

Janata Shikshan Mandal's

Smt. Indirabai G. Kulkarni Arts College, J.B. Sawant Science College And

Sau. Janakibai Dhondo Kunte Commerce College,

Alibag – 402201. (Dist. Raigad)

Short Term Course

Name of Course – Online Certificate Course in E-Commerce

Name of Department: Commerce

Course Duration: 03 Months(10th July,2021 to 25th September,2021)

Course Co-ordinator: Prof. Shweta Patil

Introduction:

E-commerce (electronic commerce) is **the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.** These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C) or consumer-to-business (C2B).

Categories of E-Commerce Business Models

- Business-To-Consumer (B2C)
- Business-To-Business (B2B)
- Consumer-To-Business (C2B)
- Consumer-To-Consumer (C2C)
- Direct-To-Consumer (D2C)

Objectives :

The knowledge of online stores will **enable you to showcase your products effectively through electronic commerce**, and E-commerce also allows companies to operate globally. That's because it allows you to put your products and services for sale in any part of the world.

B.O.S. :

- Prof.T.D.Walde(HOD, Commerce, JSM College, Alibag)
- Dr. P. B. Acharya (Assistant Professor, JSM College, Alibag)
- Prof. Shweta Patil (Assistant Professor, JSM College, Alibag)
- Prof.SharmisthaPadlikar (J.S.M.College,Alibag-Raigad)
- Prof.VinayakSalunke (J.S.M.College,Alibag-Raigad)

Syllabus :

Unit I :	Introduction to ECommerce E-commerce: The revolution is just beginning, Ecommerce : A Brief History, Understanding E-commerce: organizing Themes	10
Unit II	E-commerce business models and concepts, The internet and World Wide Web, Ecommerce infrastructure E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web, Features	15
Unit III	Building an ecommerce web site, Security and payment Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment	15
Unit IV	E-commerce marketing concepts, Online retailing and services Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analysing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online	15

	career services	
Unit V	Social networks, auctions, and portals Social networks and online communities, Online auctions, E-commerce portals.	05
	Total	60

Job Opportunities:

- Salesmen
- Mall managers
- Accountants
- Account officer
- Cashier
- Sales executives
- Sales management executives
- Computer experts
- Engineers
- Business executives
- Management adviser

Reference:

1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: An Indian perspective, PHI



Head of Department




PRINCIPAL
 Dr. Indira G. Kulkarni
 J. S. M. College, Alibag
 J. S. M. College, Alibag

Principal

J. S. M. College, Alibag

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Sau. Janakibai Dhondo Kunte Commerce College,

Alibag – 402201. (Dist. Raigad)

Short Term Course

Name of Course – Online Certificate Course in Basic of Book keeping

Name of Department: Commerce

Course Duration: 03 Months(21st January,2022 to 17th April,2022)

Course Co-ordinator: Prof. Shweta Patil

Introduction:

Book-keeping is related with recording of business transactions. Business enterprise and other organizations deal in activities which involve exchange of money or money's worth. All these activities are recorded for the purpose of taking important decisions as to whether the activities are feasible, profitable and are to be continued or not. Information about the business and other organizations is required not only by the proprietors and managers of business and other organisations but also to various other stakeholders such as the government, investors, customers, employees and researchers.

Objectives :

- Students understand the meaning, features and the importance of accounting.
- Students understand basic accounting concepts and terminologies.
- Students can analyse the role and benefits of Book-Keeping.
- Students will be able to know the latest accounting standards.
- Students understand the Fundamental Principles of Double Entry System.
- Students understand the Classification and Types of Accounts.
- Students become familiar with the standard form of Journal entries.
- Students can calculate GST on purchase of goods and sale of goods.
- Students are able to post recording from Books of original entries to Ledger.
- Students learn the balancing of various ledger accounts.

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- Prof. Shweta Patil (Assistant Professor, JSM College, Alibag)
- Prof.SharmisthaPadlikar (J.S.M.College,Alibag-Raigad)
- Prof.VinayakSalunke (J.S.M.College,Alibag-Raigad)

Syllabus :

Unit I :	<ul style="list-style-type: none">❖ Meaning, Definition and Objectives &Importance of Book-keeping.❖ Difference between Book-keeping and Accountancy.❖ Basis of Accounting System.❖ Qualitative characteristics of accounting information❖ Basic Accounting Terminologies.❖ Accounting Concepts, Conventions and Principles.	15
Unit II	<ul style="list-style-type: none">❖ Meaning and Definition of Double Entry Book-keeping System❖ Methods of Recording Accounting Information (Indian, Single, Double)❖ Advantages of Double Entry Book-keeping system.❖ Classification of Accounts.❖ Golden Rules of Debit and Credit❖ Modern Approach of Rules of Accounts.	15
Unit III	<ul style="list-style-type: none">❖ Meaning, Importance and Utility of Accounting Documents.❖ Meaning, Definition, Importance and Utility of Journal.❖ Specimen of Journal.❖ Recording of Journal entries with GST	15
Unit IV	<ul style="list-style-type: none">❖ Meaning, Definition and Importance of Ledger.❖ Specimen of Ledger.❖ Posting of entries from Journal/Subsidiary Books to Ledger.❖ Balancing of Ledger Accounts.❖ Preparation of Trial Balance	15
	Total	60

Job Opportunities:

- Salesmen
- Mall managers
- Accountants
- Account officer
- Cashier
- Sales executives

Reference:

1. Book - Keeping and Accountancy Book - Keeping and Accountancy
STANDARD ELEVEN Maharashtra State Bureau of Textbook Production and
Curriculum Research, Pune - 411 004
2. Double Entry Book Keeping author: T. S. Grewal



Head of Department



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J. S. M. College, Alibag

Principal

J. S. M. College, Alibag

JSM COLLEGE ALIBAG, RAIGAD

DEPARTMENT OF ECONOMICS

Name of Course: Certificate Course of career in Insurance sector

With effect from Academic Year: 2021-2022

Name of the Department: Economics

Course Duration : 10 weeks

Course Co-ordinator : Mr. Sunil R Thokle

Syllabus

With effect from academic year: 2021-2022

Introduction:

The insurance industry of India has 57 insurance companies 24 are the life insurance and 33 are non-life insurance. The overall market size of the insurance sector is expected to us\$ 280 billion in 2020. Overall total insurance business contribution is 3.71% in India GDP. This course has been designed to make the study of insurance business and provide career opportunities and create employability between students. Support to obtain job opportunities in insurance companies and banks.

