



VIVEK EDUCATION SOCIETY'S VIVEK COLLEGE OF COMMERCE



**PROSPECTUS
2021-22**

EXCEEDING EXPECTATIONS IN PERPETUAL PURSUIT OF EXCELLENCE

Affiliated to University of Mumbai & Recognized by U.G.C. under section 12(B) & 2(F) of the U.G.C. Act.

Vivek College Road, Siddharth Nagar, Goregaon (W), Mumbai 400 104

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Instagram: [vivek_college](https://www.instagram.com/vivek_college) Telegram: [@vivek_college](https://www.telegram.com/@vivek_college) Facebook: <https://www.facebook.com/vivekcollegeofcommerce#>



OUR MOTTO:

“Vidyadhanam Sarvadhanat Pradhanam”

Amongst all the riches and virtues of life, Education is Supreme.

VISION:

As the education is supreme among all the riches and virtues of life, it shall be our endeavour to impart quality education enriching the students for making significant contribution to the Nation.

MISSION STATEMENT:

Value based Education to all

Integrity towards Society

Virtuous Life

Endeavour for Excellence

Kindling the spirit of Universal Brotherhood

OBJECTIVES & GOALS:

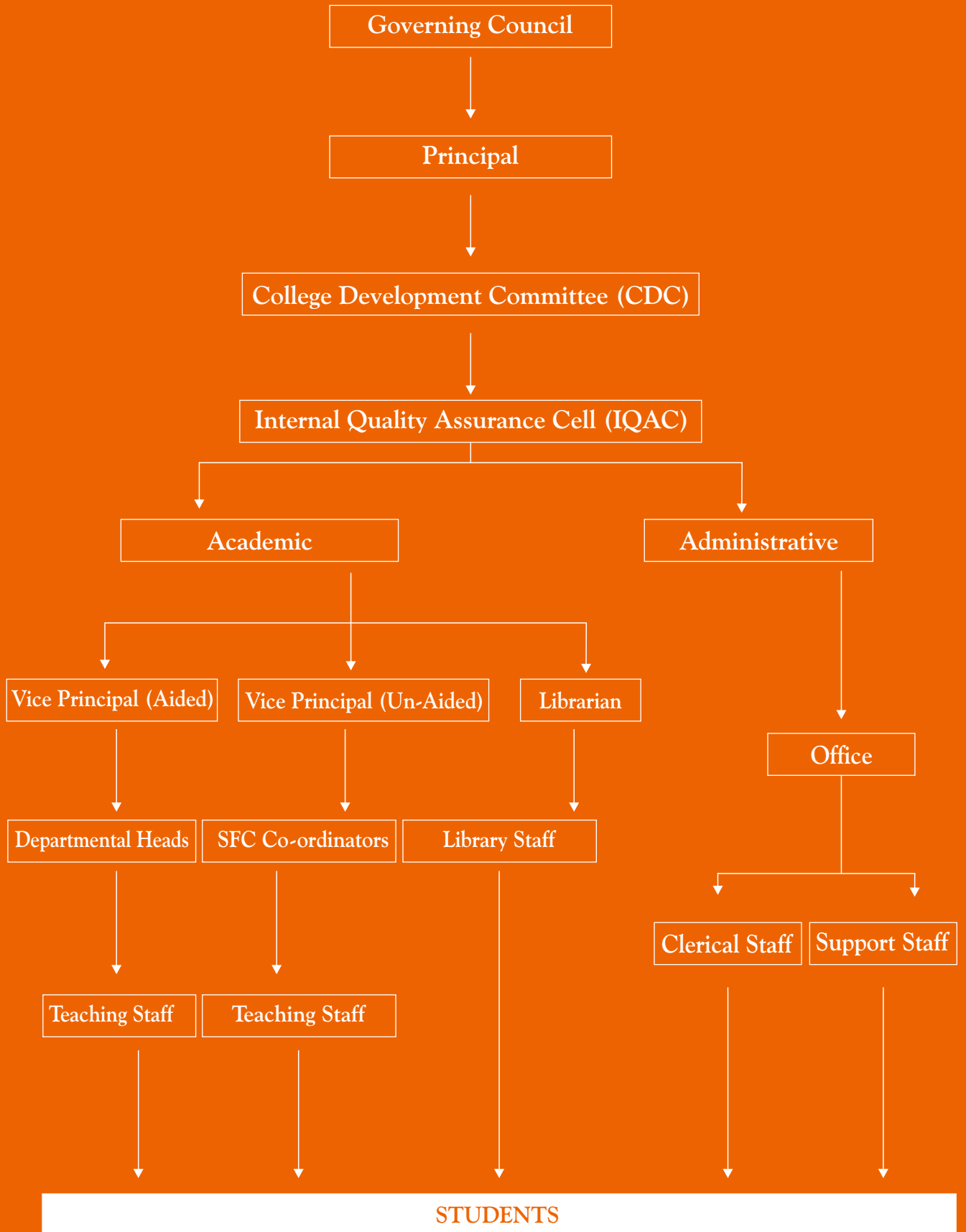
- To promote educational and professional achievement through Self Development of the students without any discrimination.
- To enable students to be proactive, goal-oriented, optimistic, credible, professionally competent and responsible citizens.
- To enable the students to successfully live and work in a culturally diverse global society.
- To promote noble thoughts and actions in our students



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ORGANOGRAM



HIGHLIGHTS

- Our faculty is committed to providing learners with the best educational experience possible by sharing their talents, interests, knowledge, and vision in and out of the classroom.
- International tie-up & several MOUs for enhancing employability skills.
- The college library has a rich collection of **33886** books, 826 CDs, 1449 back volumes of Journals, 102 Periodicals and 30 maps. Subscribes to 16 Newspapers as on date.
- Subscription to Infibnet – N-list data base initiated by Ministry of Human Resource Development & funded by UGC to access e-books & e-journals.
- Guest lectures are an integral part of the curriculum. Doyens from the academia are invited to share valuable insights from their rich experience about contemporary business issues, the challenges they have faced and how they dealt with them. These sessions serve as an ideal platform for the learners to supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry and also appreciate the different dimensions of handling modern day business challenges.
- Well-equipped Gymkhana for indoor activities. Coaches and trainers are appointed for different Sports and Cultural events. The college has institutional membership with Ozone swimming pool, Goregaon West.
- Library has a Book Bank facility for economically weak students.
- Three Computer laboratories with 78 machines. In total the college has 130 machines and 11 laptops and other peripherals with 24 hours internet connection.
- The college has one display unit on the ground floor and smart board in the ground floor auditorium.
- Canteen is the hub for out-of-class discussions and exchange of information. It provides snacks, drinks and lunch at subsidized rates.
- Prizes and Excellence awards to motivate learners.
- Various Clubs and Associations for creating greater awareness.
- Drishti our College Magazine, remarkable for its multilingualism, is brought out annually and gives an opportunity to interested learners to express their creativity in English, Hindi, Marathi, Tamil and Malayalam. It gives a chance to budding poet, story-tellers and essayists to give expression to their creative urges. Besides, brilliant learners are also provided with an opportunity to become learner Editors.
- Various freeships / scholarships are awarded to deserving learners.
- Qualified Personal Counselling Service is free and available to all learners.
- Learners Information Bulletin Board/Website displays information regarding co-curricular activities taking place in the College & other educational institutions. The website also displays important notices and learners are required to keep themselves up to date on College affairs.
- Various Certificate & Value Added Programs are offered.
- B.M.M / B.A.M.M.C Media Room is Provided.
- The College Organises Intercollegiate festival - **Innovators**.

ABOUT US

VIVEK EDUCATION SOCIETY, a Charitable Institution set up in the year 1961, had established Vivek Vidyalaya in 1962 and followed it up by starting Junior College in the streams of Arts, Science & Commerce in 1976. Under the aegis of Vivek Education Society, Vivek College of Commerce was started in the year 1986. These Institutions together have been catering to over 7000 learners studying from Pre-Primary to Post-Graduate level. It is always recognized as a vibrant institution working relentlessly for the cause of education.

The Degree College with aided and self-financing sections is affiliated to the University of Mumbai and has been a pioneer in the field of higher education for more than three decades.

The College has produced some of the finest and most disciplined learners who have excelled not only in academics and in their profession, but also in arts and sports. The College is committed to shaping learners into skilled, responsible, disciplined and socially conscious citizens with a strong value base.

This temple of learning is an institution that works towards the goals of continuous improvement in the discovery and sharing of knowledge, a goal envisioned by the founder members. Their mission is to provide young citizen with quality education, so that they imbibe the cardinal virtues of Integrity towards society, endeavor for excellence and value based education.

The programs offered are as follows:

VIVEK COLLEGE OF COMMERCE has been granted Linguistic Minority (Tamil) Status. It offers various programs at the undergraduate level, post graduate level in aided and self-financing stream. Namely :

- Bachelor of Commerce (B.Com.)
- Bachelor of Management Studies (B.M.S)
- Bachelor of Science (Information Technology) [B.Sc. (I.T.)]
- Bachelor of Commerce (Banking & Insurance) [B.Com. (B & I)]
- Bachelor of Commerce (Accounting & Finance) [B.Com. (A & F)]
- Bachelor of Commerce (Financial Markets) [B.Com. (FM)]
- Bachelor of Arts in Multimedia & Mass Communication (B.A.M.M.C)
- Master of Commerce (M.Com. in Accountancy)
- Master of Commerce (M.Com. in Management)
- Master of Science (Information Technology) [M.Sc.(I.T.)]

The College has an excellent reputation as regards to the academic and the co-curricular activities. The results of the previous years have been encouraging and significantly higher than the University pass percentage.

We also ensure that the learners are offered opportunities to excel in the co-curricular fields like sports and cultural activities. Many learners participate in various competitions organized by the University or different colleges and win laurels for the college.

