b>1.2 Wine tasting, Storage &amp; Service</b>	02
	<b>1.3 Food and wine Harmony.</b>	03
iii.	<p><b>1.1 BEER &amp; OTHER FERMENTED BEVERAGES</b></p> <p>a) <b>Definition, History &amp; Brewing process.</b> (Components of beer, top fermentation, bottom fermentation)</p> <p>b) <b>Types of Beer, Storage &amp; Service</b> (Lager, Pilsner, Draught, Ale, Stout, Porter, Ice, Lambic &amp; Smoked).</p>	03

II.	<b>HANDLING OF COMPLAINTS</b> <ul style="list-style-type: none"> <li>Types of Complaints( Service related/ Attitudinal/ Mechanical/ Unusual complaints)</li> <li>Guidelines to handle complaints</li> </ul> <b>FRONT OFFICE ACCOUNTING SYSTEM AND SETTLEMENT</b> <ul style="list-style-type: none"> <li>Guest and Non Guest Folio</li> <li>Types of Folio</li> <li>Types of Vouchers</li> <li>City Ledger</li> <li>Billing Procedure instruction</li> <li>Methods of settlement( Cash/ CC- Direct currency converter/ BTC/ TAV/ PSO/ COMP Voucher)</li> </ul>	15
III.	<b>SECURITY SYSTEMS IN HOTELS</b> <ul style="list-style-type: none"> <li>Fire Alarm Systems</li> <li>Burglar Alarm Systems</li> <li>Electronic Locking Systems</li> </ul> <b>TERMINOLOGY</b>	15
<b>TOTAL THEORY HOURS</b>		<b>45</b>

**REFERENCE BOOKS:-**

Name of the book	Author	Publisher	Place of Publication
Jatashankar Tiwari	Front Office Management	Oxford University Press	New Delhi
Andrews, Sudhir	Hotel Front Office Training Manual	The Tata M'cGraw Hill	New Delhi
Kasavana, Michael & Brooks, Richard	Managing Front Office Operations	AHMA	USA
Baker & Bradley	Principles of Hotel front Office Operations	Cassell	London
Deveau, insley & deveav, Patricia	Front Office Management and Operations (2)	Prentice Hall	NEW JERSEY
Bullied, An Ritchie, Caroline	Reception	Stanley Thorne	london
Chakravarti, B.K.	Front Office Management In Hotel	BNS Publishers	New Delhi
Braham, Bruce	Hotel Front Office	Hutchinson	London
Ford, Robert & Heaton, Cherrill	Managing the guest Experience	Delmar Publishers	London
Bardi, James	Hotel Front office Management	John wiley & sons	new Jersey
Huyton Jeremy & Baker Sue	Case Studies in Rooms Operations and	Hospitality Press P Ltd.	Melbourne

**HOUSEKEEPING SEMESTER – III / IV (THEORY)**

Name of the Programme	Duration	Semester	Course/Co urse Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	Housekeepi ng III(USHO 304)
Course Code	Title	Credits	
USHO304	Housekeeping-III	2	

For Course Per week 1 lecture/period is 60 minutes duration			For Subject per week 1 lecture/period is 60 minutes duration		
	Theory	Practical			
Actual Contact	3	--			
Credit	2	--			

**Semester III / IV – 15 weeks Semester I – 15 weeks**

THEORY				
Hours / week	Total Hours	National Hours	Credits	Total Marks
03	45	25	02	

**OBJECTIVES:**

At the end of semester III / IV:-

- The student will be able to explain various operational procedures and formats pertaining to linen, uniforms, and laundry.
- The student will be able to create formats and design layouts of linen room, uniform room and laundry.
- The student will be able to create Flower Arrangements for various occasions and locations.
- The student will be able to plan and implement décor for special occasions.

**Contents of syllabus for USHO 304**

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
L	<b>1. LINEN ROOM OPERATIONS</b> 1.1 Introduction, classification and sizes of linen 1.2 Selection criteria for linen 1.3 Calculation of linen requirement – Par stock 1.4 Purchase of linen 1.5 Layout and equipment in linen room 1.6 Activities in linen room 1.7 Linen control 1.7.1 Linen exchange procedure 1.7.2 Inventory control – Procedures and records	10

**HOTEL ACCOUNTANCY & COST CONTROL**

Name of the Programme	Duration	Semester	Course/Course Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	HOTEL ACCOUNTANCY & COST CONTROL (USHO 306)
Course Code	Title	Credits	
USHO 306	HOTEL ACCOUNTANCY & COST CONTROL	2	

For Course Per week 1 lecture/period is 60 minutes duration			For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical				
Actual Contact	3	–				
Credit	2	–				

Semester I – 15 weeks

THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02		--	--	--	--	--

Contents of syllabus for USHO 306

**SEMESTER – III/IV**

Sr.	Topic	Hr	Marks
1	<b>Unit - I</b> <b>Company Accounts</b> <ul style="list-style-type: none"> <li>Preparation of Company Final Accounts i.e. Trading Account, Profit &amp; Loss Accounts, Profit &amp; Loss Appropriation Account &amp; Balance Sheet with adjustments in accordance with Provisions of the Companies Act.</li> <li>Practical Problems in horizontal format</li> <li>Adjustment –               <ol style="list-style-type: none"> <li>Closing stock</li> <li>O/S exp</li> <li>Prepaid exp</li> <li>Depreciation</li> <li>Prov. For tax</li> <li>Bad debts</li> <li>Trans to Res.</li> <li>Prop. Div.</li> </ol> </li> </ul>	12	
2.	<b>Allowances &amp; Visitors Paid outs:</b> <ul style="list-style-type: none"> <li>What are Allowances &amp; Visitors Paid outs?</li> <li>Difference between Discounts &amp; Allowances.</li> <li>Formats of Allowance &amp; Visitors paid outs.</li> </ul>	3	

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
II	<p><b>Human Resource Development</b></p> <p>1.4.1 Introduction to Human Resource Development</p> <p>1.4.2 Evolution of Human Resource Management</p> <p>1.4.3 Importance of Human Resource Management</p> <p>1.4.4 HRD Culture and Climate</p> <p><b>Job Analysis and Job Design</b></p> <ul style="list-style-type: none"> <li>- Meaning and Definition of Job Analysis</li> <li>- Job Analysis</li> </ul> <p>Objectives and Process of Job Analysis</p> <p>Job Description</p> <p>Job Specification</p> <ul style="list-style-type: none"> <li>- Job Design</li> </ul> <p>Factors affecting Job Design</p> <p>Approaches to Job Design</p> <p><b>Human Resource Planning</b></p> <ul style="list-style-type: none"> <li>- Introduction to Human Resource Planning (Definition and Concept)</li> <li>- Human Resource</li> <li>- Planning Process</li> </ul> <p>HR Demand Forecast</p> <p>HR Supply Forecast</p> <p>Measurement in Human Resource Planning</p> <p>Sub Topics</p> <ul style="list-style-type: none"> <li>- Human Resource Information System (HRIS)</li> <li>- Human Resource Audit</li> </ul>	15
III	<p><b>Action Area</b></p> <ul style="list-style-type: none"> <li>- Recruitment and Selection</li> <li>- Orientation and Placement</li> <li>- Training and Development</li> </ul> <p>On the job training</p> <p>Off the job training</p> <ul style="list-style-type: none"> <li>- Performance Appraisal</li> </ul> <p>Meaning and Purpose</p> <p>Limitations of Performance Appraisal</p> <p>Methods of Job Appraisal</p> <ul style="list-style-type: none"> <li>- Transfer, Promotion and Reward Policies</li> </ul>	15