Objectives of the Course: The online course has been designed with many objectives:

- 1)To provide basic advance level knowledge and skills in Insurance.
- 2)The course provides basics concept and types of Insurance.
- 3)To Provide information of career opportunities in insurance sector.
- 4) To be provide skills of job opportunities in LIC, postal life insurance, Axis bank, SBI Bank, ICICI Bank, HDFC Bank, etc.
- 5) To gives information to students and preparation of various exams of Insurance sector.

Outcomes of the course: after completing this course, the students will have learnt : Basic and advance knowledge in insurance, various skills and techniques of insurance business, preparation for insurance exams, insurance courses , new career opportunities in insurance companies and banks like SBI, LIC, ICICI, HDFC, POST etc.

Duration: 10 weeks - Online Mode, Total 32 hours course work , Fees: Free of cost.

Syllabus

Module-I: Introduction to Insurance: what is insurance , purpose and need of insurance, the business of insurance, insurance as a social security tool, role of insurance in economic development(3 Hours)

Module-II: Life Insurance:Meaning, components , Types of life insurance,life insurance business and insurance companies, human life value approach. (3 Hours)

Module-III:Health Insurance : Meaning, types of health insurance, determination of health insurance, health insurance market in India. Various health insurance plans of insurance companies.(3 Hours)

Module-IV: Property Insurance:Meaning, types of Property insurance, property insurance market in India , various property insurance plans offered by insurance companies.
(3 Hours)

Module-V: Motor Insurance: motor insurance – meaning, types of motor insurance , business of motor insurance in India, Insurance companies involved in vehicle insurance
(3 Hours)

Module-VI: Logistic insurance and fire Insurance: Introduction and importance, protection, social security, various plans of insurance companies in logistic and fire insurance.
(3 Hours)

Module-VII: Crop Insurance: meaning, types of crop insurance, government and private insurance policies in crop insurance.(3 Hours)

Module-VIII: Insurance and digital technology: digital technology use in Insurance sector. some insurance software and mobile apps use in insurance sector, online insurance, cyber security in online insurance. (3 Hours)

Module-IX: Insurance Exams: LIC (Life Insurance Corporation of India) exams LIC AAO, LIC ADO, LIC HFL, LIC Assistant, etc. and New India Assurance Company Limited (NIACL), National Insurance Company Limited (NICL).United India Insurance Company (UIIC), Oriental Insurance Company Limited (OICL). Private sector insurance companies various exams (4 Hours)

Module- X: Career opportunities in Insurance sector: Development Officer, Insurance Agents, Composite Agent, Insurance Surveyor, Actuaries, Administrative officer, insurance underwriter investment professionals, risk manager, capital market professional, human resource experts, marketing and advertising specialist etc. courses related to insurance –Graduate and Postgraduate level courses, Diploma, certificate courses. (4 Hours)

Syllabus committee: The following committee members had prepared syllabus of this course

- 1) Chairman - Prof. P. D. Datar , Head Department of Economics.
- 2) Member - Prof. K. B. Chougule
- 3) Member- Prof. S.R. Thokle
- 4) Member - Mr. Sandan Gaikwad, Branch Manager of LIC, Alibag.

Reference- Books and websites:

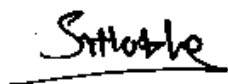
1. Insurance Regulatory and Development Authority of India , PDF book , Employment opportunities in insurance sector, Insurance education series.
2. Kaninika Mishra, Fundamentals of life insurance theories and applications, phi learning private limited, 2016.
3. Jake Thompson, Money, wealth, life insurance, 2013.
4. Jo Ann C. Rowell and Michelle A. Green, Understanding health insurance, Delmar cengage, learning, 2013,
5. Mohinder singh Kamoj, Course book of life insurance, TNKM Consultants LLP, 2020.
6. D.D.Chatuvedi, Arun Mittal, saumya Chaturvedi, Banking and insurance, Scholar tech press, 2021
7. www.insuranceinstituteofindia.com
8. www.niapune.org.in
9. www.gicouncil.in

Course Plan:



This course will be conducted during period of 8 December 2021 to 20 February 2022.

Week 1: Introduction to Insurance	08 December to 11 December 2021
Week 2: Life insurance	12 December to 18 December 2021
Week 3: Health Insurance	19 December to 24 December 2021
Week 4: Property Insurance	04 January to 09 January 2022
Week 5: Motor Insurance	10 January to 16 January 2022

Week 6: Logistic & fire insurance	17 January to 23 January 2022
Week 7: Crop Insurance	24 January to 30 January 2022
Week 8: Insurance and digital technology	01 February to 06 February 2022
Week 9: Insurance Exams	07 February to 13 February 2022
Week 10: Career opportunities in Insurance sector	14 February to 20 February 2022
Online exam :	Tentative date- 27 February



Course coordinator


 Principal
 J. S. M. College, Alibag

JSM COLLEGE ALIBAG, RAIGAD

Department of Political Science

Course Title	: - Certificate Course for F.Y.B.A. Political Science
Course Title	: - Introduction to Constitution of India
Duration	: - 08-10 Hours, 2 Months, Online Mode,
Fees: -	: - Free of Cost
Prerequisites	: - Candidate must have passed 12th Standard or equivalent
Examination	
Course Material	: - e-content will be provided in form of Presentation, e- notes, material, videos, Website links etc. An online quiz will be Conducted at the end of the course
Exam and Certificate	: - e-certificate will be issued to each participant after the completion of the course. Participant needs to maintain attendance during the online classes and is required to score minimum 50% marks in the online test in order to successfully complete the course. The total marks for the examination is 50 marks and exam will be conducted online mode 25 objective types questions asked, each questions for 2 marks.

