



Shri Vile Parle Kelavani Mandal's Usha Pravin Gandhi College Of Management



College Prospectus

2016-2017

PRESIDENT'S MESSAGE



Education at SVKM's Usha Pravin Gandhi College of Management is a process of imparting specific knowledge as well as skills for developing professionals and nurturing leaders in the most important fields of current times at the graduation level i.e. Management Studies, Mass Media and Information Technology.

We, at SVKM, feel proud to provide quality education by equipping our students with skills, confidence and a positive approach with an all-round development. At Usha Pravin Gandhi College of Management there is persistent striving to perceive and maintain academic excellence at the same time encourage the students to participate in various co-curricular and extra-curricular activities. The holistic approach of the institute stimulates innovation among students by inspiring fresh ideas with perceptiveness, creative thinking and strong conviction to achieve true success.

I welcome the newly admitted students to the portals of this prodigious educational institution and wish them a memorable, meaningful and rewarding tenure. The senior students are welcomed back to the new academic session with renewed vigor and dedication.

I wish the Principal, staff and students of the college all success in their endeavors.

Best wishes and warm regards!

Amrish R. Patel

VISION

- *To empower students with knowledge and skills in their chosen fields by providing opportunities to realize their potential, thereby shaping them into future leaders.*

MISSION

- *To inculcate life skills by providing value based education and nurturing scientific spirit of inquiry in the young minds.*

PRINCIPAL'S MESSAGE



Usha Pravin Gandhi College of Management, under the broad umbrella of the SVKM management, starts the academic year 2016-2017 with a renewed faith that “small steps taken over time will generate big results”. The College with its team of enthusiastic staff members has applied for NAAC Accreditation for the first cycle and is awaiting the Peer team to visit the college as soon as the new session begins.

The College takes pride in welcoming a fresh batch of students who bring unmatched energy and vibrancy to the College. UPG College is also awaiting permission to *start two new generation programs* such as:

B.A. in Film, Television and New Media Production,

M.A. in Entertainment, Media and Advertising and also the popular

M.Com in Management,

which are affiliated to University of Mumbai. These courses will add to the portfolio of the college as well as offer hands on opportunity to students in the practical aspects that are relevant to the Media Industry.

The college also lays emphasis on the skill development of the students who can be prepared for employability while they pursue their under graduate or post graduate degree. The college started several **value added short term certificate courses** in digital marketing, graphic designing, script writing et.al and has recently initiated an **international** tie up for a short term **sports management** certificate course with Ohio University, USA. These courses aim to provide internship opportunities to deserving students who manage their classroom learning along with acquisition of skills.

The ethos of the college provides several opportunities for students to participate in cultural and sports activities and win accolades for themselves. The extra -curricular and co-curricular activities create a perfect platform for the young adult to be the brand ambassadors of the college and forge ahead as responsible citizens of this nation.

I wish every stakeholder of the UPG institution, all the very best for the new challenges ahead. In the words of **Steve Martin** “Let’s be so good that people cannot ignore you.”

Dr. A. Kapoor
Principal
UPGCM



Shri Vile Parle Kelavani Mandal

“Adapting to a modern way of life, while holding on to our traditional values – an inherent part of SVKM’s Culture”

Shri Vile Parle Kelavani Mandal is a Public Charitable Trust registered under the Society’s Registration Act and Bombay Public Trust Act. SVKM has always been committed to the cause of providing high quality education at various levels. From its humble beginnings in 1934, when it took over Rashtriya Shala, a school established in 1921 in the wake of the National Movement, the Mandal today has grown into a big educational complex imparting high-level education to more than 32,000 students.

The ethos of the Mandal, which is marked by patriotic fervor, selfless service and the spirit of indigenous enterprise, has its genesis in the days of India’s struggle for freedom. These values permeate all the institutions set up by the Mandal and are guiding principles for all of them.

After beginning its journey in the early 1930s SVKM has blossomed into an educational colossus that has attained national recognition in multiple streams of higher education. With a strong guiding philosophy of providing education to all levels of the student community along with creating a feeling of bonding and commitment amongst academic and non-academic employees. SVKM has mastered the art of being able to transform itself into a close knit family and at the same time help its students to attain all-round development, be employable and achieve success.

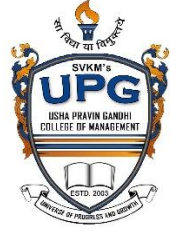
From its beginning with the Swadeshi Movement, the Mandal has now grown into an educational foundation promoting global thinking consistent with national interest and promoting the values, professionalism, social sensitivity and dynamic entrepreneurship.

SVKM has shown phenomenal growth during the past 81 years of its existence. Today, it has under its fold, 34 institutions, not only catering to students in diverse streams of education such as science, commerce, humanities, management, law and technology, but also meeting their requirements right from nursery stage up to doctoral programmes. Still more unique is the space that each of these institutions has carved for itself a very special niche in the fields of education in Mumbai, as well as through the length and breadth of India.

We are proud to state that SVKM, with its educational institutions, stands tall as a light house in the area of Education and Social change since more than 25 years.



**SHRI VILE PARLE KELAVANI MANDAL'S
USHA PRAVIN GANDHI COLLEGE OF MANAGEMENT**



LOCAL MANAGING COMMITTEE

**Shri. Harshad H. Shah
(Chairperson)**

**Shri. Vinod Goradia
Shri. Asoke Basak
Dr. A. Kapoor, Principal
Shri. Mudassar Qureshi
Shri. Abhang Deshpande**

**Shri. Ved Prakash Dudeja
Shri. Anil Bapat
Shri. Sriram Deshpande
Shri. Ashish Mehta**



**Shri Vile Parle Kelavani Mandal
MANAGING COMMITTEE**

**Shri. Amrish R. Patel
(President)**

**Shri. Bhupesh R. Patel
(Joint President)**

Vice President

Shri. Pravin V. Gandhi

Hon. Secretary

Shri. Sunandan R. Divatia

Hon. Treasurer

Shri. Utpal H. Bhayani

Hon. Joint Secretary

Dr. Jayant P. Gandhi

Hon. Joint Treasurer

Shri. Harshad H. Shah

Hon. Joint Secretary

Shri. Shalin S. Divatia

Hon. Joint Treasurer

Shri. Harit H. Chitalia

Shri. Bharat M. Sanghvi
Shri. Bhargav N. Patel
Shri. Bhupen G. Bhatt
Shri. Chintan A. Patel
Shri. Harihar R. Patel
Shri. Harshad B. Kawa
Shri. Jagat A. Killawala
Shri. Jagdish B. Parikh
Shri. Jayesh P. Choksi
Shri. Jayesh R. Gandhi
Shri. Kirit P. Mehta
Shri. Maherdas J. Patel

Smt. Minaxi K. Mehta
Shri. Mukesh H. Patel
Shri. Naresh K. Sheth
Shri. Nayan M. Patel
Shri. Nimir K. Mehta
Shri. Pratapchandra B. Patel
Shri. Pravin H. Doshi
Shri. Pruthviraj C. Shah
Shri. Rajendra K. Shah
Dr. Rajesh L. Jani
Shri. Rajgopal C. Bhandari
Shri. Sanjay A. Desai

Shri. Shantilal P. Bhatt
Smt. Sneha A. Parek
Shri. Tapan M. Patel
Shri. TNV Ayyar
Shri. Tushar H. Mehta
Shri. Vamanrai V. Parekh
Shri. Ved Prakash K. Dudeja
Shri. Vinod M. Goradia
Shri. Vinod M. Patel
Shri. Vivek C. Vaidya



Shri Vile Parle Kelavani Mandal

EXECUTIVE COMMITTEE

Shri. Amrish R. Patel
(President)

Shri. Bhupesh R. Patel
(Joint President)