SCHOLARSHIP & AWARDS

Prizes are given to all merit holders in academics as well as extra-curricular activities

- **Ms. Revathi Gopalan Award** for girl topper in T.Y.B.Com exam instituted by Mr. S. Gopalan.
- **Smt. Savita Ambedkar Award** for girl topper in T.Y.B.Com exam instituted by Mr. Bansod.
- **Mr. Dalbeer Bhoe Award** for winner in the weekly quiz for the year instituted by Bhoe Family.
- **Dr. Ananth Ram Khosla Award** for the Best Girl/Best Boy in Theatre Activities.
- **Dr. R.L. Chopra Award** for the Best Girl/Best Boy in the Hindi Literary Events.
- **Mr. Jagadish Chandra Malhotra (IPS) Award** for the Best Girl/Best Boy in the Marathi Literary Events.
- **Late Shri Bankatlal L. Mantri Award** for the girl topper in F.Y.B.Com., S.Y.B.Com. and T.Y.B.Com. instituted by Prin. Sunil B. Mantri.
- **Geebee Education Limited Award** for topper in T.Y. of the BMS, B.Sc. (IT), B.Com (A&F), B.Com. (B&I), B. Com. (FM) Programmes.
- SC/ST, OBC Freeship, Scholarships and PTC Freeship for wards of teachers.
- ANGIC Scholarship for economically weaker students.
- **Mr. P. V. Subramanian Award** to the Student of Vivek College for securing **Highest Marks** in Final B.Com Examination conducted by University of Mumbai every year.
- **Mr. P.V. Subramanian Award** to the Student of Vivek College amongst all **Self - Financing Programme** for securing **Highest Marks** in Final Examination conducted by University of Mumbai every year.
- **Mr. V. K. Sundaram Award** to the Student of Degree College with Best overall performance in extra-curricular activities every year.
- **Alumni Award** for the best Girl & Boy for extra-curricular activities sponsored by **Alumni Association** of the college.
- Government post matric scholarship for learners belonging to the minority communities

FOR MORE DETAILS REFER TO THE COLLEGE WEBSITE

<https://vivek-college.org/studentzone.html>

MANAGING COMMITTEE
(MEMBERS OF GOVERNING COUNCIL)

Sr. No.	Name	Designation
1.	Mr. S. Sriram.	President
2.	CA S. R. Varma	Hon. Secretary
3.	Mr. K. Ramachandran	Hon. Joint Secretary
4.	CA K. Krishnamoorthy	Hon. Treasurer
5.	Mr. V. Balakrishnan	Hon. Joint Treasurer
6.	Mr. C. H. Iyer	Member
7.	Mr. S. Krishnan	Member
8.	Mr. K. Raghavan	Member
9.	Mr. K. R. Srinivasan	Member
10.	Mr. P. Parameshwar	Member
11.	Mr. G. Subramanian	Member
12.	Mr. Ravi. S. Iyengar	Member
13.	Mr. Vishwanath. C. Iyer	Member
14.	Mr. Rajesh Radhakrishnan	Member
15.	Mr. C. S. Ananthan	Member
16.	Mr. A. V. Ramanujam	Member
17.	Mr. C. G. Ramakrishnan	Member
18.	Mr. G. Kannan	Internal Auditor
19.	Mr. Ramnath Mahadevan	Internal Auditor

TEACHING STAFF (B.Com - Section)

Sr. No.	Name	Designation
1.	Dr. Vijetha Shetty, M.Com., NET (JRF), Ph.D	Principal
2.	Prof. Manisha Naik, M.Com. (Bank), M.Com. (SP), M. Phil, DAPR	HOD - Commerce
3.	CA Jayesh Vaidya, B.Com., FCA	HOD - Accountancy
4.	Dr. Malathi Iyer, M.A., Ph.D	HOD - Economics
5.	Dr. Thanga Durai, M.Com., M.Phil SET (TN) Ph.D	Commerce
6.	CA Shrikant Marathe, M.Com., FCA NET (UGC) SET (MAH)	Accountancy
7.	Dr. Shefali Naranje, M.A., SET (MAH), Ph.D	Business Communication
8.	Dr. Tanusree Chaudhuri, M.A., Ph.D. SET (MAH)	Environmental Studies
9.	Prof. Maya Hande, M.Com., B.Ed., NET (JRF)	Commerce
10.	Prof. Nisha Pillai, M.Com., M.Phil, SET (MAH)	Accountancy
11.	Prof. Prabhakar Musam, M.A., B.Ed. SET (MAH)	Business Economics
12.	Mrs. Bindu Varma, B.Com., M.Lib.Sc	Librarian
13.	Dr. Neelu Khosla M.A., M.Phil, B.Ed., Ph.D	Foundation Course
14.	Prof. Kavita Sawant, MCA	Computers
15.	Prof. Bhakti Manjrekar, M.Sc (Mathematics) B.Ed	Mathematics
16.	Prof. Krinal Magia, M.Sc (Stats), B.Ed, PGDORM	Statistics
17.	Prof. Rajesh Tendulkar, B.Com, LL.M., P.G.D.H.R.	Law
18.	Prof. Sudhir Khandkar, M.Com	Accountancy

NON-TEACHING STAFF (B.Com - Section)

Administrative Staff

1.	Mrs.Bhavna Rathod	Senior Clerk
2.	Mrs.Swati Indulkar	Senior Clerk
3.	Mrs.Madhura Shinde	Junior Clerk
4.	Mrs.Lavanya Malpedi	Junior Clerk
5.	Mr.Sunil More	Junior Clerk
6.	Mr.Mahadev Hadkar	Library Attendant

Support Staff

1.	Mr. Bharat Churi	Head Peon
2.	Mr. Kailas Bansode	Peon
3.	Mr. Punja Chawda	Peon

TEACHING STAFF (SELF - FINANCING)

Sr. No.	Name	Designation
1.	Prof. Anupama Bali, MCA, M.Phil (I.T.)	Chief Co-ordinator, Self Financing Courses Co-ordinator, M.Sc. (I.T.) Dept.
2.	CA Pradeep Hathi, M.Com., FCA, Grad. C.W.A., L.L.B. (Gen), AMIMA	Co-ordinator, M.Com. Dept.
3.	CA Vandana Ladha, M.Com., FCA, M.Phil. (Com.) .	Co-ordinator, B.Com.(A & F) Dept.
4.	Prof. Maria Muthukumar M.Sc. (I.T.)	Co-ordinator, B.Sc. (I.T.) Dept.
5.	Prof. Anuja Narvankar, M.Com., LL.M. SET	Co-ordinator, B.Com. (B & I) Dept.
6.	Prof. Murugesh Chandran, M.Sc.(I.T.)	B.Sc. (I.T.) Dept.
7.	Prof. Ranjeet Kaur, M.Com. (Accountancy), DFT, M.B.A. (Finance)	Co-ordinator, B.M.S. Dept.
8.	Prof Jennifer Marfatia, M.A. (Sociology)	Co-ordinator , B.A.M.M.C. Dept.
9.	Prof. Vivek Singh, M.Com., MBF, PGDIB, SET	B.Com. (B & I) Dept.
10.	Prof. Tanvee D. Narvekar, M.Com., NET	Co-ordinator, B.Com.(F.M.) Dept.
11.	Prof. Nisha Bidwatka, B.Ed., M.A., SET	B.A.M.M.C. Dept.
12.	Prof. Sharvari Talashikar, M.Com. (Mgmt.)	B.Com.(F.M.) Dept
13.	Prof. Sukanya Sawant, M.Sc. (I.T.)	B.Sc. (I.T.) Dept.
14.	Prof. Manoj Radheyshyam Heda, M.B.A. (Marketing)	BMS Dept.
15.	Prof. Lubina Amol Gonsalves, M.B.A. (HR)	BMS Dept.
16.	Prof. Mayur Shah, M.Com., SET	B.Com. (A & F) Dept.
17.	Prof. Akshata Dayanand Pai, M.Com. (Accountancy)	M.Com Dept.

NON-TEACHING STAFF (SELF - FINANCING)

Administrative Staff

1.	Ms.Mayuri Dukhande	Junior Clerk
2.	Ms. Juhi Patil	Junior Clerk
3.	Ms. Namrata Gurkhe	Junior Clerk
4.	Ms. Rupali Gautam Jadhav	Junior Clerk
5.	Ms. Priyanka R Wahulkar	Junior Clerk
6.	Ms Bhagirathi Iyer	Junior Clerk
7.	Mr. Prashant Naik	Junior Clerk

Support Staff

1.	Mr. Vishwas Pawar	Peon
2.	Mr. Manoj Kumar Mara	Peon
3.	Mr. Dev Baburao Pingale	Peon
4.	Mr. Krishna Pollunary	Library Peon
5.	Mr. Ketan Rathod	Library Peon
6.	Mrs. Kavita Kamble	Library Peon
7.	Mr. Mahendra Kamble	Library Peon

Technical Staff

1.	Mr. Neeraj Tiwari	Lab Attendant
2.	Mr. Shah Nawaj Ansari	Computer

GENERAL ADMISSION RULES

1. Admission procedure will be as applicable to minority institution, and as per the guidelines and schedule announced by University of Mumbai.
2. Parents and students are requested to go through admission notices and circulars put on the University of Mumbai website (mum.digitaluniversity.ac) and fill the Pre Admission Online Registration from the link <http://mumoa.digitaluniversity.ac/> & visit college website for admission notices and dates.
3. The Principal reserves the right to amend or modify the rules regarding admission, if and when any amendments / revised guidelines are received from the University of Mumbai.
4. Admission to the F.Y. Classes will start after the declaration of the HSC Examination result and as per the schedule and instruction received from the University of Mumbai or the Government.
5. Admission to S.Y. and T.Y. classes will start after the declaration of the result of the respective qualifying examinations.