Annexure - I

Introduction to Constitution of India

Syllabus

- 1) Unit – I : The Salient features of the Indian Constitution
- 2) Unit – II : characteristics of a federal system of India.
- 3) Unit –III : Fundamental Right

Syllabus Committee:

- 1) Dr. I.P. Kokane, Head of Department of Political Science

Objectives of the Course:

- 1) To develop interest in Political Science
- 2) To impart basic level knowledge in Indian Constitution
- 3) To develop skills and in-depth knowledge of constitution of India.
- 4) This course will help the students to develop the confidence in competitive exam.



Course Co-coordinator



PRINCIPAL
Dr. Indira B. Kulkarni
J. S. M. College and
Jawahar Education Society's
College, Alibag-402 001, Dist. Raigarh

Principal

J. S. M. College, Alibag

JSM COLLEGE ALIBAG, RAIGAD

DEPARTMENT OF GEOGRAPHY

Name of Course : Certificate Course of career in RS, GIS and GPS

With effect from Academic Year :2021-2022

Name of the Department :Geography

Course Duration :10 weeks

Course Co-ordinator :Mr .D.G. Khandare

Syllabus

Objectives of the Course: The online course has been designed with many objectives:

- 1 To provide basic advance level knowledge and skills in technology.
- 2 The course provides basics concept and types of RS, GIS, GPS.
- 3 To Provide information of career opportunities in RS, GIS,GPS.
- 4 To be provide skills of job opportunities in RS, GIS, GPS technology.

Outcomes of the course: After completing this course, the students will have learnt: Basic and advance knowledge in remote sensing, GIS, and GPS, various skills and techniques of map creation, development of software, hardware in industries sector.

Duration :10 weeks -Online Mode, Total 32 hours course work, Fees :Free of cost.

Module - I Remote Sensing – I

- 1.1 Geospatial Technology: Concept, Components and Importance
- 1.2 Remote Sensing: Concept, Process and Geographical Applications
- 1.3 Electromagnetic Energy, EMR and EMS - Spectral Reflectance and Spectral Signature or Curve - Platforms, Sensors and Resolution

1.4 Elements of Visual Image Interpretation - Mapping of Thematic Layers and Visual Image Interpretation of Physical and Manmade Features.

Module - II Remote Sensing – II

2.1 Digital image analysis: land use and landform classification, 3D view of DEM

2.2 Aerial Photographs: Concept, Process and Types

2.3 Interpretation of Aerial Photographs

2.4 Advanced Remote Sensing Technology - Use of Bhuvan website

Modual - III Global Positioning System

3.1 GPS: Concept, Segments, Applications

3.2 Types of GPS – GPS Data Accuracy and Errors

3.3 Factors Affecting GPS Data - Global Navigation System

3.4 Ground Survey and Demarcation of Point, Line and Polygon Features with GPS Device – Transfer GPS Data to Computer with Softwares like Easy GPS.

Modual - IV Geographic Information System – I

4.1 GIS: Concept, Components and Applications - Map Projection and Coordinate System

4.2 GIS Data Acquisition and Types

4.3 Importing Image into GIS Software and Geo-referencing

4.4 Creating Layers by Digitization of Point, Line and Polygon Features

Modual- V Geographic Information System – II

5.1 Functions of Database Creation – Input, Editing and Linking

5.2 Spatial Database Analysis: Overlay, Merge, Query

5.3 Using Map-Composer for Map Layout and Design

5.4 Preparation of Thematic Maps

References:

1. कारेकर, श्रीकृति भौगोलिक माहती प्रणारी : (२००६), डायमिंड प्रकाशन, पुणे.

2. कारेकर, श्रीकृति दूर सिद्धेदन : (२०१२), डायमिंड प्रकाशन, पुणे.

3. Afzal Sharieff and et. al. (Ed.) (2010): An Introduction to Remote Sensing, SARUP Book Publishers Pvt. Limited, New Delhi.

4. Anson, R. W. and Ormeling, F. J., (Ed.) (1993): Basic Cartography for Students and Technicians, Vol.I, International Cartographic Association and Elsevier Applied Science Publishers, London.
5. American Society of Photogrammetry (1983): Manual of Remote Sensing, ASP PalisChurch,V.A.
6. Agrawal, N.K.(2006), Essentials of GPS (Second Edition), Book Selection Centre, Hyderabad
7. Bhatia (2016): Remote Sensing and GIS, Oxford University Press, New Delhi.
8. Bhatia, S. C. (2008): Fundamentals of Remote Sensing, Atlantic Publishers and Distributors (P) Limited, New Delhi.



Course Co-ordinator



Principal

J. S. M. College, Alibag

CERTIFICATE COURSE IN COMMUNICATION SKILLS IN ENGLISH

COURSE OVERVIEW:

This course is designed for the students and those who are interested in learning English Language and skills. The course is defined within the common reference to European Framework and corresponds to the classic division into higher secondary and under graduate students.

The aim of the syllabus is to prepare students to use English for their professional studies in the education and consequently for their professional needs in real life and work.

This preparatory course will further give the students the opportunity to speak on general topics, to communicate in Business environment and to understand texts on business and finance in the English speaking world.

The course will be of three Months duration. At the end of the Course, there will be a Theory and Practical examination. To pass the examination the candidate must secure at least 40% of the aggregate marks both in internal assessment and external examination.

