



NKES COLLEGE OF ARTS, COMMERCE & SCIENCE



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Wadala (W), Mumbai- 400031.
Tel.No.: 022 2418 0560 / Extn - 1011

PROSPECTUS

Undergraduate Courses



NATIONAL KANNADA EDUCATION SOCIETY

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2017-18

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**The National Kannada Education Society's
Group of Institutions**

NKES C.C.D.C.

Shraddhanand Mahila Ashram Road, Matunga - 400 019

NKES PRIMARY SCHOOL

English & Kannada Media

NKES HIGH SCHOOL

English & Kannada Media

**NKES JUNIOR COLLEGE OF ARTS,
COMMERCE(IT) & SCIENCE**

NKES COLLEGE OF ARTS, COMMERCE & SCIENCE

*(Affiliated to University of Mumbai, Approved by Govt. of
Maharashtra)*

**SIR M VISVESVARAYA INSTITUTE OF
MANAGEMENT STUDIES & RESEARCH (SVIMS)**

(M.M.S. & P.G.D.M. (Marketing & Finance) Affiliated to Mumbai University)

Website : www.svims.com



THE NATIONAL KANNADA EDUCATION SOCIETY'S
COLLEGE OF
ARTS, COMMERCE & SCIENCE

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ABOUT US:

NKES Society has a long history which commenced with the freedom struggle of India founded in the year 1939 at the behest of Bharat Ratna Sri M Visvesvaraya & honed in the fervor in the national struggle of educating millions, from KG to PG, the society has involved totally to the cause of education. Today it has into a premier educational institution in the island city of Mumbai. Managed by a group of educationalist, NKES has a large campus situated in Wadala, which is an educational hub. It houses a group of institutions from pre-school, primary, secondary, Junior college of arts, commerce & science affiliated to Maharashtra state board of secondary & higher secondary board for HSC & SSC. The degree college of arts, commerce & science inaugurated in the year 2018 is affiliated to University of Mumbai. The management school Sir M Visvesvaraya Institute of Management Studies & Research (SVIMS) has MMS & PGDM programs. MMS program is affiliated to University of Mumbai & PGDM is approved by AICTE. The new programs of Banking & Financial services which will be starting in 2019-20 in association with TimesPro keeping in pace with the demand and challenges of the present day market & job opportunities. The institution aims at providing quality education & excellence in academics along with all round development of individual with required skillsets for the changing world. The society has completed 80 years in the field of education. Over these 8 decades with the commitment of the founders & management thousands of students have passed out of the portals of school & colleges and emerged prominently in the various fields as scientists, engineers, lawyers, doctors & other varied fields.

NKES is a linguistic minority institution with Kannada, Konkani, Tulu & Kodava students given preference for admission. The institution is a national in its outlook embracing students from all religion without any discrimination.

VISION & MISSION:

Mission : Empowerment with Education.

Vision: We believe in providing transformative learning experiences in a socially responsible, inclusive community by following its Core Values which promotes academic excellence, inspires innovation and entrepreneurship, prepares graduates to contribute to a global society that is increasingly focused on change.

ACADEMIC TERM / ATTENDANCE:

The academic year consists of two terms

June to November for 1st semester

November to May for 2nd semester

There will be two vacations :

1st term – October – November

2nd term – December as per the University norms

1. Attendance of learners is regulated by 0.119, 0.120 and 0.125 are governed by University for attendance of students

A. Ordinances 0.119, 0.120

The explanation issued by the University wide circular no. UD/235/98 dated July 3, 1998 relating to 0.119 says that - 'for granting of terms of 75% attendance is compulsory per term towards theory, practical and tutorials (wherever prescribed) separately will be required, out of the total number of lectures, practical and tutorials conducted in the term

B. Ordinance 0.125

1. It states that 'To keep a term at a college or recognized institution and under graduate, learner must complete to the satisfaction of the Principal or the Head of Institution, the course of study at the college or institution prescribed for the students for the semester'.

2. Learner who fail to maintain the condition of minimum attendance on account of bonafied illness, or any other reason which is deemed right by the Principal, should apply in writing to the Principal, for leave of absence, prior or within two days from the date of commencement of such leave, failing which they will be treated as defaulters.

3. All applications for leave of absence along with medical certificate, if any, should be submitted to the Principal and not directly to lecturer.

