



**Esplanade Education Society's**

**ISO 9001 : 2015 Certified**

# **NIRANJANA MAJITHIA COLLEGE OF COMMERCE**

**Degree College Courses**

**B.COM**

**BMS**

**BSC-IT**

**M. G. Road, Bohra Colony, Kandivali (West)**

**Tel No: 02228016152**

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## **PROSPECTUS**

**2018 - 2019**



## ABOUT US

### YESTERDAY

It was 1898 .....!!!! The Esplanade High School was founded by Mr. Hormasji Palonji Pavri & Mr. asserwanji Bapuji Laskary at Fort, Bombay 1898 to 2009... is a long way. Naturally the school has celebrated all the jubilees... Silver ... Golden ... Diamond.... Platinum. During the course of nearly a century, the school had seen many a vicissitude, ups and downs.

Shri Laskary retired in 1928 and Mr. Nariman Rustomji Dalal Jointed Shri Pavri retired in 1930. Shri K.B.Billimoria and Shri C.U.Desai Joined Shri Dalal. Shri Dalal retired in 1941. Shri K.B.Billimoria and Mr. C.U.Desai led the school towards the Golden Jubilee. The Golden Jubilee of this School was progressing well under the able guidance of these two Principals. Principal K. B. Billimoria had to retire in February 1952 on account of his age.

The Esplanade Education Society was formed in 1956 with the main aim to take over the management of Esplanade High School, Fort as well as Esplanade High School, Kalbadevi, impelled by sheer enthusiasm and love for his Alma metter, Mr. Hooseini S. Doctor, a prominent personality of Bombay, stepped in as the President of the Society. His active interest in the affairs of the schools and his love for education brought the school to a new height of a academic excellance.

The strength of our school at fort, gradually came down due to exodus of families to the suburbs. It was at this time, that Mr. A.P.Purohit, the first Vice President, girded up his loins and went all out to bring the school to its present Position. Thus the school was re-established here in Kandivali (W) with the help of good office of the President Mr. Hooseini S. Doctor.

Later, as a part of the school's constant effort towards self-improvement, the Esplanade Education Society deemed importance to rope in the support of visionary. This support came to us in the form of Mr. Navinchandra Majithia the renowned social worker and an educationist, the Managing Trustee of Majithia Foundation Trust & also an ex-student of the school, joined us as a Managing Trustee in 1995. He extricated the school from the morass, shook it by the staff with a new set of highly qualified teachers. Today, we are glad that with a person like him at the helm of affairs, the school is in an at most apple-pie order. The School has taken strong stride forward. His imposing but loving look is enough to inspire a trust in his pupils. He is our easier of success. His success & popularity is to be attributed to his persuasive & shroud observation.

### TODAY

The College is a Co-Educational Institution and imparting education for the all round development of boys and girls, in order, that the values of human dignity and equality are enshrined in the hearts of the children as they grew up to the true citizens and help to build a modern democratic society.

The Society has progressed a lot. It had an expansion plan & started division of Jr. College of Commerce in 1996. We have a goal of 25 divisions of which 20 divisions had been started. Degree College started in 2004 with aim of the college is to discharge & do away with communal exclusiveness by bringing Hindu, Muslim, Parsis & other classes together to cement among the bonds of amity & Unity.

The College has the best infrastructure. The College tries to inculcate among its students the idea of perservance in all their activities through academic and non-academic channels with the help of an updated Laboratory, a huge Library, well equipped three Computer Labs. In addition, the College boasts of an Audio Visual Room and a Counseling Cabin.

## THE VISION

- To provide holistic education including human values and excellence and grace to serve for the social cause.
- To encourage creativity and innovativeness in our students.



## THE MISSION

- To prepare students for challenges in the society.
- To promote diverse skill, character building and social sensitization.
- To train the students in the modern technology.
- To provide platform for nurturing spirit of entrepreneurship and critical thinking.
- To motivate the students for overall development .
- To provide quality education for preparing student for global scenario.
- To sensitize student in issue of gender equality and human right.