A certificate will be issued by the College to the candidate who has been declared successful at the examination.

COURSE AIMS:

- Language Development, which involves grammar and extensive vocabulary learning.
- Writing skills, which have a specific focus on literary and short essays, memoranda, notes.
- Reading, which involves study of instructional business-related texts of topical relevance.
- Listening, which includes comprehension of gist and detailed information.

- Communication skills, which cover communication situations (within the framework of Breakthrough level).

COURSE OBJECTIVES:

The main objectives of the syllabus are:

- ❖ To provide material for the students to learn pronunciation of the English sounds, to learn to read, write, and to know the fundamentals of English grammar and vocabulary;
- ❖ To develop the students' reading skills to enable them to skim an adapted text for main idea, to scan an adapted text for specific information, to interpret an adapted text for inferences;
- ❖ To develop the students' writing skills to enable them to respond to input applying information to a specified task, to elicit, to select, to summarize information in essays (140-160 words);
- ❖ To develop the students' listening skills to enable them to understand and apply specific information from the input (within the framework of Breakthrough level);
- ❖ To develop the students' speaking skills to enable them to use general, social and professional language (within the framework of Breakthrough level);
- ❖ To develop the students' general capacity to a level that enables them to use English in their professional and academic environment (within the framework of Breakthrough level).

METHODS OF ASSESSMENT:

- | | |
|---|-----------------|
| • External Assessment (Theory Exam) | 60 Marks |
| • Internal Assessment (Classroom Activities & Oral) | 40 Marks |
| • | |

COURSE SYLLABUS

UNIT-I: ORAL COMMUNICATION:

[15LECTURES]

1]Communication: Meaning, Nature, Importance and Purpose of Communication, Types of Communication, Process of Communication, Communication Network in an Organization, Strategy for Effective Communication, Verbal and Non-Verbal Communication, Barriers to Communication, Essentials of Good Communication Techniques.

2] Reading Skills: Purpose, Process, Methodologies, and Strategy.

3] Listening Skill: The Process of Listening, Barriers to Listening, Types of Listening, Benefits of Effective Listening.

4] Speaking Skill: The Organs of Speech, Description and Articulation of English Speech Sounds, Syllables and Stress (Weak Forms, Intonation), Connected Speech, Spelling and Pronunciation,

5] Presentation Skills: Interviews, Public Speaking, Preparing the Speech, Organizing the Speech, Special Occasion Speeches

UNIT-II: WRITTEN COMMUNICATION:

[15 LECTURES]

1] Effective Writing Skills: Elements of Effective Writing, Main Forms of Written Communication: Agenda, Minutes, Notices, Writing of CV, Memo, Drafting an E-mail, Press Release. Correspondence: Personal, Official and Business, Report Writing.

2] Idioms and Phrases: Words Often Confused, One Word Substitutes, Word Formation: Prefixes, Bases and Suffixes (Derivational & Inflectional). Word Choice: Right Words, Appropriate Words.

3] Grammar: Remedial Grammar and Usage, Important Aspects of English Grammar and Usage, Phrases and Clauses, Transformational grammar.

UNIT III: PRACTICAL TESTING

[15 LECTURES]

- 1] Greeting and introducing.
- 2] Group Discussions, Seminars/Paper-Presentations.
- 3] Listening News/Conversations/Telephonic Conversation.
- 4] Writing CV
- 5] Preparing Agenda for Meetings
- 6] Letter Writing (Formal and Informal)
- 7] Business Letters
- 8] Memo Writing
- 9] Essay Writing
- 10] Report Writing

QUESTION PATTERN

EXTERNAL ASSESSMENT

TOTAL 60 Marks

Q.1 Based on Unit 1.	15 Marks
Q.2 Based on Unit 2.	15 Marks
Q.3 Based on Unit 1	15 Marks
Q.4 Based on Unit 2	15 Marks

INTERNAL ASSESSMENT

TOTAL 40 MARKS

Based on Unit 3

1. Test	10 Marks
2. Project	10 Marks
3. Presentation	10 Marks
4. Viva Voce	10 Marks

TOTAL LECTURES 45

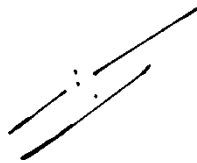
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3. Cambridge UK: Cambridge University Press, 1997.
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15.P. C. Wren and H. Martin. Highschool *English Grammar and Composition*.
S. Chand company Mumbai, 2006

Board of Studies for CERTIFICATE COURSE IN COMMUNICATION SKILLS IN ENGLISH

- 1) MR. M.S. SURYAWANSHI - Convener
- 2) MR. K.M. KULKARNI - Member
- 3) DR. P.B. GAIKWAD - Member



MR. M. S. SURYAWANSHI
Convener



Principal
J. S. M. College, Alibag

SHORT TERM COURSE

With Effect from Academic Year: 2021-22

Name of Course: - Competitive Examination Guidance Course

Name of the Department: - Political Science.

Course Duration :- 06 Months

Course Co-Ordinator - Dr. I. P. Kokane.

Introduction: Owing to non-availability of competent guidance locally to face the Employment oriented competitions, the students are forced to go to distant places for coaching. Though the students are intelligent, many of them discarded the idea of undergoing coaching at a distant place, in view of their inability to meet the financial burden. In the above context, sharing the concern of the students. The competitive Exam Cell has been established in college to motivate students for all types of Competitive Exams such as Civil services (UPSC. MPSC), Banking sector jobs and various other public & private sector jobs. The cell has been conducting regular classes for the students interested in appearing for such exams in the campus. The cell also invites prominent speakers from various fields to interact with the students and guide them.