For First Year (F.Y.) Admission

1. Admission forms will be available online.
(refer to college website or <http://ves.edusprint.in/ves/OnlineEnquiry>)
2. Learners are required to fill in admission form along with the required documents on prescribed dates & upload it.
3. Learners whose names appear on the merit list are required to pay the fee through online mode. (Debit Card / Credit Card / NEFT).
4. The schedule of the above admission procedure shall be put up on **The College Notice Board /Website** as per the Mumbai University instructions.
5. No admission shall be regarded as duly granted unless the authority or the Principal grants it, and the fees has been paid along with the submission of the required documents.
6. All admissions are valid only for one academic year and are required to be renewed by an application in the prescribed form for every subsequent year of study in this college.
7. Once a learner is admitted to the college he/she shall be liable to pay the full fees for the whole year.

For Second & Third Year (S.Y. & T.Y.) Admissions (In-House Learners)

A learner of this college who has qualified himself for admission to higher class, will be admitted to such a class provided an application for the purpose in the prescribed form, duly filled in has been received with the necessary documents and fees within the notified period.

1. Admission forms will be available online.
(refer to college website or <http://ves.edusprint.in/ves/OnlineEnquiry>)
2. Learners are required to fill in admission form along with the required documents on prescribed dates & upload it.
3. Learners are required to pay the fee through online mode. (Debit Card / Credit Card / NEFT).
4. All admissions are valid only for one academic year and are required to be renewed by an application in the prescribed form for every subsequent year of study in this college.
5. Once a learner is admitted to the college he/she shall be liable to pay the full fees for the whole year.
6. All admissions are valid only for one academic year and are required to be renewed by an application in the prescribed form for every subsequent year of study in this college.
7. Once a learner is admitted to the college he/she shall be liable to pay the full fees for the whole year.

For Second & Third Year (S.Y. & T.Y.) Admissions (Outside Learners)

In the case of learner coming from other college "No Objection" certificate is required from the Head of the Institution last attended.

1. Admission forms will be available online.

(refer to college website or <http://ves.edusprint.in/ves/OnlineEnquiry>)

2. Learners are required to fill in admission form along with the required documents on prescribed dates & upload it.

3. Learners are required to pay the fee through online mode. (Debit Card / Credit Card / NEFT).

4. Transfer Certificate is required in the case of learners coming from the College affiliated to the University of Mumbai.

5. Admission to learner from any University other than University of Mumbai will be provisional subject to eligibility from University of Mumbai and Transfer Certificate / Migration Certificate from the previous institute.

6. Admission will be given as per the availability of sanctioned seats.

For First Year Admissions of M.Com. / M.Sc. (IT)

1. Admission forms will be available online.

(refer to college website or <http://ves.edusprint.in/ves/OnlineEnquiry>)

2. Learners are required to fill in admission form along with the required documents on prescribed dates & upload it.

3. Learners whose names appear on the merit list are required to pay the fee through online mode. (Debit Card / Credit Card / NEFT).

4. The schedule of the above admission procedure shall be put up on **The College Notice Board / Website** as per the University of Mumbai instructions.

5. No admission shall be regarded as duly granted unless the authority or the Principal grants it, and the fees has been paid along with the submission of the required documents.

6. All admissions are valid only for one academic year and are required to be renewed by an application in the prescribed form for every subsequent year of study in this college.

7. Once a learner is admitted to the college he/she shall be liable to pay the full fees for the whole year.

For Second Year Admissions of M.Com. / M.Sc. (I.T.)

A Learner of this college who has qualified himself for admission to higher class, will be admitted to such a class, provided an application for the purpose in the prescribed form, duly filled in has been received with the necessary fees within the notified period.

1. Admission forms will be available online.

(refer to college website or <http://ves.edusprint.in/ves/OnlineEnquiry>)

2. Learners are required to fill in admission form along with the required documents on prescribed dates & upload it.

3. Learners are required to pay the fee through online mode. (Debit Card / Credit Card / NEFT).

6. All admissions are valid only for one academic year and are required to be renewed by an application in the prescribed form for every subsequent year of study in this college.

7. Once a learner is admitted to the college he/she shall be liable to pay the full fees for the whole year.

Important Note: (Students from outside State/Board)

All admissions are provisional until Passing Certificate / Transfer Certificate, (If necessary) is submitted to the College and confirmation of enrolment / eligibility is received from the University.

DOCUMENTS TO BE PRODUCED FOR VERIFICATION

Each learner must fill up and upload the pre-enrolment registration form on the University website. Separate form must be uploaded for each program applied for.

A. Mandatory Documents to be uploaded : (For F.Y. Class)

1. Learners copy of University pre-enrolment registration form for the program applied.
2. Coloured scanned copy of HSC & SSC mark sheet
4. Original Junior College leaving certificate / Transfer & Migration Certificate for students other than Maharashtra Board.
5. Proof of Permanent Residence (Any one)
 - Electricity Bill • Driving License • Current Leave & License Agreement
6. Photograph. 7. Aadhar Card.
8. Minority Certificate (Affidavit)

B. Wherever applicable (Document issued by competent authority to be uploaded)

1. Income declaration (for learners belonging to economically backward class)
2. Income Certificate from Tehsildar (for learners belonging to Reserve category)
3. Minority Community declaration (for learners belonging to Minority category)
4. Caste Certificate issued by Govt. of Maharashtra (for learners belonging to Reserve category)
5. Physical disability & / Or Learning disability
6. Provisional Eligibility (For learners belonging to boards other than Maharashtra State Board)

C. Mandatory Documents to be uploaded : (For S.Y. and T.Y. Class)

1. Coloured scanned copies of earlier exams. For S.Y. admission, F.Y. Sem I & II- mark sheet and for T.Y. admission, F.Y. Sem I & II and S.Y. Sem III & IV mark sheets. F.Y. and S.Y. learners passing with multiple attempts are required to attach marksheets of the last attempts.
2. Address proof, if there is a change in address from that given at the time of F.Y. admission. (Any one)
 - Electricity Bill • Driving License • Current Leave & License Agreement
3. Aadhar Card.

D. Wherever applicable (Document issued by competent authority to be uploaded)

1. Income declaration (for learners belonging to economically backward class)
2. Income Certificate from Tahsildar (for learners belonging to Reserve category)
3. Minority Community declaration (for learners belonging to minority category)
4. Caste Certificate issued by Govt. of Maharashtra (for learners belonging to Reserve category)
5. Physical disability & / Or Learning disability
6. Provisional Eligibility (For learners belonging to other Universities)
7. Scanned coloured copy of college leaving certificate. (For learners applying from other colleges)

E. Mandatory Documents for M.Sc. (I.T.) / M.Com. (1st Year)

1. Coloured scanned copy of T.Y. mark sheet.
2. Scanned coloured copy of leaving certificate / Transfer & Migration Certificate for students other than Maharashtra Board.
3. Proof of Permanent Residence (Any one)
 - Electricity Bill • Driving License • Current Leave & License Agreement
4. Photograph. 5. Aadhar Card.

FEE STRUCTURE

(for Academic Year 2021-22)

Reduction in Fee as per University circular dated 04/08/2021.

FY B.Com (Undergraduate)	₹ 4233/-
FY B.M.S (Undergraduate)	₹ 14883/-
FY B.SC (I.T.) (Undergraduate)	₹ 18839/-
FY (A&F) (Undergraduate)	₹ 15033/-
FY (B&I) (Undergraduate)	₹ 16033/-
FY (F.M) (Undergraduate)	₹ 15033/-
FY(B.A.M.M.C) (Undergraduate)	₹ 14883/-
M.COM Part I (Postgraduate)	₹ 12604/-
M.SC. (I.T.) Part I (Postgraduate)	₹ 27784/-

As per University circular dated 04/08/2021

If the pandemic normalises in the future and students are allowed to attend the college physically the proportionate fee component under different heads as mentioned in the circular will be charged separately to the students of UG & PG programs.

Fee is charged as per the University of Mumbai fee structure

*Fee Structure is excluding prospectus fee

Note : For first year B.Com program reserved category fee is ₹ 2038/-

For all first year Self-financing Undergraduate Programs Reserve Category fee is ₹ 1938/-

For all Postgraduate Programs Part I Reserve Category fee is ₹ 2684/-

(On the submission of all relevant documents)

• **Detailed break up of the fee will be indicated in the fee receipt.**

1. All learners are required to pay the annual fee at the beginning of the year.
2. Fee Structure as well as rules for refund of fee are likely to be revised by the University and / or the Government. In case of any increase in the fee, the learners will be required to pay the difference, even at a later date. If the fee taken are reduced by the Government Appointed Body, the difference will be refunded to the learners. Changes in the fee structure or refund rules will be informed to the applicants as & when the notification for changes is received from the University / Government.
3. Enrolment Fee and Caution Money is to be paid by all new entrants.
4. Examination fee for the Final Year Graduation and Post-Graduation Classes will be as notified by University of Mumbai.
5. Learners are required to claim the refundable deposits within the stipulated time period against the fee receipts, otherwise the deposits will be forfeited.

Details of fee structure and refund of fee will be displayed on college notice board and /or www.vivek-college.org or <http://ves.edusprint.in/ves/OnlineEnquiry>

RULES FOR REFUND OF FEE

Under Graduate Courses:

Rules regarding refund of fees in case of cancellation of admission
(University Circular No. UG/412 of 2008 dated 11th sept 2008.)

Table-1: Fee Deduction on cancellation of admission
Period and percentage of deduction charges

(i)	(ii)	(iii)	(iv)	(v)	(vi)
prior to commencement of academic term and instruction of the course	upto 20 days after the commencement of academic term of the course.	from 21st day upto 50 days after commencement of the academic term of the course.	from 51st day upto 80 days after the commencement of academic term of the course of August 31st whichever is earlier.	from September 1st to September 30th	after September 30th
rs. 500/- lump sum	20% of the total amount of fees.	30% of 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.

a. Given below are the ordinances regarding refund of fee for all under graduate aided and unaided Courses.

