



# PROSPECTUS 2023-2024



**Uttar Bharatiya Sangh's  
MAHENDRA PRATAP SHARADA  
PRASAD SINGH COLLEGE OF  
COMMERCE & SCIENCE**

**Bandra (East) Mumbai -400051**

## OUR INSPIRATION

### **Shri Babu R.N. Singhji**

(January 1, 1948 to January 2, 2022)



Shri R.N. Singh assumed the presidency on November 22, 1996. During his tenure, notable accomplishments were achieved, including the inauguration of the Sangh's site office in Bandra East, the laying of the foundation stone for the North Indian Union Building, and the Babu Satyanarayan Singh Air-Conditioned Auditorium in Arunachal Pradesh. His contributions extended to the establishment of educational institutions like the Mahendra Pratap Sharda Prasad Singh Degree College, as well as initiatives such as the construction of a guest house building. Shri R.N. Singh's dedication to education, social welfare, and community development in Bharauli, Gorakhpur, remains unparalleled. He served as the President until January 1, 2022, leaving behind a legacy of service and commitment.



### Message from The President

### **Shri Santosh R N Singhji**

An institution for the Hindi language minority, Uttar Bharatiya Sangh, extends warm greetings and well wishes to all involved, including parents, teachers, students, and society.

Since its inception, the trust has contributed to the weaker sections of the society becoming more economically independent and educated. This non-profit institution focuses on young people, who comprise 65% of India's population.

Although the trust's humanitarian journey began in 1949, it only came to the community's attention in 1978 when it opened a primary school named Hindi Bal Vidya Mandir, and a secondary school in 1984. A degree college of Commerce, and Science was established in the year 2003, followed by a junior college of Commerce and Science in the year 2004 to keep up with the increasing needs of the socioeconomically weaker segment of our society.

The Management is dedicated to improve the community and plans to expand it further. For this particular objective, we have Pradhan Mantri Kaushal Kendra (PMKK), which provides free skill-based programs to all members of the society in our premises. But until parents and students step forward, it will be challenging to meet this goal. Students must assist us in achieving our goal of making this college a renowned centre for higher learning. Our educators are there to help you with their expertise, and we are here to provide the essential infrastructure needed. But only you, and you alone, influence your destiny. Let's collaborate and join hands to make India the most educated country in the world.

President  
Uttar Bharatiya Sangh

## MESSAGE FROM THE PRINCIPAL

### Dr. Nitin Agarwal

Ph.D., M.Phil., M.B.A., M.Com., M.A., DHRM., NISM & IRDA Certified



I am delighted to reach out to everyone via our college's prospectus. Throughout its glorious history, the Uttar Bharatiya Sangh Junior College of Commerce and Science and Mahendra Pratap Sharada Prasad Singh College of Arts, Commerce, and Science has played a significant role in the field of education.

The abbreviation UBS for our College stands for Uttar Bharatiya Sangh College. Since the Institution organization, we have been firmly devoted to the "No Donation" idea. Consequently, I am satisfied that our college students are better served and mature into more responsible citizens.

We have the reputation of being a friend to the less fortunate sections of society. We have state-of-the-art lecture halls, a computer laboratory, an enlarged library, a play area, a gymkhana, a gymnasium, a bank, a marriage hall, a seminar hall, and a guest house. The under-construction Vidyanagari Metro Station is just a minute's walk from the College. We also have Pradhan Manti Kaushal Kendra at our premises that offer courses like acting, dance, make-up art, script writing and others at no fees

I welcome all the students to be a part of the UBS Family

## OUR MENTOR

### CA AjayKumar Singh

Treasurer



He, with his extensive expertise and unwavering commitment to student's achievement, epitomizes our institution's mentorship culture.

As a mentor, he interacts with students proactively, offering guidance and challenges to support them along their academic journey. His nurturing nature and keen sense of potential empower students to create rewarding experiences.

Recognized for providing high-quality instruction within a structured environment, he understands the importance of holistic growth. He encourages students to explore interests beyond the classroom, including sports, extracurricular activities, and personal hobbies, to foster well-rounded individuals prepared to positively impact the society.

His dedication to mentorship ensures that students have the support and guidance needed to excel academically and personally. Welcome to a transformative journey with him as your mentor.

## About the Management

The Management of the College – Uttar Bharatiya Sangh, a Hindi Linguistic Minority Institution, was established on December 15th 1949, by Hindi Speaking Community as a Charitable Institution in the Metropolitan Region of Mumbai under the Society Registration Act, 1860 and the Bombay Public Trust Act, 1950.

The founders of the Uttar Bharatiya Sangh were concerned about the noble needs of the community and decided to share the responsibility by setting up cultural and educational institutions which could uphold the science of knowledge. This 74-year-old non-profit organization started its activities with the motto ‘Organisation is Strength’ and offered dedicated service to the society in the field of culture, education, and overall growth of the youth population in our country. Initially, their activities centered around philanthropy, cultural activities, health check-up camps, blood donation drives, relief work during natural disasters, and financial assistance to needy students towards their education and health.

Gradually their focus shifted to organizational capacity building through education. This motivated them to establish a primary school known as Hindi Bal Vidya Mandir in 1978. Then an inaugural of secondary school took place in the year 1984 at Asalpha in Ghatkopar. To promote culture, an auditorium was built by President Shri R N Singh in memory of his father late Shri Babu Satyanarayan Singh, which was inaugurated in the year 2000. Maintaining the same pace of commitment, a Degree College, affiliated to University of Mumbai was established in the academic year 2003 –2004 in the memory of late Shri Mahendra Pratap Sharada Prasad Singh. The very next year a Jr. College named Uttar Bharatiya Sangh Junior College of Commerce and Science Maharashtra State Board of Secondary and Higher Secondary Education was established in the year 2004 – 2005. The journey which started in 1949 continues with future plans to set up Vocational Training Institute, Sports Academy, Guest House, etc to empower the nation.

All the activities of Uttar Bharatiya Sangh are managed by fairly elected working Committee members.

## About the College

The foundation of the College was laid on the auspicious day of Vijayadasham, Friday August 28th, 2003. The construction of the college building was completed within two years.

In the academic year 2003-2004, the college made a humble beginning with a total number of 16 students in First Year B. Com & B.Sc. (IT) put together the number rose to 203 in the next academic year, when the courses for the first year Junior College of Commerce & Science started along with First Year B.Sc. Course in the Degree College.

The Degree College entered into the third year of its existence in June 2005 with the introduction of Faculty of Arts & BMS (Bachelor of Management Studies). During the academic year 2005-2006, the student’s strength increased to 500. The ever-creasing inflow of students took their number to 725 in the year 2006-2007.

In the academic year 2008-2009, college expanded its offerings by introducing programs such as B.Sc. (Science), B. Com (Financial Markets), and B.M.M(Bachelor of Mass Media), resulting in an enrollment of 1340 students. Subsequently in the academic year 2009- 2010, an additional division was established for B.Sc. (Computer Science) and BMS giving a total strength of 1500 students.

In the academic year 2011-2012 renovation transformed the college auditorium, adding the comfort of air conditioning. Today the College is a home for variety of disciplines in one place with a world-class infrastructure and a conducive environment for learning. Apart from the academic progress the college also focuses on the overall development of the student.

## VISION



The vision of the College is to emerge as an institution of higher learning that provides fertile ground to young minds and helps them to strengthen their foundation for their future growth with the inputs of subject knowledge and professional skills.

## MISSION



The mission of the College is to provide an excellent infrastructure for a healthy academic atmosphere, opportunities for students to explore their potential, and assistance in getting suitable placements.

## OBJECTIVES



- To make education accessible to everyone at an affordable cost.
- To support and assist those who are in need, including the poor, disadvantaged, minorities and those with language barriers.
- To offer students a diverse education that promotes creativity and lifelong learning.