AC 27/2/13  
Item No. 4.23

**UNIVERSITY OF MUMBAI**



**Syllabus for sem V & VI**  
**Program: B.Sc.**  
**Course: Hospitality Studies**

(Credit Based Semester and Grading System with  
effect from the academic year 2013–2014)



Contents of syllabus for USHO501

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Basic of Food Production  1.1 Classical Kitchen Brigade 1.2 Cuts of Vegetable 1.3 Cuts of Meat, Fish, Poultry 1.4 Basic Methods of Cooking 1.5 Stocks 1.6 Sauces 1.7 Soups 1.8 Salads	15	15
	2	Basics of Bakery & Confectionery  2.1 Breads 2.2 Cakes 2.3 Cookies 2.4 Pastries		
	3	Modern Cooking Techniques & Processes  3.1 Sous Vide Cooking, Cook Chill & Cook Freeze 3.2 HACCP (Definition, Process in brief, Application in the Kitchen) 3.3 FSSAI Law		
	4	Larder  4.1 Definition; layout of the department 4.2 Hierarchy, Duties & responsibilities of larder chef 4.3 Tools & Equipment of larder department 4.4 Importance of larder control 4.5 Yield testing		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	5	Charcuterie  5.1 Introduction to Charcuterie 5.2 Brines – Cures – Marinades - Smoking 5.2.1 Types, uses, differences 5.3 forcemeats 5.3.1 Components of forcemeat 5.3.2 Methods of making forcemeat 5.4 Sausages 5.4.1 Components of sausage 5.4.2 Types of sausages 5.4.3 International sausages with country of origin	15	15

Contents of syllabus for USHO502

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	1.1 F & B Outlet Planning 1.1.1 Objective of a good layout 1.1.2 Steps in planning of layout. (Specialty Restaurants, Coffee Shop, Room Service) 1.1.3 Factors to be considered while planning the actual ambience (Colour, light, décor, furniture & uniform) 1.2 Operational aspects of various F & B Outlets (Specialty Restaurants, Coffee Shop, Room Service) 1.2.1 Menu planning 1.2.2 Constraints of Menu planning 1.2.3 Planning of staff requirement 1.2.4 Shifts (Panzer, Straight, Split & Reliever) 1.2.5 Factors to be considered for selecting appropriate Crockery, Cutlery, Glassware, and Linen. 1.3 Elements of cost 1.3.1 Types of cost (Material, Labour & Overhead) 1.3.2 Cost Groups (Fixed, semi-fixed & variable) & types of profit (gross & net) 1.3.3 Breakeven / Cost volume profit analysis	15	15

Unit No.	Chapter No.	TOPIC	Hours	Marks						
02	2	Function Catering / Banquets 2.1 Definition, History & Importance 2.2 Organization of Banquet dept., duties and responsibilities. 2.3 Types of Banquets: Formal, Semiformal & Informal 2.4 Banquet Sales 2.5 Banquet reservation diary and booking procedure. 2.6 Function contract & Function prospectus 2.7 Banquet Menus 2.8 Types of service in the banquets. 2.9 Staffing & Duty allocation 2.10 Toast procedure at wedding reception & Protocol 2.11 Outdoor catering. 2.12 Glossary <p style="text-align: center;"><u>Glossary</u></p> <p><b>Audiovisual Equipment</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Dais</td> <td style="width: 33%;">Easel</td> <td style="width: 33%;">Flip charts</td> </tr> <tr> <td>Keystoning</td> <td>Lavaliere microphone</td> <td>Lectern</td> </tr> </table>	Dais	Easel	Flip charts	Keystoning	Lavaliere microphone	Lectern	15	15
Dais	Easel	Flip charts								
Keystoning	Lavaliere microphone	Lectern								

Contents of syllabus for USHO503

Unit No.	Chapter No.	TOPIC		
01	1	<p><b>Planning Operations</b></p> <p>1.1 Management Function            1.1.1 Planning, Organising,            1.1.2 Co-ordinating,            1.1.3 Staffing, Leading,            1.1.4 Controlling, Evaluating</p> <p>1.2 <b>Establishing Room Rate</b>            1.2.1 Different Approaches for pricing rooms            1.2.2 Market Condition Approach,            1.2.3 Rule of Thumb,            1.2.4 Hubbart's Formula-Determining single and double rate</p> <p>1.3 Special Room Rates Offered            1.3.1 Corporate / Commercial Rate,            1.3.2 Group Rate,            1.3.3 Promotional Rate,            1.3.4 Incentive Rate,            1.3.5 Family Rate,            1.3.6 Package,            1.3.7 Complimentary Rate</p> <p>1.4 Forecasting Room Availability            1.4.1 Forecasting Data            1.4.1.1 Percentage of No-show,            1.4.1.2 Percentage of Cancellations,            1.4.1.3 Percentage of walk-ins,            1.4.1.4 Percentage of overstay,            1.4.1.5 Percentage of under stay,            1.4.2 Forecast formula;            1.4.3 Sample 3 and 10 days forecast;            1.4.4 Refining Forecast</p> <p>1.5 Budgeting for Operations            1.5.1 Three Day Forecast;            1.5.2 Forecasting room revenue,            1.5.3 Estimating expenses,            1.5.4 Refining budget plans</p> <p>1.6 Key Terms</p>		
Unit No.	Chapter No.	TOPIC		
02	2	<p><b>Evaluating Operations</b></p> <p>2.1 Evaluating front office operations            2.1.1 Daily Operations Report,            2.1.2 Monthly Income Statement            2.1.3 Occupancy Ratios;</p>		

**Contents of syllabus for USHO504**

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Current Trends In Housekeeping 1.1 Green housekeeping practices 1.2 Cleaning equipment and agents 1.3 Guest supplies and amenities 1.4 Level of service (Limited Service, Mid-Range and Full Service)	15	15
	2	Contract Services / Outsourcing 2.1 Types of contract 2.2 Guidelines for hiring contract services 2.3 Advantages and disadvantages of contract service		
	3	Manpower Planning 3.1 Determining staff strength (fixed staff) 3.2 Scheduling staff (Duty Rosters)		
Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Lighting And Lighting Fixtures 4.1 Lighting for different areas of the hotel 4.2 Functional and aesthetic aspects of light	15	15
	5	Windows and Window Treatment 5.1 Types of windows and window treatment 5.2 Selection and care		
	6	Wall and Ceiling Finishes 6.1 Types 6.2 Selection 6.3 Care		
Unit No.	Chapter No.	TOPIC	Hours	Marks
03	7	Carpets and Floor Coverings 7.1 Types 7.2 Selection 7.3 Care	15	15
	8	Interior Designing 8.1 Elements of design 8.2 Principles of design 8.3 Colour schemes		