Ordinance 2859 of University of Mumbai Refund of Tuition, Development and all other fees after cancellation of admissions:

The candidates who have taken admission in undergraduate courses in Govt. Colleges, in Govt. aided and unaided courses conducted by affiliated colleges, and recognized Institution may request for refund of fees as applicable after applying In writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before **30th day** after the date of cancellation and thereafter. The percentage of fee for the course shall be refunded to the candidate after deducting charges as follows:

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

- i. All the fee items chargeable for one year are as per relevant University circular for different faculties (excluding the program for which the total amount is fixed by other competent authorities).
- ii. 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, disaster management fund, exam fee and enrollment fee) are non refundable.
- iii. Fee collected for Identity card and Library card, admission form, prospectus enrollment and any other courses specific fee are not refundable after the commencement of the academic term.

iv. All refundable deposits (Laboratory, Caution Money and Library etc.) shall be fully returned when a student leaves the college or cancels the admission on production of original fee receipt. Deposits not claimed within one year of leaving the college or cancellation of admission will be forfeited.

b. Given below are the ordinances regarding refund of fee for the M.Com./M.Sc.(I.T.) O. 3574 :

- (a) The Registration fee once paid for the post graduate course will not be refunded for any reason.
- (b) The tuition fee paid by the candidate for the course in which he/she is registered as a post-graduate learner will be refunded to him/her, if he/she leaves the said course without attending any lectures, seminars or practicals subject to a deduction of 25% of the tuition fee therefrom the administrative charges. An application by the candidate for such refund will only be entertained if it is received by the Principal / Registrar / Head of the University Department **within fifteen days** from the date of commencement of the lectures of the academic year in which the fee is paid.
- © The tuition fee paid by a candidate for the course in which he/she is registered as a post-graduate learner will be refunded to him/her if he/she leaves the said course and joins another course of this University for which he has applied at the same time and the selection for the new course of this University is made later, subject to a deduction of 25% therefrom the administrative charges.

Tentative Calendar For The Academic Year 2021-22

<https://vivek-college.org/Uploads/VES/Arrangement-of-terms-2212201.pdf>

What After 12th ?

Programmes	Career / Placement Opportunities
B.Com.	M.Com, Law, MBA, CA, CS, ICWA, CMA, IBPS, MPSC, UPSC, MFM, Staff Selection Commission, Railway Recruitment Board
B.M.S	MBA (HR, Finance, Marketing), MMS, CMA, Wealth Management, Supply Chain Management, Business Research Analyst, Operation Research, Portfolio Management
B.Sc.(I.T.)	Network Engineer, Software developer, Data Scientist, Web Designer, Cloud Engineer
B.Com. (A & F)	CA, CS, FRM, CPA, CFA, ACCA, CIMA, ICWA, M.Com, MBA (Finance)
B.Com. (B & I)	Financial Analyst, Investment Banker, Financial Advisor, Insurance Advisor, Credit & Risk Manager, Bank PO
B.Com. (F.M)	Stock Broking, Investment Banking, Venture Capital, Mutual Fund, Merger & Acquisitions, Currency & Commodity Market
B.A.M.M.C	Entertainment industry, Cinema, Television, Advertisement, Social Media & OTT Platforms

*The college organises various career related programs for the guidance of the learners.

ELIGIBILITY

B.COM. (BACHELOR OF COMMERCE)

Eligibility for Admission to B.Com. Degree Course

For Academic year 2021-22 securing admission to F.Y./S.Y./T.Y. will be as per University Norms.

The In-house, minority (Tamil) and reserve category admission will be as per the guidelines issued by University of Mumbai and Government of Maharashtra from time to time.

Kindly note, caste base reservation is not applicable for Minority Institution.

Admission to F.Y.B.Com.

- A learner who has passed the HSC Examination conducted by the Maharashtra Higher Secondary Education Board with Commerce / Science stream or with Vocational subject carrying 200 marks or an examination recognized as equivalent thereto will be eligible for the admission to the F.Y.B. Com class.
- Learners passing HSC or any other equivalent Examinations conducted by Boards/Universities outside Maharashtra States should fill the eligibility form in the college office. For further details, applicants are requested to read the notices displayed on the Notice Boards. The proof of payment of fee for provisional eligibility is to be submitted along with the admission form.

Admission to S.Y.B.Com.

Admission to S.Y.B.Com. under the Grading System will be as the per the guidelines of University of Mumbai which is as follows:

- Students of University of Mumbai - As per University Circular No. UG52/1314
- Secured "D" Grade and above in both semesters (I & II) of First Year of B. Com. program University of Mumbai.

OR

- Failed in not more than two courses (subjects) in each of Semester I and Semester II of B.Com. program of University of Mumbai.
- Students of Other Universities - As per University of Mumbai's eligibility criteria as applicable Admission given to students of universities other than University of Mumbai will be provisional admission subject to completion of procedure of Eligibility and Transfer Certificate.

Admission to T.Y.B.Com.

Admission to T.Y.B.Com. under the Grading System will be as the per the guidelines of University of Mumbai which is as follows

Students of University of Mumbai - As per University Circular No UG52/1314

- Secured "D" Grade and above in all four lower semesters (i.e. I & II of First Year of B. Com. And III & IV of Second Year B.Com. program University of Mumbai.

OR

- Secured "D" Grade or above in both semesters of First Year B. Com. Program and failed in not more than two courses (subjects) in each of semester III and Semester IV B.Com. program University of Mumbai.

OR

- Secured "D" Grade or above in both semesters of Second Year B. Com. Program and failed in not more than two courses (subjects) in each of Semester I and Semester II B.Com. program University of Mumbai.

Students of Other Universities - As per the Eligibility Criteria of University of Mumbai, admission given to students of other universities will be provisional admission, subject to completion of the procedure of Eligibility and Transfer Certificate.

Learners are required to note that the college has 4 divisions of F.Y.B.Com and S.Y.B.Com classes each and 3 Divisions of T.Y.B.Com Class.
All SFC there is one division for FY / SY / TY

Subject Combination & Electives

Important note:

The right of making course combinations and the choice of electives mentioned in all programmes are vested with the Principal, depending on the demand of course(s) and elective(s) from learners.

Program Outcome of Bachelor of Commerce (B.Com.)

PO1: Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields.

PO2: Analyse and Interpret the financial statements and accounting activities involved in the business.

PO3: Analyse the appropriate legal compliance in the various sectors of the economy.

PO4: Demonstrate leadership and team building traits to face the competitive business environment.

PO5: Value the environment sustainable development projects and contribute towards a green society.

PO6: Design and Construct an innovative business model and develop entrepreneurship skills.

PO7: Apply ethics and values taught in workplace and personal dilemmas.

PO8: Develop a strong foundation for the industry specific skills to pursue better career prospects.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Bachelor%20of%20Commerce%20BCOM%20PO%20COO.pdf>

BACHELOR OF MANAGEMENT STUDIES (B.M.S.)

ADMISSION RULES :

For Academic year 2021-22 securing admission to F.Y./S.Y./T.Y. will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO B.M.S.

A candidate for being eligible for admission to the B.M.S. Degree Programme shall have passed HSC 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 the SSC conducted by the Board of Technical Education, Maharashtra States or its equivalent Examination passed in one attempt.

College does not conduct any entrance test in any form and the admissions are purely based on merit as per the University Guidelines.

Admission Rules for Sem. II to Sem. VI of B.M.S.

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

- c. A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III.
- d. Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and un-aided) in Faculties of Arts and Commerce is amended as follows.
 - i) Shall have passed Semester I, II, III and IV in full

OR

- ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Courses in each of Semester III and Semester IV

OR

- iii) Shall have Secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full.
- e) 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, Semester V in full.

Subject Combination & Electives

Important note:

The right of making course combinations and the choice of electives mentioned in all programmes are vested with the Principal, depending on the demand of course(s) and elective(s) from learners.

Program Specific outcome for Bachelor of Management Studies (BMS)

- PO1: Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields.
- PO2: Analyse and Interpret the financial statements and accounting activities involved in the business.
- PO3: Analyse the appropriate legal compliance in the various sectors of the economy.
- PO4: Demonstrate leadership and team building traits to face the competitive business environment.
- PO5: Value the environment sustainable development projects and contribute towards a green society.
- PO6: Design and Construct an innovative business model and develop entrepreneurship skills.
- PO7: Apply ethics and values taught in workplace and personal dilemmas.
- PO8: Develop a strong foundation for the industry specific skills to pursue better career prospects.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Bachelor%20of%20Management%20Studies%20BMS%20PO%20PSO%20COO.pdf>

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

ADMISSION RULES :

For Academic year 2021-22 securing admission to F.Y./S.Y./T.Y. will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO 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 its equivalent with Mathematics as one of the **subject and shall have passed in one attempt.**

OR

Candidates who have passed the 3-year post SSC Diploma in Computer Engineering / Computer Science / Computer Technology / Information Technology / Electrical, Electronics & 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 B.Sc.(I.T.) degree course. However the Diploma should be recognized by the Board of Technical Education or any other recognized Government Body. **and shall have passed in one attempt.**

OR

Candidates with post HSC - Diploma in Computer Engineering / Computer Science / Computer Technology / Information Technology and allied branches will be eligible for direct admission to the Second Year of B.Sc. (I.T.). However, the Diploma should be recognised by the Board of Technical Education or any other recognized Government Body.

O.5053 : Admission will be made on the basis of merit marks obtained in the paper of Mathematics only.

R 8438 : Eligibility Rules for Admission to Semester II, III, IV, V and VI of B.Sc. (I.T.)

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

OR

A learner who fails in not more than three courses with not more than total 200 marks in each of Semester I & II

- c. 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.

- d. Eligibility for admission to Semester V (Third year) of UG programs (aided and non-aided) in Faculty of Science is amended as follows, Learner shall have passed Semester I, II, III and IV in full

OR

Learner shall have passed Semester I and Semester II in full and secured ATKT in Second Year by failing in not more than Three Courses with not more than total 200 marks in each of Semester III & IV

OR

Learner shall have passed Semester III and Semester IV in full and secured ATKT in First Year by failing in, not more than Three Courses with not more than total 200 marks in each of Semester I & II.