## PROGRAMS OFFERED



### Bachelor of Commerce (B. Com)

Sr. No.	F.Y. B.Com. Sem- I & II	S.Y. B.Com. Sem- III & IV
1.	Foundation Course	Foundation Course
2.	Business Economics	Business Economics
3.	Business Communication	Business Law
4.	Introduction to Business & Service Sector (COM)	Advertising
5.	Environmental Studies	Management -III & IV / Commerce - -III & IV
6.	Accountancy & Financial Management	Accountancy & Financial Management
7.	Mathematical & Statistical Techniques	Introduction to Management Accounting

Sr. No.	Course Code Sem- V	Course Code Sem- VI	T.Y. B.Com. Sem- V & VI (rev.2018-19)
1.	23101	83001	Financial Accounting & Auditing
2.	23107	83007	Cost Accounting
3.	23113	83013	Business Economics
4.	23114	83014	Marketing & Human Resource Management
5.	23115	83015	Direct & Indirect Taxes
6.	23116	83016	Export Marketing

### Bachelor of Science (B. Sc)

Sr. No.	F.Y. B.Sc. Sem-I	F.Y. B.Sc. Sem-II	S.Y. B.Sc. Sem- III	S.Y. B.Sc. Sem- IV
1.	Foundation Course -I	Foundation Course -II	Foundation Course -II	Foundation Course -IV
2.	Paper -I Plant Diversity-I	Paper -I Plant Diversity-I	Chemistry -1	Chemistry -1
3.	Paper -II Form & Function -I	Paper -II Form & Function -I	Chemistry -II	Chemistry -II
4.	Botany Practical	Botany Practical	Chemistry -III	Chemistry -III
5.	Paper -I Physical & Inorganic Chemistry	Paper -I Physical & Inorganic Chemistry	Chemistry Practical based on Paper -I, Paper -II Paper -III	Chemistry Practical based on Paper -I, Paper -II Paper -III
6.	Paper -II Organic & Inorganic Chemistry	Paper -II Organic & Inorganic Chemistry	Paper -1 Fundamentals of Genetics, Chromosomes and Heredity, Nucleic acids	Paper -1 Origin and Evolution of Life, Population Genetics and Evolution, Scientific Attitude, Methodology, Scientific Writing and Ethics in Scientific Research
7.	Chemistry Practical	Chemistry Practical	Paper -II Nutrition and Excretion, Respiration and Circulation, Control and Coordination of Life Processes, Locomotion and Reproduction	Paper -II Cell Biology, Endomembrane System and Biomolecules
8.	Wonders of Animal World, Biodiversity and its Conservation	Ecology and Wildlife Management	Paper -III Ethology, Parasitology, Economic Zoology	Paper -III Comparative Embryology, Aspects of Human Reproduction, Pollution and its Effect on Organisms
9.	Instrumentation And Animal Biotechnology	Nutrition, Public Health and Hygiene	Zoology Practical based on Paper -I, Paper -II Paper -III	Zoology Practical based on Paper -I, Paper -II Paper -III
10.	Zoology Practical	Zoology Practical	-----	-----

### SEMESTER V

Paper	Course	Course Code	Subject Code	Paper Name
I	Course XI	USZO501	24211	Taxonomy - Invertebrates and Type Study
II	Course XII	USZO502	24226	Haematology and Immunology
III	Course XIII	USZO503	24242	Histology, Pathology, Toxicology and Biostatistics

IV	Course XIV	USZO504	24254	Anatomy and Developmental Biology
V	Marine Biology (Applied Component)	USACMSC501		Oceanography & Capture Fisheries
Practical USZOP05 (Course XI & XII) USZOP06 (XIII & XIV) Practical USACMSC5P1 based on Course USACMSC501				

### SEMESTER VI

Paper	Course	Course Code	Subject Code	Paper Name
I	Course XV	USZO601	88659	Taxonomy - Chordates and Type Study
II	Course XVI	USZO602	88660	Enzymology, Homeostasis, Endocrinology and Animal Tissue Culture
III	Course XVII	USZO603	88663	Genetics and Bioinformatics
IV	Course XVIII	USZO604	88666	Environmental Biology and Zoo pharmacognosy
V	Marine Science (Applied Component)	USACMSC601		Production and Management
Practical USZOP07 (Course XV & XVI) USZOP08 (XVII & XVIII) Practical USACMSC6P1 based on Course USACMSC601				

### Degree College – Bachelor of Science- Information Technology (B.Sc. I.T.)

#### F.Y. B.Sc. I. T. (rev.2022-23)

Semester -1		Semester -1	
Course Code	Course Name	Course Code	Course Name
USIT101	Programming Principles with C	USIT201	Object Oriented Programming with C++
USIT102	Digital Logic and Applications	USIT202	Fundamentals of Micro Processor and Microcontrollers
USIT103	Fundamentals of Database Management Systems	USIT203	Web Applications Development
USIT104	Computational Logic and Discrete Structure	USIT204	Numerical Methods
USIT105	Technical Communication Skills	USIT205	Green IT
USIT1P1	Practical Programming Principles with C	USIT2P1	Practical Object-Oriented Programming with C++
USIT1P2	Practical Digital Logic and applications	USIT2P2	Practical Fundamentals of Micro Processor and Microcontrollers
USIT1P3	Practical Fundamentals of Database Management Systems	USIT2P3	Practical Web Applications Development
USIT1P4	Practical Computational Logic and Discrete structure	USIT2P4	Practical Numerical Methods
USIT1P5	Practical Technical Communication Skills	USIT2P5	Practical PL/SQL Practical

#### S.Y. B.Sc. I.T. (rev.2022-23)

Semester - III	Semester – IV
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Course Code	Course Name	Course Code	Course Name
USIT301	Python Programming	USIT401	Java Programming
USIT302	Data Structure	USIT402	Introduction to embedded System
USIT303	Computer Network	USIT403	Computer Oriented Statistical Techniques
USIT304	Operating Systems	USIT404	Software Engineering
USIT306	Applied Mathematics	USIT406	Computer Graphics & Animation
USIT3P1	Python Programming Practical	USIT4P1	Java Programming Practical
USIT3P2	Data Structure Practical	USIT4P2	Introduction to embedded System Practical
USIT3P3	Computer Network Practical	USIT4P3	Computer Oriented Statistical Techniques Practical
USIT3P4	Operating Systems Practical	USIT4P4	Software Engineering Practical
USIT3P6	Mobile Programming Practical	USIT4P6	Computer Graphics & Animation Practical

**T.Y. B.Sc. I.T. (rev.2018-19)**

Semester - V		Semester – VI	
Course Code	Course Name	Course Code	Course Name
USIT501	Software Project management	USIT601	Software quality Assurance
USIT502	Internet of Things	USIT602	Security in Computing
USIT503	Advanced Web Programming	USIT603	Business intelligence
USIT504	Artificial intelligence	USIT604	Principles of Geographic Information
USIT506	Enterprise Java	USIT606	Cyber Law
USIT5P1	Project Dissertation	USIT6P1	Project Implementation
USIT5P2	Internet of Things Practical	USIT6P2	Security in Computing Practical
USIT5P3	Advanced Web Programming Practical	USIT6P3	Business intelligence Practical
USIT5P4	Artificial intelligence Practical	USIT6P4	Principles of Geographic Information Practical
USIT5P6	Enterprise Java Practical	USIT6P6	Advanced Mobile Programming