**Contents of syllabus for USHO506**

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	General Business English 1.1 Business English basics 1.2 General vocabulary 1.3 Introduction to International English	15	15
	2	Grammar 2.1 Words and Phrases 2.2 Overview of tenses 2.3 Other common areas of difficulty for Indian speakers 2.4 Prepositions, time expressions & pronouns 2.5 Articles and nouns 2.6 Sentence Construction		
	3	Group Discussions 3.1 Group discussion competencies 3.2 Active listening 3.3 Expanding Arguments 3.4 Functional language 3.5 Paragraph development		
	4	Public speaking & Presentation skills 4.1 Structuring your presentation 4.2 Linguistic techniques 4.3 Introduction to effective openings - task 4.4 Hooks : seeking the audience attention 4.5 Sign posting language 4.6 The visual and vocal components 4.7 Visual aids 4.8 Other essential Sub Skills 4.9 Body language 4.10 Dealing with questions 4.11 Effective Presentation Strategies 4.12 Interviews / Group Discussion		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	5	Vocabulary 5.1 Word building 5.2 Dictionary skills	15	15
	6	Power writing 6.1 The writing process		

• Contents of syllabus for USHO504

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	<b>Environmental Studies</b> 1.1 Definition, Scope and Importance 1.2 Need for public awareness 1.3 Renewable & Non-renewable Resources (Definition & Importance) 1.4 Consumerism & Waste Products	15	15
	2	Introduction to Tourism & Travel 2.1 Flashback – From early times till today (Purpose of travel in ancient times, invention of wheel, contribution of Thomas Cook, today's scenario). 2.2 Definition of Tourism as stated by U.N.W.T.O. 2.3 Types of Tourism-Pilgrimage, Business Tourism, Health Tourism, Adventure Tourism, Sports Tourism, Culinary & Wine Tourism. 2.4 Definition of Travel 2.5 Various modes of Transport – Land (Rail and Road), Water (Ferries and Cruises), Air.		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	<b>Tourism Organisations</b> 3.1 National/Domestic Organisations (M.T.D.C., I.T.D.C.) 3.2 International Organisations (U.N.W.T.O., W.T.T.C., U.F.T.A.A., U.N.E.S.C.O., S.T.I)	15	15
	4	Sustainable Development 4.1 Why Sustainable Development? 4.2 Rio Summit 4.3 Impact of Tourism on the World		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Sustainable Tourism 5.1 Introduction to Sustainable Tourism 5.2 Sustainable Tourism with respect to Developed Countries (List of these countries, one major destination from each country that requires Sustainable development) 5.3 Sustainable Tourism with respect to Developing Countries	15	15

**Semester VI - B. Sc. (Hospitality Studies)**

Course Code	Subject	Class Room Instruction												Total	Total Marks			Credits			Total
		Per Week			Per Semester			Per Semester Hrs			L	PR	L		P	T	Total				
		L	P	T	L	P	T	L	P	T											
USHO601	Organizational Behaviour	3	-	-	45	-	-	45	-	-	-	45	100		2	-	-	2			
USHO602	Strategic Management	3	-	-	45	-	-	45	-	-	-	45	100		2	-	-	2			
USHO603	Event Planning, Marketing & Management	-	4	-	-	60	-	-	60	-	-	60		100		-	2	-	2		
USHO604	Core Elective (Any TWO)	6	16	-	90	240	-	90	240	-	-	330	200	400	4	8	-	12			
USHO604A	Advanced Food Production	3	8	+	45	120	+	45	120	+	+	165	100	200	2	4	+	6			
USHO604B	Advanced Food & Beverage Operations Management	3	8	+	45	120	+	45	120	+	+	165	100	200	2	4	+	6			
USHO604C	Advanced Housekeeping	3	8	+	45	120	+	45	120	+	+	165	100	200	2	4	+	6			
USHO604D	Advanced Front Office(pg 29)	3	8	+	45	120	+	45	120	+	+	165	100	200	2	4	+	6			
USHO604E	Advanced Bakery & Confectionery	3	8	+	45	120	+	45	120	+	+	165	100	200	2	4	+	6			
USHO605	Allied Elective (Any ONE)	3	-	-	45	-	-	45	-	-	-	45	100		2	-	-	2			
USHO605A	Revenue Management	3	+	+	45	+	+	45	+	+	+	45	100		2	+	+	2			
USHO605B	Foreign Language (French)	3	+	+	45	+	+	45	+	+	+	45	100		2	+	+	2			
USHO605C	Services Marketing	3	+	+	45	+	+	45	+	+	+	45	100		2	+	+	2			
USHO605D	Financial Management	3	+	+	45	+	+	45	+	+	+	45	100		2	+	+	2			
USHO605E	Strategic Human Resource Management	3	+	+	45	+	+	45	+	+	+	45	100		2	+	+	2			
Total		15	16	-	225	240	-	225	240	-	-	525	500	500	10	10	-	20			

L one lecture / period of 60 minutes (1 hr.) P Practical T Tutorial

**ORGANIZATIONAL BEHAVIOUR (Theory)**

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Organizational Behaviour (USHO 601)
Course Code	Title	Credits	
USHO601	Organizational Behaviour	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs				TH	PR	L	P	T	
		L	P	T	L	P	T	L	P	T							
USHO 601	Organizational Behaviour	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

**OBJECTIVES:**

- The objective of Organizational Behaviour is to provide students with the opportunity to diagnose Individual and Group Behaviour.
- The study of Structure, Motivation & Change helps to develop skills in improving individual and group performance in entrepreneurial and established ventures.
- To develop the overall personality and sustain in the dynamic environment.

**Contents of syllabus for USHO601**

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	<b>Introduction to Organizational Behaviour</b> 1.1 Definition of Organizational Behaviour 1.2 What Managers Do 1.2.1 Management Functions 1.2.2 Management Roles 1.2.3 Management Skills	15	15



**STRATEGIC MANAGEMENT (Theory)**

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Strategic Management (USHO 602)
Course Code	Title	Credits	
USHO602	Strategic Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs				TH	PR	L	P	T	
		L	P	T	L	P	T	L	P	T							
USHO 602	Strategic Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

**OBJECTIVES:**

At the end of semester VI:

- The students will identify the operating strategy of the organization.
- Develop skills in decision making
- Students will be able to strategize and participate in policy making.