## QUALITY POLICY

Esplanade Education Trust is committed to provide good education in school level, college level and IT sector for students. The Quality Education is provided by qualified and experienced staff of the Education Society. Proper examinations are carried out from time to time for the preparation of students so that we can expect best results compare to others. The trust is provided time bound course as per the syllabus of Board & University.

In line with our philosophy, we reaffirm our commitment for rendering excellent education through ;

- Implementation of international quality management system standards.
- Professional approach through out the organization.
- Understanding and fulfilling educational requirements.
- Value based education.
- Combination of Indian tradition and modern technology.
- Providing latest facilities and infrastructure.
- Noteworthy progress in Sports, Cultural activities, Excursion programmes and various other fields.
- Professional qualified, self motivated and dignified employees.
- No Deposit, No Donation, Good Education.
- We are intending to follow the principle expressed by President Abraham Lincoln in his letter to the Principal of his son.

## FACILITIES

- **LIBRARY :** The well-maintained College library is housed on the 1 Floor of the college. It is richly equipped with books, valuable reference book, maps and a variety of periodicals. Besides the great demand for textbooks and adequate number of reference books in each subject is provided. Students are allowed to enter the library only with a valid identity card. Besides the Identity Card, the students must also take a Library Card from the Librarian for issuance of books.
- A student failing to return the books issued to him within the prescribed time limit is liable to pay a fine. A Library Card is nontransferable. If it is lost, the student must inform the Librarian immediately about the same in writing, Text-books, reference books, examination question papers, periodicals daily newspapers etc. issued for reading in the hall against



identity card and cannot be taken out of the reading hall. Student found damaging library books, periodicals, journals are liable to be removed from the rolls of the college.

- **Seminar Hall** : Hall is excellent centrally and air-conditions halls, technically well equipped with state of the art acoustics and excellent light and sound facilities.
- **Laboratories** : Laboratories are spacious, well equipped with latest apparatus and sophisticated equipment. Most of the Labs are High- Tech labs.
- **Class-rooms** : The Student's satisfaction is of paramount importance for the college. For providing them satisfaction, the college has evolved effective method of teaching in the high - tech class-rooms which are air-conditioned and have good seating and lighting.
- **Canteen** : The best place for any collegian. The canteen is very spacious and offers hygienic food at affordable rates.
- **Security and Safety** : The College offers a very safe and secured environment with close circuit cameras installed at all important places and round the clock securities. The college also has fire fighting equipment in place.
- **Extra Curricular Activities** : With a view to develop the character and personality of student the college has established various associations and organizations like the Cultural Association. The English Literacy Club, The Gujarati Sahitya Sabha, The Hindi Sahitya Parishad, The Marathi Wangmaya Mandal, The Commerce Association etc. These associations and organizations are for organizing extra curricular activities linked with our academic values.

## Bachelor of Commerce (B.COM.)

### The Courses (Subjects) are as follows:

#### F.Y.B.Com. (Sem-I & II)

1. Accounting & Financial Management
2. Business Economics
3. Foundation Course
4. Commerce
5. Environmental Studies
6. Mathematical & Statistical Technique
7. Business Communication

\* Each paper is of 100 marks

#### S.Y.B.Com. (Sem-III & IV)

1. Accounting & Financial Management
2. Business Economics
3. Foundation Course
4. Commerce
5. Advertising
6. Business Law

#### T.Y.B.Com.(Sem-V & VI)

1. Financial Accounting
2. Management Accounting
3. Cost Accounting
4. Auditing
5. Direct & Indirect Taxes
6. Business Economics
7. Marketing & HRM
8. Export Marketing/Computer System and Applications

#### ADMISSION INFORMATION:

The entire admission procedure is according to the guidelines issued by the University of Mumbai. Admission to the course is PROVISIONAL subject to approval by the University.



**Fee Deduction chart on Cancellation of Admission as per  
University ordinance 0.2859 Period & Percentage of Deduction Charges:**

(i)

Prior to Commencement Of academic term  
and Instruction of the Course term

**Deduction Charges :**

Rs. 500/- Lump-Sum

(ii)

Upto 20 days after the commencement of  
the academic term of the Course

**Deduction Charges :**

20% of the total amount of fees

(iii)

From 21<sup>st</sup> day upto 50 days after  
commencement of the academic term  
of the course

**Deduction Charges :**

30% of the total amount of fees

(iv)

From 51<sup>st</sup> day upto 80 days after  
commencement of the academic term  
of the academic term of the course.