**Degree College – Bachelor of Science- Computer Science (B.Sc. C.S.)**

**F.Y. B.Sc. C.S. (rev.2021-22)**

Semester - I		Semester – II	
Course Code	Course Name	Course Code	Course Name
USCS101	Digital Systems & Architecture	USCS201	Design & Analysis of Algorithms
USCS102	Introduction to Programming with Python	USCS202	Advanced Python Programming
USCS103	LINUX Operating System	USCS203	Introduction to OOPs using C++
USCS104	Open-Source Technologies	USCS204	Database Systems
USCS105	Discrete Mathematics	USCS205	Calculus
USCS106	Descriptive Statistics	USCS206	Statistical Methods
USCSP101	Practical Digital Systems & Architecture	USCSP201	Practical Design & Analysis of Algorithms
USCSP102	Practical Introduction to Programming with Python	USCSP202	Practical Advanced Python Programming
USCSP103	Practical LINUX Operating System	USCSP203	Practical Introduction to OOPs using C++



USCSP104	Practical Open-Source Technologies	USCSP204	Practical Database Systems
USCSP105	Practical Discrete Mathematics	USCSP205	Practical Calculus
USCSP106	Practical Descriptive Statistics	USCSP206	Practical Statistical Methods
USCS107	Soft Skills (Ability Enhancement Course)	USCS207	E-Commerce & Digital Marketing Practical (Ability Enhancement Course)

**S.Y. B.Sc. C.S. (rev.2022-23)**

Semester - III		Semester – IV	
Course Code	Course Name	Course Code	Course Name
USCS301	Principles of Operating Systems	USCS401	Theory of Computation
USCS302	Linear Algebra	USCS402	Computer Networks
USCS303	Data Structures	USCS403	Software Engineering
USCS304	Advanced Database Concepts	USCS404	IoT Technologies
USCS305	Java based Application Development	USCS405	Android Application Development
USCS306	Web Technologies	USCS406	Advanced Application Development
USCSP301	Practical Principles of Operating Systems	USCSP401	Practical Theory of Computation
USCSP302	Practical Linear Algebra	USCSP402	Practical Computer Networks
USCSP303	Practical Data Structures	USCSP403	Practical Software Engineering
USCSP304	Practical Advanced Database Concepts	USCSP404	Practical IoT Technologies
USCSP305	Practical Java based Application Development	USCSP405	Practical Android Application Development
USCSP306	Practical Web Technologies	USCSP406	Practical Advanced Application Development
USCS3071	3 Generic Elective Creative Content Writing	USCS4071	Generic Elective* Research Methodology
USCS3072	Generic Elective Green Technologies	USCS4072	Generic Elective* Management & Entrepreneurship

**T.Y. B.Sc. C.S. (rev.2023-24)**

Semester - V		Semester – VI	
Course Code	Course Name	Course Code	Course Name
USCS501	Artificial Intelligence	USCS601	Data Science
USCS502	Information and Network Security	USCS602	Cloud Computing and Web Services
USCS5032	Software Testing and Quality Assurance	USCS6032	Information Retrieval
USCS5041	Cyber Forensics	USCS6042	Ethical Hacking
USCS5051	Project Management	USCS6051	Customer Relationship Management
USCSP501	Artificial Intelligence Practical	USCSP601	Data Science Practical
USCSP502	Information and Network Security Practical	USCSP602	Cloud Computing and Web Services Practical
USCSP5031	Linux Server Administration	USCSP6032	Information Retrieval Practical

USCSP5032	Software Testing and Quality Assurance Practical	USCSP6042	Ethical Hacking Practical
USCSP5041	Cyber Forensics Practical	USCSP603	Project Implementation
USCSP505	Project Implementation	USCSP604	Ethical Hacking Practical

**Degree College – Bachelor of Management Studies (B.M.S)**

Sr. No.	F.Y. B.M.S Sem- I (rev.2016-17)	F.Y. B.M.S Sem- II (rev.2016-17)
	Elective Course (E.C.)	
1.	Introduction to Financial Accounting	Principle of Marketing
2.	Business Law	Industrial Law
3.	Business Statistics	Business Mathematics
	Ability Enhance Compulsory Course	
4.	Business Communication -I	Business Communication -II
5.	Foundation Course -I	Foundation Course -II
	Core Course	
6.	Foundation of Human Skills	Business Environment
7.	Business Economic	Principle of Management

Sr. No.	S.Y. B.M.S. Sem- III (rev.2017-18)	S.Y. B.M.S. Sem- IV (rev.2017-18)
	Elective Course (E.C.)	
	<b>Any one Group of Course from the following list of the course</b>	<b>Any one Group of Course from the following list of the course</b>
1	Information Technology in Business Management -I	Information Technology in Business Management -II
	<b>Core Course</b>	
2	Environmental Management	Business Economics -II
3	Business Planning & Entrepreneur Management	Business Research Methods
4	Accounting for Managerial Decision	Ethnics and Governance
5	Strategic Management	Production & Total Quality Management
	<b>Group A- Finance Elective</b>	
6	Basic of Financial Service	Financial Institute & Markets
7	Corporate Finance	Strategic Cost Management
	<b>Group A- Human Resource Management Elective</b>	
8	Recruitment & Selection	Human Resource Planning & Information System
9	Motivation & Leadership	Training & Development in HRM
	<b>Group A- Marketing Elective</b>	
10	Consume Behaviour	Event Marketing
11	Advertising	Integrated Marketing Communication

**T.Y. B.M.S. Sem- V (rev.2018-19)**

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2,3 & 4	*Any four courses from the following list of the courses	12	1,2,3 & 4	*Any four courses from the following list of the courses	12
2	<b>Core Course (CC)</b>		2	<b>Core Course (CC)</b>	

5	Logistics & Supply Chain Management (46001)	04	5	Operation Research (86001)	04
3	ABC		3	ABC	
6	CCPR (46002)	04		Project work	04
<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>

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

S/N	Course Code	T.Y. B.M.S. Sem- V (rev.2018-19)	S/N	Course Code	T.Y. B.M.S. Sem- VI (rev.2018-19)
*List of groups of Elective Courses (EC) for Semester V (Any Four) ** List of groups of Elective Courses (EC) for Semester VI (Any Four) Gro			*List of groups of Elective Courses (EC) for Semester V (Any Four) ** List of groups of Elective Courses (EC) for Semester VI (Any Four) Gro		
<b>Group A: Finance Electives</b>					
1	46003	1 Investment Analysis & Portfolio Management	1	86002	International Finance
2	46006	2 Commodity & Derivatives Market 2	2	86005	Innovative Financial Services
3	46009	3 Wealth Management	3	86008	Project Management
4	46012	4 Financial Accounting	4	86011	Strategic Financial Management
5	46015	5 Risk Management	5	86014	Financing Rural Development
6	46018	6 Direct Taxes	6	86017	Indirect Taxes
<b>Group B: Marketing Electives</b>					
1	46004	Services Marketing	1	86003	Brand Management
2	46007	E-Commerce & Digital Marketing	2	86006	Retail Management
3	46010	Sales & Distribution Management	3	86009	International Marketing
4	46013	Customer Relationship Management	4	86012	Media Planning & Management
5	46016	Industrial Marketing	5	86015	Sports Marketing
6	46019	Strategic Marketing Management	6	86018	Marketing of Non Profit Organisation
<b>Group C: Human Resource Electives</b>					
1	46005	Finance for HR Professionals & Compensation Management	1	86004	HRM in Global Perspective
2	46008	Strategic Human Resource Management & HR Policies	2	86007	Organisational Development
3	46011	Performance Management & Career Planning	3	86010	HRM in Service Sector Management
4	46014	Industrial Relations	4	86013	Workforce Diversity
5	46017	Talent & Competency Management	5	86016	Human Resource Accounting & Audit
6	46020	Stress Management	6	86019	Indian Ethos in Management