**Contents of syllabus for USHO602**

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	<b>Introduction to Strategic management</b> 1.1 Definition – Strategy, Strategic Management and its relevance 1.2 Process of Strategic Management 1.3 Levels of Strategy : Corporate, Divisional Business, Operational or Functional	15	15

**EVENT PLANNING, MARKETING & MANAGEMENT (Practical)**

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Event Planning, Marketing & Management (USHO 603)
Course Code	Title	Credits	
USHO603	Event Planning, Marketing & Management	2	

For Course Per week 1 lecture/period is 60 minutes duration			For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical				
Actual Contact		4				
Credit		2				

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 603	Event Planning, Marketing & Management	-	04	-	-	60	-	-	60	-	60	-	100	-	02	-	02

**OBJECTIVES:**

On successful completion of this course students will be able to:

- Apply Management Theories & Principles for Event management.
- Develop an ability to plan for conventions, seminars & events.
- Prepare financial reports and establish source of funding for a new operation.
- Plan events creatively and think strategically.
- Understand the financial, marketing, operational and strategic issues in setting up an event.
- Integrate approaches of time, money (capital), people and other resources.
- Understand the concept of Event Management.

**Contents of syllabus for USHO603**

Unit	Practical	Hours
1	1) Importance of Event Management 2) Financial Management (Projected, Estimated, Formats etc...)	20

02	3	<b>Sandwich</b> 3.1 History of Sandwich 3.2 Components of a sandwich 3.3 Types of sandwich 3.4 Guidelines for preparation and storage of sandwich 3.5 Accompaniments and Dips	15	15																											
	4	<b>Classical garnishes (25)</b> <table border="1"> <tr> <td>A La Francaise</td> <td>Alaska</td> <td>Allemande</td> </tr> <tr> <td>Bercy</td> <td>Bonne Femme</td> <td>Bouquetiere (A la)</td> </tr> <tr> <td>Bourguignonne</td> <td>Cardinal</td> <td>Chasseur</td> </tr> <tr> <td>Colbert</td> <td>Diablo, Ala</td> <td>Dieppoise</td> </tr> <tr> <td>Maltaise</td> <td>Milanaise</td> <td>Nantua</td> </tr> <tr> <td>Neapolitaine</td> <td>Nicoise</td> <td>Noisette</td> </tr> <tr> <td>Parisienne</td> <td>Portugaise</td> <td>Thermidor</td> </tr> <tr> <td>Veronique</td> <td>Waldorf</td> <td>Wellington</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table>			A La Francaise	Alaska	Allemande	Bercy	Bonne Femme	Bouquetiere (A la)	Bourguignonne	Cardinal	Chasseur	Colbert	Diablo, Ala	Dieppoise	Maltaise	Milanaise	Nantua	Neapolitaine	Nicoise	Noisette	Parisienne	Portugaise	Thermidor	Veronique	Waldorf	Wellington			
	A La Francaise	Alaska			Allemande																										
Bercy	Bonne Femme	Bouquetiere (A la)																													
Bourguignonne	Cardinal	Chasseur																													
Colbert	Diablo, Ala	Dieppoise																													
Maltaise	Milanaise	Nantua																													
Neapolitaine	Nicoise	Noisette																													
Parisienne	Portugaise	Thermidor																													
Veronique	Waldorf	Wellington																													
5	<b>Hors d'oeuvres</b> 5.1 Definition and history 5.2 Guidelines for the preparation of Hors d'oeuvres and Amuse Bouche. 5.3 International Hors d'oeuvres(Hot & Cold) 5.4 Russian, Italian, Spanish, English, Swedish, Indonesian, 5.5 Japanese, Greek																														

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	Non Edible Displays 6.1 Ice-carving 6.2 Tallow sculpture 6.3 Fruit and vegetable displays 6.4 Salt dough 6.5 Thermocol work 6.6 Sugar & Chocolate Display	15	15
	7	Uses of wines, herbs and spices in cooking		
	8	Organoleptic & sensory evaluation of food		
	9	Contemporary cooking trends		
	10	Culinary terms (100)		

• List of Culinary Terms –

1. Abetis	35. Cru	69. Gras double
2. Agneau	36. Cuillere	70. Grenodin
3. Aiguille – a – Piquer	37. Decouper	71. Gretter
4. Aiguille – c – Brider	38. Degorger	72. Grillede

No.	No.			
01	1	<b>Gueridon Service</b> 1.1 Origin, history and definition 1.2 Factors to create impulse buying. 1.3 Advantages and disadvantages of Gueridon service 1.4 Principles of Gueridon service. 1.5 Flambé trolley & other trolleys (Carving, Cheese, Liqueur, Salad & Dessert). 1.6 Gueridon equipment & ingredients, Mise en place & Presentation.	15	15
	2	<b>Food and Beverage Management.</b> 2.1 Objectives of Food & Beverage Management. 2.2 Food and Beverage Management/ Function 2.3 Cost and Market orientation		
	3	<b>Food and Beverage Control</b> 3.1 Objective of F& B Control. 3.2 Obstacles of F& B Control. 3.3 Food Control checklists. 3.4 Beverage Control checklist		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	<b>Bar Operations</b> 4.1 Definition & classification. 4.2 Layout & parts for Front of the house dispense bar. 4.3 Bar Thefts and frauds. (Nature and prevention.) 4.4 Records & Licenses maintained in a Bar (Naukarnama, Permit, TPIN, Bill book, & B.O.T.).	8	15
	5	<b>5.1 Cocktails &amp; Mixed drinks</b>  a) Introduction, History & Definition b) Bar Equipment. (glassware, fixed & movable equipment) c) Methods of Mixing Cocktails. (Stirred, Shaken, Built-up/Layered, Blended & Muddled) d) Styles of Cocktails (Collins, cobblers, coolers, crustas, cups, e) daisies, eggnogs, flips, frappes, fixes, fizzes, Highball, juleps, f) Pick-me-ups, pousse café, smashes, sours, swizzles & toddies). g) Rules to be observed while making cocktails.  <b>5.2 Recipes of classic &amp; exotic cocktails.</b>  a) <b>Whisky:</b> (Godfather, Manhattan, Mint Julep, Whisky Sour	7	

No.	No.			
01	1	Budget and Budgetary Control 1.1 Introduction 1.2 Types of budgets 1.3 Budget planning process 1.3.1 Preparing the budget 1.3.2 Formats 1.4 Controlling expenses 1.5 Inventory control	15	15
	2	Supervisory Skills 2.1 Job Description and daily Routine of 2.1.1 Guest room Supervisor 2.1.2 Public Area Supervisor 2.1.3 Linen and Uniform Room Supervisor		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Preopening Property Operations 3.1 Setting up housekeeping 3.2 Countdown to opening 3.3 Preparing snagging list	15	15
	4	Furniture and Accessories 4.1 Types 4.2 Selection 4.3 Care		
	5	Guestroom Layout 5.1 Planning room layouts (Twin / Double / Suite / Handicapped / Service Apartment) 5.2 Sizes of rooms		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	Risk and Environmental Management 6.1 Fire safety and accident prevention 6.1.1 Hazards 6.1.2 Prevention 6.1.3 Crisis handling 6.2 First Aid 6.3 Dealing with emergencies 6.3.1 Fire 6.3.2 Bomb threat 6.3.3 Death 6.3.4 Natural Disasters 6.4 Minimising theft 6.4.1 Guest theft	15	15