**Deduction Charges :**

50% of the total amount of fees

(v)

From September 1<sup>st</sup> to September 30<sup>th</sup>

**Deduction Charges :**

60% of the total amount of fees

(vi)

After September 30<sup>th</sup>

**Deduction Charges :**

100% of the total amount of fees

## BMS (Bachelor of Management Studies)

### Objectives :

- a) To prepare students to exploit opportunities being newly created in the management profession field.
- b) To provide adequate basic understanding of management education to the students.
- c) To Integrate industry interaction in the form of guest lectures, summer internships, field visits, live projects.
- d) To develop communication skills and team work skills through presentations and workshops.
- e) Encourages community service projects to help sensitise students to their environment.
- f) To create for students of University of Mumbai an additional avenue of self-employment and also benefit the industry by providing them with suitable trained person.

### Eligibility

A candidate, for being eligible for admission to the B.M.S. degree course shall have passed XIIth std. Examination conducted by the Maharashtra State Board of Higher Secondary Education or any examination recognized as equivalent thereto at one and the same sitting or Diploma in any Engineering branch conducted by the Board of Technical Education, Maharashtra State with two years or three years or four years duration after passing the Secondary School Certificate (S.S.C.) examination or any examination recognized as equivalent thereto and should have secured not less than 45% marks in case of students belonging to Open Category and not less than 40% marks in the case of students belonging to

Reserved Category. Students passing the H.S.C. or any other examinations conducted by Boards/Universities outside Maharashtra State, should first obtain and submit a provisional eligibility certificate from the Registrar, University of Mumbai, Eligibility Section, Vidyanagari, Santacruz (E), Mumbai - 400 098, before they seek admission to the Senior College. To apply for this one has to display the original Mark sheet at the office, along with 2 Xerox copies. After admission for confirmation of the eligibility, students should submit to the College Office, before the close of the first term, the Statement of Marks, the Passing Certificate and the Migration Certificate.



The stream – wise weightage to be given is as under :

Stream	Percentage
Commerce	45%
Arts	25%
Science	25%
Diploma in Engineering and Others	5%

Total no. of seats : 60

Reservations are as per the Government policy.

Fees : The details have been placed on the college notice board

Duration of course : 6 Semesters spread over 3 years. The Course shall consist of 39 modules comprising 38 theory papers and 1 project.

### First Year

#### Semester - I

1 Introduction to Financial Accounts
2 Business Law
3 Business Statistics
4 Business Communication - I
5 Foundation Course - I
6 Foundation of Human Skills
7 Business Economics-I

#### Semester - II

1 Principles of Marketing
2 Industrial Law
3 Business Statistics
4 Business Communication -II
5 Foundation Course - II
6 Business Environment
7 Principles of Management

#### Semester - III

1 Managerial Economics – II
2 Principles of Marketing
3 Accounting for Managerial Decisions
4 Organization Behaviour and HRM

Any one Elective Group to be selected by the learner

#### Finance Group - Elective :

5 Basics of financial services
6 Corporate Finance

#### Marketing Group - Elective :

5 Consumer Behaviour
6 Strategic Management

#### Human Resource Group - Elective :

5 Recruitment and Selection
6 Motivation and Leadership

#### Semester - IV

1 Business Planning and Entrepreneurial Management
2 Business Research Methods
3 Direct Taxes
4 Production and Total Quality Management