**Degree College – Bachelor of (B.A.M.M.C)**

**F.Y.B.A.M.M.C. (rev.2019-20)**

<b>Semester - I</b>		<b>Semester – II</b>	
<b>Course Code</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Course Name</b>
BAMMEC-101	Effective communication –I	BAMMEC-201	Effective communication –II
BAMMFC-102	Foundation course –I	BAMMFC-202	Foundation course –II
BAMMVC-103	Visual communication	BAMMCW-203	Content Writing
BAMMFC-104	Fundamentals of mass communication	BAMMID-204	Introduction to Advertising
BAMMCA-105	Current Affairs	BAMMIJ-205	Introduction to Journalism
BAMMFM-106	History of Media	BAMMMGC-206	Media, Gender & Culture
BAMMEC-101	Effective communication –I	BAMMEC-201	Effective communication –II

**S.Y.B.A.M.M.C. (rev.2020-21)**

<b>Semester - III</b>		<b>Semester – IV</b>	
<b>Course Code</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Course Name</b>
BAMMC EM-3011	Electronic Media-I	BAMMC EM-4011	Electronic Media-II
BAMMC TMC-3012	Theatre and Mass Communication-I	BAMMC TMC-4012	Theatre and Mass Communication-II
BAMMC RPP-3013	Radio Program Production-I	BAMMC RPP-4013	Radio Program Production-II
BAMMC MG-3014	Motion Graphics and Visual Effects –I	BAMMC MG-4014	Motion Graphics and Visual Effects –II
DSC-C1 BAMMC CCPR-302	Corporate Communication and Public Relations	BAMMC WEM-402	Writing and Editing for Media
DSC-C2 BAMMC MS-303	Media Studies	BAMMC MLE-403	Media Laws and Ethics
DSC-C3 BAMMC IP-304	Introduction to Photography	BAMMC MMR-404	MASS MEDIA RESEARCH
BAMMC FCO-305	Film Communication-I	BAMMC FCO-405	Film Communication II
BAMMC CMM-306	Computers and Multimedia-I	BAMMC CMM-406	Computer Multimedia II

**T.Y.B.A.M.M.C. (rev.2021-22) ADVERTISING**

<b>Semester - V</b>		<b>Semester - VI</b>	
<b>Course Code</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Course Name</b>
BAMMC DRGA-501	Copy Writing	BAMMC DRGA-601	Digital Media
BAMMC DRGA-502	Advertising & Marketing Research	BAMMC DRGA-602	Advertising Design

BAMMC EABB 1502	Brand Building	BAMMC EAAC 2601	Advertising In Contemporary Society
BAMMC EAAM 1503	Agency Management	BAMMC EABM 2602	Brand Management
BAMMC EADM 1506 6.	Direct Marketing & E-Commerce	BAMMC EAMP 2603	Media Planning & Buying
BAMMC EACB 1507	Consumer Behaviour	BAMMC EAAS 2604	Advertising & Sales Promotion

## FEES STRUCTURE



### Degree College

Programme	Total Fees		
	F.Y.	S.Y.	T.Y.
<b>B.COM</b>	13,320/-	13,400/-	13,200/-
<b>B.Sc.</b>	12,220/-	12,200/-	12,220/-
<b>B.M.S.</b>	17,090/-	17,250/-	17,250/-
<b>B.Sc. (C.S.)</b>	27,615/-	29,045/-	30,460/-
<b>B.Sc. (I.T.)</b>	23,976/-	23,656/-	25,886/-
<b>B.A.M.M.C.</b>	17,250/-	17,250/-	17,250/-

(Admission Form Fees Rs-200/- will be charged extra)

### Mode of Payments

- ✓ By Cash
- ✓ By DD / NEFT-- MPSPS College of Commerce & Science  
(SB A/C No. 20059624080 IFSC Code IDIB000B601)

## ADMISSION PROCESS INFORMATION

### ADMISSION PROCEDURE -DEGREE COLLEGE

1. The University of Mumbai has made it compulsory for online registration of students admission on the Website of Digital University. The address of the website is [www.mum.digitaluniversity.ac](http://www.mum.digitaluniversity.ac). admissions. Students are requested to go through the details on the website and fill out the form very carefully. Take a printout of the duly filled-in form, purchase the college Prospectus form, and submit the application to the college office.
2. The College strictly follows the admission procedure and the time schedule as set by the University of Mumbai for all the courses offered in the College.
3. The eligibility criteria for admission into regular Courses: -

Sr. No.	Courses	Eligibility
1.	B. Com	Must have Passed H.S.C Examination Any Faculty.
2.	B. Sc.	Must have Passed H.S.C Examination in Science Faculty.

3.	B.M.S.	Must have Passed HS.C Examination in the first attempt Any Faculty. Minimum 45% for open category & 40% for reserve category
4.	B. Sc (C.S.)	Must have Passed H.S.C Examination in Science Faculty. Mathematics/Statistics subject Compulsory. (Repeater Allowed)
5.	B. Sc (I.T.)	Must have Passed H.S.C Examination Any Faculty. Mathematics/Statistics subject Compulsory. Minimum 45% for open category & 40% for reserve category.
6.	B.A.M.M.C.	Must have Passed H.S.C Examination Any Faculty. English Subject

Reservation in admission: - The College is officially recognized as a Hindi Linguistic Minority Institution by the Government of Maharashtra and hence 50 seats are reserved for the Hindi Linguistic Minority Community The remaining 50% of seats are filled in as per the admission guidelines issued by the University of Mumbai

Students seeking admissions under Reserve Category must submit the valid Cast Certificate issued by the competent authority along with the cast verification form at the time of admission

Students coming from other than Maharashtra Board must submit the Provisional Eligibility Certificate issued by the University of Mumbai at the time of admission form. The admissions of such students are subject to final confirmation of eligibility from the University of Mumbai.

The admission Merit Lists are displayed on the Notice Board as per the time schedule issued by the University of Mumbai.

Students from other colleges seeking admission to SY and TY in this college must submit NOC from the previous College confirming the enrolment and Permanent Registration Number (PRN)

PLEASE NOTE THAT ALL ADMISSIONS ARE PROVISIONAL UNTIL CONFIRMED BY THE UNIVERSITY OF MUMBAI

### **Rules for Cancellation & Rules for Deposits**

The Rules (Ordinance 2859) relating to refund of fees after cancellation of admission as per the University of Mumbai Circular No. UG/412 of 2008 dated 11.09.2008 is given below: The candidates who have taken admission in undergraduate courses in aided and unaided courses conducted by affiliated Colleges may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before the 30th day after the date of cancellation and thereafter.

Table for fee deduction on cancellation of Admission

Sr. No	Period	Deduction Charges
1.	Prior to the commencement of the academic term and instruction of the course	Rs.500/- lump sum
2.	Up to 20 days after the commencement of the academic term of the course	20% of the total amount of fees
3.	From 21st day up to 50 days after commencement of the academic term of the course	30% of the total amount of fees
4.	From 51st day up to 80 days after commencement of the academic term of the course.	50% of the total amount of fees
5.	From 81st day to 110 days	60% of the total amount of fees
6.	After 111 days	100% of the total amount of fees

- Refund of fees at the time of cancellation will be made only in cheque/online bank transfer after thirty working days.
- Cheque/online bank transfer will be in the name of the Student/Parent.