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	<b>Yield Management</b> 1.1 <b>Introduction</b> 1.2 Concept of Yield Management 1.2.1 Applications( Hospitality Industry) 1.3 Various strategies to maximise yield 1.3.1 Capacity Management, Discount Allocation, Duration Control 1.4 Measuring Yield 1.4.1 Potential Average Single Rate 1.4.2 Potential Average Double Rate 1.4.3 Multiple Occupancy Percentage 1.4.4 Rate Spread/ Rate Differential 1.4.5 Potential Average Rate 1.4.6 Room Rate Achievement Factor 1.4.7 Revenue Per Available Room (RevPAR) 1.4.8 Equivalent Occupancy 1.5 Elements of Yield Management 1.5.1 Group Room Sale ( Group Booking Data, Group booking pace, Anticipated Group Business, Lead Time, Displacement of Transient Business) 1.5.1.1 Transient/ FIT Room Sales 1.5.1.2 Food and Beverage Activity 1.5.1.3 Local and Area-wide activities 1.5.1.4 Special Events 1.6 Using Yield Management 1.6.1 Potential High and Low Demand Tactics 1.7 Implementing Yield Strategies 1.7.1 Hurdle rate 1.7.2 Minimum length of stay 1.7.3 Close to arrival 1.7.4 Sell-through 1.8 Key Terms		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	2	<b>Passport and Visa</b> 2.1 <b>Passport</b> 2.1.1 Definition and Types of Passport 2.1.2 Guidelines for Indian Passport Holders 2.1.3 Issue of New Passport 2.1.4 Renewal Of Passport 2.1.5 Passport for Minor		

No.	No.			
01	1	<b>Introduction to Marketing.</b> 1.1 Concise Evolution of Marketing 1.2 Definitions – Marketing, Sales, Hospitality Products, Services. 1.3 Introduction to Service Marketing 1.4 Distinguish between Sales & Marketing. 1.5 Distinguish between Goods & Services. 1.6 Characteristics of Services Marketing 1.7 Service gaps 1.8 Service encounter & service chain, Moment of Truth 1.9 Service encounter Analysis – The “Six S’s”	15	15
	2	<b>Services Marketing Concept:</b> 2.1 Segmentation (Target Market, Types of segmentation:- Demographic, geographic and psychographic). 2.2 Positioning. 2.3 Components of Marketing Plan.		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	P’s of Service Marketing. 3.1 Product / service mix 3.1.1 Levels of a product and new product development. 3.1.2 Product life cycle 3.1.3 Marketing strategies during the Product Life Cycle 3.1.4 Branding. 3.2 Price Mix. 3.2.1 Pricing objectives (Survival, Profit, Sales Competition, Image – differentiation) 3.2.2 Factors affecting pricing decision. 3.2.3 Skimming and penetration 3.2.4 Creative pricing of hotels and restaurants 3.3 Distribution Mix / Place. 3.3.1 Different Distribution network 3.3.2 Types of distribution channels. 3.3.3 Push and pull strategies 3.3.4 Need & role of distribution channel. 3.4 Promotion / Communication mix 3.4.1 Communication process 3.4.2 Types of media & importance. 3.4.3 Public Relations and publicity 3.4.4 Stages and technique of Personal Selling 3.4.5 In house Merchandising 3.4.6 Sales Promotion types and techniques. 3.5 People	15	15





**UNIVERSITY OF MUMBAI**



**Syllabus for the F.Y.B.Sc.  
Program: B.Sc.  
Course : Hospitality Studies**

(Credit Based Semester and Grading System with  
effect from the academic year 2011–2012)

**FOOD PRODUCTION & PATISSERIE-I (Theory)**

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semesters	I	Food Production & Patisserie- I(USHO 101)
Course Code	Title	Credits	
USHO101	Food Production & Patisserie-I	2+2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	2					
Credit	2	2					

Class Room Instruction Face to Face									Notional			Credits				
Per Week			Per Sem			Per Sem Hrs										
L	P	T	L	P	T	L	P	T	L	P	T	Total	L	P	T	Total
3	4	-	45	60	-	45	60	-	25	10	-	140	2	2	-	4

**OBJECTIVES:**

- To inculcate a right attitude and the required basic knowledge and technical skills in the art of culinary and the food production department.
- To introduce the various equipments and utensils used in the kitchen.

**Contents of syllabus for USHO 101**

UNIT NO.	Ch.No.	TOPIC	Hrs.
01	1	Introduction to the Food Production Department 1.1 Levels of Skills and Experience 1.2 Attitude and Behaviour in the Kitchen 1.3 Kitchen Uniforms 1.4 Personal Hygiene 1.5 Safety Procedures for Handling Equipment	01
	2	Culinary History and Culinary Terms (Explanation with Examples) <b>Origins of Modern Cookery</b> Modern Development in Equipment and Technology	02
	3	Equipment and Hand Tools used in Kitchen & Different Types of Fuels used in Kitchen 3.1 Hand tools and utensils used in Kitchen 3.2 Various Fuels used in the Kitchen 3.3 Advantages & Disadvantages of Various Fuels 3.4 Various Equipment used in the Kitchen	04
	4	Introduction to Cooking 4.1 Aims and Objectives of Cooking 4.2 Classification of Various Raw Materials according to Functions 4.3 Various Textures and Consistencies 4.4 Methods and Techniques of Preparation	04
	5	Stocks 5.1 Definition of Stock 5.2 Types of Stocks 5.3 Preparation (Recipe), Storage, Care and Precautions in Preparation	02
	6	Culinary Terms	02
02	7	Methods of Cooking 7.1 Various Methods of Cooking Foods (Roasting, Grilling, Frying, Baking, Boiling, Poaching, Microwave) 7.2 Principles of each Method and Precaution to be taken	04