Vice President

Shri. Pravin V. Gandhi

Hon. Secretary

Shri. Sunandan R. Divatia

Hon. Treasurer

Shri. Utpal H. Bhayani

Hon. Joint Secretary

Dr. Jayant P. Gandhi

Hon. Joint Treasurer

Shri. Harshad H. Shah

Hon. Joint Secretary

Shri. Shalin S. Divatia

Hon. Joint Treasurer

Shri. Harit H. Chitalia

Shri Amit Desai

Shri. Anand K. Pandit

Shri. Ashwin Dani

Shri. Bharat M. Sanghvi

Shri. Bhargav N. Patel

Shri. Bhupesh P. Bafna

Shri. Chandrakant T. Shanghvi

Shri. Chintan A. Patel

Shri. Harihar R. Patel

Shri. Girish S. Mehta

Shri. Harshad B. Kawa

Shri. Jagat A. Killawala

Shri. Jagdish B. Parikh

Shri. Jairaj C. Thacker

Shri. Jayesh P. Choksi

Shri. Jesus Lall

Shri. Kirit P. Mehta

Shri. Maherdas J. Patel

Smt. Manju D. Gupta

Shri. Mukesh A. Shah

Shri. Mukesh H. Patel

Shri. Naresh K. Sheth

Shri. Nayan M. Patel

Shri. Nimir K. Mehta

Shri. Pratapchandra B. Patel

Shri. Pravin H. Doshi

Shri. Pruthviraj C. Shah

Shri. Rajendra K. Shah

Shri. Rajgopal C. Bhandari

Shri. Rajiv M. Sanghvi

Shri. Rajnikant S. Ajmera

Shri. Sanjay A. Desai

Smt. Sarla H. Doshi

Smt. Saroj Rao

Shri. Shailesh M. Patel

Smt. Sneha A. Parekh

Shri. Sunil N. Dalal

Shri. Tapan M. Patel

Shri. TNV Ayyar

Shri. Tushar H. Mehta

Shri. Vasantrai D. Gandhi

Shri. Ved Prakash K. Dudeja

Shri. Vijay I. Patel

Shri. Vinod K. Goenka

Shri. Vinod M. Goradia

Shri. Vinod M. Patel

Shri. Vivek C. Vaidya

Smt. Zainab R. Chauhan

Shri. Asoke Basak

Shri. Mohan Awate

Shri. Anil K. Bapat

Shri. Nilesh M. Mohile

SPECIAL INVITEES

Shri. Deepak Golwala

Shri. Rajesh V. Shah

Shri. Jai Chinai

COURSES OFFERED

Three year integrated Under-Graduate courses affiliated to the University of Mumbai leading to the following degrees:-

- a) Bachelor of Management Studies [B.M.S.] – 2 Divisions, 60 students in each
- b) Bachelor of Mass Media [B.M.M.] – 2 Divisions, 60 students in each
- c) Bachelor of Science (Information Technology) [B.Sc. (I.T.)] – 2 Divisions, 60 students in each
- d) Bachelor of Arts (Film, Television and New Media Production) – Commencing shortly

Post-Graduate courses affiliated to the University of Mumbai leading to a degree in:-

- a) Master of Science (Information Technology) [M.Sc. (I.T.)] by papers
- b) Master of Arts (Entertainment, Media and Advertising) Commencing shortly
- c) Master of Commerce (Business Management) Commencing shortly

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY) [B.Sc. (I.T.)]

<p>First Year:</p> <p>Semester One</p> <p>1.1 Professional Communications Skills 1.2 Applied Mathematics – I 1.3 Electronics and Communication Technology 1.4 Fundamentals of Digital Computing 1.5 Introduction to C++</p>	<p>Semester Two</p> <p>2.1 Web Designing and Programming 2.2 Applied Mathematics – II 2.3 Microprocessor and Microcontroller 2.4 Database Management Systems 2.5 Data Communication and Networking Standards</p>
<p>Second Year:</p> <p>Semester Three</p> <p>3.1 Logic and Discrete Mathematical Structures 3.2 Computer Graphics 3.3 Advanced SQL 3.4 Object Oriented Programming 3.5 Modern Operating Systems</p>	<p>Semester Four</p> <p>4.1 Software Engineering 4.2 Embedded Systems 4.3 Multimedia 4.4 Java and Data Structures 4.5 Quantitative Techniques</p>
<p>Third Year:</p> <p>Semester Five</p> <p>5.1 Network Security 5.2 Software Testing 5.3 Linux Administration 5.4 Advanced Java 5.5 ASP.NET with C#</p>	<p>Semester Six</p> <p>6.1 Internet Technology 6.2 Project Management 6.3 Data Warehousing 6.4 Elective: As Per Syllabus 6.5 Project</p>

*Syllabus subject to change according to University of Mumbai

MASTER OF SCIENCE (INFORMATION TECHNOLOGY) [M.Sc. (I.T.)]

M.Sc. (I.T.) Part – I

Semester I

- 1.1 Data Mining
- 1.2 Distributed System
- 1.3 Data Analysis Tools
- 1.4 Software Testing

Semester II

- 2.1 Mobile Computing
- 2.2 Advanced Computer Networks
- 2.3 Cloud Computing
- 2.4 Advanced Database Systems

M. SC. (I. T.) Part – II

Semester III

- 3.1 Embedded Systems
- 3.2 Information Security Management
- 3.3 Elective I: As Per Syllabus
- 3.4 Elective II: As Per Syllabus

Semester IV

- 4.1 Artificial Intelligence
- 4.2 IT Infrastructure Management
- 4.3 Elective I: As Per Syllabus
- 4.4 Elective II: As Per Syllabus

*Syllabus subject to change according to University of Mumbai

BACHELOR OF MANAGEMENT STUDIES [B.M.S.]

<p>First Year:</p> <p>Semester I</p> <p>1.1 Foundation of Human Skills 1.2 Introduction to Financial Accounts 1.3 Business Law 1.4 Business Statistics 1.5 Business Communication 1.6 Principles of Management 1.7 Introduction to Computers</p>	<p>Semester II</p> <p>2.1 Business Environment 2.2 Industrial Law 2.3 Computer Applications in Business 2.4 Managerial Economics – I 2.5 Business Mathematics 2.6 Introduction to Cost Accounting 2.7 Environmental Management</p>
<p>Second Year:</p> <p>Semester III</p> <p>3.1 Managerial Economics – II 3.2 Principles of Marketing 3.3 Accounting for Managerial Decisions 3.4 Organizational Behaviour and HRM</p> <p style="text-align: center;">Finance Electives</p> <p>3.5 Basics of Financial Services 3.6 Corporate Finance</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">Marketing Electives</p> <p>3.5 Consumer Behaviour 3.6 Corporate Finance</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">Human Resources Electives</p> <p>3.5 Recruitment and Selection 3.6 Motivation and Leadership</p>	<p>Semester IV</p> <p>4.1 Business Planning and Entrepreneurial Management 4.2 Business Research Methods 4.3 Direct Taxes 4.4 Production and Total Quality Management</p> <p style="text-align: center;">Finance Electives</p> <p>4.5 Advanced Costing and Auditing 4.6 Equity and Debt Market</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">Marketing Electives</p> <p>4.5 Integrated Marketing Communication and Advertising 4.6 Rural Marketing</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">Human Resources Electives</p> <p>4.5 Training and Development in HRM 4.6 Change Management</p>
<p>Third Year:</p> <p>Semester V</p> <p>Compulsory Courses: 5.1 Logistics and Supply Chain Management 5.2 Ethics and Governance 5.3 Project Work</p> <p>Any one Elective group to be selected by the learner :</p> <p>5.4 Finance Group Electives 5.5 Marketing Group Electives 5.6 Human Resource Group Electives</p>	<p>Semester VI</p> <p>Compulsory Courses: 6.1 Operations Research 6.2 Indian Ethos in Management 6.3 Corporate Communication and Public Relations</p> <p>Any one Elective group to be selected by the learner :</p> <p>6.4 Finance Group Electives 6.5 Marketing Group Electives 6.6 Human Resource Group Electives</p>

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**Syllabus with effect from 2016-2017 Subject to University Approval

BACHELOR OF MASS MEDIA [B.M.M.]

