



Namita Education & Welfare Society's
SIDDHARTH COLLEGE

(B.M.M., B.M.S & B.Com)

(A Minority Institute, Affiliated to University of Mumbai)

At: Boradpada, Post: Chargaon, On Badlapur-Mhasa Road, Tal: Ambernath, Dist: Thane – 421 503.
Contact Nos.: 0251-2670232, 8550961581, 9930501961 Website: www.siddharthcollegebadlapur.edu.in
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CROSS-CUTTING ISSUES IN CURRICULUM

Programme: Bachelor of Commerce (B.Com.)			
Course Title with Course Code	Nature of Cross Cutting Issue	Semester & Module	Pg. No.
Business Communication I B. COMSI4	Professional Ethics	SEM – I, Module I	1-2
Environmental Studies I BCOMSI.5	Environment and Sustainability	SEM – I, Modules I, II, III, IV, V	3-4
Foundation Course I BCOMSI.7	Gender Equity	SEM – I, Modules II, III	5-6
Environmental Studies II BCOMSII.5	Environment and Sustainability	SEM – II, Modules I, II, III, IV	7-8
Advertising I BCOMSIII.7(1)	Professional Ethics	SEM – III, Module III	9-10
Foundation Course III BCOMSIII.5	Human Values, Environment and Sustainability	SEM – III, Modules I, II	11-12
Financial Accounting & Auditing VII BCOMSIV.7	Professional Ethics	SEM – V, Module V	13-15

Programme with Programme Code: Bachelor of Management Studies (BMS)			
Course Title with Course Code	Nature of Cross Cutting Issue	Sem. & Module	Pg. No.
Business Communication – I BMSSIV.7(A)	Professional Ethics, Human Values	SEM – I, Module II	16-17
Foundation Course - I BMSSI.5	Gender Equity and Sensitiveness	SEM – I, Modules I, II, V	18-19
Environmental Management (Foundation Course-III)	Environment and Sustainability	SEM – III, Module II, III, IV	20-21
Business Planning & Entrepreneurial Management	Professional Ethics	SEM-III, Module I, II, III and IV	22-23
Foundation course-IV (Ethics & Governance BMSSIV.2)	Professional Ethics	SEM – IV, Modules I, II, III, IV	24-25
Financial Accounting BMSSV.4(C)	Professional Ethics	SEM – V, Module V	26-27



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Programme with Programme Code: Bachelor of Arts in Multimedia and Mass Communication (BAMMC)

Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Foundation Course –I BAMMFC-101	Gender Equity and Sensitiveness	SEM – I, Modules II, III	28-29
Investigative Journalism	Professional Ethics	SEM – V, Module I	30-31
Media Laws and Ethics BAMMC EJML 1B508	Professional Ethics	SEM – V, Modules III, IV, V	32-34
Consumer Behaviour	Human Values	SEM – V, Module IV	35-36

Programme with Programme Code: Bachelor of Arts (B.A.)

Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Foundation Course I	Gender Equity and Sensitiveness	SEM – I, Module II, III	37-38
F.Y.B.A./F.Y.B.Sc – Geography Paper I	Environment and Sustainability	SEM – I, Module I	39-40
Paper II - Political Theory	Human Values & Equality	SEM – IV, Module I, II	41-43
Physical Geography of India (UAGEO 302)	Environment & Sustainability	SEM – III, Modules II, III	44-45
An Introduction to Climatology (UAGEO 301)	Environment & Sustainability	SEM – III, Modules I, II, III, IV	46-46
Foundation Course –III	Human Values, Environment & Sustainability	SEM – III, Modules I, II	47-48
Foundation Course –IV	Human Values, Environment & Sustainability	SEM – IV, Modules I, II	49-50
Geography of India (UAGEO 401)	Environment & Sustainability	SEM – IV, Modules I, II	51-53

Programme with Programme Code: Bachelor of Science (B.Sc.)

Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
F.Y.B.A./F.Y.B.Sc – Human Geography Paper I	Environment and Sustainability	SEM – I, Module I	54-55
BOTANY (USBO402)	Environment and Sustainability	SEM – IV, Module III	56-56



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Programme with Programme Code: Master of Commerce (M. Com)			
Course Title with Course Code	Nature of Cross Cutting Issue	Module	Pg. No.
Business Ethics & Corporate Social Responsibility - MCOMSI.4	Professional Ethics	SEM – I, Module I, II, III, IV	57-58
Research Methodology For Business - MCOMSII.1	Professional Ethics	SEM – II, Module IV	59-60

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

Ability Enhancement Courses (AEC)

4. Business Communication - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Business Correspondence	15
3	Language and Writing Skills	15
Total		45

Note:

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

SN	Objectives
1	To develop awareness of the complexity of the communication process
2	To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener
3	To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups
4	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience centered manner
5	To demonstrate effective use of communication technology

SN	Expected Outcome
1	After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world

Sr. No.	Modules / Units
1	<p data-bbox="320 203 671 237">Theory of Communication</p> <ol style="list-style-type: none"> <li data-bbox="320 259 1410 405">1. Concept of Communication: Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world <li data-bbox="320 416 1410 528">2. Impact of Technology Enabled Communication: Types – Internet, Blogs, E – Mail, Moodle, Social Media (Facebook, Twitter & Whats’app Advantages & Disadvantages <li data-bbox="320 539 1410 651">3. Communication at Workplace: Channels - Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Methods – Verbal / Non Verbal (including Visual), Business Etiquettes <li data-bbox="320 663 1410 887">4. Business Ethics: Ethics at workplace - Importance of Business Ethics Personal Integrity at the workplace Business Ethics and media Computer Ethics Corporate Social Responsibility <li data-bbox="320 898 1410 1010">5. Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological Barriers, Ways to Overcome these Barriers <li data-bbox="320 1021 1410 1133">6. Listening: Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills
2	<p data-bbox="320 1162 663 1196">Business Correspondence</p> <ol style="list-style-type: none"> <li data-bbox="320 1218 1410 1330">1. Theory of Business Letter Writing: Parts, Structure, Layouts-Full Block, Principles of Effective Letter Writing, Principles of effective E - mail Writing <li data-bbox="320 1341 1410 1487">2. Personnel Correspondence: Statement of Purpose, Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation
3	<p data-bbox="320 1498 691 1532">Language and Writing Skills</p> <ol style="list-style-type: none"> <li data-bbox="320 1554 1410 1588">1. Commercial Terms used in Business Communication (to be only discussed) <li data-bbox="320 1599 1410 1711">2. Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence etc <li data-bbox="320 1722 1410 1928">3. Tutorials Activities Speaking Skills, Writing Skills, Remedial Grammar, Soft Skills – EQ, Conflict Management, Time Management (Students may be asked to make a Power Point Presentation on any topic of their choice in order to enhance LSRW – Listening / Speaking/ Reading / Writing)

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

Ability Enhancement Courses (AEC)

5. Environmental Studies I

Modules at a Glance

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

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

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

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

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

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

Topics for Project Guidance: Growing Social Problems in India:

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

Note:

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

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

Ability Enhancement Courses (AEC)

5. Environmental Studies II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Solid Waste Management for Sustainable Society	13
2	Agriculture and Industrial Development	13
3	Tourism and Environment	13
4	Environmental Movements and Management	13
5	Map Filling	08
Total		60

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

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

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

5. Advertising - I

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	Introduction to Advertising	12
2	Advertising Agency	11
3	Economic & Social Aspects of Advertising	11
4	Brand Building and Spécial Purpose Advertising	11
Total		45

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

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

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

6. Foundation Course- Contemporary Issues- III

Modules at a Glance

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

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

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

Elective Courses (EC)

1 A. Discipline Specific Elective (DSE) Courses

Group A: Advanced Accountancy

1. Financial Accounting and Auditing VII -

Financial Accounting

Modules at a Glance

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

Sr. No.	Modules / Units
1	Preparation of Final Accounts of Companies
	<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"> 1. Closing Stock 2. Depreciation 3. Outstanding expenses and income 4. Prepaid expenses and Pre received income 5. Proposed Dividend and Unclaimed Dividend 6. Provision for Tax and Advance Tax 7. Bill of exchange (Endorsement, Honour, Dishonour) 8. Capital Expenditure included in Revenue expenditure and vice versa eg- purchase of furniture included in purchases 9. Unrecorded Sales and Purchases 10. Good sold on sale or return basis 11. Managerial remuneration on Net Profit before tax 12. Transfer to Reserves 13. Bad debt and Provision for bad debts 14. Calls in Arrears 15. Loss by fire (Partly and fully insured goods) 16. Goods distributed as free samples. 17. Any other adjustments as per the prevailing accounting standard.
2	Internal Reconstruction
	<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	Buy Back of Shares
	<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	Investment Accounting (w.r.t. Accounting Standard- 13)
	<p>For shares (variable income bearing securities)</p> <p>For debentures/Preference. shares (fixed income bearing securities)</p> <p>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).</p> <p>Columnar format for investment account.</p>
5	Ethical Behaviour and Implications for Accountants
	<p>Introduction, Meaning of ethical behavior</p> <p>Financial Reports – What is the link between law, corporate governance, corporate social responsibility and ethics?</p> <p>What does the accounting profession mean by the ethical behavior?</p> <p>Implications of ethical values for the principles versus rule based approaches to accounting standards</p> <p>The principal based approach and ethics</p> <p>The accounting standard setting process and ethics</p> <p>The IFAC Code of Ethics for Professional Accountants</p> <p>Ethics in the accounting work environment – A research report</p> <p>Implications of unethical behavior for financial reports</p> <p>Company Codes of Ethics</p> <p>The increasing role of whistle – Blowing</p> <p>Why should student learn ethics?</p>