The CEC (BOS) team is as follows:

. Dr. I. P. Kokane (Course Co-Ordinator)

. Dr. Pankaj Gharat (Member)

. Dr. Sarla T. Doifode (Member)

Aims and Objectives of Competitive Exam Cell are:

- To motivate students for prospective career in Government and Corporate Sector.
- To intensively guide students for competitive Examinations like MPSC. UPSC & other competitive and entrance exams.
- To build among students a sense of awareness, provide guidance, necessary literature. and other information about various competitive examinations.
- To conduct career development seminars and workshops on competitive exams
- To develop good administrators.
- To make students competent to attend competitive exams.
- To acquire leadership qualities and democratic attitude.

SYLLABUS

• Paper 1 - (200 marks) .

- (1) Current events of state, national and international importance.
- (2) History of India (with special reference to Maharashtra) and Indian National Movement.
- (3) Maharashtra, India and World Geography - Physical, Social, Economic Geography of Maharashtra, India and the World.
- (4) Maharashtra and India - Polity and Governance Constitution, Political System, Panchayati Raj. Urban Governance, Public Policy, Rights issues, etc.
- (5) Economic and Social Development - Sustainable Development, Poverty. Inclusion, Demographics, Social Sector initiatives, etc.
- (6) General issues on Environmental Ecology, Bio-diversity and Climate Change-thut do not require subject specialization.
- (7) General Science.

Paper II - (200 marks)

- (1) Comprehension
 - (2) Interpersonal skills including communication skills.
 - (3) Logical reasoning and analytical ability.
 - (4) Decision-making and problem-solving.
 - (5) General mental ability.
 - (6) Basic numeracy (numbers and their relations, orders of magnitude, etc.),(Class X level), Data interpretation (Charts, graphs, tables, data sufficiency etc.- Class X level)
 - (7) Marathi and English Language Comprehension skills (Class X/XII level).
- .Paper I (Compulsory) 200. Two hours, Degree, Marathi & English
.Paper II (Compulsory) 200 Two hours, Degree, Marathi & English
.Topic No. (1) to (5) Degree level Topic No. (6) class X level Topic No. (8) X/XII level.

Note 1: Questions relating to Marathi and English Language Comprehension skill of Class X/XII level (last item in the Syllabus of Paper II) will be tested through passages from Marathi and English language without providing cross translation thereof in the question paper.

Note 2: The questions will be of multiple choice, objective type.

Note 3: It is mandatory for the candidate to appear in both the Papers of State Services (Prelim) Examination for the purpose of evaluation, therefore a candidate will be disqualified in case he / she does not appear in both the papers of State Services (Prelim) Examination.

Job Opportunities:***Class 1 Posts:***

- 1 Deputy Collector
- 2 Deputy Superintendents of Police (DYSP)
- 3 Assistant Commissioner Sales Tax
- 4 Deputy Registrar Co-operative Societies 5 Deputy Chief Executive Officer, Superintendent State Excise Department
- 6 Block Development Officer
- 7 Finance Audit & Accounts service-Group- A
- 8 Tahsildar.

Class 2 Posts:

- 1 Blok Development Officer - B
- 2 Chief Officers, Nagar Palika - B
- 3 Mantralay Section Officers
- 4 Sub-registrar Cooperative Societies
- 5 Taluka Inspector of Land Records
- 6 Deputy Superintendent State Excise Department
- 7 Finance, Audit & Accounts Service Group - B
- 8 Assistant Regional Transport Officers (ARTO)
- 9 Nayab Tahasildar

References:

1. NCERT Text Books from Class 6 - 12th. NCERT's (also OLD NCERTs)
2. India's Ancient Past - R.S. Sharma.
3. History of Medieval India - Satish Chandra
4. History of Modern India - Bipan Chandra
5. India's Struggle for Independence - Bipan Chandra. (For Mains only)
6. The Wonder That Was India - A.I. Bhushan (Ancient India and Culture)
7. Indian Art and Culture - Nitin Singhania. (For Prelims-Culture)
8. A Brief History of Modern India - Spectrum (For Prelims) Indian Geography and World Geography
9. Geography of India - Mujid Husain
10. World Geography - Mujid Husain

11. Certificate Physical and Human Geography - Goh Cheng Leong.
12. Indian Polity for Civil Services Examinations - M. Laxmikanth. (ESSENTIAL FOR UPSC)
13. Introduction to the Constitution of India - D. D. Basu (only for Mains)
14. Indian Economy - Ramesh Singh.
15. Often questions on Indian Economy are linked with Current Affairs
16. Science and Technology in India - Ravi P. Agrahari.
17. Environment for Civil Services Prelims and Mains - Khuller.

Current Affairs

1. India Year Book
2. Yojana Magazine
3. Kurukshetra Magazine
4. Economic and Political Weekly
5. Science Reporter
6. The Hindu/ The Indian Express
7. RSTV



Course coordinator





PRINCIPAL
Dr. Indrajit Chakravarti
J. B. Dwivedi Science and
Technology Graduate Centre
College, Kharagpur-751 013, India

J. S. M. College, Alibag – Raigad

Introduction of New Courses and Swayam Courses Committee

Proposal for New Course

Title of the Course	Laboratory Orientation
Nature of the Course Certificate / Diploma / Bridge Course/ Skill development	Bridge Course
Target group of the students	F.Y.B.Sc. (Chemistry)
Associating agency / Institute / Organisation to conduct the course	Consent Letter/ Proposal from the Agency NO.
Department which propose the course	CHEMISTRY
Name of the Course Co-ordinator	Prof. S. L. Hake
Duration of the Course	30 Hrs. 20 th December 2021 to 15 th Jan 2022
Mode of the Course Online / Offline / Practical based	Online
Syllabus of Course Whether Approved by other Agency / Our own syllabus	Annexure - I : Copy of the Syllabus ✓
Is Faculty to teach the course is available?	Yes
Whether visiting faculty is expected to invite?	Annexure - II: List of the faculty members NO.
Estimated budget to conduct the course	Annexure- III : Copy of the budget Not required.
Fees to be charged from students	NO
Proposal is verified by HOD	Yes
Recommended for consideration:	
Convener of the committee Forwarded to the Principal	
1 - Charge of the Committee	
Principal's remark	