	<ul style="list-style-type: none"> <li>• Tableware/ silverware (cutlery/ hollowware/flatware)</li> <li>• Glassware</li> <li>• Crockery</li> <li>• Bar equipment</li> </ul> <p>(For all of the above Brands, Measures &amp; Quality suppliers)</p> <ul style="list-style-type: none"> <li>• Special equipment with their uses.</li> <li>• Furniture (Tables/Chairs/Trolleys/Dumb Waiter)</li> <li>• Linen.</li> <li>• Light and décor</li> <li>• Care and maintenance of equipment.</li> <li>• Napkin folds.</li> </ul> <p>2.4 Table d 'hôte ,ala c"arte Mis-en -place, Mis -en -Scene</p>	
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III.	<p><b>1. DINING SERVICES METHOD AND PROCEDURES</b></p> <p><b>1.1 Different methods of services</b></p> <p>a. Table service</p> <ul style="list-style-type: none"> <li>• Silver service/ English service</li> <li>• American/ Plated</li> <li>• Family</li> <li>• Russian</li> <li>• French/ butler</li> <li>• Gueridon</li> </ul> <p>b.Bar Counter</p> <p>c.Assisted Service</p> <ul style="list-style-type: none"> <li>• Carvery</li> <li>• Buffets</li> </ul> <p>d.Self Service</p> <ul style="list-style-type: none"> <li>• Cafeteria :</li> <li>a).Counter</li> <li>b).free-flow</li> <li>c).Echelon</li> <li>d).Supermarket</li> </ul> <p>e)Single point service</p> <ul style="list-style-type: none"> <li>•Take-away</li> <li>•Drive through</li> <li>•Fast food</li> <li>•Vending</li> <li>•Kiosk</li> <li>•Food court</li> <li>•Bar</li> </ul> <p>f). Specialised (in-situ)</p> <ul style="list-style-type: none"> <li>•Tray</li> <li>•Trolley</li> <li>•Home delivery</li> <li>•Lounge</li> </ul>	09
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II	<p><b>Tariff Structure</b></p> <ol style="list-style-type: none"> <li><b>1. Types of Rooms</b> Single, Double, Twin, Hollywood Twin, Interconnecting, Adjacent, Adjoining, Lanai, Penthouse, Duplex, Efficiency, Physically Challenged, Studio, Parlour, Hospitality Room, Suite (Types)</li> <li><b>2. Tariff Fixation</b> Check-in and Check-out basis, 24 hour basis, on the basis of competitor's rate, Night basis, Day rate.</li> <li><b>3. Types of Meal Plans</b> European, Continental, Bermuda Plan, Modified American Plan (Half-Board, Demi- Pension), and American Plan (Full-Board: En Pension).</li> <li><b>4. Packages and Special Rates</b> Rack rate, Group rate, Volume rate, Government rate, FIT, Wholesale net rate, discounted rates, Seasonal rate, Crib Rate, Extra bed rate, Family rate, Crew rate, Week day/Weekend rates, Membership rates, Executives of the other units of the same chain, Corporate rate, Commercial rate, Advance purchase rate Package rate, Ad-hoc rate</li> <li><b>5. Taxation</b> <ul style="list-style-type: none"> <li>• Luxury tax, Expenditure tax, Sales tax, Value added tax and other statutory taxes.</li> <li>• Service Charges.</li> </ul> </li> </ol> <p><b>Organisation of the Front Office Department</b></p> <ol style="list-style-type: none"> <li>1. Organisation charts of <ul style="list-style-type: none"> <li>• Small Hotel</li> <li>• Medium Hotel</li> <li>• Large Hotel</li> </ul> </li> <li>2. Sections of the Front Office Department</li> <li>3. Inter and Intra departmental Co-ordination</li> <li>4. Job Specifications and Job Description <ul style="list-style-type: none"> <li>• Front Office Manager</li> <li>• Duty Manager</li> <li>• Guest Relations Executive</li> </ul> </li> </ol>	15
III.	<p><b>Telecommunications</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Types of Exchange- PBX, PABX, EPABX</li> <li>• Other Communication Equipment- Walkie- Talkies, Pagers, Mobile Phones, Telephone Instruments, Pay Phones, Facsimile.</li> <li>• Organisation of the Telecommunications department</li> <li>• Job descriptions of the Telecommunications department supervisor &amp; Operator</li> <li>• Skills and Competencies of the Telephone Operator</li> <li>• General duties of a Telephone Operator</li> <li>• Internet Access- Introduction, Dial up access, High speed with wired access, High speed with wireless access</li> <li>• Future of Hotel Telephones- Voice-over-internet-protocol (VOIP)</li> <li>• AYS – at your service</li> </ul>	15
<b>TOTAL THEORY HOURS</b>		<b>45</b>

**HOUSEKEEPING SEMESTER – I (THEORY)**

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semesters	I	Housek eeping I(USHO 104)
Course Code	Title	Credits	
USHO104	Housekeeping-I	2+2	

For Course Per week 1 lecture/period is 60 minutes duration			For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical				
Actual Contact	3	--				
Credit	2	--				

**Semester I – 15 weeks**

THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02		--	--	--	--	--

**OBJECTIVES:**

At the end of semester I:-

- The student will be able to identify the role of the housekeeping department and explain its organization structure and importance.
- The student will be able to list the basic cleaning equipments, cleaning agents and explain their use.
- Will be able to perform basic cleaning procedures of various surfaces.

**Contents of syllabus for USHO 104**

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
I	<b>1. INTRODUCTION TO HOUSE KEEPING DEPARTMENT</b> 1.1 Types of Hotel & services offered 1.2 Types of Room 1.3 Role of Housekeeping department in a Hotel 1.4 Personality Traits of Housekeeping Personnel 1.5 Daily routine in Housekeeping 1.6 Glossary	15
II.	<b>1. ORGANIZATION OF HOUSEKEEPING DEPARTMENT</b> 1.1 Organization Chart of a Small, Medium & Large Hotel 1.2 Duties & Responsibilities of House Keeping Personnel	09

**COMMUNICATION SKILLS ( ENGLISH & FRENCH)****LANGUAGE SKILLS – 45 Hours****Semester - I**

Name of the Programme	Duration	Semester	Course/C ourse Code
B.Sc. in Hospitality Studies	Six Semesters	1	Commun cation Skills USHO106
Course Code	Title	Credits	
USHO 106	Communication Skills (English and French)	2	

For Course Per week 1 lecture/period is 60 minutes duration			For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical				
Actual Contact	3	--				
Credit	2	--				

**Semester I – 15 weeks**

THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02		--	--	--	--	--

**OBJECTIVES:**

- Developing and adapting speaking and achieve listening skills and strategies.
- Generating, planning and drafting ideas
- Improving vocabulary for precision and impact
- Using grammar (French & English) accurately and appropriately.
- Structuring, organising and presenting texts in variety of formats.
- To be able to understand and speak basic French.