Any one Elective Group to be selected by the learner

#### Finance Group - Elective :

5 Advance Costing and Auditing
6 Equity and Debt Market



### Marketing Group - Elective :

5 Integrated Marketing

Communication and Advertising

6 Rural Marketing

### Human Resource Group - Elective :

5 Training and Development in HRM

6 Change Management

### Third Year

### Semester - V

1 Logistics and Supply Chain Management

2 Ethics and Governance

3 Project Work

**Any one Elective Group to be selected by the learner**

### Finance Group - Elective :

4 Investment Analysis and Portfolio Management

5 Commodity and Derivatives Market

6 Wealth Management

7 Strategic Financial Management

### Marketing Group - Elective :

4 Service Marketing

5 E-Commerce and Digital Marketing

6 Sales and Distribution Management

7 Customer Relationship Management

### Human Resource Group - Elective :

4 Finance for HR Professional and Compensation Management

5 Strategic Human Resource Management and HR Policies

6 Performance Management and Career Planning

7 Industrial Relations

### Semester - VI

1 Operation Research

2 Indian Ethos in Management

3 Corporate Communication and Public Relations

**Any one Elective Group to be selected by the learner**

### Finance Group - Elective :

4 Risk Management

5 International Finance

6 Innovation Financial Services

7 Project Management

### Marketing Group - Elective :

4 Brand Management

5 Retail Management

6 International Marketing

7 Media Planning and Management

### Human Resource Group - Elective :

4 HRM in Global Perspective

5 Organizational Development

6 HRM In Service Sector Management

7 Human Resource Planning and Information System



## Examination Pattern and passing standards for BMS

There will be two examinations in a year, one at the end of the each semester and will be termed as [external exam-I (October) and External exam-II (March)] Semester end Exam.

### Scheme of Examination :

The Scheme of Examination shall be divided in two parts.

A) Theory Paper: 100 marks

i. Internal exam – 25 marks

ii. External exam – 75 marks

B) Project work (Semester V) : 100 marks

### Passing Standards :

Minimum Requirement

Internal: 10 out of 25 marks (40%)

External: 30 out of 75 marks (40%)

(a) The performance grading of the student shall be of the seven point ranking system as under Grade Marks

### Grade Points:

Grades And Their Equivalent Grade Point			
Percentage of Marks Obtained	Grade Point	Grade	Performance
80.00 and Above	10	O	Outstanding
70-79.99	9	A+	Excellent
60-69.99	8	A	Very Good
55-59.99	7	B+	Good
50-54.99	6	B	Above Average
45-49.99	5	C	Average
40-44.99	4	D	Pass
Less than 40	0	F	Fail
SGPL-Semester Grade Performance Index			
TH-Theory, PR-Practical, IA-Internal Assessment			

The performance grading shall be based on the aggregate performance of internal Assessment and Semester End Examination.

### (b) Carry forward of the marks :

(i) A student who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination of that course. However his/her marks of the internal assessment shall be carried over but he/she shall be entitled for grade obtained by him/her on passing of the complete course.

(ii) A student who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall 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 for grade obtained by him/her on qualifying the course. The evaluation for students who fails in Internal Assessment will consist of one project of 25 marks which will be divided into 15 marks for the documentation of the project, 5 marks for the presentation and 5 marks for the viva.

### (c) Allowed to Keep Terms (ATKT) :

(i) A student shall be allowed to keep term for Semester II irrespective of numbers of heads of failure in Semester I.

(ii) A student shall be allowed to keep term for semester III if he/she passes each of Semester I and Semester II OR a student fails in not more than two papers of Semester I and Semester II taken together where the total marks does not exceed 200.

(iii) A student shall be allowed to keep term for semester IV irrespective of number of heads of failure in Semester III. However the student has to pass each of Semester I and II in order to appear for Semester IV

(iv) A student shall be allowed to keep term for Semester V if he /she passes Semester I, Semester II, Semester III, and semester IV OR a



student shall pass Semester I and Semester II and fails in not more than two theory papers of Semester III and Semester IV taken together.

(v) A student shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V.

(vi) The result of Semester VI shall be kept in abeyance until the student passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.

## **B.Sc.(IT) (Information Technology)**

### **Objectives :**

The BSc (IT) programme of the University of Mumbai is designed to provide basic inputs for a broad understanding of Information Technology and its interface. The focus is on Information Technology (IT) and IT. Management. Today smart, successful businesses use IT. to give them an extra- edge to stay ahead of the competition. IT. is soon becoming a 'driver' rather than an 'enabler' of business. It is used for processes like Office Automation, Management Information Systems for fast decision making, R & D, re-engineering and organizational transformation, The programme makes the student beyond computer skills to telecommunication systems and networking to e-commerce, internet security and Enterprise Resource Planning, This programme will give a strategic advantage to the future of the Indian Manager.