- e. A learner shall be allowed to keep term for Semester VI irrespective of grades obtained in each course of Semester V.
- f. The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I,

Subject Combination & Electives

Important note:

The right of making course combinations and the choice of electives mentioned in all programmes are vested with the Principal, depending on the demand of course(s) and elective(s) from learners.

Vivek College (B.Sc. I.T. programme) has an International tie-up with University of Fraser Valley, Canada for Bachelor of Computer Information Systems 2 years at Vivek College + 2 years at UFV Canada



Program Specific outcome for B.Sc. (I.T.)

- PO1: Associate and use logical and analytical thinking to solve conceptual and real-world problems.
- PO2: Demonstrate the programming skills to improvise/re-engineer applications.
- PO3: Develop industry-focused skills to lead a successful career.
- PO4: Apply the knowledge obtained and emerge as a Developer, Designer, Tester, Security Analyst, Technical Analyst, Networking related modules.
- PO5: Identify the needs of various vertical markets and provide better IT and ITes solutions.
- PO6: Create a niche for themselves and become an entrepreneur in contributing to the society.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Bachelor%20of%20Science%20in%20Information%20Technology%20BSCIT%20PO%20PSO%20COO.pdf>



Chief Guest & Keynote Speaker
Dr. Koppillil Radhakrishnan
Former Chairman, Indian Space Research Organisation (ISRO)

**2nd Annual
Smt.A.A. Saraswathy
Memorial Lecture**

Topic:
**'Mission India: The Role of
youth in Shaping
India's Future'**



Guest of Honour
Hon'ble Justice Dr. S. Radhakrishnan
Former Judge of the High Court of Bombay



**Vice-Chancellor,
University of Mumbai**

Chief Guest: Prof. Suhas Pednekar | Vice-Chancellor, University of Mumbai

University of Mumbai
Department of Information Technology
&
Vivek Education Society's
Vivek College of Commerce

jointly organised

**Two Days
National Symposium on
CYBERSPACE 2021**

27th & 28th May 2021
10.00 am to 6.00 pm
Zoom & YouTube Live

B.COM. (A&F) - BACHELOR OF COMMERCE (ACCOUNTING & FINANCE)

ADMISSION RULES :

For Academic year 2021-22 securing admission to F.Y./S.Y./T.Y. will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO B.COM (A & F) (0.5204)

- a. A candidate for being eligible for admission to the Bachelor of Commerce (Accounting and Finance) degree course shall have passed XII Std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent Examination passed in one attempt.
- b. Every candidate admitted to the degree course in the constituent / affiliated college / recognized institution, conducting the course, shall have to register himself / herself with the University.

Admission rules for Sem. II to Sem.VI of B.Com. (Accounting & Finance) :

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

- c. A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III.
- d. Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non-aided) in Faculties of Arts and Commerce is amended as follows.
 - i) Shall have passed Semester I, II, III and IV in full

OR

- ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Courses in each of Semester III and Semester IV

OR

- iii) Shall have secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full
- e) 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 in full.

Subject Combination & Electives

Important note:

The right of making course combinations and the choice of electives mentioned in all programmes are vested with the Principal, depending on the demand of course(s) and elective(s) from learners.

Program Specific Outcome for B.Com (A & F)

- PO1:** Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields.
- PO2:** Analyse and Interpret the financial statements and accounting activities involved in the business.
- PO3:** Analyse the appropriate legal compliance in the various sectors of the economy.
- PO4:** Demonstrate leadership and team building traits to face the competitive business environment.
- PO5:** Value the environment sustainable development projects and contribute towards a green society.
- PO6:** Design and Construct an innovative business model and develop entrepreneurship skills.
- PO7:** Apply ethics and values taught in workplace and personal dilemmas.
- PO8:** Develop a strong foundation for the industry specific skills to pursue better career prospects.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://vivek-college.org/Content/Schools/VES/Program%20Outcome/Bachelor%20of%20Commerce%20in%20Accounting%20and%20Finance%20BAF%20PO%20PSO%20COO.pdf>

B.COM. (B & I) - BACHELOR OF COMMERCE (BANKING & INSURANCE)

ADMISSION RULES :

For Academic year 2021-22 securing admission to F.Y./S.Y./T.Y. will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO B.COM. (B & I) (0.5209)

A candidate for being eligible for admission to Bachelor of Commerce (Banking & Insurance) degree course should have passed XII Std. Examination of the Maharashtra Board of Higher Secondary Education, Pune or its equivalent Examination passed in one attempt. Every candidate admitted to the degree course in the affiliated colleges conducting the course shall have to register enroll himself/herself with the University.

Admission rules of Sem. II to Sem. VI of B.Com. (Banking & Insurance)

- 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 of Semester I & Semester 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.

- d. Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non-aided) in Faculties of Arts and Commerce is amended as follows.
- i) Shall have passed Semester I, II, III and IV in full
 - OR
 - ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Courses in each of Semester III and Semester IV
 - OR
 - iii) Shall have secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full
- e) 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 & Semester V in full.

Subject Combination & Electives

Important note:

The right of making course combinations and the choice of electives mentioned in all programmes are vested with the Principal, depending on the demand of course(s) and elective(s) from learners.

Program Specific Outcome for B.Com (B&I)

PO1: Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields.

PO2: Analyse and Interpret the financial statements and accounting activities involved in the business.

PO3: Analyse the appropriate legal compliance in the various sectors of the economy.

PO4: Demonstrate leadership and team building traits to face the competitive business environment.

PO5: Value the environment sustainable development projects and contribute towards a green society.

PO6: Design and Construct an innovative business model and develop entrepreneurship skills.

PO7: Apply ethics and values taught in workplace and personal dilemmas.

PO8: Develop a strong foundation for the industry specific skills to pursue better career prospects.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Bachelor%20of%20Commerce%20in%20Banking%20and%20Insurance%20BBI%20PO%20PSO%20COO.pdf>

B.COM. (FM) - BACHELOR OF COMMERCE (FINANCIAL MARKETS)

ADMISSION RULES :

For Academic year 2021-22 securing admission to F.Y./S.Y./T.Y. will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO B.COM. (FM)

A candidate for being eligible for admission to Bachelor of Commerce (Financial Markets) degree Course shall have passed XII std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent Examination passed in one attempt.

Every candidate admitted to the degree course in the constituent / affiliated college / recognized institution, conducting the course, shall have to register himself/herself with the University.

Admission rules of Sem. II to Sem. VI of B.Com. (Financial Markets)

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

- c. A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III.
- d. Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non-aided) in Faculties of Arts and Commerce is amended as follows.
 - i) Shall have passed Semester I, II, III and IV in full

OR

- ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Courses in each of Semester III and Semester IV

OR

- iii) Shall have secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full.
- e) 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 in full.

Subject Combination & Electives

Important note:

The right of making course combinations and the choice of electives mentioned in all programmes are vested with the Principal, depending on the demand of course(s) and elective(s) from learners.

Program Specific Outcome for B.Com (F.M)

- PO1:** Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields.
- PO2:** Analyse and Interpret the financial statements and accounting activities involved in the business.
- PO3:** Analyse the appropriate legal compliance in the various sectors of the economy.
- PO4:** Demonstrate leadership and team building traits to face the competitive business environment.
- PO5:** Value the environment sustainable development projects and contribute towards a green society.
- PO6:** Design and Construct an innovative business model and develop entrepreneurship skills.
- PO7:** Apply ethics and values taught in workplace and personal dilemmas.
- PO8:** Develop a strong foundation for the industry specific skills to pursue better career prospects.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://vivek-college.org/Content/Schools/VES/Program%20Outcome/Bachelor%20of%20Commerce%20in%20Financial%20Markets%20BFM%20PO%20PSO%20COO.pdf>

B.A.M.M.C. (Bachelor of Arts in Multimedia & Mass Communication) **B.M.M. (BACHELOR OF MASS MEDIA)**

ADMISSION RULES :

For Academic year 2021-22 securing admission to F.Y./S.Y./T.Y. will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO B.A.M.M.C First year - (0.5206[Amended No-UG-279])

A candidate for being eligible for admission to the degree course in Bachelor of Mass Media shall have passed XII std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent, from the science, Arts or Commerce stream. In preparing merit list, stream wise weightage will be given as follows: a) Arts 50% b) Commerce 25% c) Science 25%.

Admission rules of Sem. II to Sem. VI of B.A.M.M.C / B.M.M

- 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 of Semester I & Semester 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.
- Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non-aided) in Faculties of Arts and Commerce is amended as follows.

- i) Shall have passed Semester I, II, III and IV in full
OR
- ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than Two Courses in each of Semester III and Semester IV
OR
- iii) Shall have secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full
- e) A learner shall be allowed in 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, Semester and V in full.

Subject Combination & Electives

Important note:

The right of making course combinations and the choice of electives mentioned in all programmes are vested with the Principal, depending on the demand of course(s) and elective(s) from learners.

Program Specific Outcome for B.A.M.M.C. (B.M.M.)

PO1: The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.

PO2: The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.

PO3: This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

PO4: Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

PO5: Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.

PO6: Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Bachelor%20of%20Arts%20in%20Multimedia%20and%20Mass%20Communication%20BAMMC%20BMM%20PO%20COO.pdf>

MASTER OF COMMERCE - (M.Com.)

ADMISSION RULES :

For Academic year 2021-22 securing admission to Part I & II will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO M.COM

A candidate for being eligible for admission to the Master of Commerce course, shall have passed the examination for the degree of Bachelor of Commerce of this University (three years integrated course) of this University, or Bachelor of Commerce (Accounting and Finance) or B.Com. (Banking and Insurance) or B.Com. (Financial Markets) or B.M.S. degree examination or an examination of any other University recognized as equivalent thereto. at the M.Com. degree levels.