**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
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Ability Enhancement Courses (AEC)

4. Business Communication- I

Modules at a Glance

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

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

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

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

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

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

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

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

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

Modules at a Glance

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

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

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

3. Core Courses (CC)

5. Business Planning & Entrepreneurial Management

Modules at a Glance

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

Objectives

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

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

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

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

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

Modules at a Glance

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

Objectives

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

Sr. No.	Modules / Units
1	<p data-bbox="326 180 878 212">Introduction to Ethics and Business Ethics</p> <ul style="list-style-type: none"> <li data-bbox="326 222 1399 411">● Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition <li data-bbox="326 422 1399 678">● Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India
2	<p data-bbox="326 690 829 722">Ethics in Marketing, Finance and HRM</p> <ul style="list-style-type: none"> <li data-bbox="326 732 1399 842">● Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements <li data-bbox="326 852 1399 1041">● Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 <li data-bbox="326 1052 1399 1161">● Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership
3	<p data-bbox="326 1167 630 1199">Corporate Governance</p> <ul style="list-style-type: none"> <li data-bbox="326 1209 1399 1276">● Concept, History of Corporate Governance in India, Need for Corporate Governance <li data-bbox="326 1287 1399 1354">● Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance <li data-bbox="326 1365 1399 1432">● Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory <li data-bbox="326 1442 1399 1520">● Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
4	<p data-bbox="326 1526 818 1558">Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> <li data-bbox="326 1568 1130 1600">● Meaning of CSR, Evolution of CSR, Types of Social Responsibility <li data-bbox="326 1610 1321 1642">● Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract <li data-bbox="326 1652 532 1684">● Need for CSR <li data-bbox="326 1694 716 1726">● CSR Principles and Strategies <li data-bbox="326 1736 526 1768">● Issues in CSR <li data-bbox="326 1778 581 1810">● Social Accounting <li data-bbox="326 1820 802 1852">● Tata Group's CSR Rating Framework <li data-bbox="326 1862 769 1894">● Sachar Committee Report on CSR <li data-bbox="326 1904 943 1936">● Ethical Issues in International Business Practices <li data-bbox="326 1946 672 1978">● Recent Guidelines in CSR <li data-bbox="326 1988 1252 2020">● Society's Changing Expectations of Business With Respect to Globalisation <li data-bbox="326 2030 537 2062">● Future of CSR

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

Elective Courses (EC)

Group A: Finance Electives

4. Financial Accounting

Modules at a Glance

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

Objectives

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

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

3. Presentation
4. Skit /Play in any 2 languages
5. Translation of any famous short story or folk or fable
BIBLIOGRAPHY:
1. Word Power Made Easy by Norman Lewis
2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar
3. Wren and martin for English Grammar

02

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

SEMESTER 1			
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-101	FOUNDATION COURSE -I		
COURSE OUTCOME :			
1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMM for Semester -I.		
MODUL E	Topics	COURSE OUTCOME:	Lectures

Unit : 1 :	Overview of Indian Society:	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	The Indian Constitution :	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	Significant Aspects of Political Processes :	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10
Unit : 6 :	Growing Social Problems in India :	<ol style="list-style-type: none"> Substance abuse- impact on youth & challenges for the future HIV/AIDS- awareness, prevention, treatment and services Problems of the elderly- causes, implications and response Issue of child labour- magnitude, causes, effects and response Child abuse- effects and ways to prevent Trafficking of women- causes, effects and response. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam</p>	15