Note: The total amount considered for the refund of fees from the commencement of the academic term of the courses includes the following:

- a) All the fee items chargeable for one year are as per relevant University circulars for different Faculties.
- b) The fee charged towards group insurance and all fee components to be paid as university share (including Vice-Chancellor fund, University fee for Sports and Cultural activities, E-charge, E-suvidha, Disaster Management Fund, Examination fee, and Enrolment fee) are non-refundable if the payment is made by the College to the University prior to the date of cancellation.
- c) Fees collected for Identity card and Library card, Admission Form and Prospectus, Enrolment, and any other course-specific fee are not refundable after the commencement of the academic term.
- d) All refundable deposits (Laboratory, Caution Money, Library, etc.) shall be fully returned at the time of cancellation

#### RULES FOR CANCELLATION & REFUND

Students must read the cancellations and refund rules carefully before approaching the college office as per the University of Mumbai ordinance no 0.2859 and Circular no UG/412 OF 2008 DT 11th September 2008. All fees paid at the time of admission shall be refunded on the following conditions:

#### Fees deduction on cancellation of admission

Period and Percentage of deduction charges						
Deduction charges	Prior to the commencement of the academic Semester and instructions of the course	Up to 20 days after the commencement of the academic Semester of the course	From 21 days up to 50 days after the commencement of the academic Semester of the course	From 51 days up to 80 days after the commencement of the academic Semester of the course or August 31st whichever is earlier	From September 1 <sup>st</sup> to September 30 <sup>th</sup>	After September 30 <sup>th</sup>
	Rs. 500/- Lump sum	20% of the total amount of fees	30% of the total amount of fees	50% of the total amount of fees	60% of the total amount of fees	100% of the total amount of fees

#### REFUND OF CAUTION MONEY & DEPOSITS

- I. The amount of Caution Money, Library Deposit, Laboratory Deposits, if any will be refunded when the student leaves or cancels his/her admission on producing the Original Fee Receipt.
- II. Identity Card, Library Card.
- III. Deposits not claimed within one year of leaving the College or cancellation of admission will be forfeited.

**PLEASE NOTE THAT ANY CANCELLATION AFTER SEPTEMBER 30TH BUT BEFORE THE END OF THE SEMESTER STUDENT SHALL BE REFUNDED ONLY THE SHARE OF THE TUITION FEE FOR THE SECOND SEMESTER AND THE EXAMINATION FEE. THE STUDENT WILL NOT BE ELIGIBLE FOR ANY REFUND AFTER THE END OF THE FIRST SEMESTER.**

**PLEASE ALSO NOTE THAT THE COLLEGE STRICTLY SUPPORT STUDENTS TO COMPLETE THEIR EDUCATION RATHER THAN LEAVING MID-ACADEMIC SESSION. NOC IS ISSUED ONLY IF THERE ARE VALID REASONS SUPPORTED BY DOCUMENTS AND EVIDENCE.**

## **EXAMINATIONS**

### **CREDIT GRADE & SEMESTER SYSTEM**

(Students must read this section minutely and carefully)

As per the UGC guidelines, the University of Mumbai has introduced the new Credit Grade Semester System for w.e.f. the academic year 2011-2012. A detailed description of the system is given for understanding students as follows: The word credit is used in higher education to summarize and describe the amount of learning by students. Its purpose is to measure student's workload in terms of the required time for learning and completion of the Course

### **TERMINOLOGY USED**

**Programme** A program is a set of courses subject that are linked and studied together in an academically meaningful way, which concluded with the award of Certificate Diploma Degree in BCOM/ MCOM etc.

**Course:** A course is a constituent of a Programme comprising several learning topics from a domain of knowledge at a certain level. A course in simple terms corresponds to the word subject

**Module or Unit:** A module or Unit is a part of the course, which may be studied in conjunction with other learning modules or independently

**Credit Points:** Credit Point index of learning hours deemed for a certain segment of learning. The course may be assigned anywhere between 04 to 08 credit Points where one (01) Credit is equal to thirty (30) hours of learning.

**Credit Completion or Credit Acquisition:** Credit Acquisition/Completion occurs after the student has successfully cleared all the evaluation criteria concerning a single course subject.

**Credit Bank:** Credits Bank refers to stored and dynamically update information regarding the number of credits obtained by a student along with the details regarding the courses for which credit has been given, the course- level, nature, etc.

**Credit Transfer:** Credits earned by a student at one Institution for one or more Courses under a given Programme are acceptable under another Programme either by the same Institution or another Institution meaning thereby that the Credit Points earned can be transferred

**Performance Transfer:** A student who has successfully completed a certain academic Programme is allowed to transfer his Past performance to another academic program having some common courses, Performance Transfer is said to have taken place.

**Course Exemption:** A student who has already completed one of these academic programs is allowed to skip these equivalent courses when registering for the new Programme. He is then 'exempted' from re-learning the common or equivalent content area and from re-appearing for the concerned examinations

**Block Transfer:** This refers to a group of courses, such as a completed Certificate or Diploma Programme to be accepted for transfer of credit into the Degree Programme

### **TYPES OF CREDIT TRANSFER**



**Lateral or Horizontal:** Credit Transfer from one Programme to another Programme of the same level e.g.B.COM from one University to BCOM of Mumbai University

**Vertical Transfer** refers to credit transfer from one Programme to another Programme a of higher level. e.g., Diploma in Engineering gets direct admission to the Second year Engineering of UG Programme

**Intra-Institutional Credit Transfer:** When the process of Credit Transfer takes place across two or more Universities or Institutions called as Intra-Institutional Credit Transfer

**Inter-Institutional Credit Transfer:** When the process of credit Transfer occurs across two or more universities or Institutions called Inter-Institutional Transfer.

### **CREDIT ASSIGNMENTS & POINTS**

There are four different types of courses in all the Programmes conducted at the University of Mumbai These are as follows

- Compulsory Courses = Four (04) credits per course
- Core Special Courses = Three (03) credits per course
- Applied Components = Three (03) credits per course
- Foundation Courses = Two (02) credits per course
- Skill Courses = Two (02) credits per course

### **ONE (01) CREDIT IS THIRTY (30) LEARNING HOURS**

The total credit value point shall be **120 credits for all LG Programmes**

### **TIME DURATION**

The time duration per credit is divided into two parts. These are

- Approximately 50% of the time will be spent on classroom instruction including practical's as prescribed by the University
- Rest of the time will be spent on assignments, Projects, Journal writing Case Studies Library Work. Industrial Visits. Attending Seminars/workshops, Preparations for Examination, etc which will be considered National Hours

### **THE SEVEN POINT GRADING SYSTEM (FORTY CLASSES)**

<b>GRADE</b>	<b>Marks</b>	<b>GRADE POINTS</b>
O	70 & above	07
A	60 to 69.99	06
B	55 to 59.99	05
C	50 to 54.99	04
D	45 to 46.99	03
E	40 to 44.99	02
F Fail)	39.99 & below	01

### **THE TEN POINT GRADING SYSTEM (FOR SY AND FY CLASSES)**

<b>Marks out of 100</b>			
<b>Marks</b>	<b>GRADE POINTS</b>	<b>GRADE</b>	<b>PERFORMANCE</b>
80 & above	10	O	Outstanding
70 to 79.99	9	A+	Excellent

60 to 69.99	8	A	Very Good
55 to 59.99	7	B+	Good
50 to 54.99	6	B	Above Average
45 to 46.99	5	C	Average
40 to 44.99	4	D	Pass
Less than 40	0	F	Fail

### Scheme of Examination

The performance of the Learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks. The allocation of marks for the Internal Assessment and Semester End Examination will be as shown below: -

#### a) Internal Assessment-25%

Sr. No	Particulars	Marks
1.	One class test	20 Marks
2.	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organising related academic activities	05 Marks
<b>Total Marks</b>		<b>25% Marks</b>

#### a) Semester End Examination 75%

- I. Duration – These Examination shall be of 2<sup>1/2</sup> hours Duration
- II. Theory question paper patter
  - ✓ There shall be five questions each of 15 Marks.
  - ✓ All questions shall be compulsory with internal choice within the question
  - ✓ Question may be subdivided into sub-question a, b, and c..... and the allocation of marks depends on the Weightage of the topic
  - ✓ **Students are requested to contact Programme Co-ordinators for details**

### Passing Standard

The Learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment and Semester End Examination. The learners shall obtain a minimum of 40% marks in Semester End Examination (c. 30 out of 75 and 10 out of 25 in Internal Assessment separately, to pass the course and a minimum of Grade E to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment and Semester End Examination together

- a) **Semester End Examination** for FY & SY B.Com.- 100 Marks  
(Duration-3 Hours) Except for FC Course)