<p>First Year:</p> <p>Semester I</p> <p>1.1 Effective Communication Skills – I 1.2 Fundamentals of Mass Communication 1.3 Introduction to Computers 1.4 Introduction to Sociology, the Sociology of News and Social Movements in India 1.5 Introduction to Economics 1.6 History</p>	<p>Semester II</p> <p>2.1 Effective Communication Skills – II 2.2 Principles of Management 2.3 Introduction to Psychology 2.4 Introduction to World Litterateurs 2.5 Political Concepts and Indian Political System 2.6 Principals of Marketing</p>
<p>Second Year:</p> <p>Semester III</p> <p>3.1 Media Studies 3.2 Introduction to Advanced Computers 3.3 Understanding Cinema 3.4 Cultural Studies 3.5 Introduction to Creative Writing 3.6 Introduction to Public Relations</p>	<p>Semester IV</p> <p>4.1 Mass Media Research 4.2 Introduction to Journalism 4.3 Print Production and Photography 4.4 Organizational Behaviour 4.5 Radio and Television 4.6 Introduction to Advertising</p>
<p>Third Year:</p> <p>Semester V</p> <p style="text-align: center;">Advertising</p> <p>5.1 Advertising in Contemporary Society 5.2 Copy Writing 5.3 Advertising Design 5.4 Consumer Behaviour 5.5 Media Planning and Buying 5.6 Brand Building</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">Journalism</p> <p>5.1 Reporting 5.2 Editing 5.3 Feature and Opinion 5.4 Journalism and Public Opinion 5.5 Indian Regional Journalism 5.6 Newspaper – Magazine Making</p>	<p>Semester VI</p> <p style="text-align: center;">Advertising</p> <p>6.1 Advertising and Marketing Research 6.2 Legal Environmental and Advertising Ethics 6.3 Financial Management for Marketing and Advertising 6.4 Agency Management 6.5 Digital Media 6.6 Contemporary Issues</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">Journalism</p> <p>6.1 Press Laws and Ethics 6.2 Broadcast Journalism 6.3 Business and Magazine Journalism 6.4 Internet and Issues in the Global Media 6.5 News Media Management 6.6 Contemporary Issues</p>

*Syllabus subject to change according to University of Mumbai

FACULTY

Dr. A. Kapoor
(Principal)

Faculty of B.M.S.

Co-ordinator

Mrs. Shubhangi Nargund

Assistant Professors

Mr. Mayur Vyas

Mr. Sriram Deshpande

Mr. Abhijeet K. Mohite

Mr. Lokesh Tardalkar

Mr. Lohrasp Sadri

Faculty of B.M.M.

Co-ordinator

Mrs. Zinat Aboli

Assistant Professors

Dr. Mrs. Navita Kulkarni

Mrs. Madhuvanti Date

Mr. Ashish Mehta

Mrs. Rashmi Gahlowt

Mr. Mayur Sarfare

Faculty of B.Sc. (I.T.)/M.Sc. (I.T.)

Co-ordinator

Mrs. Smruti Nanavaty-M.Sc.(I.T.)

Mrs. Swapnali Lotlikar-B.Sc.(I.T.)

Assistant Professors

Mr. Mudassar Qureshi

Ms. Dimple Bavlecha

Mr. Bhupendra Kesaria

Mr. Prashant Chaudhary

Mrs. Babita Kachroo

Mrs. Sunita Gupta

Library Staff

Librarian

Mrs. Suruchi Bhandodkar

Library Assistant

Mr. Abhang Deshpande

Laboratory Staff

Laboratory Assistant

Mr. Jagdish Sanas

Mr. Sandeep Gupta

Laboratory Attendant

Mr. Arun Lanjekar

Administrative Staff

Registrar

Mrs. Kalika S. Kherdikar

Senior Clerk

Mr. Rajendra Mali

Mrs. Rekha Thanvi

O.S. cum Accountant

Mrs. Falguni Thaker

Examination Cell

Mr. Atul Parkar

Ms. Sayli Nimkar

Head Clerk

Mrs. Dipali Vichare

Supporting Staff

Mr. Ganesh Pambala

Mr. Vilas Bansode

Jr. Clerk cum Typist

Mr. Santosh Shinde

Mrs. Vidhya Prabhu

Mrs. Nidhi Pawar

Mrs. Shruti Pawaskar

Mr. Mayur Pedamkar

ADMISSION GUIDELINES

Admission is purely on merit and is subject to availability of seats as per the directions issued by University of Mumbai and Government of Maharashtra from time to time. A transparent admission procedure is followed strictly based on the standard norms and on inter se merit. Any modification in admission guidelines will be notified on the college notice board as well as college website www.upgcm.ac.in at the time of admission. The Management or the college does not accept any donation or capitation fee for admission to any course offered by the college. The public is cautioned not to fall prey to any misleading information regarding admission in the college against donation.

SUBMISSION OF APPLICATION FOR ADMISSION

College will be conducting the admission procedure through its own **On-line system ONLY**. A detailed notice regarding admission schedule, on-line application will be available on college website www.upgcm.ac.in and as well as college notice board. For Minority / Open Merit Seats: The applicants, shall submit separate printed copy of duly filled on-line application form with the generated application number on the form along with the necessary documents and a fee of **₹100/- [Rupees One Hundred Only]** at the college office on or before 12.30 p.m. (sharp) of the last day of submission as given in admission schedule. The details of admission schedule is available on the college website and on the college notice board. No further correspondence will be made with the candidates. It shall be the responsibility of the candidates to see the notices and merit lists displayed on the college notice boards and website as scheduled. No excuses of ignorance regarding procedure will be entertained or accepted, if a candidate misses an opportunity.

ELIGIBILITY FOR B.M.S.

O.3941:- “A candidate for being eligible for admission to the B.M.S. Degree Course shall have passed H.S.C. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent examination or Diploma in any Engineering branches with two years or three years duration after S.S.C., conducted by the Board of Technical Education, Maharashtra State or its equivalent examination by securing minimum 45% marks for general category (in one attempt) at the respective Examination and minimum 40% marks for the reserved category (in one attempt)”.

No college shall conduct any entrance test in any form and the admissions are purely based on merit duly following the reservation policy as per the norms of Government of Maharashtra. While drawing the merit list, weightage has to be given to students from Arts, Commerce and Science stream at 12th Standard level.

The stream wise weightage to be given is as follows:-

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

The applications are to be accepted and processed by the colleges stream wise separately and the merit list is to be displayed stream wise taking into account the reservation policy prescribed by the Government of Maharashtra.

ELIGIBILITY FOR B.M.M.

O.5206:- A candidate for being eligible for admission to the Degree course in Bachelor of Mass Media shall have passed XII th Std. examination of Maharashtra Board of Higher Secondary Education or its equivalent from the Science, Arts or Commerce Stream.

No college shall conduct any entrance test in any form and the admissions are purely based on merit duly following the reservation policy as per the norms of Government of Maharashtra. While drawing the merit list, weightage has to be given to students from Arts, Commerce and Science stream at 12th Standard level.

Stream	Commerce	Arts	Science
Percentage	25%	50%	25%

The stream wise weightage to be given is as follows:-

The applications are to be accepted and processed by the colleges stream wise separately and the merit list is to be displayed stream wise taking into account the reservation policy prescribed by the Government of Maharashtra.

1. The merit list is to be prepared and displayed stream wise.
2. In case if not application is received from any stream, the vacant seats are to be distributed equally between the two streams only.
3. After the first merit list is displayed, if any seat allotted to one stream remains vacant, the same shall be distributed equally between the remaining two streams. In case is vacancy in one stream is of single/odd number of seats, the single seat is to be allowed to the Arts Stream. In case if no application is available from the two streams, then all the vacant seats of such two streams must be transferred to the third stream.
4. Step (3) be repeated for the subsequent merit lists till all the forms are exhausted of the final merit list is displayed, whichever is earlier.