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC DRG-502		INVESTIGATIVE JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. Understand the role of investigative reporting in modern journalism 2. To learn to conduct investigative research in an ethical manner. 3. To create and write excellent investigative stories for media. 4. To acquire advanced investigative journalistic skills 5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources. 			
MODULE	TOPICS	DETAILS	LECTURES
CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM			
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<ul style="list-style-type: none"> • Who is an Investigative Reporter, Role of an Investigative Reporter • Qualities and essentials for becoming an investigative journalist, career and opportunities • Centre for Investigative Journalism (CIJ) • Ethical/unethical use of sting operations 	10
DATA COLLECTION			
II	SOURCES	<ul style="list-style-type: none"> • Records and the Confidentiality of Source • Issues of contempt, defamation • Right to Privacy and Official Secrets Act • What is evidence? • Case Study: Panama Papers and Watergate Scandal 	10
DESIGNING THE STORY			
III	FINDING and WRITING YOUR STORY	<ul style="list-style-type: none"> • Observation • Planning techniques • Cultivating sources • Developing the project 	10

DATA PROTECTION and SECURITY			
IV	SECURITY OF SOURCES and DATA	<ul style="list-style-type: none"> • Protection of sources • Safety of journalists • Criticism of Investigative Journalism 	08
FINAL STORY			
V	GENERATION OF THE STORY	<ul style="list-style-type: none"> • Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report 	10
TOTAL LECTURES			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<p>4. Prof. Rani D'souza (Convener) 5. Mr. Adith Charlie (Industry expert) 6. Prof. Renu Nauriyal (Course expert) 7. Ms. Shreya Bhandary (Industry expert)</p>			
INTERNAL EVALUATION METHODOLOGY			25 MARKS
7. MANDATORY SCREENING OF THE FOLLOWING DOCUMENTARIES/FILMS/MOVIES			
<p>A. All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies) B. Icarus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018) C. Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)</p> <p>8. Project Guided By Faculties 9. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology 10. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner. 11. Group Discussions</p>			
REFERENCE BOOKS/JOURNALS/MANUALS			
<p>1. A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme</p>			

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	Features and Writing For Social Justice
COURSE CODE	BAMMC EJFW 1B501
PAPER	1 DSE 1B (ELECTIVE)

17. Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
18. Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
19. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
20. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
21. Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
22. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications.
23. Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth, Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
24. The social media era of political culture: the case study iceland posted by Oliver Bjornsson.
25. <https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/>
26. How Social Media Affects Politics <https://sysomos.com/2016/10/05/social-media-affects-politics/>
27. How Digital Media are Influencing Politics and Political Discourses in Kenya Johanna RIESS <http://frenchjournalformediaresearch.com/index.php?id=581>
28. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
29. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
30. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MEDIA LAWS and ETHICS
COURSE CODE	BAMMC EJML 1B508
PAPER	8 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJML 1B508	MEDIA LAWS and ETHICS	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information. 		
MODULE	DETAILS	LECTURES
1	Laws relating to media freedom: provisions, status and case studies	08
	6. Article 19 (1) (a) of Indian Constitution	01
	7. Article 19.2	01
	8. Defamation –sections 499,500	02
	9. Contempt of Courts Act 1971	02
	10. Public Order – sections 153 AandB,295A,505	02
2	Provisions in the Act, challenges in its implementation, case studies	12
	1. Sedition (IPC124A), Obscenity (IPC292,293)	03
	2. Contempt of Parliament	02
	3. Official Secrets Act	03
	4. Whistleblowers Protection Act	02
	5. Press and Registration of Books Act	02
3	Provisions in the Act, challenges in its implementation, case studies	10
	1. Right to Information Act	03
	2. Information Technology Act	06
	3. Right to Privacy and its violation by media	02
	4. Indian Evidence Act and its relevance for the media	02
	5. The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	03
4	Media Ethics	08
	1. Why ethics is important? Social responsibility of media	01
	2. Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	01
	3. Confidentiality and Public Interest ,Conflict of interest,	02
	4. Ethics and sting operation	02
	5. Emergence of Alternative News Portals (e g: Alt News)	02
5	Self -Regulation and Fake news	10
	1. Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation	02
	2. Press Ombudsman: Readers' Editor- its significance. Regulatory practices in Developed Democratic Countries	02
	3. Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	02
	4. Is transparency the new objectivity? Sieving propaganda from new.	02
	5. Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	02

Total Lectures	48
BOS SYLLABUS COMMITTEE MEMBERS	
<ol style="list-style-type: none"> 1. PROF. RENU NAURIYAL (CONVENER) 2. PROF. BHUSHAN M SHINDE 3. PROF. MITHUN M PILLAI 	

Internal exercise:	25 Marks
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The objective of internal exercise is to help the learner apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a feature / research paper	This would challenge the writing, narrative and analytical skills of the learners
02	Group/ individual presentation	This exercise would build the confidence and presentation skills of the learners
03	Test	This would test the subject knowledge of the learner.