Janata Shikshan Mandal Alibag- Raigad
Certificate Course in 'Laboratory Orientation'

- Organizer of the Course : Department of Chemistry
- Name of Course Coordinator: Prof. Santosh Hake
- Sponsored By :- -----
- In Association / Collaboration with : -----
- Short Description of Course: New students joining F. Y. B. Sc. Course are not aware of different laboratory techniques and always get confused while working in laboratory. The course provides the concise and accurate information to make them more comfortable and encourages confidence and helps students to adapt all simple techniques faster.
- Who is eligible to complete the course:- 12th passed (Science)
- No. of seats per batch of Course : 80
- Registration of Course: Online registration
- Fess of the course and mode of payment : -----
- Course Hours : 30 Hours Course
- Course Outline :

Sr.No.	Module	Topics/ Practical's Covered
1.	Introduction	Introduction to Lab apparatus & Instruments.
2.	Calibration	Calibration of apparatus
3.	Module I	a) Preparation of standard solutions b) Chemical calculations
4.	Module II	a) Safety measures b) Handling of hazardous chemicals
5.	Module III	a) Introduction to instrumentation b) Experiments regarding instruments
6.	Module IV	a) Simple log table calculations b) Different indicators used in volumetric analysis c) Theory of qualitative and quantitative analysis

Detail schedule of 30 Hours:

Starting Date: 20th December 2021, concluding date: 5th January 2022

Sr. No.	Name of the Topic/ Chapter / Practical	Date	Time	Hours	Name of the Teacher
1	Introduction to Lab apparatus	20/12/2021	5-6 pm	1	Prof. Seema Thakur
2	Introduction to instrumentation	21/12/2021	5-7 pm	2	Prof. A. R. Mehandale
3	Calibration of apparatus	22/12/2021	5-6.30 pm	3	Prof. J. S. Patil
4	Calibration of apparatus	23/12/2021	5-6.30 pm	3	Prof. J. S. Patil
5	Preparation of standard solutions and chemical calculations	24/12/2021	4-7 pm	3	Prof Sonali Patil
6.	Safety measures and handling of hazardous chemicals	25/12/2021	4-7 pm	3	Prof. A. V. Jadhav
7.	Potentiometry	26/12/2021	4-7 pm	3	Prof. S. L. Hake
8.	Conductometry	27/12/2021	4-7 pm	3	Prof. P. A. Chate
9.	Colorimetry	28/12/2021	4-7 pm	3	Prof. V. S. Patil
10.	pH- Metry	29/12/2021	5-6.30 pm	1.5	Prof. Agrawal
11.	pH-Metry	30/12/2021	5-6.30 pm	1.5	Prof. Agrawal
12.	Log table calculations	31/12/2021	4-7pm	3	Prof. Sanit Mhatre
13.	Theory of indicators Qualitative and quantitative analysis	2/1/2022	5-6.30pm	1.5	Prof. Vinayak Thakur
14.	Theory of indicators Qualitative and quantitative analysis	3/1/2022	5-6.30pm	1.5	Prof. Vinayak Thakur

Mode of the Course: Lectures and practical will be online on Microsoft Teams Platform

Pattern of Examination: 1 Hrs- 50 questions online (15th January 2022)

Head of the Department
J. S. M. College Alibag
Dist - Raigad



Principal
J. B. Sawant, Science and
Smt. Indrabai A. Kulkarni Arts,
PRINCIPAL



Janata Shikshan Mandal's

Nanasaheb Kunte Educational Complex

Smt. Indirabai G. Kulkarni Arts College, J.B. Sawant Science College,
Sau. Jankibai Dhondo Kunte Commerce College,
Alibag, Dist. Raigad 402201

CERTIFICATE

----- This certificate is awarded to
has completed the certificate course in "Laboratory
Orientation" organized by Dept. of Chemistry, J.S.M. college Alibag-Raigad from
24/12/21 to 07/01/22.

Date:- 12/02/22

Course Co-ordinator

Head Chemistry Dept

Principal



JANATA SHIKSHAN MANDAL'S
SMT. INDIRABAI G. KULKARNI ARTS,
J.B. SAWANT SCIENCE AND
SAU. JANAKIBAI DHONDO KUNTE COMMERCE
COLLEGE, ALIBAG DIST. RAIGAD-402 201



Dept. of Chemistry Organised

Laboratory orientation bridge course

Two Weeks Certificate Course

24 Dec. 2021 to 7 Jan 2022

For more info, visit department of chemistry before 20/12/2021

Prof. S. L. Hake
Convener


Prof. A. V. Jadhav
HOD



J. S. M. College, Alibag – Raigad

Introduction of New Courses and Swayam Courses Committee

Proposal for New Course

Title of the Course	Soil & Water Analysis
Nature of the Course	
Certificate / Diploma / Bridge Course/ Skill development	Certificate Course 2020-21
Target group of the students	Science Students
Associating agency / Institute / Organisation to conduct the course	Consent Letter/ Proposal from the Agency
Department which propose the course	Chemistry
Name of the Course	Dr. Sonali S Patil
Co-ordinator	
Duration of the Course	2-3 Months
Mode of the Course	Online/offline
Online / Offline / Practical based	Theory & practicals Based
Syllabus of Course	
Whether Approved by other Agency / Our own syllabus	Annexure -I : Copy of the Syllabus
Is Faculty to teach the course is available?	yes
Whether visiting faculty is expected to invite?	Annexure - II: List of the faculty members
Estimated budget to conduct the course	Annexure- III : Copy of the budget
Fees to be charged from students	200/-
Proposal is verified by HOD	yes 
Recommended for consideration:	yes
Convener of the committee	
Forwarded to the Principal In – Charge of the Committee	
Principals remark	