ELIGIBILITY FOR B.Sc. (I.T.)

O.5051:-A candidate for being eligible for admission to the degree course of Bachelor of Science – Information Technology, shall have passed XII standard examination of the Maharashtra Board of Higher Secondary Education or it's equivalent with Mathematics and Statistics 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.

Candidate who have passed Diploma (Three years after S.S.C. 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 are eligible for direct admission to the Second Year of B.Sc.(I.T.) 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 Candidate 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 B.Sc.(I.T.). 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.

O.5053:-No common entrance test will be conducted. Admission will be on merit, based on order of preference as follows:

1. Marks in Mathematics and Statistics at H.S.C. or equivalent.
2. Aggregate Marks at H.S.C. (Std. XII) or equivalent.
3. Aggregate Marks at S.S.C. (Std. X)

ELIGIBILITY FOR B.A. (FILM, TELEVISION AND NEW MEDIA PRODUCTION)

[Commencing Shortly]

O.6079: Candidates for being eligible for admission to the three-year integrated course leading to the Degree of BA (Film, Television & New Media Production), shall be required to have passed the Higher Secondary School Certificate Examination (Academic or Vocational Stream) conducted by different Divisional Boards of Maharashtra State Board of Secondary and Higher Secondary Education or an Examinations of any another University or Body recognized as equivalent hereof by the Senate of the University of Mumbai.

ELIGIBILITY FOR M.A. (FILM, TELEVISION AND NEW MEDIA PRODUCTION)

[Commencing Shortly]

O.6081: Students who have passed a bachelor's course from any discipline/faculty of a recognized (by UGC-DE Council or any other competent body appointed for the said purpose by the due authority) university in India, or the degree from any foreign University which has been approved by UGC /Association of Indian Universities and is considered equivalent and at par with Indian degrees. In case of more applications are received than the sanctioned strength then merit- with entrance test will be criteria for selection. Reservation as per university rules will be applicable.

ELIGIBILITY FOR M.COM.

(BUSINESS MANAGEMENT)

[Commencing Shortly]

0.2310 :A candidate for being eligible for admission to the Masters of Commerce course shall have passed the examination for the degree of Bachelor of Commerce of this University (3 years integrated course) of the degree of B. Com (old course) of this University OR Bachelor of Commerce (Accounting & Finance) OR B.Com (Banking & Insurance) OR B.M.S. degree examination or an examination of any other University recognized as equivalent there to OR B.M.M. degree examination (only for Management Specialization subjects) at the M.Com. Degree levels.

ORDINANCES AND REGULATIONS

With respect to Credit Based Semester Grading System (CBSGS)

For programmes Under-Graduate Courses

With effect from the Academic Year 2011-2012

GENERAL GUIDELINES

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 30 Hours.

The scheme of Examination shall be divided into two parts i.e. Internal Assessment includes Assignments, Seminars, Case Studies and Unit Tests which will be of 25 marks and the Semester End Examinations which will be of 75 marks. The Semester wise Credit Points will be varied from program to program but the value of Credits for Under Graduate Programmes shall be of 120.

ASSIGNMENT OF CREDITS

- The UG programmes carry a value of 120 credits for all courses under the faculty of Commerce, Arts & Science.
- One (01) credit is approximately equal to thirty (30) hours of the learners load for all UG (Undergraduate) Programmes.
- The credits are divided into two parts:
 1. Approximately 50% of the hours will be spent in classroom / practical / field work as prescribed by the University of Mumbai.
 2. Rest of the time notional spent for self-study in library, institution or at home, case study, writing of journal and assignments, projects etc. by the learners him/herself for the completion of that course.
- All 3 years undergraduate programmes are of 120 credits.
- 17 – 23 credits in each Semester.
- One (01) Credit = Thirty (30) Hours of learners load.

CREDIT BASED EVALUATION SYSTEM SCHEME OF EXAMINATION

The performance of the learners shall be evaluated into two components. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first components by conducting the Semester End Examination with 40% marks in the second components.

The assessment of Internal and Semester End Examination for the Semester I to IV shall be processed by the College and issue the grade cards to the learner after the conversion of marks into grade.

The assessment of Internal for Semester V & VI shall be processed by the College for which University shall be conducting Semester End Examination of Semester V & VI. The internal assessment marks of learner appearing for Semester V & VI shall be submitted to the University by the college before the commencement of respective Semester End Examination.

The Semester End Examinations for Semester V & VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades.

ADDITIONAL EXAMINATIONS

INTERNAL ASSESSMENT:

ELIGIBILITY NORMS TO APPEAR FOR THE ADDITIONAL CLASS TEST OR ASSIGNMENT OR PROJECT FOR LEARNERS WHO REMAINED ABSENT:

- The learner must apply to the Head of the Institution giving the reason(s) for absence within 8 days of the conduct of the examination along with the necessary documents and testimonials.
- If the learner is absent for participation in Inter Collegiate events, State or National or International level events, Training camp or coaching camp organized by authorized University or State or National or International bodies, NSS / NCC Events / Camps / Cultural activities / Sports activities / Research festival or any other activities authenticated by the Head of the Institution, the Head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.
- The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

**CLASS TEST OR ASSIGNMENT FOR INTERNAL ASSESSMENT FOR COURSES WITHOUT PRACTICAL:
(FOR COMMERCE FACULTY):**

- A learner who is absent for the two class test and the assignment will be declared fail in the Internal Assessment Scheme.
- A learner who is absent for the two class tests and has appeared for the assignment will be allowed to appear for the additional class test of 10 marks. However, his marks for the class test will be taken as out of 20. However, his marks for the class tests will be taken as out of 20 i.e. he/she will forfeit his/her 10 marks of one class test (without conversion i.e. if the learner gets 4/10 marks in his additional class test, his/her marks for the class tests will be taken as 4/20) and internal assessment will be calculated as out of 25marks and not 30 marks.
- A learner who has appeared for both the class test but remains absent for the assignment will be allowed to appear for the additional assignment and the internal assessment will be calculated as out of 25 marks.
- A learner who is absent for one of the two class tests and is also absent for the assignment, the learner will be allowed to appear for one additional class test OR one additional assignment as per the selection of the student (to be given in writing to the Principal / Head of the Institution) i.e. the student will forfeit his or her 10 marks of one of the class test / assignment as the case may be and the internal assessment will be calculated as out of 25 marks.
- A learner who is absent for one of the two class tests/assignment as the case may be the learner will be allowed to appear for one additional class test/one additional assignment and the internal assessment will be calculated as out of 25 marks.

CLASS TEST OR ASSIGNMENT FOR INTERNAL ASSESSMENT (FOR ARTS & SCIENCE FACULTY):

- A learner who is absent for the class test and for all the assignment/s will be declared fail in the Internal Assessment Scheme.
- A learner who is absent for the class test and has appeared for all the assignment/s will be allowed to appear for the additional class test of 10 marks.
- A learner who has appeared for the class test but remains absent for all the assignment/s will be allowed to appear for only one additional assignment out of 10 marks. The student will forfeit 10 marks of one assignment and the internal assessment will be calculated as out of 25 marks.
- A learner who is absent for the class test or one assignment as the case may be the learner will be allowed to appear for the additional class test/assignment and the internal assessment will be calculated as out of 25 marks.

SEMESTER END EXAMINATIONS:

ELIGIBILITY TO APPEAR FOR ADDITIONAL SEMESTER END EXAMINATION:

- A learner who does not appear in some or all the courses on medical grounds or for representing the College /University in Sports, Cultural activities, activities of N.S.S, N.C.C. or Sports Training Camps conducted by recognize bodies/competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the institution is eligible to appear for additional examination.
- The additional Semester end examination shall be of two and half hours duration and of 75 marks per course. The learner shall appear for the Semester END Examination of the course for which he/she was absent for the reason as stated above. Learner who is punished under O.5050 shall not be eligible to appear for this additional examination.
- It is not the right of the learner, who has failed or has remained absent, to appear for the additional examination without fulfilling the norms prescribed by the Head of the institution/Department/Principal of the College/University and that the same has been brought into force with effect from the academic year 2016-17.