References :

1. Introduction to the Constitution of India by Durga Das Basu
 2. Law of the Press by Durga Das Basu
 3. Press Laws and Ethics of Journalism by P.K. Ravindranath
 4. Journalism in India by Rangaswami Parthasarthy.
 5. Textbook on the Indian Penal Code Krishna Deo Gaur
 6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
 7. The Journalist's Handbook by M V Kamath
 8. Media and Ethics by S.K.Aggarwal
 9. Introduction to Media Laws and Ethics by Juhi P Pathak
 10. Edelman TRUST BAROMETER - Global Results.
<https://www.edelman.com/global-results/>
 11. Viner, K. A mission for journalism in a time of crisis; The Guardian.
<https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis>Ball, J. (2017).
 12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.
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1. www.indiankanoon.org
 2. www.prasarbharathi.gov.in.
 3. www.lawsonline.com
 4. www.presscouncil.nic.in
 5. www.thehoot.org

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

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

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

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

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

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

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

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

Topics for Project Guidance: Growing Social Problems in India:

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

Note:

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

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

- Construction of Population Pyramid

Bibliography

- Johnson R. J. & Others (1983) : The Dictionary of Human Geography, Blackwell England
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- Mishra, R. P. and Ramesh, A. (2002): “Fundamentals of Cartography”, Concept Publishing Company, New Delhi

SYBA
PAPER II- POLITICAL THEORY
Semester-III

SEMESTER III- PRINCIPLES AND CONCEPTS OF POLITICAL THEORY

Module 1 - Introduction to Political Theory [11 lectures]

- 1.1 Definition and Scope of Political Theory
- 1.2 Approaches to the Study of Political Theory: Traditional
- 1.3 Approaches to the Study of Political Theory: Contemporary

Module 2 – State, Civil Society & Market [12 Lectures]

- 2.1 State: Concept and Perspectives
- 2.2 Nation - State: Meaning and Changing Perceptions
- 2.3 State, Civil Society and Market

Module 3 – Power, Authority and Legitimacy [10 Lectures]

- 3.1 Power
- 3.2 Authority
- 3.3 Legitimacy

Module 4 : Concept of Law and Political Obligation [12 Lectures]

- 4.1 Concept of Law
- 4.2 Political Obligation
- 4.3 Right to Resist

3.2 Authority	Definitions, Sources and Types of Authority
3.3 Legitimacy	Meaning, Sources and Types of Legitimacy Weberian Classification
Module 4 : Concept of Law and Political Obligation	
4.1 Concept of Law	Meaning, Features and Sources
4.2 Political Obligation	Meaning and Grounds of Political Obligation
4.3 Right to Resist	Liberal and Radical Arguments (with reference to John Locke, T.H. Green and Harold J. Laski) Forms of Resistance Gandhian Techniques of Resistance to Authority

Semester IV- Political Values and Ideologies

Module1 – Rights	Explanatory Notes
1.1 Meaning and Nature of Rights	Definition and Meaning of Rights Positive and Negative concept of Rights
1.2 Theories of Rights	Theory of Natural Rights Historical Theory Legal Theory Idealist Theory
1.3 Classification of Rights	Civil, Political, Economic, Social, Cultural and Group Rights
Module 2 – Basic Political Values	
2.1 Liberty	Negative and Positive Concept of Liberty Types of Liberty Safeguards of Liberty
2.2 Equality	Development of the concept of Equality Dimensions of Equality (Civil, Legal,

	Political, Economic) Relation between Liberty and Equality
2.3 Justice	Meaning of Justice, Changing nature of the concept , Procedural and Distributive Justice
Module 3 – Democracy	
3.1 Theories of Democracy	Classical, Elitist, Pluralist, Participatory Democracy
3.2 Principles of Liberal Democracy	Salient features, Merits and Demerits
3.3 Conditions for the Successful Working of Democracy	Challenges to Democracy Safeguards of Democracy
Module 4 – Political Ideologies	
4.1 Marxism	Tenets of Marxism Critical Appraisal of Marxism
4.2 Fascism	Basic Tenets Critical Appraisal
4.3 Feminism	Origin and Types Three Waves of Feminism