This is a full time course covering six semesters over three years. The number of students will be 60 per batch. The course consists of theory and practicals, together with tutorials, assignments, case studies, projects, seminars and field-trips.

In the Third Year (Semester V and VI), the College will offer Special Electives from these categories. Students will have to select one elective from each category.

### **Eligibility :**

(a) Candidate for being eligible for admission to the degree course of Bachelor of Science in Information Technology (B.Sc.-IT), shall have passed XII standard examination of the Maharashtra Board of Higher Secondary Education or its equivalent with mathematics as one of the subject and should have secured not less than 45% marks in aggregate for open category and 40% marks in aggregate in case of Reserved Category candidates.

(b) Candidate who have passed Diploma (Three years after SSC - Xth Std.) in Information Technology/ Computer Technology /Computer Engineering / Computer Science / Electrical, Electronics and Video Engineering and Allied Branches/Mechanical and Allied Branches/ Civil and Allied branches of Engineering are eligible for direct admission to the Second Year of the BSc (IT) degree course.

However, the Diploma should be recognized by the Board of Technical Education or any other recognized Government Body. Minimum marks required 45% aggregate for Open Category candidates and 40% aggregate for Reserved Category candidates. OR Candidates with post HSC-Diploma in Information Technology / Computer Technology / Computer Engineering / Computer Science and Allied branches will be eligible for direct admission to the Second Year of BSc (IT). However, the Diploma should be recognized by the Board of Technical Education or any other recognized Government Body. Minimum marks required 45% aggregate for Open Category candidates and 40% aggregate for Reserved Category candidates. Merit list is prepared on the basis of mathematics marks in H.S.C.

Total no. of seats :60

Reservation are as per the Government Policy.

Fees : Details have been placed on the College Notice Board.



## First Year

### Semester - I

No. of Subjects
1 Imperative Programming
2 Digital Electronics
3 Operating Systems
4 Discrete Mathematics
5 Communication Skills

### Semester - II

1 Object Oriented Programming
2 Microprocessor Architecture
3 Web Programming
4 Numerical and Statistical Methods
5 Green Computing

## Second Year

### Semester - III

No. of Subjects
1 Python Programming
2 Data Structure
3 Computer Network
4 Database Management System
5 Applied Mathematics

### Semester - IV

1 Core Java
2 Introduction to Embedded System
3 Computer Oriented statistical Technique
4 Software Engineering
5 Computer Graphics and Animation

## Third Year

### Semester - V

No. of Subjects
1 Network Security
2 Software Testing
3 Linux Administration
4 Advanced Java
5 ASP.NET with C#

### Semester - VI

1 Internet Technologies
2 Data Warehousing
3 Project Management
4 IPR & Cyber Laws of Digital Signals & Systems or Geographic Information Systems
5 Project

### Duration of Course :

6 Semesters spread over 3 years. The Course shall consist of 29 theory papers and one project in sixth semester Scheme of Examination : The Scheme of Examination shall be divided in two parts.

(A) Theory Paper: 100 marks

- Internal exam – 25 marks
- External exam – 75 marks

(B) Practical / Tutorial: 50 marks

(C) Project work (Semester VI) : 200 marks

Passing Standards : Minimum Requirement :

Internal : 10 out of 25 marks (40%)

External : 30 out of 75 marks (40%)

Practical/ Tutorial: 20 out of 50 marks (40%)