Program Specific Outcome for M.Com. (Accountancy)

- PO1:** Acquaint and specialize the practical applicability of the accounting, costing, tax and other concepts, tools and techniques important for managerial decisions.
- PO2:** Compose & develop the research methodology, the analytical tools used and develop entrepreneurial skill with managerial capabilities.
- Po3:** Assist in enhancing further studies in specific professional functions, higher studies and research or for doctorate program.

Program Specific Outcome for M.Com. (Management)

- PO1:** Acquaint and specialize the practical applicability of the accounting, costing, tax and other concepts, tools and techniques important for managerial decisions.
- PO2:** Compose & develop the research methodology, the analytical tools used and develop entrepreneurial skill with managerial capabilities.
- PO3:** Assist in enhancing further studies in specific professional functions, higher studies and research or for doctorate program
- PO4:** The learner can pursue MBA with specialization in Retail Management, Marketing or Human Resource, etc.
- Po5:** To enable the students to understand the functional management aspects of operations like Finance, Human Resource, Marketing, and Operational Management.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

[https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Master%20of%20Commerce%20\(Accountancy\)%20MCOM%20PO%20PSO%20COO.pdf](https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Master%20of%20Commerce%20(Accountancy)%20MCOM%20PO%20PSO%20COO.pdf)

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

ADMISSION RULES :

For Academic year 2021-22 securing admission to Part I & II will be as per University Norms.

ELIGIBILITY FOR ADMISSION TO M.Sc. (I.T.)

A learner who has passed the B.Sc. degree from University of Mumbai or another University recognized as equivalent thereto with the following combinations of subjects will be eligible for admission to the M.Sc. (I.T.) degree course by as listed below :

Information Technology:

A learner who has either passed B.Sc. Degree in Information Technology of University of Mumbai or any other recognized University with minimum passing percent of marks.

B.Sc. (C.S) / B.Sc. (I.T.) OR B.E. Degree in any branch OR B.Sc. (Mathematics) OR B.Sc. (Physics) OR B.Sc. (Statistics) OR B.Sc. (Electronics) OR B.C.A

With Mathematics as one of the subjects at 10 + 02 or its equivalent examination.

Program Specific Outcome of M.Sc. (I.T.)

PO1: Ability to apply the knowledge of Information Technology with recent trends aligned with research and industry.

Po2: Ability to apply I.T. in the field of Computational Research, Soft Computing, Big Data Analytics, Data Science, Image Processing, Artificial Intelligence, Networking and Cloud Computing.

PO3: Ability to provide socially acceptable technical solutions in the domains of Information Security, Machine Learning, Internet of Things and Embedded System, Infrastructure Services as specializations.

PO4: Ability to apply the knowledge of Intellectual Property Rights, Cyber Laws and Cyber Forensics and various standards in interest of National Security and Integrity along with IT Industry.

PO5: Ability to write effective project reports, research publications and content development and to work in multi disciplinary environment in the context of changing technologies.

FOR COURSE OUTCOME & SYLLABUS REFER TO THE COLLEGE WEBSITE

<https://www.vivek-college.org/Content/Schools/VES/Program%20Outcome/Master%20of%20Science%20in%20Information%20Technology%20MSCIT%20PSO%20COO.pdf>

Note : The details of Course Structure for all the classes for all the programmes, course wise is available on our college website www.vivek-college.org

EXAMINATION RULES

The College is required to conduct internal and external examination on behalf of and according to rules of University of Mumbai, for F.Y.B.Com, S.Y.B.Com and T.Y.B.Com. The Students have to appear for 6 Subject with 100 marks each (F.Y. & S.Y.) & in the Subject of Foundation Course the breakup is 75 marks theory and 25 marks project, and the student appears for 6 subjects in T.Y.B.Com. For Self - Financing Courses External Examination is for 75 Marks and Internals for 25 Marks.

Grade Table for Aided & Self - Financing Courses

Grade	Marks	GPA
0	80 & Above	10
A+	70 to 79.99	9 to 9.99
A	60 to 69.99	8 to 8.99
B+	55 to 59.99	7 to 7.99
B	50 to 54.99	6 to 6.99
C	45 to 49.99	5 to 5.99
D	40 to 44.99	4 to 4.99
F	Less than 40	

ATKT (Allowed to Keep Terms)

100% Promotion from Sem-I to Sem-II, Sem-III to Sem-IV and V to VI.

From Sem-II to Sem-III - Should not have failed in more than two courses each at Sem-I and Sem-II taken Separately.

From Sem-IV to Sem-V should have passed in Sem-I, Sem-II, Sem-III and Sem-IV in full

Or

shall have passed Sem-I and Sem-II in full and secured ATKT in Second year by failing in not more than two courses in each Semester III and Sem-IV

Or

shall have secured ATKT in the first year by failing in not more than two courses in each of Sem-I and Sem-II and have passed in Sem-III and Sem-IV in full. Learners will get the mark sheet of Sem-VI after passing each of Sem-I, II, III, IV and V in full.

Whenever the rules are changed by the University,
it will be notified to all the learners through
www.vivek-college.org

GENERAL RULES & REGULATIONS OF DISCIPLINE/ CODE OF CONDUCT

College Rules & Regulations:

1. Every learner shall obtain his/her Identity card on admission. The learners shall always carry the Identity - Card with his / her photograph affixed thereon and attested, and shall present it for inspection whenever demanded. No learner will be allowed to attend the classes, tutorials, practicals etc. unless he / she has the attested identity Card with him / her. The Identity - Card should be worn on his / her person throughout their presence in the college.
2. **Learners shall attend online / offline lectures, tutorials and practicals according to the Time Table on all working days of the College. Learners shall not remain absent during lectures, tutorials, practicals and examination without prior permission of the Principal. Absence without prior permission may lead to loss of term.**
3. In case, the learner remains absent even for a lecture, the learner is required to submit a leave note duly signed by the parent/guardian and report the same to the Class In charge, immediately after resuming college.
4. Learners are required to attend lectures / tutorials / practical only in the classroom allotted to them.
5. Conduct of lectures in the classes as well as on the premises and in the vicinity of the college shall be such as will cause no disturbance to the fellow learners or to the other classes.
6. Learners shall not loiter in the corridors and disturb the classes.
7. Smoking and consumption of alcoholic drinks / tobacco / drugs are strictly prohibited in the college premises.
8. Learners shall do nothing either inside or outside the College that will in any way interfere with its orderly administration and discipline.
9. **No society or association shall be formed in the College and no person will be invited to address a meeting without the Principal's prior permission.**
10. No learner shall collect any money as contribution for picnic, trip or educational visit to some places, get-together, study - notes, charity or any other activity without the sanction of the Principal.
11. The college does not arrange or organize picnics or pleasure trips.
12. In College debates and other meeting, the chair shall be taken by a responsible person approved by the Principal and the subject of the debate shall have prior approvals of the Principal.
13. Any and every communication/information to the outside agencies about the college matters should be routed with the permission of Principal.
14. **Learners are expected to take proper care of the college property and to help in keeping the college premises neat and tidy. Damage to the property of the College, e.g. disfiguring walls, doors, fittings and breaking furniture etc. is a breach of discipline and will be duly punished and can lead to rustication of the Learners.**
15. The learners should not leave their books, valuable and other belongings in their classroom / Gymkhana room / Ladies common room etc. whenever they move away from their rooms. The College is not responsible for lost valuables.

16. If, for any reason the continuance of a learner in the college is detrimental in the interest of the College, the Principal may ask such a learner to leave the college without giving the reason for the decision and Principal's decision shall be final.
17. Learners joining the college are expected to accept and observe all the rules and regulations of the college and to submit to the normal enforcement of the same to the satisfaction of the Principal whose decision in this regard shall be final.
18. Learners should not contact any Government or Non-Government Agencies, directly. Such matters, if any, should be routed through the Principal.
19. Use of mobiles in the college premises is strictly not allowed. the mobile phones will be confiscated and shall be returned at the end of the academic year or monetary fine of ₹ 500/- will be imposed.
20. Learners are required to dress decently.
21. Learners are required to be inside the classrooms 10 minutes prior to the lecture time.
22. Learners are warned that if they are caught harassing fresher's, physically or mentally, strict action will be taken against them as per UGC guidelines Under Anti - Ragging Act.
23. Matters not covered by the existing rules shall rest at the absolute discretion of the Principal.

ONLINE DISCIPLINE RULES

During Online Lectures

- 1) To keep device on mute mode. Unmute to answer or raise a query.
- 2) Not to switch on video unless you are instructed by your teacher.
- 3) To use social media (college groups) only for academic purpose.

FOR MORE DETAILS REFER TO COLLEGE WEBSITE

CODE OF CONDUCT

<https://www.vivek-college.org/about.html>

POLICIES

<https://www.vivek-college.org/IQACMembers.html>

ATTENDANCE REQUIREMENT

College maintains regular records of attendance of students & they are informed about their attendance at regular intervals by SMS to the parents / students.

College follows attendance requirements **As per University Circular No. UG/01 of 2014 ordinance 6086.**

- Every bonafide learner shall ordinarily be allowed to keep terms for the given semester in a program of his enrolment, only if he fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials etc. wherein short and /or long excursions / field visits /study tours organized by the college and supervised by the teachers as envisaged in the syllabus shall be credited to his attendance for the total no of periods which are otherwise delivered on the working day/s. Further it is mandatory for every learner to have **minimum 50% attendance for each course & overall average attendance has to be 75%.**
- The same ratio shall be applied for computing the attendance of the learners by crediting the number of periods which are missed while participating in an extracurricular / co-curricular activity / competition / camp / workshop / convention / symposium / seminar etc. where the said learner is officially representing the college / University / District / State / Country with the permission of the Principal / Director / Head of the College / Institute / University Department or by the direction of the University Officer as the case may be, wherein for the purpose of computing the average attendance, the periods missed shall be deemed to have been attended by the said learner.
- The Principal/Director/Head of the concerned College/Institute/Department of the University shall be the competent authority to condone the absentee of any learner further up to additional 25%, if deemed fit and on recommendation of the Attendance Committee of the said college/Institute/Department of the University, wherein it is mandatory on the said committee to do natural justice by giving personal hearing to every learner falling short of minimum attendance for keeping terms and recommending case by case, to the competent authority having verified the genuineness and gravity of the problem that justifies the learner to remain absent, which generally shall be limited to his own sickness, sickness of his parent, death of his parent etc. supported by valid evidence, documents or otherwise.