### METHOD TO CARRY FORWARD THE MARKS

- A student who passes the Internal Assessment but FAILS in the Semester End Examination of the Course shall reappear for the Semester End Examination of that course. However, his/her marks on the Internal Assessment shall be carried over and he/she shall be entitled to the grade obtained by him/her on passing the complete course.
- A student who FAILS in the Internal Assessment but PASSES in the Semester End Examination of the course shall submit and reappear for the Internal Assessment in the form of projects for that course. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled to the gradation by him/her on qualifying for the course

- The Evaluation for students who fail in Internal Assessment will consist of one project of 20 marks given by the concerned teachers on the curriculum The Evaluation for students who fail in Internal Assessment will consist of one project of 20 marks given by the concerned teachers on the curriculum

#### **ATKT (ALLOWED TO KEEP TERM) FORBCOM, BMS & BMM**

- ✓ A student shall be allowed to keep term for Semester II irrespective of the number of heads of failure in Semester 1
- ✓ A student is allowed to keep term for Semester II if he/she passes each of Semester 1 and Semester II or a student who fails in not more than four courses of Semester 1 and Semester II taken together with not more than two courses each in Semester 1 and Semester II
- ✓ A student shall be allowed to keep term for Semester IV irrespective of the number of heads of failures in Semester III. However, the student shall pass each course in Semester 1 & Semester II in order to appear for Semester IV
- ✓ A student shall be allowed to keep term for Semester V if he or she passes Semester Semester II, Semester III and Semester IV OR a student shall pass Semester and Semester II and fails in not more than four courses of Semester III and Semester IV together with not more than two courses each in Semester III and Semester IV
- ✓ A student shall be allowed to keep term for Semester VI irrespective of the number of heads of failure in Semester V However, the student shall pass each course of Semester III and Semester IV in order to appear for Semester VI
- ✓ The result of Semester VI shall be kept in abeyance until the student passes each of Semester 1, Semester II, Semester III, Semester IV and Semester V

#### **ATKT (ALLOWED TO KEEP TERM) FOR BSc, BSc (CS), BSc (IT)**

- 1) A learner shall be allowed to keep term for Semester II irrespective of grades obtained in each course of Semester 1.
- 2) A learner shall be allowed to keep term for Semester III if he/she passes (grade above in each course) each of Semester 1 and Semester II

OR

He/she fails in not more than three courses, in each of Semester-1 and Semester II (**For all Science Programmes, carrying total of 900 or more marks**).

- 3) **He/she fails in not more than three courses with not more than total of 200 marks, in each Semester 1 and Semester II. (For all Science Programmes, carrying less than total 900 marks.)**

III) A learner shall be allowed to keep term for Semester IV irrespective of grades obtained in each course of Semester III However learner has to pass either of Semester for Semester II in order to appear for Semester IV

IV) A learner shall be allowed to keep term for Semester V if he/she passes Semester 1, Semester II, Semester III and Semester IV

OR

He/she has passed Semester and Semester II and fails in not more than three courses in each of Semester III and Semester IV. (**For all Science programmes, carrying total 900 or more marks**).

- 4) He/she has passed Semester 1 and Semester II and fails in not more than three courses with not more than total 200 marks, in each of Semester III and Semester IV. (For all Science Programmes, carrying less than total 900 marks.)
- 5) A learner shall be allowed to keep terms for Semester VI irrespective of grades obtained in each course of Semester V
- 6) The result of semester VI shall be kept in abeyance until the learner passes each of Semester 1, Semester II, Semester III, Semester IV and Semester V

### **ADDITIONAL EXAMINATIONS**

- There will be one additional examination for Semester I, II, III, and IV for those who have failed or remained absent.
- The absent student will be allowed to appear for the examination by the head of the Institution College after following the necessary formalities.
- This examination will be held 20 days after the declaration of results but not later than 40 days.

### **CAMPUS OVERVIEW**

The academic affairs of the College are managed by competent and well-groomed young teaching professionals. The dedicated Teaching Faculty members takes care of curricular and co-curricular activities and they are ever ready to help students in difficulties. The academic atmosphere is student-friendly with strict disciplinary norms. There are five Programmes/ Course Coordinators to monitor the academic needs of the students. Teachers are encouraged to participate in Seminars and Conferences to improve and update their knowledge base to catch up with the changes in the present system of education

#### **Teaching Methodology:**

The College follows the traditional method of classroom teaching However, in order to catch with the growing needs of ICT the professors are encouraged to apply technology as tools of teaching.

PPT, GD, & Seminar format of imparting education is also applied as teaching methodology Self-study and field study is often encouraged for Project assignments, which are minutely monitored by teaching faculty through regular interactions and viva voce conducted by the teachers

#### **The Infrastructure and Amenities:**

The College has a spacious and well-ventilated classrooms, well-equipped science Laboratories, well-furnished Computer Labs and a Library. The College has recruited well-trained and highly qualified teaching staff and has very dedicated and hard-working non-teaching staff working with great efficiency.

#### **Library**

The College Library was established in 2001, the same year when the College came into being. The library is located on the fifth floor of the main building. Mrs. Nadira Shaikh was the first librarian who served the college library in the year 2006.

The library is well structured and has good collection of books. The library which started with an initial collection of a few books has now grown up to a rich collection.



**Books : Sr10224  
Jr1200**

- ❑ **Periodicals : 07**
- ❑ **CDs : 108**
- ❑ **E –Books :1000**
- ❑ **Newspaper : 02**

The library facility includes textbooks that are prescribed by the University. In addition to this reference books and magazines are also available. It has good sitting arrangement with good ventilation. The college library is small in size but maintains a high standard. The library has faculty-wise some Reference books, periodicals, and newspapers & most important form is E-Library Desk.

**Library Objective**

- To provide a forum for discussing library and information needs and expectations of the faculty and the students.
- To ensure balanced growth of the library in line with the overall development of the College and to represent the interests of the library in various decision-making groups
- To provide an opportunity for faculty and students to raise and discuss initiatives towards the growth of library and information services and the functioning of the library.
- Giving a helping hand to enhance knowledge.
- To achieve social commitment as a center of higher education.
- Inculcate reading culture on every user of the library

**Library Services**

- ✓ **Circulation Service**
- ✓ **Reading Room**
- ✓ **Reference Service**
- ✓ **Ex-Students Book Service**
- ✓ **C.D – ROM/CD service**
- ✓ **Online Information Service**
- ✓ **Book Exhibitions**
- ✓ **Guidance about Competitive Exam**
- ✓ **Open Access**
- ✓ **Journal/Magazine/ Issue Return Service**
- ✓ **Old Paper set**

## Library Section

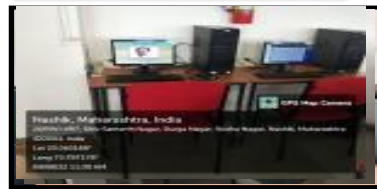
Circulation (Issue - Return Section)



Reading Section



Computer Section



Stock Section



Periodical Section



Staff Section

### **Physics Laboratory:**

Physics Lab was established in the year 2003-2004. It is well equipped with all the instruments, kits etc which are required to conduct practical for physics.



### **Chemistry Laboratory:**

Chemistry Lab was established in the year 2003-2004. It meets the entire requirement to perform the practical as per the University syllabus from First Year to Third Year of B. Sc (Chemistry) Classes.



### **Biology Laboratory:**

There are great opportunities for career in Biology: Food Technology and Bio-technology. In order to train students in this field the college has a well-equipped Biology Lab, with Chemicals, Specimen and Slides for effective learning



### **Computer Lab:**

There are three Computer Labs to take care of practical for CS and IT students. Labs were setup in the year 2003-2004. It equips students with cutting edge technology as per the market requirement. The Internet Wave, Windows, Java provides students the exposure of latest in software and Computer Technology.