**Passing Standards :**

- i) A student is said to have passed if she/he secures 40% of marks allotted in each head of passing. Theory of 100 marks and TW Practical / Tutorial of 50 marks are treated as separate heads of passing. The performance grading shall be based on the aggregate performance of internal assessment and semester end examination.
- ii) A student is said to have passed Semester I if the student passes in all heads of passing of the Semester.
- iii) A student is eligible to be admitted to Semester II irrespective of no. of heads of failure in the First Semester.
- iv) A student is eligible for admission to Semester III if, either the student passes Semester I & II. OR the student fails in a combination of Theory and/ or Practical taken in Semester I or Semester II or together, where the total marks do not exceed 200.
- v) A student is eligible to be admitted to Semester IV irrespective of no. of heads of failure in the Third Semester. However the student has to clear Semesters I and II in order to appear for Semester IV examination.
- vi) A student is eligible for admission to Semester V if, either the student passes Semesters III & IV, OR the student fails in a combination of Theory and / or Practical taken in Semester III or Semester IV or together, where the total marks do not exceed 200.
- vii) A student is eligible to be admitted to Semester VI irrespective of no. of heads of failure in the Semester V. The results of Semester VI should be kept in abeyance until the student clears III, IV and V Semesters in full.
- viii) The class is awarded Semester wise for Semesters I, II, III and IV. However Semester V and VI will be taken together for award of class i.e., in the Final Year. The performance grading of the student shall be of the seven point ranking system as under:

## COLLEGE RULES AND REGULATIONS

1. Students joining the College are expected to accept and observe all the rules and regulations, which will be subject to strict enforcement by the College authorities.
2. According to Ordinance 119 for granting terms in each subject minimum attendance of 75% of the theory, lectures, practicals and tutorials (Wherever prescribed) separately will be required out of the total number lectures, practicals and tutorials in the subject conducted in the terms as declared by the University of Mumbai.
3. In case of sickness, a leave application shall have to be submitted to the college office along with a medical certificate within two days of resuming the College.
4. The College attaches great importance to discipline and the same must be scrupulously observed by the students. Failure to comply with any of the rules, regulation or requirement notified from time to time will lead to strict disciplinary action including removing the name of the student from the college roll.
5. All students must wear their valid identity cards issued by the college when they are on the college campus even on Sundays and holidays or else strict disciplinary action will be taken against them. Use of mobile phone is strictly prohibited in the college campus, any loss of mobile phone is the absolute responsibility of students, and no complaints of loss of mobile will be



entertained by the staff of the College. Use of cell phones in any form in the class rooms and corridors is strictly prohibited. On breach of this discipline, the cell-phone holder will be liable for a penalty of Rs. 500/- for the first offence. In case of a repetition of the offence the cell-phone shall be liable to be confiscated.

6. If the student is found indulging in anti-national activities contrary to the provision of acts and laws enforced by government or join any activity contrary to rules of discipline will be liable to be expelled from the college without any notice by the Management of the college.
7. Whosoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall, on conviction, be punished with imprisonment for a term up to 2 years and or penalty which may extend to ten thousand rupees. Any students convicted of an offence of ragging shall be dismissed from the educational institution and such students shall not be admitted in any other educational institution for five years from the date of order of such dismissal.
8. All College activities require prior permission of the Principal. No society or association shall be formed in the College and no person shall be invited

to address a meeting without prior permission of the Management.

9. Students are expected to take good care of College property and to help in keeping the College premises clean. Any breach of discipline in this regards will be dealt with very severely.
10. Any form of gambling, smoking, consumption of alcohol or carrying such items is strictly prohibited in the College premises.
11. Students should read all the notice boards regularly for getting proper and relevant information.
12. Matters not covered as a part of the above-mentioned rules and regulations shall rest at the absolute discretion of the College authorities.
13. Dress Code Colour : Students are expected to wear decent clothes. Students are strictly prohibited from wearing the following while on the college premises

#### **Boys**

Caps, Hats, Half-pants, Short Bermudas, Sleeveless T-shirts and 3/4th pants.

#### **Girls**

Caps, Hats, Half-pants, shorts, Bermudas, Skin tight dresses, revealing dresses, Short dresses or short skirts, Sleeveless and short tops and pedal pushers.

Any other attire which according to the college authorities is not suitable to the college culture.

### **CAUTION**

**The Management of the College does not accept any donation fee for admission to any of the programs. The public is cautioned not to be misled by any miscreants who promise admission to this college against donation.**