**Contents of syllabus for USHO 108**

Unit 1		
I	<ul style="list-style-type: none"> <li>• 1.1 The sentence – Kinds of sentences – Subjects &amp; Predicate</li> <li>• 1.2 The Phrase and the Clause</li> <li>• 1.3 Parts of speech – Noun, Adjective, Pronoun, Verb, Adverb, Preposition, Conjunction, Interjection</li> </ul>	3 Hours

**Semester I – 15 weeks**

UNIT	TOPIC	TOTAL NO. OF HOURS
I	<b>INTRODUCTION TO HYGIENE</b> 1.1 Rules & importance of hygiene 1.2 Personal Hygiene 1.3 Cleaning of premises 1.4 Pest Control 1.5 Waste disposal 1.6 Dishwashing methods	15
	<b>HACCP</b> 2.1 Introduction 2.2 Importance 2.3 VII Critical Control Points	
	<b>MICROBES</b> 3.1 Introduction ( Bacteria, Yeast, Mould) 3.2 Classification 3.3 Factors for growth 3.4 Role of microbes in manufacture of fermented foods (dairy products, Veg. & bakery preparations, alcoholic Bev., vinegar, fermented Indian foods)	
II	<b>FOOD BORNE ILLNESS</b> 1.1 Natural Toxins (Kesari Dal, Potatoes, Mushrooms, Shell Fish, Peanuts) 1.2 Chemical (Tin, Copper, Arsenic, Lead) 1.3 Bacterial toxins (staphylococcus, salmonella, Clostridium perfringens, Clostridium botulinum) 1.4 Food poisoning & Infections • Definitions • Food contamination & Spoilage • Differentiation • Examples	15



**FOOD PRODUCTION & PATISSERIE-II (Theory)**

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semesters	II	Food Producti on & Patisserie -II(USHO 201)
Course Code	Title	Credits	
USHO102	Food Production & Patisserie-I	2+2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	4					
Credit	2	2					

Class Room Instruction Face to Face									Notional			Credits				
Per Week			Per Sem			Per Sem Hrs										
L	P	T	L	P	T	L	P	T	L	P	T	Total	L	P	T	Total
3	4	-	45	60	-	45	60	-	25	10	-	140	2	2	-	4

**OBJECTIVES:**

- To develop a keen interest in food production and to enable students to experiment, innovate and progressively produce a variety of preparation / dishes.
- To gain confidence to adapt to the technical skills and the art of preparing different menus, Indian as well as Continental.
- By the end of the second semester students should be confident enough in their skills which would boost their morale to take up the challenge of bulk cookery in the third and fourth semester.

**Contents of syllabus for USHO 201**

UNIT NO.	Ch. No.	TOPIC	Hrs.
01	1	<b>Culinary Terms with Explanation &amp; Examples</b>	<b>03</b>
	2	<b>Layout of Kitchen</b> 2.1 General Layout of the Kitchen 2.2 Receiving Area	<b>03</b>

UNIT NO.	Ch. No.	TOPIC	Hrs.
03	12	<b>Indian Cookery</b>	03
		12.1 History of Spices and Trade Routes	
		12.2 Basic Spices, Condiments and Masalas	
		12.3 Role of Spices in Indian Cuisine	
		12.4 Indian Equivalent name	
		12.5 Blending of Spices	
		12.6 Concept of Wet and Dry Masalas	
		12.7 Regional Varieties of Basic Masalas	
	12.8 Basic Composition of Some Important Masalas		
	13	<b>Menu Planning</b>	02
		13.1 History of Menu	
		13.2 Types of Menu	
14	13.3 Menu Planning Principles	04	
	<b>Bakery &amp; Pastry</b>		
	14.1 <b>Pastries</b>		
	<ul style="list-style-type: none"> <li>• Classification of Pastries</li> <li>• Varieties</li> <li>• Role of Each Ingredient</li> <li>• Baking Temperature and Time of Each Pastry</li> </ul>		
	14.2 <b>Pastry Cream</b>		03
	<ul style="list-style-type: none"> <li>• Basic Pastry Cream</li> <li>• Use in Confectionery</li> <li>• Preparation and Care in Production</li> </ul>		
	14.3 <b>Cocoa and Chocolate</b>		
<ul style="list-style-type: none"> <li>• Introduction, Production and Manufacture</li> <li>• Varieties of Chocolates</li> <li>• Tempering of Chocolates</li> </ul>			

	<ul style="list-style-type: none"> <li>a) A la carte</li> <li>b) Table d' hote</li> <li>c) Cyclic menu</li> <li>d) Banquet menu</li> <li>e) Carte du jour / plat du jour</li> <li>f) Californian menu</li> <li>g) Take-away</li> </ul> <p>Other types of menu</p> <ul style="list-style-type: none"> <li>a). Children's menu</li> <li>b). Club menu</li> <li>c). Ethnic menu</li> <li>d). Health menu</li> <li>e). Spa Menu,</li> <li>f). Ayurvedic Menu</li> </ul> <p>1.4 Principles of Menu planning 1.5 Breakfast: English, Continental, American, Indian 1.6 Types of Tea Service: Full Afternoon Tea, High Tea.</p>	
ii.	<p><b>1. French Classical Menu:</b></p> <ul style="list-style-type: none"> <li>1.1 a. Sequence and Courses.</li> <li style="padding-left: 20px;">b. General Accompaniments.</li> </ul> <p>1.2 Ice creams: Types &amp; categories of Ice creams</p>	12
	<p><b>2. TOBACCO</b></p> <ul style="list-style-type: none"> <li>a) Introduction to Cigars and cigarettes.</li> <li>b) Types of tobacco</li> <li>c) Shape, size, color &amp; Brand names with country of origin.</li> </ul>	03
iii.	<p><b>1.1 NON ALCOHOLIC BEVERAGES</b></p> <ul style="list-style-type: none"> <li>a. Definition of beverages</li> <li>b. Classification chart –alcoholic &amp; non alcoholic drinks.</li> <li>c. Stimulating-Tea, Coffee &amp; Cocoa, ( origin, manufacture, Method of preparation, types &amp; brands)</li> <li>d. Nourishing-health drinks</li> <li>e. Refreshing –juices, squashes, crushes, syrups &amp; aerated water</li> <li>f. Table Water (origin, types &amp; brands) &amp; carbonated water.</li> </ul>	06
	<p><b>1.2 SIMPLE CONTROL SYSTEMS.</b></p> <ul style="list-style-type: none"> <li>a) Restaurant reservation system</li> <li>b) KOT Checking System</li> <li>c) Types of KOT / BOT</li> </ul>	05

**FRONT OFFICE SEMESTER – II (THEORY)**

Name of the Programme	Duration	Semester	Course/Course Code
B.Sc. in Hospitality Studies	Six Semesters	II	FRONT OFFICE II(USHO 203)
Course Code	Title	Credits	
USHO203	FRONT OFFICE-II	2	

For Course Per week 1 lecture/period is 60 minutes duration			For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical				
Actual Contact	3	--				
Credit	2	--				

**Semester II– 15 weeks**

THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02		--	--	--	--	--

**OBJECTIVES:**

At the end of semester II:-

The student should be able to understand the concept and functioning of room reservations, Reception and Guest services.