Lectures/Practicals/Tutorials include **online / offline.**

Regular meetings are held with parents of the students, who do not fulfill the attendance requirements. (Meetings include online/offline as the case may be).

Performance Criterion 0.125

"To keep a term an undergraduate must complete to the satisfaction of the Principal, the course of study at the college prescribed for each term for the class to which such Learner belongs."Learners and parents are required to note that Learners who fail to satisfy the above mentioned criterion will **not be allowed** to appear for the term-end and/or annual examination, conducted by the college on behalf of the University or by University of Mumbai.

Duration of First and Second Term

Duration of terms according to University of Mumbai calendar shall be displayed on the college notice board / website. **www.vivek-college.org** as Academic Calender (2021-2022)

College Timings:

Hours of Instructions: From 7.00 a.m. onwards. Office Hours: 9:00 a.m. to 4.30 p.m. (Lunch Break: 12.30 p.m. to 1.00 p.m.) The above timings are subject to change.

LIBRARY

Library plays an important role in supporting the academic activities in the college. It identifies, evaluates, procures, processes and then makes this learning resources available to the faculty and students for their teaching and research.

Library Timing:

Circulation Counter, Reading Room & Computer Research centre

Monday-Saturday 7.30 a.m. to 5.00p.m. Sundays/Holidays closed

Only Reading facility available at School side classroom With prior permission

Monday-Saturday: 5.00 p.m to 8.00 p.m

Sundays/Holidays :9.00 a.m to 8.00 p.m

LIBRARY SERVICES

- Reference Service
- Indexing Service
- Newspaper Clipping
- Internet Facility - Free Internet is available for learners & Staff. Printout facility available at nominal cost
- New Arrival Display
- Previous Years Question paper
- Latest Syllabus of all Courses
- Additional Scholar Library Card to meritorious students
- Book Bank facility to economically weaker students (Aided & SFC)
- Reading Room facility extended to regular & Ex-students
- Advanced Learner facility
- Inlibnet N-List database to access e-books & e-journals to all students.
- Earn & Learn Scheme



Library Reading Room

Library Rules

- Learners are responsible for the book borrowed on their card.
- Learners library card is not transferable. Book will be issued only against the library card of the person receiving the book.
- Books will be issued for 1 week for B.Com. learners (Aided) and professional course learners (Unaided).
- Periodicals will be issued for current reading which should be returned the same day.
- Books will be issued on all days during the working hours of the library.
- Previous years questioned papers can be issued for current reading.
- Learners should check the books while issuing and bring to the notice of the library staff if any damage, failing to which the learners are responsible for the damage of the book subsequently discovered.
- Books /periodicals damaged or lost must be replaced or pay the cost of the book lost.
- Fine of ₹ 1/- per day will be charged if the book is not returned within the due date.
- Fine of ₹ 50/- per day will be charged if the current reading book is not returned the same day.
- Reference books will not be issued for home reading.
- Duplicate Identity - Card and library card will be issued in the library after scrutiny, on payment of ₹ 100/-.
- Mobile phone is strictly prohibited in the library, if found will be confiscated.
- Silence should be maintained in the library.
- Result will be given to the Learners only if they have returned all the library books /book bank books.
- Book bank scheme
- Earn & Learn Scheme

The Library

LIBRARY COLLECTION

Reference Books	19,107
Text books	12,052
Fiction	2727
Periodicals	102
CDS	826
Maps	30
Back Volume of Journals	1,449
Newspaper	16

LIBRARY AREA - 3800 SQ.FT.

ADD - ON COURSES

The College organizes Certificate Courses, with an aim to enhance students' skill development and provide expertise in certain specific fields. At College we have Certificate Courses in:

1. Japanese Language
2. Spoken English
3. Vedic Mathematics
4. Tally
5. MS Word
6. Women Certificate Course
7. BSE Broker's Forum Internship Program
8. DTP
9. Digital Marketing

We even encourage students to join SWAYAM Courses organized by Government of India enabling them to benefit out of these for placements. And even select certain Value Added Courses providing them to learn and earn and become financially independent.

For the AY 2021-22, we propose students to pursue from certain additional Vocational Course like Personality Development, Hum Aur Hamari Sanskriti and Language Courses in **German & Sanskrit**.

BRIDGE COURSE

- Mathematics & Statistics

BRIDGE COURSES [Proposed]

- Business Communication
- Accountancy

FOR MORE DETAILS REFER TO COLLEGE WEBSITE

<https://www.vivek-college.org/academic.html>

COMMITTEES

STATUTORY COMMITTEES

College Development Committee (CDC):

CDC prepares an overall comprehensive development plan of the college regarding, academic administrative & infrastructural growth, & enable college to foster excellence in curricular, co-curricular & extra-curricular activities.

To decide the overall teaching program & also to recommend to the management about introducing new academic courses & the creation of additional teaching & administrative posts.

Sr. No.	Name		Designation
1.	Mr. S. Sriram	President, Vivek Education Society
2.	CA S. R. Varma	Hon. Secretary, Vivek Education Society
3.	Dr. M. N. Welling	Nominee of Management (Education)
4.	Mr. Ramesh Iyer	Nominee of Management (Industry)
5.	Dr. Sosamma Samuel	Nominee of Management (Research)
6.	Dr. Narayan Iyer	Nominee of Management (Social Service and Alumni)
7.	Dr. Vijetha Shetty	Principal, Secretary
8.	CA Shrikant Marathe	IQAC Co-ordinator
9.	Prof. Manisha Naik	HOD Representative
10.	Prof. Thanga Durai	Teacher Representative
11.	Smt. Bindu Varma	Teacher Representative
12.	Prof. Maya Hande	Teacher Representative
13.	Smt. Madhura Shinde	Non-Teaching Representative

Right to Information (RTI) : RTI Act was enacted by the government of India in the year 2005. This Act gives the citizen of India the Right to access information from Public Authorities. This Act promotes transparency and accountability in the working of every Public Authority both Central & State Government.

Women Development Cell & IC: The main aim of the WDC Cell & IC is to fulfill the motto of “ Let the Girl Child Progress in a free & fair atmosphere” and to ensure gender parity. The Vishaka guidelines are introduced as per university guidelines.

At the College Level it aims to build confidence & empowers students preparing them to face today's challenges. It creates understanding among students on gender sensitization issues and encourages them to identify their capabilities & to face interviews with confidence for further studies or career prospects. We also started certificate course on Gender Studies from the academic year 2020-21.

Grievances Redressal Committee : Grievance Redressal Cell addresses the complaints, problems and grievances of learners. Meeting of the cells is conducted regularly to examine the grievances of the learners, received and the cell proposes necessary measures to be taken by the Administration to resolve the same.

Anti - Ragging Committee : Ragging is not allowed and is a punishable offence vide, Hon'ble Supreme Court of India order dated 16-5-2007, record of proceeding under Section XIA073327. Defaulters will be dealt strictly as per Supreme Court Order, which is as under:

"If any incidence of ragging is brought to the notice of the authority, the concerned Learner shall be given liberty to explain and if his/her explanation is not found satisfactory, the authority would expel him /her from the institution."

The Anti Ragging Cell is a statutory body constituted as per UGC & University of Mumbai norms. The cell looks into the cases of ragging or any other Learner centered conflicts in the college. Preventive measures are also taken by the Anti Ragging Cell. (Helpline Nos. : - 022-28744058/28755917)

SC/ST/OBC & Minority Cell : The College has been very much keen to provide services to the educational and cultural needs of the SC/ST/OBC /Minority community along with other caste, creed and nationality. The Cell ensures the effective implementation of the policies and programmes of the Government of India, UGC and State Governments with regard to SC/ST and other Minority classes. It also suggests measures for achieving the objectives laid down by the various government agencies. The Committee meets frequently and the decisions arrived at is mandatory to be implemented.

Student's Council: Student's Council is the statutory body which coordinates the Academic and Extra-curricular activities in the college. Student members are admitted based on their performance in curricular and extracurricular activities during the previous year. Teacher In-charge of various associations like NSS, NCC, Sports, Arts Circle etc. are nominated as the teacher representative of the Student's Council. It organizes College Foundation day, Orientation to first year learners, Teachers Day, Annual Day, Prize distribution function and Farewell to outgoing learners. Student's Council organizes many programs keeping in mind overall growth and personality development of learners.

OTHER COMMITTEES

National Service Scheme (NSS): The College has a vibrant N.S.S. Unit that aims at developing the learner's personality through community services. It inculcates in them a sense of social and civic responsibility as well as leadership qualities. Learners will be directed to different social institution like school for specially abled, Orphanages, General hospital, nearby slum areas to mitigate the suffering of the people. Residential camp is arranged for seven days for community development in an adopted village. Volunteers have to complete 120 hours of social work and are eligible to get 10 grace marks each year. NSS is a social service activity continuous for two years.

National Cadet Corps (NCC): The college facilitates our learners to join NCC Army, Navy or Air-force wing. The College does not has its own NCC unit but the students are attached to the neighbouring Colleges for its activities. The aim of NCC is to inculcate discipline, patriotism, hard work and leadership qualities among cadets. The cadets are encouraged to participate in Republic day parades, University & State level rifle shooting competitions, attend Annual Training camp. At the end of the year, after successfully completing 20 parade sessions, they are awarded 10 grace marks & some allowance as an incentive.