Janata Shikshan Mandal Alibag- Raigad

Certificate Course in 'Soil and Water Analysis'

- Organizer of the Course : Department of Chemistry
- Name of Course Coordinator: Dr. Sonali S.Patil
- Sponsored By :-
- In Association / Collaboration with :
- Short Description of Course : Quality of drinking water in India is most important issue. Therefore quality of both soil & water should be checked for healthy life. Students will understand importance of soil & water analysis. They will understand to take care of water resources & soil.
- Who is eligible to complete the course:- 12th passed (Science)
- No. of seats per batch of Course : 100
- Registration of Course: Online registration
- Fess of the course and mode of payment : Rs.200/- Per student Offline
- Course Hours : 30 Hours Course
- Course Outline :

Sr. No.	Module	Topics/ Practical's Covered
1.	Orientation	Introduction to Lab apparatus & Instruments.
2.	Introduction	Introduction to Lithosphere & Hydrosphere
3.	Module I	a) Details of Lithosphere b) Types & Problems of Indian Soil
4.	Module II	a) Details of Hydrosphere b) Chemical composition of Sea water
5.	Module III	a) Desalination of Sea water b) Sampling of water & soil c) Chemical Composition of Sea water
6.	Module IV	a) Determination of pH (Water & Soil) b) Total hardness of water samples c) Determination of Electrical Conductivity d) Determination of Organic Carbon from soil.
7.	Module V	a) Total alkalinity of water b) Determination of Chlorides present in different resource of Water c) BOD of Water d) COD of Water.

Detail schedule of 30 Hours:

Starting Date : 21st August 2021 , Concluding date : 15th October 2021

Sr. No.	Name of the Topic/ Chapter / Practical	Date	Time	Hours	Name of the Teacher
1	Orientation – introduction to Lab apparatus	21/08/2021	5-6 pm	1	Sonali S. Patil
2	Introduction- Lithosphere	22/08/2021	5-6 pm	1	A.V. Jadhav
3	Soil profile composition	23/08/2021	5-6 pm	1	A.V. Jadhav
4	Physical texture soil structure permeability porosity	24/08/2021	5-6 pm	1	A.V. Jadhav
5	Introduction- Soil Conservation	25/08/2021	5-6 pm	1	S.L.Hake
6.	Methods adopted for conserving	26/08/2021	5-6 pm	1	S.L.Hake
7.	Achievement in soil conservation	27/08/2021	5-6 pm	1	S.L.Hake
8.	Introduction types problems of Indian soil	28/08/2021	5-6 pm	1	J.S.Patil
9.	Importance of soil analysis	29/08/2021	5-6 pm	1	J.S.Patil
10.	Importance of water analysis	01/09/2021	5-6 pm	1	J.S.Patil
11.	Importance of Hydrosphere	02/09/2021	5-6 pm	1	S.S.Patil
12.	Effect of climate	03/09/2021	5-6 pm	1	S.S.Patil
13.	Importance of safe & drinking water	04/09/2021	5-6 pm	1	S.S.Patil
14.	Methods of Soil / Water Sampling	05/09/2021	5-6 pm	1	A.R.Mehandale
15.	Soil / Sampling procedure	06/09/2021	5-6 pm	1	A.R.Mehandale
16.	Steps involved in soil / Water	07/09/2021	5-6 pm	1	A.R.Mehandale
17.	Physical & Chemical Properties of Sea water	08/09/2021	5-6 pm	1	V.S.Patil
18.	Water resources, Water bodies	20/09/2021	5-6 pm	1	V.S.Patil
19.	Water quality parameters	21/09/2021	5-6 pm	1	V.S.Patil
20.	Chemical composition/ trace elements in water	22/09/2021	5-6 pm	1	P.A.Chate
21.	Importance of Water analysis	23/09/2021	5-6 pm	1	P.A.Chate
22.	Aquatic environment	24/09/2021	5-6 pm	1	P.A.Chate
23.	Preparation of standard solutions	25/09/2021	5-6 pm	1	S.S.Patil
24.	Total hardness of portable solution	26/09/2021	5-6 pm	1	J.S.Patil
25.	Determination of Electrical conductivity of soil water	27/09/2021	5-6 pm	1	S.L.Hake
26	Determination of Organic carbon from soil	28/09/2021	5-6 pm	1	A.R.Mehandale

27.	Total alkalinity of water (Agricultural & Industrial)	29/09/2021	5-6 pm	1	P.A.Chate
28.	Determination of PH (Water & soil samples)	30/09/2021	5-6 pm	1	S.L.Hake
29.	Determination of Chlorides present in all resources of water	01/10/2021	5-6 pm	1	V.S.Patil
30.	BOD of Water samples	03/10/2021	5-6 pm	1	A.V.Jadhav
31.	COD of Water samples	04/10/ 2021	5-6 pm	1	A.V.JAdhav

Mode of the Course : Lectures will be online on Microsoft Teams Platform

Practical's will be conducted in the laboratory

Pattern of Examination : 1 Hrs- 50 questions online / offline (18th October 2021)

[Signature]
17-08-2021
Head of Chemistry Dept
J. S. M. College Alibag
Dist - Raigad



[Signature]
PRINCIPAL
Smt. Indirabai G. Kulkarni Arts,
J. B. Sawant Science and
311. Janakibai Dhondo Kunte Commerc.
College, Alibag-402 201, Dist. Raigad

J. S. M. COLLEGE, ALIBAG- RAIGAD

Department of Botany

Notice for Students

Bridge Course in Botany

The Department of Botany is conducting a Bridge Course for Science students on **“Introduction to Plant Morphology”**. This Bridge course will be of 24 hours. Any student from the Science faculty can join this course. It will be free of cost. Students completing this course will get a Certificate of completion.