EVALUATION OF PROJECTS

- A learner who **PASSES IN ALL THE COURSES BUT DOES NOT** secure minimum grade of E in project as applicable has to resubmit a fresh project till he/she secures a minimum of grade E. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by them on passing.
- The evaluation of project and viva-voce examination shall be by awarding grade in the seven point scale.
- A learner shall have to obtain minimum of grade E (or its equivalent marks) in project evaluation and viva/voice taken together to obtain 40% marks in project work.

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 & Semester End Examination.

The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 out of 75) separately, to pass the course and minimum of Grade E in each project, wherever applicable, to pass a particular Semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

RULES AND REGULATIONS – I

- All students are responsible to the Principal, the Course Coordinator and members of the staff for their conduct in the Public.
- Insubordination, abusive language or misbehavior, misconduct can lead to the dismissal of a student.
- Demonstration of any kind in the college is strictly prohibited.
- In case of sickness, a leave application shall be submitted to the college office along with a medical certificate within two days of resuming the college. Fitness certificate at the time of resuming the college is essential.
- All the receipts on account of the fines imposed on students for any cause whatsoever shall accrue to the Students' Aid Fund of the College.
- All students applying for Bonafide Certificate, Character Certificate, Birth Date Certificates, Testimonials etc. and requiring the Principal or Course Coordinator's signature on any kind of document or application should first contact the College Office. No papers should be taken by the students directly to the Principal or the Course Coordinator.

RULES AND REGULATIONS - II

- Student behavior and activity should not interfere with the orderly administration and discipline of the college.
- Students are warned against communicating any information or writing anything about the college to the press without the written permission of the Principal.
- Students must take proper care of all the college property. Any damage done to the property of the college by disfiguring walls, doors, windows and fitting or breaking furniture and such other things is breach of discipline and will be punishable as such. Smoking, tobacco-chewing, drugs etc. are strictly prohibited in the college premises.
- Notwithstanding anything contained in these Rules, if the Govt. takes any policy decision pertaining to B.M.S / B.M.M / B.Sc. (I.T.) / M.Sc. (I.T.) admission, then the same shall be brought into effect at that point of time as per the directives from the Government/University of Mumbai from time to time.
- The students while studying in college, if found indulging in anti-national activities contrary to the provision of Acts and Laws enforced by Government or in any activity contrary to rules of discipline, will be liable to be expelled from the college without any notice by the Principal of the College.
- Students must always wear their valid Identity Card (ID) issued by the college Authority. No student shall be allowed to attend lecture, practicals, tutorials, etc. unless he or she has his/her valid ID card
- Failure to comply with any of the rules, regulations or requirements notified from time to time will lead to strict disciplinary action.

Faculty - BMM



Faculty - BMS



Faculty - IT



Staff - Office & Admin



Alumni Meet Jam Session



Guru Vandana Performance

Intra-UPG Basketball



Drama Team

Dance Team





Friendship's Day



Fashion Show



Underprivileged Children's Event - MEM



Sufi Singing



Folk Dance

ALLOWED TO KEEP TERM (A.T.K.T.)

B.M.M. & B.M.S. COURSES

- A learner shall be allowed to keep term for Semester II irrespective of number of heads of failure in the Semester I.
- A learner shall be allowed to keep term for Semester III if he/she passes each Semester I & II

OR

A learner who fails in not more than four courses of Semester I and Semester II taken together with not more than two courses each in Semester I & II.

- A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III. However, the learner shall pass each course of Semester I and Semester II in order to appear for Semester IV.
- A learner shall be allowed to keep term for Semester V if he/she passes Semester I, Semester II, Semester III and Semester IV.

OR

A learner shall pass Semester I and Semester II and fails in not more than four courses of Semester III and Semester IV taken together with not more than two courses each in Semester III & Semester IV.

- A learner shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V. However, the learner 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 learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.
- A learner who fails in some or all the courses can appear for A.T.K.T. Examination which will be conducted only in the month of October & April of every year for all semester i.e. Semester I, II, III and IV.
- It is also informed that the system of scaling down for all faculties are scrapped.

B.Sc. (I.T.) COURSE

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

OR

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

- 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 I or Semester II in order to appear for Semester IV.
- A learner shall be allowed to keep term for Semester V if he/she passes Semester I, Semester II, Semester III and Semester IV.

OR

He/she has passed Semester I 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.)

- A learner shall be allowed to keep terms for Semester VI irrespective of grades obtained in each course of Semester V.
- The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.
- A learner who fails in some or all the courses can appear for A.T.K.T. Examination which will be conducted only in the month of October & April of every year for all semester i.e. Semester I, II, III and IV.
- It is also informed that the system of scaling down for all faculties are scrapped.

**SHRI VILE PARLE KELAVANI MANDAL'S
USHA PRAVIN GANDHI COLLEGE OF MANAGEMENT**

M.Sc.(I.T.) FEE CHART FOR THE ACADEMIC YEAR 2016 – 2017		
PARTICULARS	Part – I Amount (Rs.)	Part – II Amount (Rs.)
Tuition Fee	15000/-	15000/-
Registration Fee for M.Sc.(I.T.) Part – I	1000/-	---
Registration Form Fee	25/-	25/-
Laboratory Fee	15000/-	15000/-
Library Fee	1000/-	1000/-
Gymkhana Fee	400/-	400/-
Other Fees / Extra Curricular Activities	250/-	250/-
Admission Processing Fees	200/-	200/-
Magazine Fee	100/-	100/-
Identity Card	50/-	50/-
Group Insurance	40/-	40/-
Students Welfare Fund	50/-	50/-
Utility Fee	250/-	250/-
Development Fee	500/-	500/-
Convocation Fee	---	250/-
University Examination Fee	1220/-	1220/-
Marksheet	50/-	50/-
E-Suvidha	100/-	100/-
University Sports & Cultural Fee	30/-	30/-
Vice – Chancellors' Fund	20/-	20/-
E-Charges	20/-	20/-
Project Fees	2000/-	2000/-
Disaster Relief Fund	10/-	10/-
N.S.S.	10/-	10/-
(i) Laboratory Deposit	400/-	---
(ii) Library Deposit	250/-	---
(iii) Caution Money	150/-	---
TOTAL	38125/-	36575/-
Note : Fees revised as per University Circular No. UG/386 of 2009		
* Documentation Verification fee of Rs. 400/- will be charged from the students whenever applicable.		
<u>Other fees will be as under :-</u>		
☞ Transcript = Rs. 1000/- ☞ Transfer Certificate = Rs. 150/- ☞ Bonafide Certificate = Rs. 150/-		

NOTE : Fees are subject to change and as per notification received from concerned authority.

Approximate Fees for the courses commencing shortly

1. B.A. (FILM, TELEVISION AND NEW MEDIA PRODUCTION)
Rs.54,691 per year + Rs.10,000 (refundable deposit)
2. M.A. (FILM, TELEVISION AND NEW MEDIA PRODUCTION)
Rs.44,691 per year + Rs.10,000 (refundable deposit)
3. M.COM. (BUSINESS MANAGEMENT)
Rs.15,000 per year + Rs.800 (refundable deposit)

ACTION AGAINST RAGGING

MAHARASHTRA PROHIBITION OF RAGGING ACT 1999 WHICH IS IN EFFECT FROM 15TH MAY, 1999 HAS THE FOLLOWING PROVISIONS AGAINST RAGGING

- Ragging within or outside of any educational institution is prohibited.
- 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 student 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 a period of five years from the date of order of such dismissal.
- Whenever any student or, as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing, of ragging to the head of the educational institution, the head of the education institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institution is situated, for further action. Where, on enquiry by the head of the educational institution, it is found that there is no substance, prima facie, in the complaint received, he/she shall intimate the fact, in writing to the complainant. The decision of the head of the educational institution shall be final.
- If the head of the educational institution fails or neglects to act in the manner specified above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall, on conviction, be punished

LIBRARY

The library of SVKM's Usha Pravin Gandhi College of Management is well equipped with 4730 books on various subjects of media, management and information technology. It also has books on fiction, nonfiction, general knowledge etc. All books are classified with the help of Dewey Decimal Classification Scheme (22nd Ed.) and arranged accordingly for easy access.

Library is computerized with the help of LIBSYS software. Students and staff can see library collection with the help of OPAC (Online Public Access Catalogue) and Web OPAC. Library also subscribes 15 daily newspapers and 27 periodicals. It also has a very good collection of 329 CDs, DVDs and films and has institutional membership of American Center Library.

DISPENSARY

Shri Vile Parle Kelavani Mandal runs a dispensary which operates from 09:00 AM to 06:00 PM. It is maintained by two fully qualified Medical Officers in two shifts. Services of the dispensary are available for attending to all emergency first aid and for OPD. This facility is available to all students and staff members of SVKM Institutions.

MISCELLANEOUS

The medium of instruction for degree courses in B.M.S. /B.M.M. /B.Sc. (I.T.)/M.Sc. (I.T.) is English. Admission of candidate who has been admitted to the college will be treated as finally confirmed only after enrollment/final eligibility Certificate is received from the University to which the college is affiliated and the final approval to the admitted candidates from the University of Mumbai.

ATTENDANCE

The college follows Ordinance 6086 of University of Mumbai.

Details: <http://www.mu.ac.in/syllabus/O.6086%20attendance%20for%20learners.pdf>

ACADEMIC CALENDAR FOR THE YEAR 2016 – 2017

TERMS FOR THE ACADEMIC YEAR 2016 – 2017:

- FIRST TERM** : 6TH JUNE, 2016 – 25TH OCTOBER, 2016 (Both days inclusive)
MIDTERM BREAK : 6TH SEPTEMBER, 2016 - 12TH SEPTEMBER, 2016 (Both days inclusive)
SECOND TERM : 15TH NOVEMBER, 2016 – 30TH APRIL, 2017 (Both days inclusive)
WINTER BREAK : 26TH DECEMBER, 2016 – 1ST JANUARY, 2017 (Both days inclusive)

SOFT SKILLS

We provide for a strong foundation for the all-round development of the student. To make the student corporate ready, the first year focuses on laying a foundation on the English Language Skills. The second year focuses on Self-Management and People Skills which include programs on Personality Development, Presentation Skills, Goal Setting, Confidence Building, Conflict Management, Inter-personal Skills, Negotiation Skills, Team Building and Decision Making. A pre-placement package in the final year focuses on Interview Skills, Group Discussions, Business Etiquettes and Work Ethics.

PLACEMENT

Usha Pravin Gandhi College of Management has a Placement Committee comprising of the Placement Officer, the Trainer, the Faculties and the Student Coordinators. This Committee is the prime force responsible for all the activities of the Training and Placement Cell, providing opportunities Part Time/ Full Time jobs in reputed Organizations to eligible students.

ACADEMIC CALENDAR

2016-2017

MONTH	ACADEMIC ACTIVITY	EXTRA CURRICULAR ACTIVITY
June, 2016	College reopens and regular lectures commence for Second and Third year for B.M.S. / B.M.M. & B.Sc.(I.T.) students and also for Second year M.Sc(I.T.) students.	<p>B.Sc.I.T –</p> <ul style="list-style-type: none"> ➤ Project demonstration by alumni of T.Y.B.Sc.(I.T.) <p>B.M.S –</p> <ul style="list-style-type: none"> ➤ Orientation for F.Y. students regarding attendance/electives. ➤ Guest lecture for S.Y.B.M.S. students on Corporate Finance. <p>B.M.M –</p> <ul style="list-style-type: none"> ➤ Field visit to RBI and Museum for F.Y.B.M.M. Students. ➤ Soft Skills workshop for TY students (all streams)
July, 2016	Orientation programme for First year students of B.M.M., B.M.S. and B.Sc.(I.T.) & M.Sc. (I.T.) Part – I	<p>B.Sc.I.T –</p> <ul style="list-style-type: none"> ➤ Guest lecture by Sachin Dedhia on Cyber security for T.Y.B.Sc.(I.T.) students. <p>B.M.S –</p> <ul style="list-style-type: none"> ➤ Field visit to RBI for S.Y.B.M.S. students. ➤ Guest lecture for T.Y.B.M.S. students on Portfolio Management. ➤ Activity for celebrating International Yoga Day. <p>B.M.M –</p> <ul style="list-style-type: none"> ➤ Field visit to theatre for film viewing for S.Y.B.M.M. Students. ➤ Photoshop Workshop for B.M.M. Students. ➤ A field visit to a printing press for T.Y.B.M.M. Journalism students.

MONTH	ACADEMIC ACTIVITY	EXTRA CURRICULAR ACTIVITY
August, 2016	Internal Examination for Second and Third Year B.M.S., B.M.M. and B.Sc.(I.T.) students	<p>B.Sc.I.T –</p> <ul style="list-style-type: none"> ➤ Workshop for Computer Assembly for F.Y.B.Sc.I.T. ➤ Guest lecture on Career guidance. ➤ Movie screening on Computer Graphics. ➤ Guest lecture for M.Sc.(I.T.) students. <p>B.M.S –</p> <ul style="list-style-type: none"> ➤ Elocution Competition for FY, SY and TY students. ➤ Half day NSDL workshop for SY and TY students. <p>B.M.M –</p> <ul style="list-style-type: none"> ➤ Field visit to PRITHVI Theatre for S.Y.B.M.M. Students. ➤ Field visit to newspaper office for T.Y.B.M.M. journalism students. ➤ Media Studies Student Conference in collaboration with student research cell.
September, 2016	Internal Examination for First year B.M.S. / B.M.M. and B.Sc. (I.T.) students, Practical Examination for Second year B.Sc. (I.T.) students. (1st week of September)	<p>B.Sc.I.T –</p> <ul style="list-style-type: none"> ➤ Expert lecture on Vedic Mathematics for F.Y.B.Sc (I.T.) students. ➤ Field visit for M.Sc.(I.T.) students. <p>B.M.S –</p> <ul style="list-style-type: none"> ➤ Workshop on how to attempt University Papers for T.Y.B.M.S. students. ➤ Guest lecture on “Branding of Service ” for T.Y.B.M.S. students. <p>B.M.M –</p> <ul style="list-style-type: none"> ➤ Litfest to be held on 24th and 25th September 2016. ➤ Guest lecture on Copywriting for T.Y.B.M.M. (AD) Students. ➤ Guest lecture on Media Planning for T.Y.B.M.M. (AD) Students. ➤ Guest lecture on Consumer Behavior for T.Y.B.M.M. Students.

MONTH	ACADEMIC ACTIVITY	EXTRA CURRICULAR ACTIVITY
October, 2016	Regular & ATKT Examination for FY, SY & T.Y.BMS, BMM & B.Sc. (I.T.) for Semester I, III. Practical Examination for First, Second and Third year B.Sc. (I.T.) students. 100 Marks Project Internal Assessment for T.Y.B.M.S. students.	B.Sc.I.T – <ul style="list-style-type: none"> ➤ M.Sc.(I.T.) Field visit for the subject of virtualization.
November, 2016	College will reopen after Diwali vacation for B.M.M., B.M.S. and B.Sc.(I.T.). students	B.M.S – <ul style="list-style-type: none"> ➤ Guest lecture on Project Finance for S.Y.B.M.S. students. ➤ Film Screening for B.M.S students.(Theme: Management)
December, 2016	1. M.Sc.(I.T.) Part I (Semester I) and Part II (Semester III) University Practical examinations. 2. Project Review for T.Y.B.Sc.(I.T.) students.	B.Sc.I.T – <ul style="list-style-type: none"> ➤ Field visit for T.Y.B.Sc.(I.T.). ➤ Seminar for S.Y.B.Sc.(I.T.). B.M.S – <ul style="list-style-type: none"> ➤ Field Visit to Maharashtra Nature Park for F.Y.B.M.S Students. ➤ Interactive Session with budding entrepreneurs (UPG alumni) B.M.M.- <ul style="list-style-type: none"> ➤ A field visit to a local radio station for S.Y.B.M.M. Students.
January, 2017	1. Internal Examination for First, Second and Third year of B.M.M. / B.M.S. and B.Sc.(I.T.) Students. 2. Mock Project Presentation for T.Y.B.Sc. (I.T.) students.	B.Sc.I.T – <ul style="list-style-type: none"> ➤ Field visit to M.T.N.L. for B.Sc. (I.T.) and M.Sc.(I.T.) students. B.M.S – <ul style="list-style-type: none"> ➤ Rural Market Visit (APMC Market) for S.Y.B.M.S. ➤ Field Visit to Production Industry for S.Y.B.M.S. B.M.M – <ul style="list-style-type: none"> ➤ Field visit to Vidhan Sabha for F.Y.B.M.M. students. ➤ Annual Day and Prize Distribution. ➤ Aahan- Intercollegiate Festival

MONTH	ACADEMIC ACTIVITY	EXTRA CURRICULAR ACTIVITY
February, 2017	Practical Examination for First & Second Year of B.Sc. (I.T.) students for semester II & IV.	<p>B.Sc.I.T –</p> <ul style="list-style-type: none"> ➤ Website Development seminar for FY.B.Sc. I.T. <p>B.M.S –</p> <ul style="list-style-type: none"> ➤ Bazar – E – UPG (Entrepreneurship Festival) For S.Y. & T.Y.B.M.S. ➤ A field trip - Mall Visit for Retail Management. (T.Y.B.M.S). <p>B.M.M –</p> <ul style="list-style-type: none"> ➤ A Photography exhibition for S.Y.B.M.M Students.
March, 2017	<p>1. University Practical Examination for T.Y.B.Sc.(I.T.) students.</p> <p>2. Term End and Preliminary examination for B.M.M., B.M.S. and B.Sc.(I.T.) Students Semester II, IV & Additional Examinations for Semester I & III.</p>	<p>B.Sc.I.T –</p> <ul style="list-style-type: none"> ➤ Study Abroad Seminar for S.Y &T.Y.B.Sc. I.T. <p>B.M.S –</p> <ul style="list-style-type: none"> ➤ “Budget Analysis” open forum program- An interactive activity.
April, 2017	<p>Result declaration of First and Second year B.M.S., B.M.M. and B.Sc. (I.T.) students.</p> <p>Admission for Second and Third year B.M.S., B.M.M. and B.Sc. (I.T.) students for the next academic year.</p>	
May, 2017	<p>Project viva of Third year B.Sc. (I.T.) students.</p> <p>M.Sc. (I.T.) Part I and II Practical examination for Semester II and IV.</p>	



FOLLOWING ARE THE COMMITTEES FOR THE ACADEMIC YEAR 2016 – 2017

Examination Committee / Inquiry Committee	
Sr. No.	Name of the Committee Members
1.	Dr.(Mrs.) Navita Kulkarni
2.	Mrs. Shubhangi Nargund
3.	Mrs. Swapnali Lotlikar
Unfair Means Committee	
1.	Mrs. Zinat Aboli
2.	Mr. Mayur Vyas
3.	Mrs. Babita Kachroo

Library Committee	
Sr. No.	Name of the Committee Members
1.	Mrs. Suruchi Bandodkar
2.	Mr. Sriram Deshpande
3.	Mrs. Madhuvanti Date
4.	Mr. Lokesh Tardalkar
5.	Mr. Prashant Chaudhary

College Women Development Cell	
Sr. No.	Name of the Committee Members
1.	Mrs. Babita Kachroo
2.	Mrs. Shubhangi Nargund
3.	Mrs. Sunita Gupta
4.	Mr. Mayur Sarfare

Discipline & Students' Council Members	
Sr. No.	Name of the Committee Members
1.	Dr.(Mrs.) Navita Kulkarni
2.	Mr. Lokesh Tardalkar
3.	Mr. Prashant Chaudhary
Grievance & Anti Ragging Committee	
1.	Mrs. Smruti Nanavaty
2.	Mr. Sriram Deshpande
3.	Mrs. Madhuvanti Date
4.	Mr. Abhijeet Mohite

Cultural Committee	
Sr. No.	Name of the Committee Members
1.	Mrs. Rashmi Gahlowt
2.	Mrs. Smruti Nanavaty
3.	Mrs. Swapnali Lotlikar
4.	Mr. Lokesh Tardalkar
5.	Mr. Ashish Mehta

Sports Committee	
Sr. No.	Name of the Committee Members
1.	Mr. Sriram Deshpande
2.	Mr. Prashant Chaudhary
3.	Mr. Mudassar Qureshi
4.	Mr. Lokesh Tardalkar
5.	Mr. Lohrasp Sadri
6.	Mr. Mayur Sarfare

Website Committee	
Sr. No.	Name of the Committee Members
1.	Mr. Abhijeet Mohite
2.	Mr. Mayur Vyas
3.	Mrs. Sunita Gupta

DLLE	
Sr. No.	Name of the Committee Members
1.	Mr. Abhijeet Mohite
2.	Mrs. Madhuvanti Date

Magazine / Prospectus Committee	
Sr. No.	Name of the Committee Members
1.	Mrs. Zinat Aboli (Prospectus)
2.	Mr. Ashish Mehta (Magazine & Journal)
3.	Mrs. Rashmi Gahlowt (Prospectus)
4.	Ms. Dimple Bavlecha (Prospectus)
5.	Mr. Mayur Sarfare (Journal)

N.S.S.	
Sr. No.	Name of the Committee Members
1.	Mr. Prashant Chaudhary
2.	Mr. Sriram Deshpande
3.	Mrs. Babita Kachroo

Attendance Committee	
Sr. No.	Advisory Committee : Mr. Sriram Deshpande
1.	Mrs. Smruti Nanavaty - Chairperson
2.	Dr. (Mrs.) Navita Kulkarni
3.	Mrs. Madhuvanti Date
4.	Mr. Mayur Vyas
5.	Mr. Lohrasp Sadri
6.	Mrs. Sunita Gupta

NAAC Committee	
Sr. No.	Name of the Committee Members
1.	Mr. Lokesh Tardalkar
2.	Dr. (Mrs.) Navita Kulkarni
3.	Mrs. Swapnali Lotlikar
4.	Mr. Mayur Vyas
5.	Mr. Mudassar Qureshi

*Admission Committee (First Year)	
Sr. No.	Name of the Committee Members
1.	Mrs. Zinat Aboli
2.	Mr. Abhijeet Mohite
3.	Mr. Sriram Deshpande
4.	Ms. Dimple Bavlecha
5.	Mrs. Rashmi Gahlowt
6.	Mr. Prashant Chaudhary

STAFF COMMON SECRETARY	
Sr. No.	Name of the Committee Member
1.	Mr. Prashant Chaudhary

Placement Committee	
Sr. No.	Name of the Committee Members
1.	Mr. Lohrasp Sadri
2.	Mr. Prashant Chaudhary
3.	Mr. Mayur Sarfare

Co-Curricular Activities

RAW / Photography	
Sr. No.	Name of the Committee Members
1.	Mr. Lokesh Tardalkar / Mr. Mudassar Qureshi

Rotaract	
Sr. No.	Name of the Committee Member
1.	Mr. Mayur Vyas

Mentorship	
Sr. No.	Name of the Committee Member
1.	Mrs. Shubhangi Nargund

Alumni	
Sr. No.	Name of the Committee Members
1.	Mr. Mudassar Qureshi
2.	Mr. Mayur Vyas

Entrepreneurship Cell	
Sr. No.	Name of the Committee Members
1.	Mrs. Shubhangi Nargund
2.	Mr. Abhijeet Mohite

Research Cell	
Sr. No.	Name of the Committee Members
1.	Mrs. Smruti Nanavaty
2.	Dr. (Mrs.) Navita Kulkarni
3.	Mr. Bhupendra Kesaria

Social Outreach Unit	
Sr. No.	Name of the Committee Members
1.	Mrs. Sunita Gupta
2.	Mr. Mayur Sarfare

Parent Teacher Association	
Sr. No.	Name of the Committee Members
1.	Mr. Mudassar Qureshi
2.	Mrs. Madhuvanti Date

Academic – Industry Interface Unit	
Sr. No.	Name of the Committee Member
1.	To be Appointed

* For Second and Third year Admission contact Co-ordinators.
Please Note : There will be no change in NAAC Committee.

SHLOKAS

ॐ पूर्णमदः पूर्णमिदं पूर्णात् पूर्णमुदच्यते
पूर्णस्य पूर्णमादाय पूर्णमेवाशिष्यते ॥1॥

OM, WHOLE IS THAT (BRAHMAN), WHOLE IS ALSO IS THIS (WORLD), FROM WHOLE
COMES THE WHOLE; TAKE WHOLE FROM WHOLE; (YET) WHOLE REMAIN.

ॐ ईशावस्यमिदं सर्वं यत्किञ्च जगत्यां जगत्
तेन त्यक्तेन भुञ्जीथाः मा गृधः कस्यस्विद्धनम् ॥2॥

OM, WHATEVER EXISTS IN THIS WORLD IS TO BE ENVELOPED BY GOD (THE RULES) BY RENOUNCING IT (THE
WORLD) THOUS MAYST ENJOY. DO NOT COVET THE RICHES OF ANYONE

मूकं करोति वाचालं पंडुं लंघयते गिरिम्
यत्कृपा तमहं वन्दे परमानन्दमाधवम् ॥3॥

I BOW DOWN TO MADHAV, THE BLISS ETERNAL; TO HIM WHOSE GRACE ENABLES THE BUMB TO SPEAK
(AND) THE LAME TO DO ACROSS A MOUNTAIN

ॐ पणो देवी सरस्वती वाजेभिवार्जिनीवती धीनामविज्यवतु।
ॐ चोदायित्री सुनृताना चेतन्ती सुमतीनाम्यज्ञंदधे सरस्वती ॥4॥

OM, MAY SARASWATI, THE DIVINE, PROTECT US BY HER STRENGTH GIVING FAVOURS, THE PROTECTOR OF
THOUGHTS, SARASWATI, WHO INSPIRES HYMNS AND PROMOTES PIOUS THOUGHTS, BRINGS ABOUT OUR
SACRIFICE.

ॐ असतो मा सद्गमय तमसो मा ज्योर्तिगमय्
मृत्योर्माडमृतं गमय ॥5॥

OM, FROM THE UNREAL LEAD ME TO THE REAL. FROM DARKNESS LEAD ME TO LIGHT. FROM DEATH LEAD
ME TO IMMORTALITY.

ॐ सहनाववतु सहनौ भुनक्तु सहवीर्यं करवावहै
तेजस्विनावधीतमस्तु मा विव्दिषावहै ॥6॥

MAY GOD PROTECT US, BOTH AT THE SAME TIME, AT THE SAME TIME SUPPORT US BOTH, MAY BOTH OF US
AT THE SAME TIME APPLY (OUR STRENGTH). MAY OUR LEARNING BE ILLUSTRIOUS. MAY THERE BE NO
HATRED (BETWEEN US).

सर्वेडत्र सखिनः सन्तु निरामयाः
सर्वे भर्दाणि पश्यन्तु मा कश्चिद्दुःखमाप्नुयात् ॥7॥

OM MAY ALL HERE BE HAPPY. MAY ALL BE FREE FROM DISEASE. MAY ALL SEE WELL-BEING.
MAY NOBODY EXPERIENCE MISERY.

ॐ शान्तिः शान्तिः शान्तिः ॥

OM, PEACE, PEACE AND PEACE.

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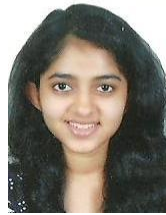


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Committees In Action

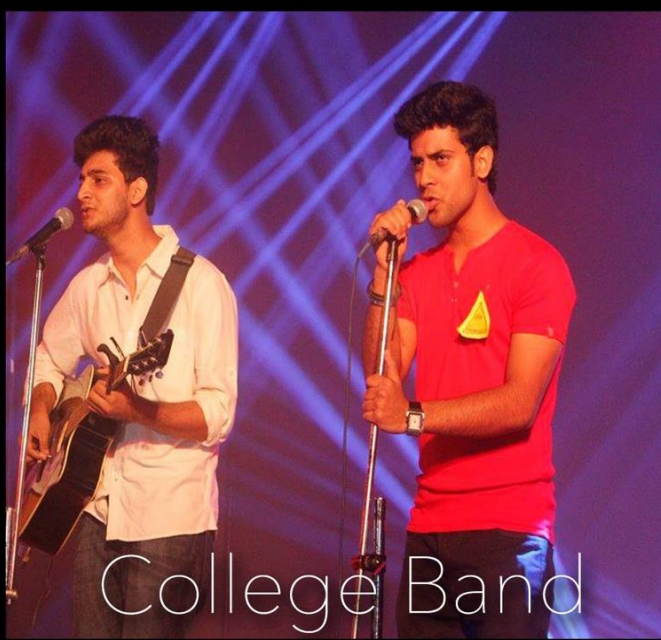




UPG -NSS



Cultural Event



College Band



Teacher's Day



Best Mentorship Committee



Rotaract Club of UPGCM

Sr. No.	NAME OF INSTITUTE	YEAR OF EST.
1	Smt. Gokalibai P P High School	1934
2	Mithibai College of Arts, Chauhan Institute of Science	1961
3	Shri Bhagubhai Mafatlal Polytechnic	1963
4	NarseeMonjee College of Commerce and Economics	1964
5	Shri ManilalVadilalNanavatiPrathmikShala	1974
6	Chauhan Junior College of Arts and Science	1976
7	Jitendra Chauhan College of Law	1977
8	AmrutbenJivanlal College of Commerce and Economics	1980
9	Shri DhirajlalVrajlal Parekh ShishuVihar	1981
10	Parag Vijay Datt Drama Academy	1989
11	C. B. Patel Research Center for Chemistry and Biological Sciences	1990
12	Harkishandas Mehta Foundation Institute of Journalism and Mass Communication	1990
13	Acharya A. V. Patel Junior College	1992
14	Dwarkadas J. Sanghvi College of Engineering	1994
15	ChatrabhujNarsee Memorial School	1997
16	UshaPravin Gandhi College of Management	2003
17	Mukesh Patel Miliary School - Shirpur	2003
18	Dr. BhanubenNanavat College of Pharmacy	2004
19	Pravin Gandhi College of Law	2004
20	Institute of International Studies	2006
21	SVKM International School	2008
22	Center for Performing Arts	2010
NarseeMonjee Institute of Management Studies (Deemed University)		
23	School of Business Management	2006
24	Mukesh Patel School of Technology Management and Engineering	2006
25	ShobhabenPratapbhai Patel School of Pharmacy and Technology Management	2006
26	School Distance Learning	2006
27	Anil SurendraModi School of Commerce	2007
28	BalwantSheth School of Architecture	2007
29	School of Science	2007
30	Sarla Anil Modi School of Economics	2010
Centers of Excellence		
31	Institute of Intellectual Properties Studies	2009 (2000)
32	BSE Center for Capital Markets Studies	2009
33	Center for Sustainability Management and Social Entrepreneurship	2005
34	Center for Family Business and Entrepreneurship Management	2000

SVKM's

USHA PRAVIN GANDHI COLLEGE OF MANAGEMENT

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