College Gymkhana & Sports Committee: College Gymkhana aims at encouraging learners to participate in the games and sports, and at enhancing their sports and athletic skills. It is well equipped with facilities in Cricket, Chess, Carrom Board & Table Tennis. Coaching is also provided to the learners in Football, Volleyball, Athletics, Water Polo and Aquatics. It conducts various tournaments within the College and encourages student's to represent the college regularly in cricket and other inter-collegiate competitions. The College has a tie-up with OZONE' Swimming Pool and trains 20 Students in Water Sports like Swimming and Water Polo. Our students have won many inter-collegiate tournaments.

Arts Circle: The Committee organises various cultural events during the academic year. Intra collegiate competitions are conducted in the college on a grand scale. The learners are encouraged to participate at University Youth Festival and various inter-collegiate & open competitions. Special training facilities are provided for encouraging learners in music, dance and fine arts.

Health committee: Health committee in our college create awareness for the students to maintain their physical and mental health. It is a part of overall development & it helps to increase efficiency in their studies and other co curricular activities to improve their quality of life. We help students to adapt, realise and develop skills and navigate through different environments they inhabit and build a healthy mind to adapt to changes, realize their potential to achieve a strong, healthy, and productive state of mind to lead happy, successful, and content lives.

Department of Lifelong Learning and Extension (DLLE):

The main purpose of the DLLE, in our college is to develop a sense of responsibility towards society and built rapport with community. The DLLE, of the college conducts extension activities, through

Parents Teachers Association: The objective of PTA is to keep in touch with the parents of degree college learners and involve the parents in the participation of their ward's education as much as possible. The idea is to develop and nurture communication between parents and teachers.

different projects like Annapurna Project (APY), Career Project (CP), Status of Women in society (SWS) Population Education Club (PEC) etc every year. Students registered under DLLE also participate in 'UDAAN ' festival organized by the DLLE, University of Mumbai. It is a yearly programme and at the end of the year, learners are eligible to get 10 grace marks for completing 120/240 hrs.

Research Cell: The main objectives of Research Cell are as follows i) To promote excellence in research among teachers while following code of ethics. ii) To develop relationship with research institutions and research organizations. iii) To motivate & guide professors & students to conduct research activities like paper presentation, project work etc. iv) To organize seminar/workshops/conferences etc.

Literary Association: The literary association consists of a group of learners who want to go beyond the world of text books and aim at making an indelible mark in the literary field. Literary association encourages learners to take part in debate, elocution, poetry writing essay competition, etc. through participation in intra college, intercollegiate and university level events. This is a suitable platform for the learners to brush up their literary talents and knowledge and helps inculcate leadership qualities. It's the confluence of talents, imagination and creativity.

Marathi Wangmay & Natya Mandal: Mandal organises programmes in pursuance of cultivating the liking for Marathi literature and dramatics. Mandal encourages learners for development of their literary and dramatic skills. Participation in various intercollegiate and open competitions is promoted and learners are trained for such participation. Cultural programs are also organised based on themes in which learners, Teaching and Non-teaching staff participate.

Hindi Sahitya Mandal: The aim of Hindi Sahitya Mandal is to propagate the effective use of spoken Hindi language among the learners. Over the years the mandal has organized Katha-kathan, poetry recitation, antakshari, debates competitions etc.

Tamil & Malayalam Literary Association: This association blends the rich traditions and culture of Tamil Nadu and Kerala by fusion festival and encourage the students to be a part of various art forms. Students are provided a platform to showcase their literary skills in regional languages.

College Magazine: The College brings out its magazine "Drishti" annually. There are sections in the magazine for the English, Hindi, Marathi, Gujarati, Tamil and Malayalam language. Learner-editors nominated by the Principal assist the Executive Editor in organizing the Magazine. Contributions such as essay short stories, poems dramatic monologues, other articles are published. College report and extracurricular activities are also published.

Vivek Yuva Club: It has been established in the college to impart the ideas and thoughts of Vivekananda to students, teachers and the community. The centre is a non-communal, non-political,

FOR MORE DETAILS REFER COLLEGE WEBSITE

<https://www.vivek-college.org/Committees.html>
<https://www.vivek-college.org/extension.html>

social, cultural and philanthropic organization. The centre endeavours to serve the students of the college strictly without any prejudice or distinction of caste, colour, creed, race, religion or sex. The club while preaching, professing, propagating and imbibing the great ideals of Swami Vivekananda ensures that these ideas and ideals are interpreted and followed in their truest, the most humane and broad visionary sense. Also, the aim of the club is to imbibe in the youth a spirit of service and sacrifice, through man making and character-building ideas of Swami Vivekananda.

Green Committee: The objective of the committee is to sensitize the learners about nature that has been under threat. The committee regularly organizes competitions, lectures, survey, conservation workshop, nature's trip etc. The committee promote environment friendly practices towards the green campus.

Career Placement Cell / Career Guidance Cell:

The Career cell works with an objective, to create an awareness about career options and prepare the learners for employability along with and after graduation. Its motto is "Learn and Earn." Seminars and workshops are conducted to prepare the learners for vocational courses, competitive examinations and skill enhancement programs. For placement, online test is arranged, helping them to record their profile in HR, Finance, Marketing companies. Various companies visit college campus for recruitment.

The various companies that recruit the students and offer jobs in areas of Banking, sales, IT, management etc. are Synnex corporations, Motilal Oswal, Sutherland, South Indian Bank , HDB Finance etc.

Rotaract Club:

The main objective of Rotaract club is to bring together people of age 18 and older to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service. In communities worldwide, Rotary and Rotaract members work side by side to take action through service. From big cities to rural villages, Rotaract is playing an important role in changing communities.

E-cell (Entrepreneurship cell): In pursuance of its mission E-cell conducts various events throughout the academic year .The E-Cell organizes several entrepreneurship awareness programmes, guest lectures by successful entrepreneurs; various workshops and seminars for the aspiring entrepreneurs and supports them by providing necessary resources such as, mentoring, consultancy and networking

At the beginning of this academic year, our E-Cell had become a strong body, with member strength of around 60 and more students across all the courses. Our core committee constituted of 12 core members having various departments formed to work for overall growth of E-Cell. As we were planning for our activities we also took an opportunity to expand our horizon once again in PAN India by accepting the **National Entrepreneurship Challenge** at flagship event "**E-Summit**" hosted by **IIT Bombay** and finished **8th position overall out of over 350+ colleges and institutions**. We were one of the only **2 COMMERCE COLLEGES** as participants in this competition amongst Engineering Colleges. With the booming social media presence on Instagram , Facebook etc we received collaboration offers on our social platforms . We accepted the invitation from ECell of Deen Dayal college of Delhi university for collaboration with them and under this we were invited to attend their flagship event.

ALUMNI ASSOCIATION:

Our College has Registered Alumni and following are some of our prominent Alumni

Sr. No	NAME OF THE ALUMNI	ORGANISATION	POSITION HELD
1.	Dr. Narayan Iyer	Indian Development Foundation	Chief Executive Officer
2.	Dr. Vishwanath Iyer	Manipal University	Professor & Associate Dean, TA Pai Management Institute, Karnataka
3.	M.R. Jyothy	Jyothy Laboratories	Director
4.	Dr. Karthik Sridhar	Indian Centre for Academic Ranking & Excellence / ICARE	Vice Chairman
5.	Eric Oommen	Professional Courier	Chief Executive Officer
6.	Vidhya Venkatesh	Last Wilderness Foundation	Director
7.	Abdul Nayeem	Accenture India Pvt.Ltd	Director
8.	Saurabh Kasat	Dairy Classic Ice-cream	Chief Finance Officer
9.	Harish Parameshwaran Iyer	Tawreeq Holdings DIFC	Chief Operating Officer
10.	CA Biju Vikraman	Clime Investment Management Ltd	Chief Finance Officer
11.	Lakshmi Sundaram	India Infoline	Vice President
12.	Prashant Nair	HDFC Bank	Vice President
13.	Amol Inamdar	Axis Bank	Vice President
14.	Raj Maitra	Axis Bank	Dy. Vice President, Corporate Branch
15.	Priya Mitran Bandyopadhyay	CNBC News Channel	Principal Vision Mixer
16.	Subhashini Naikar	Dalmia College, Malad	Vice- Principal
17.	Chandana Vishwajit	Ananya Capital Advisors	Founder (Entrepreneur)
18.	Meera Shankar	AETNE	Account Manager
19.	Sawant S. Mali	IBM	Network Controller
20.	Staney Pulloickel	General Electric Company	Regional Treasurer for Asia, MENAT & SSA
21.	Siddharth Menon	Malayalam Film Industry	Playback Singer & Actor
22.	Sandeep Thakur	Special Grade Musician at Cine Musicians Association	Freelance Violinist
23.	Sneha Parameshwaran	Kadambari Performing Arts	Proprietor
24.	C.A. Sanjay Pai	John Energy Ltd.	Chief Finance Officer
25.	Ravinarayan Sahoo	Axis Mutual Fund	Deputy Vice President
26.	Hassan A Sanadi	University of Technology & Applied Science, Muscat	Lecturer & Entrepreneurship Coordinator
27.	Milind Gawai	K.J.Somaiya Management Institute	Professor, Freelance Writer, Editor & Trainer
28.	Wilson Nadar	Academic & Training, Vantage Knowledge Academy Ltd	Head

*We Strive to achieve Excellence in all Spheres
And
We welcome you to build your career with us*



“E-SUMMIT” IIT BOMBAY



INNOVATORS



GANDHIAN STUDIES



TREE PLANTATION BY NSS



DLLE-UDAAN FEST



MARATHI WANGMAY MANDAL



DEGREE DISTRIBUTION CEREMONY



GREEN VALENTINE DAY



Believe in yourself and the world will
be at your feet

Swami Vivekananda