**Contents of syllabus for USHO 203****Semester II – 15 weeks**

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
I	<b>RESERVATIONS</b> <ul style="list-style-type: none"> <li>• Sources of Reservations</li> <li>• Modes of Reservations</li> <li>• Types of Reservations</li> <li>• Systems of reservations</li> <li>• Overbooking</li> <li>• Job Description of Reservation Personnel</li> </ul>	15
II.	<b>RECEPTION</b> <ul style="list-style-type: none"> <li>• Profiling the guest</li> <li>• Guest Registration Process</li> <li>• Regular and Non Regular Guest</li> <li>• 'C'Form &amp; 'F' Form</li> </ul>	15

**HOUSEKEEPING SEMESTER – II (THEORY)**

Name of the Programme	Duration	Semester	Course/Co urse Code
B.Sc. in Hospitality Studies	Six Semesters	II	Housekeep ing II(USHO 204)
Course Code	Title	Credits	
USHO204	Housekeeping-II	2	

For Course Per week 1 lecture/period is 60 minutes duration			For Subject per week 1 lecture/period is 60 minutes duration		
	Theory	Practical			
Actual Contact	3	--			
Credit	2	--			

**Semester II – 15 weeks**

THEORY				
Hours / week	Total Hours	Notional Hours	Credi ts	Total Marks
03	45	25	02	

**OBJECTIVES:**

At the end of semester II:-

- The student will be able to list and explain the various operational areas, procedures and formats of the housekeeping department.
- The student will be able to enlist and implement Standard Operating Procedures (SOP's) for routine cleaning procedures of various guest areas.

**Contents of syllabus for USHO 204**

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
I.	<b>1. CLEANING OF DIFFERENT AREAS</b> 1.1 Safe & Hygiene Cleaning 1.2 Principles & Factors Responsible for Cleaning 1.3 Types of Cleaning 1.4 Public Area Cleaning 1.5 Room Cleaning- Occupied, Departure & Vacant 1.6 Under Repair Room 1.7 Glossary	15
II.	<b>1. TYPES OF ROOM SERVICES</b> 1.1 Morning, Evening Service & Special Services	03
	<b>2. MAIDS SERVICE ROOM / HOUSE KEEPING PANTRY</b> 2.1 Location 2.2 Layout 2.3 Setting up a Maids Trolley	04

	<b>3. GUEST ROOM SUPPLIES &amp; AMENITIES</b> 3.1 Standard, Regular, VIP 3.2 Standard Contents of a Guest Room	04
	<b>4. FORMATS USED IN THE HOUSEKEEPING DEPARTMENT</b> 4.1 Lost and Found Register 4.2 Lost and Found Slip 4.3 Gate Pass 4.4 Key Control Register 4.5 Guest Message Register/ Call Register 4.6 Housekeeping Room Status Report 4.6.1 Floor Supervisors Report 4.6.2 Control Desk Rooms Report (consolidated) 4.7 Departure / Clearance Report 4.8 Housekeeping Room Inspection Checklist / Maids Report 4.9 Log Book 4.10 Missing / Damaged Property Register 4.11 Maintenance Register 4.12 Spring Cleaning / Deep Cleaning Format 4.13 Special Cleaning Format	04
iii.	<b>1. LOST &amp; FOUND</b> 1.1 Procedure & Records	04
	<b>2. KEY &amp; KEY CONTROLS</b>	02
	<b>3. SITUATION HANDLING</b> 3.1 How to enter a guest room - if the guest is sleeping in the room - if the guest is in the bathroom - if the guest in the room is inappropriately dressed 3.2 Maintenance Complaints 3.3 Opening of a room for guest 3.4 Room Status Discrepancy 3.5 Handling reportable situations - DND - DL - Scanty Baggage - No Baggage - Sleep Out - Suspicious Person - Extra Person	06
	<b>4. PEST CONTROL</b> 4.1 Prevention and control of commonly found pests – - Mosquitoes                      - white ants / termites - Flies                                      - spiders - bed-bugs                              - rodents - cockroaches                      - wood borers - lizards                                      - pigeons	03
	<b>TOTAL THEORY HOURS</b>	<b>45</b>

	<b>BUSINESS COMMUNICATION</b>	
1	1.1 Planning the right look of a letter	5 Hours
	1.2 Types of letters- quotations, orders, claim and adjustment, sales, application, complaint / apology	
	<b>REPORT WRITING</b>	
2	2.1 Types of Reports	
	2.2 Structure of a report	
	2.3 Types of Reports	
	<b>(French)</b>	
1	Receipes-put in the correct order, Translate to English, Making Tea, Coffee, Bechamel, Veloute, Simple soups and salads	10 Hours
2	Culinary Terms	
	<b>UNIT 2-15 TEACHING HOURS</b>	
	<b>Unit -3</b>	
1	<b>GROUP COMMUNICATION</b>	
	1.1 Types of meetings / Advantages and Disadvantages	2 Hours
	1.2 Participants Responsibilities / Brain Storming	
	1.3 Structure of a meeting – Agenda and Minutes	
2	<b>PRESENTATION</b>	
	2.1 Making effective presentation / Speaker's appearance and personality	2 Hours
	2.2 Using Visual aids	
3	<b>INTERVIEWS</b>	
	3.1 Purpose / Types	2 Hours
	3.2 Candidate's preparation – GD / PI	
	<b>(French)</b>	
1	French Basic Conversation and Translation of Passages from French to English	7 Hours
	<b>UNIT 3-15 TEACHING HOURS</b>	
	<b>Total Theory Hours</b>	<b>45 Hours</b>

## Semester II – 15 weeks

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
I.	<p><b>1. INTRODUCTION TO MANAGEMENT</b></p> <p>1.1 Evolution of management            1.2 Definitions and Importance of Management            1.3 Management as a Science and Art            1.4 Principles of Management (14 principles of Fayol)            1.5 Levels of Management and their functions            1.6 Managerial skills            1.7 Functions of Management            1.8 Process of communication            1.9 Business communication</p> <p><b>2. PLANNING</b></p> <p>2.1 Definition and Characteristics            2.2 Planning Process (Steps in Planning)            2.3 Essentials of a Good Plan            2.4 Vision and mission Statements            2.5 Planning with relation to hospitality industry            2.6 Meaning and Process of MBO            2.7 Meaning and steps in Decision Making</p>	15
II	<p><b>3. ORGANIZING</b></p> <p>3.1 Meaning and Process of Organizing            3.2 Formal and Informal Organization and Distinction            3.3 Span of control (Meaning and Importance)            3.4 Tall and Flat Organization            3.5 Definition and Process of Delegation            3.6 Centralization and Decentralization of Authority            3.7 Departmentation and Basis of Departmentation            3.8 Organisation chart            3.9 Closed vs open system of organisation            3.10 Line and Staff organization</p> <p><b>4. STAFFING AND COORDINATION</b></p> <p>4.1 Meaning and Importance of Staffing            4.2 Internal and External Sources of Recruitment            4.3 Coordination - As an essence of Management            4.4 Principles of Coordination</p>	15