4. Learner participating in extracurricular activities, projects & sports must seek prior permission from the concerned authorities for their absence.

General Rules:

All the students are requested to follow the rules regulations of the college and University of Mumbai for the smooth functioning of the actual both academic & non academic

ADMISSIONS:

The admission procedure will be as per the guidelines of the University of Mumbai

1. Admission will be confirmed only after submission of original mark sheets, leaving certificate, attested copies of the same, photographs. If original certificates are not submitted, admission will be provisional.
2. Regulations and enrollment with University is mandatory for the admission.
3. Identity card / Library card will be issued after confirmation of admission
4. Identity card is compulsory for entry into college. The students are required to wear the I card
5. Students must attend lectures for the subject they have enrolled.
6. Cancellation of admission will be as per University norms.
7. Refund will be as per the norms of University.

8. Student is should surrender the I card/ Library card along with the written application.
9. Caution money and other deposit will be refunded only on the dates notified by Office,
10. Students must contact the college office for testimonials or other certificate. Check notice board regularly for instructions.
11. Students are required to maintain a healthy and disciplined atmosphere in the college for which he/she is required to obey the code of conduct.
 - a) Students must be modestly deserved
 - b) Students should be regular with 75% attendance is compulsory for examination. Short fall if any, they will not be allowed for final exams as per University norms.
 - c) College authorities will not be responsible for lack of valuable articles
 - d) Toiletry in the corridor, misbehaving loudly is strictly prohibited.
 - e) Consumption of tobacco and smoking is strictly prohibited in the college premises.
 - f) Destruction and damage of college property student is liable to pay fine as levied by authorities.
 - g) Ragging in any form is strictly prohibited in the campus and is a punishable offense. As per the Supreme Court sexual harassment is a punishable offense.
 - h) Sexual harassment is a punishable offense.

FEES REFUND:

Degree Program Mode of Refund
Ref. No. /412 of 20087 0.2859

Students who have taken admission in under graduate courses in unaided college affiliated to University of Mumbai and recognized may refund the fees after applying in writing for the cancellation of their admission to the course. The refund of fees as applicable shall be made on or before the 30th day after the date of cancellation and thereafter. The percentage of fees for the courses shall be refunded to the candidate after deducting the charges as per the follows:

Time Limit for Cancellation	Cancellation Charges
Prior to the commencement of the academic term and instruction of the course	Rs. 500/- Lump sum
Upto 20 days after the commencement of academic term of the course	20% of the total amount of fees
From 21 st to 50 days after the commencement of academic term of the course	30% of the total amount of fees
From 51 st upto 80 days after the commencement of academic term of the course or 31 st August whichever is earlier	50% of the total amount of fees
From 1 st September to 30 th September	60% of the total amount of fees
After 30 th September	100% of the total amount of fees

EXAMINATIONS / EVALUATION

- Examination is semester wise: I and II semesters per year.
- Students will be evaluated on credit based system introduced by University of Mumbai.
- Each Semester students will be evaluated through internal assessment, class test, assignments /projects (25% weightage)

Semester examination for 75%

Attendance is compulsory for every student for internal assessment and semester examination.

The standard of passing, grace marks and ATKT will be as per University of Mumbai norms.

Examination schedule, result/verification and revaluation will be put up on notice boards from time to time. Internal test will be in the 3rd / 4th week of August.

Projects / Assignments will be in the 2nd week of September for Semester I and Semester II. Internal will be 1st / 2nd week of January

Project / Assignments will be in 3rd / 4th week of January

Admission to second year will be after student passes in all paper (Sem I / Sem II) failed in not more than 2 subjects in Sem I / II. Admission will begin similarly for II & III year.

EXAMINATION RULES: Credit based Grading system

Semester is based on credit based system wherein students have to clear all subjects in each semester.

Students are required to have 75% attendance as per University norms.

Caution notice to the students appearing for the examination as per the rules of the University.

Students are advised not to indulge in any unfair means, they are liable for punishment.

- a) Use of mobile phone or any electronic gadget or any other copying material strictly prohibited.
- b) Exchange answer sheet or supplement in the exam hall
- c) Avoid communication

- a) If found indulger in unfair means will be debarred from examination for 3yrs
- b) Students are advised to take note of the required implicate of malpractice and avoid such practices

COURSES OFFERED – DEGREE COLLEGE

BACHELOR OF COMMERCE (B.COM)

Three year full time course and is conducted in six semesters. A candidate is eligible for admission to B.Com degree course shall have passed XII Std. examination of Maharashtra Board of Higher Secondary Education or its equivalent.

List of subjects for the Three Year B.Com.

FIRST YEAR SEMESTER - I	FIRST YEAR SEMESTER - II
1. Accountancy and Financial Management – I	1. Accountancy and Financial Management - II
2. Commerce Paper– I	2. Commerce Paper– II
3. Business Economics – I	3. Business Economics – II
4. Business Communication – I	4. Business Communication - II
5. Environmental Studies – I	5. Environmental Studies - II
6. Mathematical and Statistical Techniques – I	6. Mathematical and Statistical Techniques - II
7. Foundation Course – I	7. Foundation Course – II

SECOND YEAR SEMESTER - III	SECOND YEAR SEMESTER - IV
<ol style="list-style-type: none"> 1. Accountancy and Financial Management - III 2. Financial Accounting and Auditing V - Introduction to Management Accounting 3. Commerce - III 4. Business Economics - III 5. Foundation Course - III 6. Business Law - I 	<ol style="list-style-type: none"> 1. Accountancy and Financial Management - IV 2. Financial Accounting and Auditing VI - Auditing 3. Commerce - IV 4. Business Economics - IV 5. Foundation Course - IV 6. Business Law - II

THIRD YEAR SEMESTER - V	THIRD YEAR SEMESTER - VI
<ol style="list-style-type: none"> 1. Commerce Paper - V 2. Business Economics - V 3. Financial Accounting -V 4. Cost Accounting - VI 5. Direct and Indirect Taxes – I 6. Computer Systems and Applications - I 	<ol style="list-style-type: none"> 1. Commerce Paper – VI 2. Business Economics – VI 3. Financial Accounting - VII 4. Cost Accounting - VIII 5. Direct and Indirect Taxes – II 6. Computer Systems and Applications - II

BACHELOR OF COMMERCE (ACCOUNTING AND FINANCE) BAF

There is three year full time course and is conducted in six semesters. A candidate for being eligible for admission to B.Com.(A&F) degree course shall have passed XII Std. examination of Maharashtra Board of Higher Secondary Education or its equivalent and secured not less than 45% marks in aggregate at first attempt (40% in case of reserve category).

FIRST YEAR SEMESTER - I	FIRST YEAR SEMESTER - II
<ol style="list-style-type: none">1. Financial Accounting - I2. Cost Accounting - I3. Financial Management - I4. Business Communication - I5. Business Environment - I6. Business Economics - I7. Foundation Course - I	<ol style="list-style-type: none">1. Financial Accounting - II2. Auditing – I3. Taxation – I4. Business Communication - II5. Business Law – I6. Business Mathematics7. Foundation Course – II

SECOND YEAR SEMESTER - III	SECOND YEAR SEMESTER - IV
<ol style="list-style-type: none">1. Financial Accounting (Special Accounting Areas)- III2. Cost Accounting (Methods of Costing)-II3. Direct Taxes - I4. Information Technology in Accountancy I5. Foundation Course-III (Financial Market Operations)6. Business Law (Business Regulatory Framework) – II7. Business Economics-II	<ol style="list-style-type: none">1. Financial Accounting (Special Accounting Areas)- IV2. Management Accounting3. Direct Taxes - II4. Information Technology in Accountancy II5. FC IN Management (Introduction to Management)6. Business Law (Company Law) – III7. Research Methodology in Accounting & Finance

THIRD YEAR SEMESTER - V	THIRD YEAR SEMESTER - VI
<ol style="list-style-type: none"> 1. Financial Accounting - V 2. Cost Accounting - III 3. Financial Management - II 4. Financial Accounting - VI 5. Taxation - IV (Indirect Tax) 6. Management - II (Management Applications) 	<ol style="list-style-type: none"> 1. Project Work 2. Cost Accounting – IV 3. Financial Management - III 4. Financial Accounting - VII 5. Taxation – V (Indirect Tax) 6. Economics - III

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

Three year full time course and is conducted in six semesters. A candidate for being eligible for admission to the B. M. S. degree course have passed XII Std. examination conducted by the Maharashtra State Board of Secondary Education or any examination recognised as equivalent there to or Diploma in any Engineering branch conducted by the Board of Technical Education, Maharashtra State with two years or three years duration after passing the Secondary School Certificate (S. S. C.) examination. Admission to F. Y. B. M. S. will be based on the basis of merit.

Eligibility:

- i) Eligibility Criterion for admission UG/80 of 2010, dated 27th April, 2010) – O.3941 : A candidate for being eligible for admission to the BMS Degree Course shall have passed HSC Examination of the Maharashtra State Board of Higher Secondary Education or its equivalent examination or Diploma course in any Engineering Branches with two years or three years after SSC conducted by the Board of Technical Examination or its equivalent examination by securing minimum 45% in one attempt
- ii) 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 Mumbai University.
- iii) While drawing the merit list, weightage has to be given to students from Arts, Commerce and Science stream at XII standard level.

Stream	Commerce	Arts	Science	Diploma In Engineering others
Percentage of Weightage	45%	25%	25%	5%

BACHELOR OF MANAGEMENT STUDIES (B. M. S)

FIRST YEAR SEMESTER - I	FIRST YEAR SEMESTER - II
<ol style="list-style-type: none"> 1. Introduction to Financial Accounting 2. Business Communication – I 3. Foundation of Human Skills 4. Business Law 5. Business Statistics 6. Foundation Course – I 7. Business Economics – I 	<ol style="list-style-type: none"> 1. Principles of Marketing 2. Principles of Management 3. Business Environment 4. Industrial Law 5. Business Mathematics 6. Foundation Course – II 7. Business Communication - II

SECOND YEAR SEMESTER - III	SECOND YEAR SEMESTER - IV
<ol style="list-style-type: none"> 1. Elective Courses (EC) 1&2 *Any one group of courses from the following list of the courses 2. Ability Enhancement Courses (AEC) 3. Information Technology in Business Management –I 4. Foundation Course (Environmental Management) 5. Business Planning & Entrepreneurial Management 6. Accounting for Managerial Decisions 7 Strategic Management 	<ol style="list-style-type: none"> 1 Elective Courses (EC) 1&2 **Any one group of courses from the following list of the courses 2. Ability Enhancement Courses (AEC) 3. Information Technology in Business Management-II 4. Foundation Course (Ethics & Governance) 5. Business Economics-II 6. Business Research Methods 7. Production & Total Quality Management

*List of group of Elective Courses (EC) for Semester III	*List of group of Elective Courses (EC) for Semester IV
1. Introduction to Cost Accounting 2. Basics of Financial Services	1. Strategic Cost Management 2. Auditing
Group B : Marketing Electives	
1. Consumer Behaviour 2. Advertising	1. Integrated Marketing 2. Event Marketing
Group B : Human Resource Electives	
1. Recruitment & Selection 2. Organisation Behaviour & HRM	1. Training & Development in HRM 2. Change Management

THIRD YEAR SEMESTER – V	THIRD YEAR SEMESTER VI
Compulsory	Compulsory
Corporate Communication & Public Relation	Operation Research
Logistics & Supply Chain Management	Project Work
Marketing	
<ol style="list-style-type: none"> 1. Service Marketing 2. E-Commerce & Digital Marketing 3. Industrial Marketing 4. Customer Relationship Management 	<ol style="list-style-type: none"> 1. Brand Management 2. Retail Management 3. Marketing Of Non Profit Organisation 4. Media Planning and Management
Human Resource	
<ol style="list-style-type: none"> 1. Finance for HR Professionals and Compensation Management 2. Strategic Human Resource Management and HR Policies 3. Industrial Relations 4. Performance management & career planning 	<ol style="list-style-type: none"> 1. HRM in Global Perspective 2. Organizational Development 3. HRM in service sector management 4. Workforce Diversity
Finance	
<ol style="list-style-type: none"> 1. Investment Analysis and Portfolio management 2. Wealth management 3. Financial Accounting 4. Risk Management 	<ol style="list-style-type: none"> 1. Innovative Financial Services 2. Project Management 3. Strategic Financial Management 4. Financing Rural Development

BACHELORS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (B.A.M.M.C)

This is three year full time course and is conducted in six semesters. A candidate for being eligible for admission to BMM degree course shall have passed XII Std. examination of Maharashtra Board of Higher Secondary Education or its equivalent from the Science, Arts or Commerce stream.

FIRST YEAR SEMESTER - I	FIRST YEAR SEMESTER - II
<ol style="list-style-type: none">1. Effective Communication- I2. Foundation Course - I3. Visual Communication4. Fundamentals of Mass Communication5. Current Affairs6. History of Media	<ol style="list-style-type: none">1. Effective Communication- II2. Foundation Course - II3. Content Writing4. Introduction to Advertising5. Media, Gender and Culture6. Introduction to Journalism

SECOND YEAR SEMESTER - III	SECOND YEAR SEMESTER - IV
<ol style="list-style-type: none">1. Electronic Media- I2. Corporate Communication and Public Relations3. Media Studies4. Introduction to Photography5. Film Communication- I6. Computers and Multimedia-I	<ol style="list-style-type: none">1. Electronic Media- II2. Writing and Editing for Media3. Media Laws and Ethics.4. Mass Media Research5. Film Communication- II6. Computers and Multimedia-II

THIRD YEAR SEMESTER - V	THIRD YEAR SEMESTER - VI
<ol style="list-style-type: none">1. Copywriting2. Advertising & marketing Research3. Brand Building4. Agency Management5. Social Media Marketing6. Consumer Behaviour	<ol style="list-style-type: none">1. Digital Media2. Advertising Design3. Advertising In Contemporary Society4. Brand Management5. Media Planning & Buying6. Advertising & Sales Promotion

EXTRA CURRICULAR ACTIVITIES :

- **Annual Sports Day Celebrations:** The college encourages students to participate in Annual Sports Events. Various field and track events are organized for individual and groups. Winners are awarded prizes and medals.
- **Annual Festival Celebrations:** Annual Festivals and College Days are organized every year. Literacy events and dance, music, drama etc. take place during these festivals.
- **Nature Club/Hiking/Trekking Club:** Nature Clubs may be organized to take up Trekking/Hiking to spend time with natural habitat, to visit rural organizations, etc.
- **Extra /Co-curricular Activities:** Students are encouraged to take part in extra and co-curricular activities such as debates, drama, music, dance quiz competitions, seminars, NSS and NCC.
- **Student Counselling Cell:** A student counsellor is available to help students discuss and get their issues resolved - both personal and interpersonal.
- **Student Grievance Cell:** Student grievance cell is constituted for redressal of student issues of the classroom.
- **Anti-Ragging Squad:** As per the guidelines of the Supreme Court, Ragging is banned in the College. Anti-ragging Squad is formed to deal with violations. Students indulging in Ragging will be punished under Maharashtra Prohibition of Ragging Act, 1999, Students will be expelled and it will be mentioned in the College Leaving Certificate. Also an FIR will be lodged in the nearest Police Station.
- **NSS:** The aim of SS is the National Service Scheme launched by the Ministry of Youth Affairs and Sports. Self-Defence, etc. NSS is the National Service Scheme launched by the Ministry of Youth Affairs and Sports. The aim is to develop the overall personality of students through Community Service. Students are required to undertake awareness drive, social reforms, environment protection, relief work during natural calamities, creation of community assets, etc.





NKES SKILL DEVELOPMENT & DIGITAL LEARNING CENTER

(MKCL Authorised Learning Center code : 28210038S4 / 98210009)



CERTIFICATION BY MKCL & YCMOU



Early bird Discount

Fees as prescribed by MKCL

ACCOUNTING

Tally with GST

Advanced Excel

Advanced Tally

MSCIT

MAHARASHTRA STATE CERTIFICATE IN
INFORMATION TECHNOLOGY

COMMUNICATION

Klic English

Speak English

DIGITAL ARTS

AutoCAD

3D Modelling

Animation

Scratch Programming

DESIGNING

DTP (Corel / Adobe)

Photoshop

Video Editing

Web Designing

HARDWARE & NETWORKING

Hardware Support

Network Support

Security Support

Desktop Support

Email us at : nkessdldc@nkes.in / kannadaschool@gmail.com

HURRY! ADMISSIONS STARTED!!

CONTACT NOW FOR ADMISSIONS :

022-24183162 / 24147783