### **UNIQUE FEATURES**

The College aims at three-fold development of the students i.e. sharpening the Head (intellectual) and the training Hands (Physical) and sensitizing the Heart (feeling)

**Academic Circle:** Special classes are conducted for students who aim at excelling in academics.

**Science Exhibition & IT Forum:** This forum gives the students an opportunity to explore in the field of Information Technology (IT) beyond their curriculum. Science teachers, Organise Science, Quiz Science Exhibitions, Guest Lectures, etc. help to develop creativity and encourage the students.

**Maths Club:** The activities of this Association are aimed at arousing and sustaining the interest of the students in the subject of Mathematics through creative and innovative competitions

**Gymkhana:** The college has games like Chess, Carrom, Badminton and sports like Cricket, Basketball, Football and Kabbadi are actively pursued. Our college Basketball team, Football team, and Cricket team have been participating in many Inter-University, Inter-Collegiate, and District level tournaments

**Community Services:** These are community-oriented programs to create awareness about the social environment and other issues existing in society. This is done through N.S.S and the Department of Life Long Learning & Extension (DLLE) work programs of the University of Mumbai. The college is doing commendable work in both these programs and has been highly appreciated by the respective University, Department, and the community where the work is done

**Nature Club:** The club sensitizes the students to value the marvels of mother nature and to realize the need to protect and preserve them

**Reading Club:** This club encourages the students to read, write reviews and discuss about the books they have read like biographies, fiction, non-fiction.

### **BOOK BANK:**

The College has a Book Bank facility for needy and deserving students. It provides a set of books to students against their application on a nominal deposit throughout the academic year. The students are required to apply as and when the college authorities invite applications. Students are also requested to donate their old books for the benefit of needy students

### **RAILWAY CONCESSION:**

The miles regarding Railway Concession will have to be strictly followed as per the guidelines by the Railways Concessions, and are available for attending regular lectures on the Suburban Local Train and for Long Distance Train for visiting the native place during vacation only. Native place address will be verified from the college. The College reserves the right to cancel the concessions of the students who are perpetual absentees.

## **CO-CURRICULAR ACTIVITIES**

### **N.C.C. UNIT**

The College started NCC (Naval) Unit in the College from the academic year 2015-16 with the objective to prepare students for careers in Defence Forces and generally to inculcate discipline and patriotic values.

The NCC has come a long way since its inception on April 16<sup>th</sup>, 1948, and as an organization, it has established itself as a very important place in the country in grooming the youth to be a leader of tomorrow. Living up to its motto: e-Unity and Discipline and with a strength of 13 lakh, it strives to meet all its objectives by bringing together the vibrant youths of the country.

NCC as an organization has unified the youth, not only of our country but has made significant efforts to interact with the youths of other countries through VEPs, thus expanding the scope of its training and the ultimate goal of Unity.

### **N.S.S. CELL**

As part of the social responsibility of the College our NSS Unit under the leadership of the NSS Officer has been offering commendable service to society The NSS students have been regularly involved in various social activities. The College has a very active NSS unit with 100 students registered every year to offer voluntary services for the betterment the society especially in the villages where they camp for seven days and offer community service in the local area. The NSS students have evolved in organizing varied programs such as Blood Donation, creating social awareness like saving energy saving girl



children, save the earth. March Past and Rallies to commemorate the national day and national heroes, workshops and orientation programs, consumer guidance and AIDS awareness, etc. The students of our NSS Unit have bagged many prizes in street play and awareness programs at the Zonal level.

### **STUDENTS WELFARE ACTIVITIES**

A duly elected Student Council (Degree College) is constituted every year as per the set University of Mumbai norms to look into individual and collective problems of students if any. The General Secretary of the Students Council along with the Joint Secretary and Assistant Secretary and two Class Representative (Boy and Girl) from each division work in coordination with the Discipline Committee

### **PARENTS & TEACHERS ASSOCIATION (PTA)**

Parents are often contacted and briefed about the performance of their wards. Parents & Teachers Association (PTA) is a forum where teachers and parents discuss the use performance of students in attendance, academic as well as co-curricular activities. The principal directly interacts with parents to discuss issues concerning students' present and future preparedness. In consultation with parents, some of the important issues of mutual benefits are getting settled. Normally these meetings are organized either in the beginning or at the end of the academic term. This forum works as a heck and balances the activities and behavioural problems of students.

### **PLACEMENT CELL/CAMPUS INTERVIEW**

The Placement Cell of the College not only organises career guidance seminars for students and invites companies for Campus Interview drive, but is also committed to students' holistic growth and Career Planning. The College is aware that there is wide gap between employment and employability. In view of the existing complex situation of the industry- the employer and the candidates-the employees, the college is trying to fill the gap by providing skill development programmes within the college premises with the help of professional skill development training professionals. Our vision is to shape the career path of students while they are still pursuing their formal education.

Varieties of programmes on soft skill and other professional skill development programmes are deemed as per the requirements of different industries

### **SPORTS CULTURE**

The College regularly conducts sports activities under the expert guidance of our Sports Coordinator. Competitions are held and the best sportsperson is declared every year.

The college students have been actively participating in the inter-college tournaments organised by the University of Mumbai and affiliated colleges and have won many prizes. Our volley Ball and Basketball team have been doing fairly well and have won for the college in many intercollegiate sports competitions

Similarly, in order to promote fine arts, the College also conducts annual competitions in different categories and encourages them to participate in intercollegiate competitions. The students of our college have won many prizes in different categories namely Singing, Dancing, Mono Acting, Rangoli, Mehendi, Tattoo Painting, etc at different forums.

### **WOMEN DEVELOPMENT CELL (WDC)**

As per the University of Mumbai guidelines, the College has constituted a Women Development Cell (WDC) that looks into issues that concern female students and the staff. Though the main purpose of the WD is to check that there is no discrimination or exploitation of women in the college, we aim to focus the on consistent and steady growth of women-Organized seminars and workshop for general awareness, self-defence-, health, education and social environment. We aim to empower women for the overall growth of the nation.

The college organises seminars on women related issue which focus on safety of women. The college provides training to female students on self-defence techniques by Taekwondo experts and creates

awareness and campaign to voice against any kind of exploitation in the college premises. With the help of local police station and WDC information brochure girls are given contact details in case of emergency.

### **GRIEVANCE AND COUNSELLING CELL**

The college provides a Grievance cell to address student's complaints on any college related issues. A grievance box is placed in the lobby of the college premises which is easily accessible to students. This box is directly monitored by the Principal every Saturday. The box is opened to address the problems faced by the students. Sometimes they are called by the principal for proper understanding of the problem as at time students are not in a position to express or present the fact in order Though there are Professor as Convener and members in the Grievances Cell, their role is limited because students might not express their problems for fear of losing marks in Internal Exams. The key of the Box is under the custody of Principal and hence student express their grievances without fear

Similarly, a Counselling Cell is also in place to address their emotional well-being and provide them personalised guidance. If required, parents are also called for sharing the problems as their involvement is equally important in such cases. Besides, to avoid incidence of suicides amongst youth expert doctors are invited for conducting workshops and seminars on these topics.

### **ASSOCIATIONS**

1. The College runs several Associations which are social, linguistic and cultural in nature. The Nature's Club, Cultural association. These Associations enable students to participate in a variety of co-curricular activities. Under the auspices of these associations' talks, discussions and exhibitions are held throughout the year.
2. The Cultural Association of the college encourages students to participate in Cultural Youth Festivals and compete in singing, acting, and dancing competitions at the Inter - Collegiate and Intra-College Level. Exhibitions like Drawing, Rangoli, Painting, Photography etc. are organized.

### **COMMITTEES AND ASSOCIATIONS**

<b>Sr.</b>	<b>Name of the committee</b>
1.	Examination Committee
2.	Admission Committee Attendance Committee
3.	Women Development Cell
4.	Career Guidance
5.	Placement and Seminar
6.	Research Cell & FDP
7.	Students Council
8.	Anti-Ragging Committee
9.	Educational Visit and Industrial Visit
10.	Book Bank
11.	Cultural Committee
12.	Parents Teacher Association
13.	Language Committee
14.	Independence & Republic
15.	Degree Distribution
16.	Price Distribution
17.	IQAC
18.	Sports
19.	NSS
20.	Natures Club
21.	Canteen Committee
22.	Discipline

23.	Scholarship & Free-ship
24.	Cell for PWD and SC/ST
25.	Time Table Committee
26.	Alumni Association
27.	DLLE
28.	Website Upgrading
29.	Staff Secretaries
30.	NCC
31.	Unfair Means Inquiry Committee
32.	Magazine & Prospectus
33.	Library Advisory Committee
34.	Internal Complaint & Grievance Cell
35.	Result Verification & Distribution Committee
36.	RTI
37.	Stationary/ Inventory Distribution
38.	CDC

## COLLEGE ACTIVATES PHOTOS

### DEPARTMENT OF SCIENCE ACTIVITIES LIST 2022-23

#### 1) SAVE TIGERS



#### 2) EXCURSION VISIT TO VEERMATA JIJABAI BHOSLE UDYAN



#### 3) VISIT TO KARNALA BIRD SANNCTUARY

#### 4) CELEBRATION OF NATIONAL SCIENCE DAY





## LIBRARY COMMITTEE

### Library Openings Ceremony



### Hindi Diwas



### Reading Inspiration Day



### Library Orientation Program for -F.Y.J.C



### Constitution Day

### Marathi Bhasha Diwas

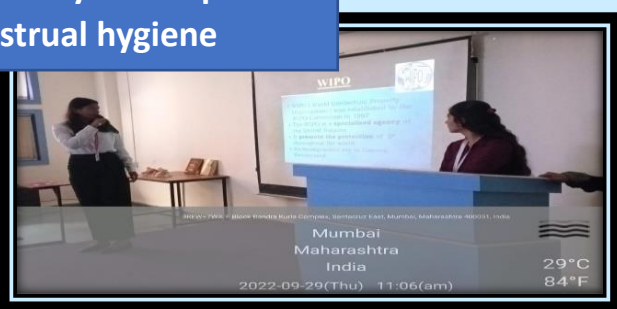
## Educational & Industrial Visit Committee



## DLLE COMMITTEE



## Seminar personality development and menstrual hygiene



## LANGUAGE COMMITTEE --HINDI DIWAS



**CULTURAL COMMITTEE**

Rainy Day – attire competition



Rainy day – Poster making competition



Winter day – teaching staff



Winter day - students



Tiger day – seminar



Tiger day – poster making competition



Navratri – laxmi pooja



Navratri – Color Celebration



Guru Poornima – celebration



Guru poornima – saraswati





Inter college competition – makeup artist



Intra college competition - mehendi



Intra college competition – Rangoli



15<sup>th</sup> August – cultural



15<sup>th</sup> August – cultural craft competition



74<sup>th</sup> Republic day – Chief Guest



74<sup>th</sup> Republic day – Dance



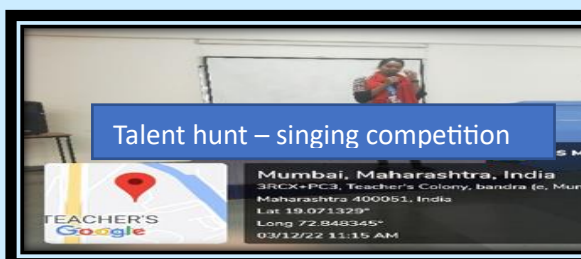
74<sup>th</sup> Republic day – Singing



One night camp – sports



Ganesh Chaturthi – best photography competition



Talent hunt – singing competition



Sports wear Day

**STUDENT COUNCIL**



Felicitation and Appointment of Office Bearer

Mr. & Ms. UBS



Food Fest



Sari & Tie Day



Intra-College Competition



Christmas Party



**Placement Cell**

**CAREER DEVELOPMENT SESSION  
(AMIGO AVIATION ACADEMY)**



**COMMODITY MARKET SEMINAR  
(NSE ACADEMY)**

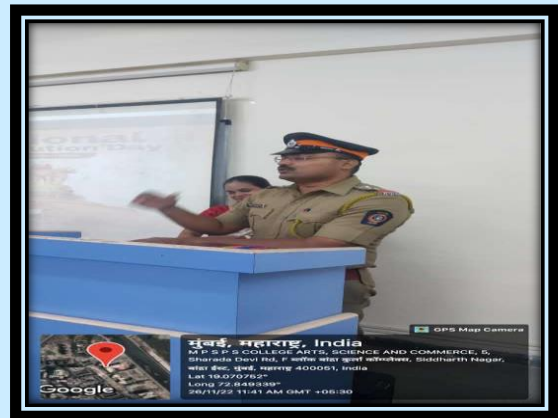


**ICA CAREER GUIDANCE SESSION**



**NSS UNIT ACTIVITIES LIST 2022-23**

**1) INDIAN CONSTITUTION DAY**



## GENERAL ORIENTATION WITH AREA COORDINATOR



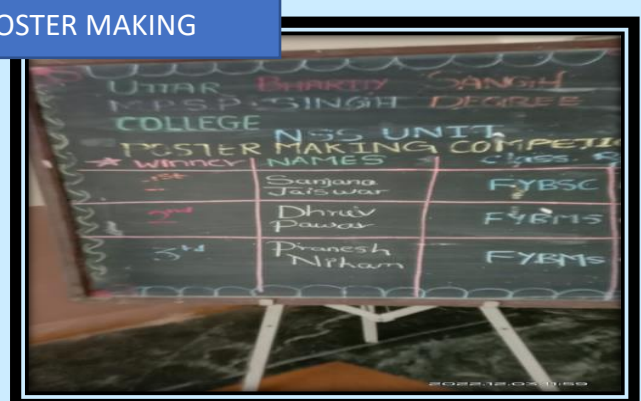
## WORLD AIDS DAY (AIDS AWARENESS RALLY)



## RUN FOR UNITY



## AIDS AWARENESS POSTER MAKING



## AIDS DAY SKIT PLAY





15<sup>th</sup> August-Independent Day

Yoga Day



Sports



Global Guru Award



College Annual Day -2022-23



“EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD.” – NELSON MANDELA

STUDENT COUNCIL PRESENTS

# BHARATIYA JALSA



UTTAR BHARATIYA SANGH JUNIOR COLLEGE OF COMMERCE AND SCIENCE  
AND  
MAHENDRA PRATAP SHARADA PRASAD SINGH COLLEGE OF ARTS, COMMERCE AND SCIENCE  
Plot No. 629/1243, Behind Teacher's Colony, Bandra East, Mumbai - 400051



## Bharatiya Cultural Fest Intra College Competition

23/12/2022 Friday  
10.00 AM onwards

Room no **BGMI**  
302  
10.00 AM  
Erangel - Classic  
1 team - 4 members



**Phone photography**  
(theme - cultural competition photo album)  
Room no 303  
10.00 AM

# Bharatiya Jalsa EVENT

20/12/2022	BHARATIYA DHABA (Food fest)
21/12/2022	MERA DESH MERA VESH



Uttar Bharatiya Sangh's  
MAHENDRA PRATAP SHARADA PRASAD SINGH COLLEGE OF  
COMMERCE & SCIENCE

Plot No. 629 /1243, Behind Teacher's Colony, Bandra (E),  
Mumbai – 400051

Tel: 7738445493 Fax: 022-26570937

Email :mpspcollege@rediffmail.com

Website : <http://ubseducation.in/>