University of Mumbai
Revised Syllabus w.e.f. Academic Year, 2017-18 (CBSGS)
S.Y.B.A. Geography - Semester- III
Paper-III: Physical Geography of India
COURSE CODE: UAGEO 302 (2017-18), Credit - 3

Unit-I: Introduction of India		09 (lectures)
1.1	India: Location , extent and significance	
1.2	India: Major physiographic divisions and their formation	
1.3	Mountainous region of India	
1.4	North Indian plains	
1.5	Peninsular plateau of India	
1.6	Coastal plains and islands of India	
Unit-II: Drainage and Climate		09 (lectures)
2.1	Drainage System in India (Himalayan and Peninsular drainage system)	
2.2	Major Himalayan rivers of India	
2.3	Major Peninsular Rivers of India	
2.4	Major lakes of India	
2.5	Seasons in India	
2.6	Distribution of rainfall in India	
Unit-III: Soils and Natural Vegetation		09 (lectures)
3.1	Classification of soils of India	
3.2	Problems associated with soils and its remedies in India	
3.3	Classification of Forest in India	
3.4	Importance of Forest in Indian context	
3.5	Deforestation and measures of forests conservation in India	
Unit-IV: Mineral and Power Resources		09 (lectures)

4.1	Distribution of Metallic Minerals in India: Iron ore, manganese, bauxite, copper and other important minerals	
4.2	Distribution of Non-Metallic Minerals in India: Mica, limestone, gypsum, clay and other important minerals	
4.3	Distribution of Power Resources : Coal, mineral oil and natural gas, thorium and uranium	
4.4	Depletion and conservation of minerals and power resources in India	
Unit-V: Practical Component		09 (lectures)
5.1	Map filling: Showing geographical features in the Map of India (Related to physiography)	
5.2	Map Scale – Types, Conversion and drawing	

Reference books:-

1. Deshpande C.D. (1992): India: A Regional Interpretation, Northern Book Centre, New Delhi.
2. Bharucha, F.R. (1983): A text book of the plant geography of India, Oxford University Press, Bombay.
3. Dikshit, K.R.(1991): Environment, Forest Ecology and man in the Western Ghats-The Case of Mahabaleshwar Plateau, Rawat Publications, New Delhi.
4. Forest Survey of India: State Forests Reports, Dehradun.
5. Khullar, D.R. (2014): India: A Comprehensive Geography; Kalyani Publishers
6. Miller, R.W. et al. (1995): Soil in Our Environment, Prentice hall, U.S.A.
7. Raychudhari, S.P.(1958): Soils of India, ICAR, New Delhi
8. Robinson, F (ed.) (1989): The Cambridge Encyclopedia of India, Pakistan, Bangladesh and Sri Lanka,Cambridge University Press.
9. Savindra Singh (2006) : Physical Geography of India ; Pravalika Publications, Allahabad.
10. Sharma T.C. (2013) Economic Geography of India; Rawat Publications, New Delhi.

University of Mumbai
Revised Syllabus w.e.f. Academic Year, 2017-18 (CBSGS)
S.Y.B.A. Geography, Semester- III
Paper-II: An Introduction to Climatology
COURSE CODE: UGEO 301 (2017-18), Credit - 3

Unit-I: Introduction to Climatology		09 (lectures)
1.1	Definition, nature, scope and branches of climatology	
1.2	Concept and elements of weather and climate	
1.3	Composition and structure of atmosphere	
1.4	Insolation: Vertical and horizontal distribution of temperature	
Unit-II : Air Pressure and Atmospheric Circulation		09 (lectures)
2.1	Air pressure: Influencing factors – Tricellular model	
2.2	Horizontal distribution of air pressure	
2.3	Wind: Types of winds – global, regional and local	
2.4	Upper air circulation – jet stream (concept, origin and effects)	
Unit-III: Humidity and Precipitation		09 (lectures)
3.1	Humidity: Types - absolute, relative and specific	
3.2	Condensation and its forms	
3.3	Precipitation and its types	
3.4	Global distribution of rainfall	
Unit-IV: Climate and Weather Phenomena		09 (lectures)
4.1	Cyclones: tropical and temperate	
4.2	Anti-cyclones and tornados	
4.3	El Nino and Indian monsoon	
4.4	Global warming and climate change	
Unit-V: Practical Component		09 (lectures)
5.1	IMD: Weather signs and symbols, Interpretation of IMD weather maps	
5.2	Construction of :wind rose, climograph and hythergraph	

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.

QUESTION PAPER PATTERN (Semester III)

The Question Paper Pattern for Semester End Examination shall be as follows:

TOTAL MARKS: 75

DURATION: 150 MINUTES

QUESTION NUMBER	DESCRIPTION	MARKS ASSIGNED
1	i. Question 1 A will be asked on the meaning / definition of concepts / terms from all	a) Total marks: 15

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 centrim, 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)

Module 4 Introduction to Competitive Examinations (11 lectures)

Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres: (4 Lectures)

- i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT).
- ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession.

Part B. Soft skills required for competitive examinations- (7 Lectures)

- i. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking
- ii. Motivation: Concept, Theories and Types of Motivation
- iii. Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment
- iv. Time Management: Effective Strategies for Time Management
- v. Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter.

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.

QUESTION PAPER PATTERN (Semester IV)

The Question Paper Pattern for Semester End Examination shall be as follows:

TOTAL MARKS: 75

DURATION: 150 MINUTES

QUESTION NUMBER	DESCRIPTION	MARKS ASSIGNED
1	i. Question 1 A will be asked on the meaning / definition of concepts / terms from all Modules.	a) Total marks: 15 b) For 1 A, there will be 3 marks for each sub-question.

UNIVERSITY OF MUMBAI

Syllabus for S.Y.B.A / S.Y.B.Sc Course (Geography (CBCS))

(Revised Syllabus w.e.f. the academic year 2022-23)

Paper – II Semester – IV Title: Geography of India

Course code: UAGEO 401

Credits: 03

Course objectives:

1. To acquaint student with the location, administrative and physical environment of the country.
2. To understand the distribution of physical and man-made environment in India.
3. To analyze the relation between physical and man-made environment.
4. To understand the problems, create awareness and promote interest for conservation of environment.
5. To develop the cartographic skills such as map reading and filling.
6. To acquaint student with use of geographic skills and knowledge and prepare them for competitive examination as well as for its implementation in their daily life.

UNIT	TOPIC	NO. OF LECTURES
Unit I	India: Location, Physiography and Climate	9 Lectures
1.1	Location and origin of Indian subcontinent	
1.2	Physiographic divisions of India	
1.3	Major River-basins of India	
1.4	Climate of India: Seasons and Origin and Pattern of Monsoon distribution -	
Unit II	India: Soils, Vegetation and Minerals	9 Lectures
2.1	Soils - types and regional distribution	
2.2	Forest – types, regional distribution	

2.3	Minerals: types and distribution	
2.4	Issues related with soil, forest and mineral resources - Conservation and management of soil, forest and mineral resources.	
Unit III	India: Agriculture, Livestock and Fishery resources	9 Lectures
3.1	Importance and characteristics of Indian agriculture	
3.2	Agriculture types and distribution of major crops-related issues-policies and programmes	
3.3	Livestock resources : types and distribution, white revolution-related issues-policies and programmes	
3.4	Fisheries – types and production, blue revolution- related issues-policies and programmes	
Unit IV	India: Energy resources, Industries, Transport and Trade	9 Lectures
4.1	Energy resources : types and distribution- related issues-policies and programmes	
4.2	Industries – types, location of major industrial regions- related issues and solutions	
4.3	Transport and communication network– types and spatial distribution- issues related and solutions	
4.4	Define trade- types of trade-Domestic and international trade	

Unit V	Practical	9 Lectures
5.1	Map filling (India) – features related to unit I to IV	
5.2	Thematic map reading (India) – Choropleth, Isopleth, dot map and pictogram and flow map	
Question paper pattern		100 marks
Q.1.	(Unit I) Attempt any two questions out of three.	20
Q.2.	(Unit II) Attempt any two questions out of three.	20
Q.3.	(Unit III) Attempt any two questions out of three.	20
Q.4.	(Unit IV) Attempt any two questions out of three.	20
Q.5. A.	(Unit V) Map filling – India	10
Q.5. B.	(Unit V) Map reading – India	10