Interested students are requested to register for the course on the link for google form:

https://docs.google.com/forms/d/e/1FAIpQLSffMFrSM71BoJDFb1sxFvqGfvR0BA90OfW-72yMXnHVOlkFaw/viewform?usp=sf_link

Course will start from 20/09/2021. Last date for registration will be 15/09/2021.

The details of the course, syllabus, and schedule is available on website **www.jsmalibag.edu.in** of the college.

For any further information please contact:

Dr. Preeti Phate: 7709366249

Dr. Minal Patil: 7057060033.

Date: 30 August 2021.



Dr. Preeti V. Phate
HOD, Botany Dept.

J.S.M. College Alibag Raigad 402201

Course Title: Introduction to Plant Morphology

Duration of Course: 3 months

Course structure: Theory and Practical

Eligibility: H.S.C or equivalent examination

Syllabus Framing Committee:

Dr. P.V. Phate (Head of Botany department)

Dr. Mrs. Minal A. Patil

Objective of the Course:

- To create interest in students in the basic field of science.
- To make them understand the basics of the subject this will definitely develop a strong base of subject.
- The course will help them to build their practical skills in the subject.
- It will also develop observation in students.
- It will definitely inculcate a research mindset in the students.

SYLLABUS (THEORY)

INTRODUCTION TO PLANT MORPHOLOGY

UNIT I ROOT MORPHOLOGY

- Introduction, general structure, characteristics and function of root.
- Types of roots, Modified roots (conical, fusiform, napiform, fasciculated, tuberous, nodulose, monoliform, nodular, epiphytic, assimilatory, parasitic, respiratory, climbing, stilt and prop roots).

UNIT II STEM MORPHOLOGY

- Characteristics and function of stem.
- Types of stem (herbs, shrubs and trees).
- Branching pattern of stem.
- Stem modifications (rhizome, stem tuber, corm, runner, offset, bulbil, tendrils, phylloclade, cladode, thorn, hooks).

UNIT III LEAF MORPHOLOGY

- Parts of leaf.
- Leaf phyllotaxy (Alternate, Opposite and Whorled).
- Leaf venation and leaf incisions.

UNIT IV INFLORESCENCE

- Types of inflorescences (Racemose & Cymose).
- Structure of typical flower.
- Types of flowers (complete, incomplete, bisexual, actinomorphic and zygomorphic).
- Parts of flower and Introduction to fruits.

Janata Shikshan Mandal Alibag – Raigad

Bridge course in 'BOTANY'

- Organizer of the Course : Department of Botany
- Name of Course Coordinator : Dr. Preeti V. Phate
- Sponsored By: Nil
- In Association / Collaboration with : Nil
- Short Description of Course: Introduction to Plant Morphology
- Who is eligible to complete the course: F.Y.B.Sc. students
- No. of seats per batch of Course : 100
- Registration of Course :Method of Enrolment / Admission: Online registration (Google form)
- Fees of the course and mode of payment : Nil
- Course Hours :24 Hours
- Course Outline :

Sr. No.	Module	Topics / Practicals Covered
1.	Orientation	By teachers
2.	Introduction	By teachers
3.	Module 1	ROOT MORPHOLOGY Introduction, general structure, characteristics and function of root. Types of roots, Modified roots (conical, fusiform, napiform, fasciculated, tuberous, nodulose, monoliform, nodular, epiphytic, assimilatory, parasitic, respiratory, climbing, stilt and prop roots).
4.	Module 2.	STEM MORPHOLOGY Characteristics and function of stem. Types of stem (herbs, shrubs and trees). Branching pattern of stem. Stem modifications (rhizome, stem tuber, corm, runner, offset, bulbil, tendrils, phylloclade, cladode, thorn, hooks).
5.	Module 3	LEAF MORPHOLOGY Parts of the leaf. Leaf phyllotaxy (Alternate, Opposite and Whorled). Leaf venation and leaf incisions.



Janata Shikshan Mandal's
Smt. Indirabai G. Kulkarni Arts, J. B. Sawant Science and
Sau. Janakibai Dhondo Kunte Commerce College,
Late Nanasaheb Kunte Educational Complex, Alibag - Raigad, 402201.

Department of Botany

CERTIFICATE
OF COMPLETION OF BRIDGE COURSE

This certificate is awarded to
Miss. Beloskar Kasturi *"Introduction to*
for successfully completing the Bridge Course in Plant Morphology"
conducted by Department of Botany in the month of January 2022. This
certificate is awarded on 01 April 2022.

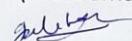
Dr. Minal Patil
Co-Convener of Course

Dr. Preeti Phate
Convener & HOD Botany Dept.

Dr. Anil Patil
Principal


Sr.no	Name of course	Type of course	Duration	Starting date	Resource person	Course fee
1	Revision of limits, derivatives & integration for FY/SY BSc students	Bridge course	8 to 10 lectures	8 august 2022 Once in a week	1) Prof. G.A.Lonkar 2) Prof. S.A.Kelkar 3) Prof. P.S.Satupe	Nil
2						

H.O.D. (Mathematics)


Prof. G.A.Lonkar

J.S.M. College, Alibag-Raigad.
Department of Mathematics
Bridge Course for F.Y. B.Sc. Students
Revision of mathematical concepts
Syllabus

- Unit I :- Limits and Examples
 - Unit II :- Derivatives and its applications
 - Unit III :- Integration and examples.
-
- One online test of 50 marks.

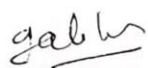

Prof. G.A. Lonkar
In-Charge

J.S.M. College, Alibag-Raigad.
Department of Mathematics
Course Title :- Bridge Course for F.Y. B.Sc.

Course Title	:- Revision of mathematical concepts
Duration	:- 9-10 hours
Course Structure	:- