



BUNTS SANGHA'S

## S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

### 7.1.4\_D. Sensitization of Students and Employees towards: Constitutional Obligations Values, Rights, Duties Responsibilities of Citizens

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## S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

### CONSTITUTION DAY



*The NSS UNIT of S. M. SHETTY COLLEGE celebrated Constitutional Day at college. Volunteers went to each and every classroom and recited the preamble.*



  
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### NSS VOTER REGISTRATION DRIVE

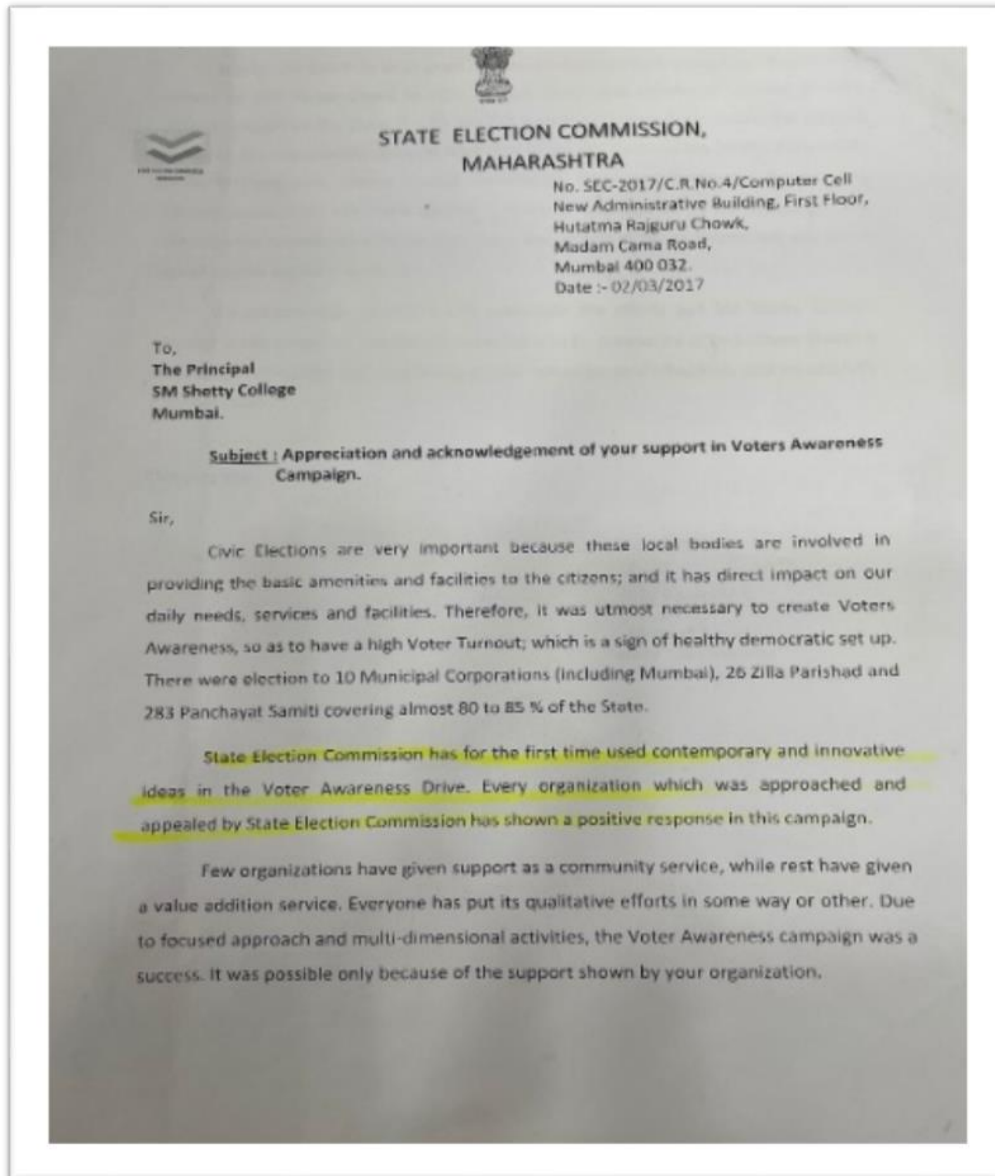


*The NSS unit of Bunts Sangha's S M Shetty College Powai has organized Voter Id Registration Drive in Collaboration with BMC for the students who might have turned 18 and don't have a Voter card yet. Students from other colleges also Participated. There were a total 52 Participations in which 24 Male and 28 Female were there.*



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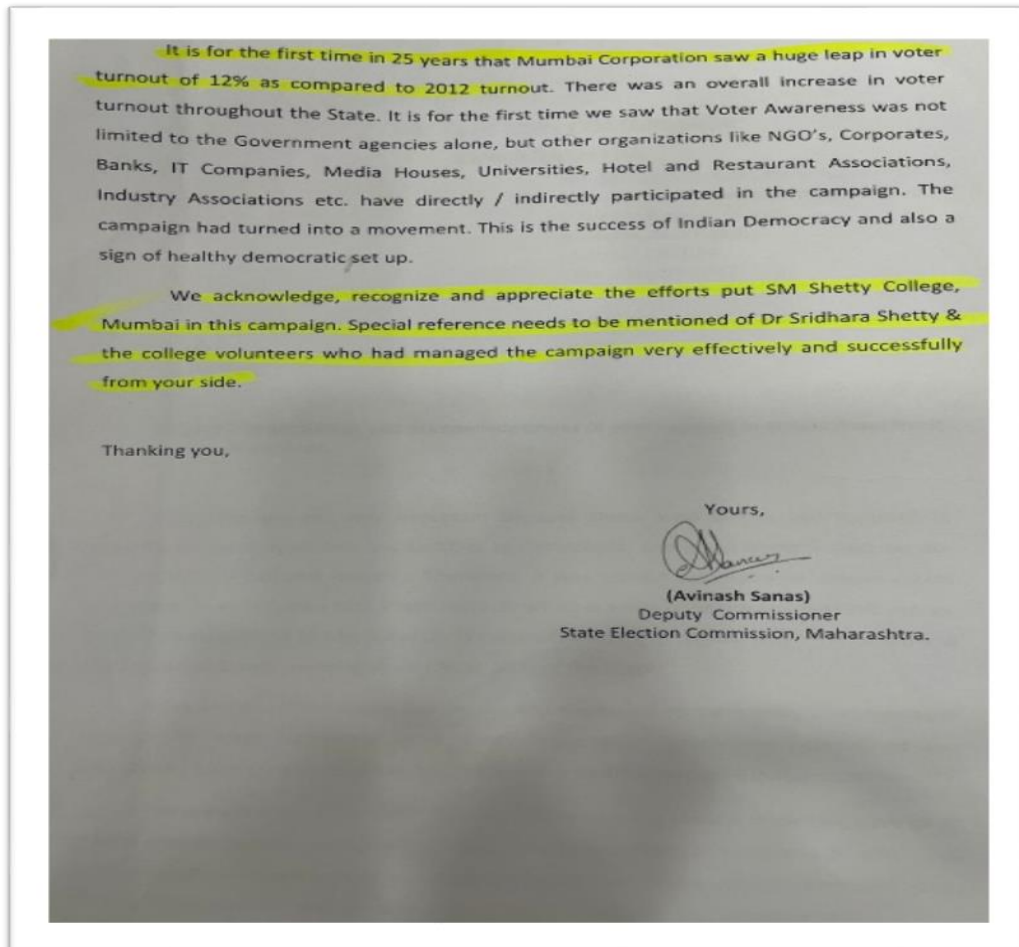
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*Received appreciation from State Election Commission, Government of Maharashtra for Voters Awareness Campaign*



  
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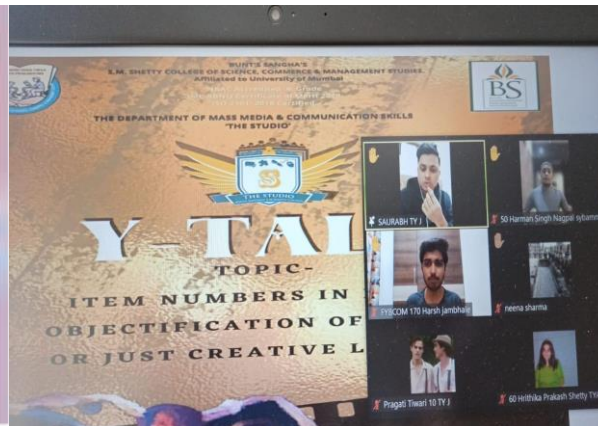


## FORUMS TO EXPRESS WHAT YOU FEEL

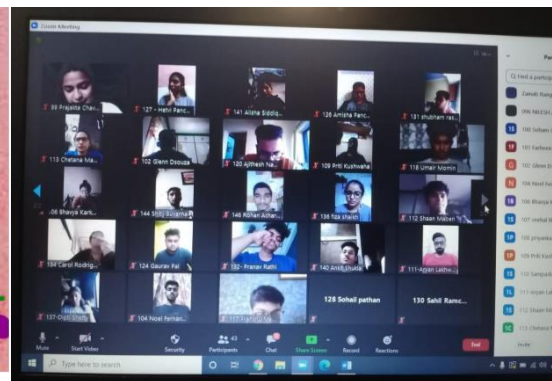
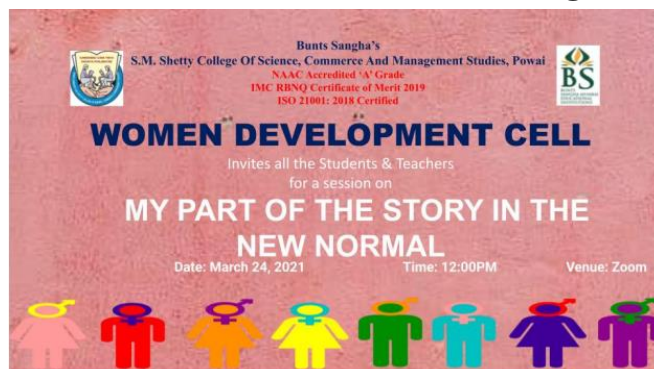
## THE KNOW SHOW



# YTALK



## MY PART OF THE STORY



*Different forums providing the students a platform to voice their opinions and expressions*



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### REPUBLIC DAY CELEBRATION







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Bunts Sangha's  
S.M.Shetty College of Science, Commerce &  
Management Studies, Powai, Mumbai-76  
NAAC Accredited 'A' Grade  
IMC RBNG Certificate of Merit 2019  
ISO 21001:2018 Certified



**NATIONAL SERVICE SCHEME**  
On The Occasion of  
**REPUBLICDAY!!**  
Presents  
An Inter-Collegiate Event  
**TRICOLOR**  
Crafts Competition

Last Date of Submission on  
**25th January, 2021 till 12:00pm**  
Submit your Crafts on the given link with  
your proper details

 /@shettyssunit\_b46
  /@smshettyss

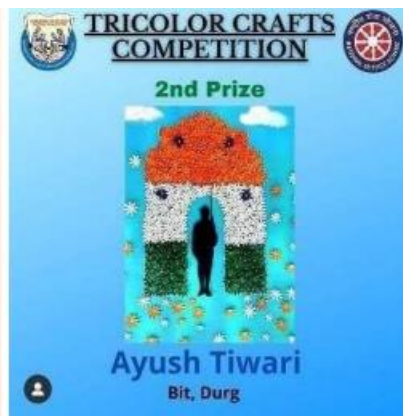
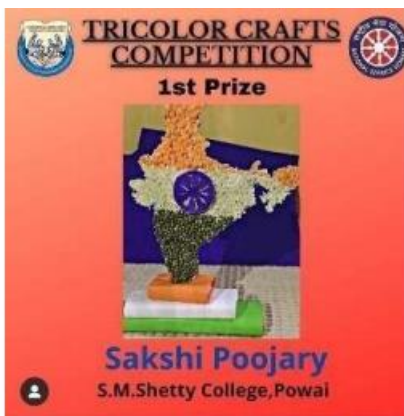
For Any Queries, Contact us  
 Deepthika Pillai- 9004961914      Snehal Rai- 9082362400  
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## S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES



*Every year Republic Day is celebrated in India on 26th January with zeal and enthusiasm. The students, teachers and Management of the Institution participate in the celebration.*



*NSS Students collected the flags from the road and society after the Republic day.*



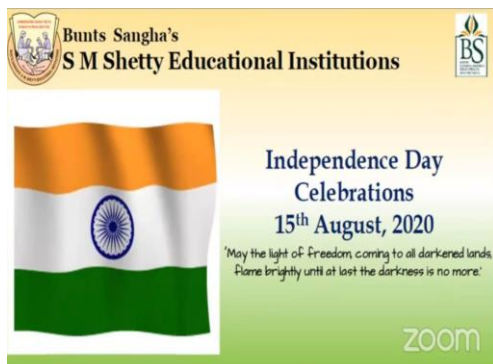
*[Signature]*  
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# S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

## INDEPENDENCE DAY CELEBRATION



*The college celebrates Independence Day to re-experience the spirit of patriotism and to honor the glorious past of our country.*





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EMERGENCY: Powai Police Stn 2570 2690 | Sakinaka Police Stn 2847 6160 | Dr LH Hiranandani Hospital 2576 3333 | Marol Fire Stn 2920 0940 / 41

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Mumbai Bazaar

Planet Powai™ Your Friendly Community Newspaper

18 August to 24 August 2019

### I-Day Celebration, Raksha Bandhan & Sanitary Pad Distribution by SM Shetty College

The NSS unit of Bunts Sangha's SM Shetty College of Science, Commerce & Management Studies celebrated Independence Day and Raksha Bandhan on 15th August, 2019. After attending the flag hoisting ceremony held in the college, the NSS volunteers went around Powai and Kanjurmarg area and picked up flags that were littered on the streets.

They also celebrated Raksha Bandhan in the college by tying Rakhis to the support staff, canteen staff, housekeeping and security personnel. This unique gesture by the NSS volunteers cheered and motivated these staff who serve the college

round the clock with true dedication. The next day on August 16, Friday, the Health Club of Bunts Sangha's SM Shetty



NSS volunteer tying Rakhi to a security personnel

College of Science, Commerce and Management Studies continued with its unique activity of sanitary pad donation this year too. Health Club of the college visited SA Public School, which is a municipal school located at Tunga Village, Powai on 16th August, 2019. Along with distributing sanitary pads, the students were educated about periods and personal hygiene by the Health Club members.

The sanitary pads were a donation from the students of SM Shetty College. Principal of the school, Jyoti Dasan, welcomed the move and appreciated the efforts put forward by the Health Club. Members of the Health Club included Asst. Prof. Himani Shukla, Asst. Prof. Prachi Agarwal and Asst. Prof. Vinay Shahapurkar.



Asst. Prof. Ms. Prachi Agarwal educating the students

*Media Coverage for the institute to celebrate Independence Day by celebrating Raksha Bandhan and distributing Sanitary Pads in the year 2019*

### SM Shetty's NSS Unit Holds I-Day and Swachata Rallies

The NSS Unit of Bunts Sangha's SM Shetty College of Science, Commerce & Management Studies, Powai celebrated the 71st Independence day by conducting a white rally on 15th of August, 2018. The NSS volunteers marched on the streets of Powai wearing white clothes that laid stress on unity amongst various sections of our community.

The motive of this rally was to bring peace amongst various sections of our country that are discriminated on the basis of caste, religion, language, etc. This was a silent rally as we remembered our patriots who fought for our freedom and how important it is to maintain peace in their respect and for their dignity.



The volunteers had made creative posters to propagate the messages in an effective manner.

The unit also held an awareness rally for a greener and healthier environment. On Tuesday, the 14th of August, 2018, the NSS volunteers of

Smitha Ravindranath

the college held a rally in this regard for not just the coming generations but also for the present generations.

The motive of this rally was to make people realize that it is high time to take initiative to clean our surroundings to save our own life otherwise the end result of such ignorance would not be peaceful. Volunteers raised their voices quoting slogans like "Nurture Nature, For Your Future" and "Go Clean, Go Green" holding pluck cards

with various slogans written over it marched on the roads of Powai. A total of 62 volunteers were a part of this activity. Indeed it was a successful and a blessed awareness rally.

*The NSS Unit celebrated the 71st Independence day by conducting a rally promoting cleanliness around the neighborhood.*



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## S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

### POSH WORKSHOP



*The College conducts session on The Prevention of Sexual Harassment (PoSH) at Workplace Act of India which mandates every organisation to define their sexual harassment policies, prevention systems, procedures and service rules for its employees.*



  
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### WOMEN'S RIGHT



*Session conducted on highlighting the importance of the rights.*



  
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## **S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES**

### **SYLLABUS**

Various courses provide sensitisation on issues of culture, gender ,constitutional obligations,values, rights, duties and responsibilities of citizens



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# S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

## FOUNDATION COURSE (B.COM)

B.Com Programme					
Under Choice Based Credit, Grading and Semester System					
Course Structure					
F.Y.B.Com					
(To be implemented from Academic Year- 2016-2017)					
No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE) Courses		1A	Discipline Specific Elective(DSE) Courses	
1	Accountancy and Financial Management - I	03	1	Accountancy and Financial Management - II	03
1B	Discipline Related Elective(DRE) Courses		1B	Discipline Related Elective(DRE) Courses	
2	Commerce - I	03	2	Commerce - II	03
3	Business Economics - I	03	3	Business Economics - II	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)		2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication - I	03	4	Business Communication II	03
5	Environmental Studies I	03	5	Environmental Studies II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02	6	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
7	Mathematical and Statistical Techniques - I	03	7	Mathematical and Statistical Techniques - II	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1	Foundation Course - II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II

Note: Course selected in Semester I will continue in Semester II

Faculty of Commerce, University of Mumbai 3 | Page



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## S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

*Revised Syllabus of Courses of B.Com. Programme at Semester I  
with Effect from the Academic Year 2016-2017*

### ***Skill Enhancement Courses (SEC)***

#### **6. Foundation Course - I**

##### ***Modules at a Glance***

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

*Faculty of Commerce, University of Mumbai* | Page

*Including a chapter of The Indian Constitution in the curriculum of the students to given them a broader perspective about the rights of India*





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# S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

## MEDIA GENDER CULTURE (FYBAMMC)

SEMESTER II			
Semester II			
Title	Credit	Paper	Name of the Course
AECC	03	01	Effective Communication (EC-II)
AEEC	02	02	Foundation Course

16

DSC	04	03	Content Writing	Language
DSC CORE III	(4×2)= 08	04	Introduction to Advertising	DSC-1B
DSC CORE IV		05	Introduction to Journalism	DSC-2B
DSE	03	06	Media Gender & Culture	
	20			

Semester II		
Course code	Credits	Course Name
BAMMEC-201	03	Effective communication -II
BAMMFC-202	02	Foundation course -II
BAMMCW-203	04	Content Writing
BAMMID-204	04	Introduction to Advertising
BAMMIJ-205	04	Introduction to Journalism
BAMMMGC-206	03	Media, Gender & Culture

01	
PROGRAM	BAMMC
YEAR	FYABMM
SEMESTER	II
COURSE:	EFFECTIVE COMMUNICATION -II



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# S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

GENDER AND MEDIA CULTURE			
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> <li>1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)</li> <li>2. Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</li> <li>3. Gender equality and media</li> <li>4. Hegemonic masculinity in media</li> <li>5. Gender issues in news media (TV, radio, newspapers &amp; online news)</li> </ol>	(12)
GLOBALISATION AND MEDIA CULTURE			
IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"> <li>1. Media imperialism</li> <li>2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</li> <li>3. Consumer culture and media in the era of globalisation.</li> <li>4. <b>Digital Media culture:</b> Recent trends and challenges</li> <li>5. <b>Media and Globalisation:</b> Global economic flows, global cultural flows, homogenization &amp; fragmentation, globalization, creolization, globalization &amp; power.</li> </ol>	(12)
SYLLABUS DESIGNED BY:-			
<ol style="list-style-type: none"> <li>1. PADMAJA ARVIND(CONVENOR)</li> <li>2. RANI D'SOUZA</li> <li>3. RUMINA RAI</li> </ol>			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> <li>1. CONTINUOUS ASSIGNMENTS</li> <li>2. ORAL &amp; PRACTICAL PRESENTATIONS</li> <li>3. GROUP/INDIVIDUAL PROJECTS</li> <li>4. CLASS TEST</li> <li>5. OPEN BOOK TEST</li> <li>6. GROUP INTERACTIONS</li> <li>7. QUIZ</li> </ol>			
REFERENCE			
<ol style="list-style-type: none"> <li>1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER</li> <li>2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER</li> <li>3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR</li> <li>4. CULTURE CHANGE IN INDIA- IDENTITY AND GLOBALISATION – YUGENDRA SINGH RODRIGUES</li> <li>5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M.</li> <li>6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINUITY – SANJUKTHE- DASGUPTA</li> </ol>			

*The programme employs a gender perspective to critically examine such questions as how representations in the media may reinforce or subvert social roles and ideologies; how gendered forms of address and identification have been theorized across different visual and print cultures; and the role of a variety of media forms in critiquing or contributing to wider social processes such as globalization, conflict and migration.*

\*



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