REFERENCES –

- 1 – Majid Husain – Geography of India
- 2 – Gopal Singh - – Geography of India
- 3 - Khullar D.R.- India – A Comprehensive Geography
- 4 - Singh R.L.- India – A Regional Geography
- 5 – भारताचा भूगोल – डॉ समीर बुटाला व इतर
- 6 - भारताचा भूगोल – जयकुमार मगर
- 7 - भारताचा भूगोल – माधव पुराणिक
- 8 भारताचा भूगोल – प्रा. सुरेखा पंडित
- 9 - भारताचा भूगोल – डॉ सुभाषचंद्र सारंग
- १०- भारताचा भूगोल – डॉ विठ्ठल घारपुरे
- 11 भारताचा आर्थिक भूगोल – डॉ शिवराम ठाकूर ,डॉ बुटाला, डॉ आवटी व इतर

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
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- 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

- Construction of Population Pyramid

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Syllabus for the S.Y.B.Sc. Program: B.Sc.Course : BOTANY

USBO402	<u>FORM AND FUNCTION II</u>	2 Credits (45 lectures)
<p><u>Unit I : Anatomy</u></p> <ul style="list-style-type: none"> • Normal Secondary Growth in Dicotyledonous stem and root. • Growth rings, periderm, lenticels, tyloses, heart wood and sap wood. • Mechanical Tissue system <ul style="list-style-type: none"> ○ Tissues providing mechanical strength and support and their disposition ○ I-girders in aerial and underground organs • Types of Vascular Bundles. 		15 Lectures
<p><u>Unit II : Plant Physiology and Plant Biochemistry</u></p> <ul style="list-style-type: none"> • Respiration: Aerobic: Glycolysis, TCA Cycle, ETS & Energetic of respiration; Anaerobic respiration. • Photorespiration • Photoperiodism: Phytochrome Response and Vernalization with reference to flowering in higher plants, Physico-chemical properties of phytochrome, Pr-Pfr interconversion, role of phytochrome in flowering of SDPs and LDPs; • Vernalization mechanisms and applications. 		15 Lectures
<p><u>Unit III : Ecology and Environmental Botany</u></p> <ul style="list-style-type: none"> • Biogeochemical Cycles- Carbon, Nitrogen and Water. • Ecological factors: Concept of environmental factors. Soil as an edaphic factor, Soil composition, types of soil, soil formation, soil profile. • Community ecology- Characters of community - Quantitative characters and qualitative characters 		15 Lectures

**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

**4. Business Ethics and Corporate Social
Responsibility**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Ethical Practices and Corporate Governance	15
3	Introduction to Corporate Social Responsibility	15
4	Areas of CSR and CSR Policy	15
Total		60

Objectives

SN	Objectives
1	To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

SN	Modules/ Units
1	Introduction to Business Ethics
	<ul style="list-style-type: none"> • Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991
2	Indian Ethical Practices and Corporate Governance
	<ul style="list-style-type: none"> • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
3	Introduction to Corporate Social Responsibility
	<ul style="list-style-type: none"> • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO’s and International Agencies in CSR, Integrating CSR into Business
4	Areas of CSR and CSR Policy
	<ul style="list-style-type: none"> • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business

**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester II
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

1. Research Methodology for Business

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Research	15
2	Research Process	15
3	Data Processing and Statistical Analysis	15
4	Research Reporting and Modern Practices in Research	15
Total		60

Objectives

SN	Objectives
1	To enhance the abilities of learners to undertake research in business & social sciences
2	To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
3	To enable the learners in understanding and developing the most appropriate methodology for their research
4	To make the learners familiar with the basic statistical tools and techniques applicable for research

SN	Modules/ Units
1	Introduction to Research
	<ul style="list-style-type: none"> • Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. • Formulation of research problem, Research Design, significance of Review of Literature • Hypothesis: Formulation, Sources, Importance and Types • Sampling: Significance, Methods, Factors determining sample size
2	Research Process
	<ul style="list-style-type: none"> • Stages in Research process • Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey, • Limitations of Primary data • Secondary data: Sources and Limitations, • Factors affecting the choice of method of data collection. • Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire
3	Data Processing and Statistical Analysis
	<ul style="list-style-type: none"> • Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – <ul style="list-style-type: none"> ▪ Parametric Test-t test, f test, z test ▪ Non-Parametric Test -Chi square test, ANOVA, Factor Analysis • Interpretation of data: significance and Precautions in data interpretation
4	Research Reporting and Modern Practices in Research
	<ul style="list-style-type: none"> • Research Report Writing: Importance, Essentials, Structure/ layout, Types • References and Citation Methods: <ul style="list-style-type: none"> ▪ APA (American Psychological Association) ▪ CMS (Chicago Manual Style) ▪ MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research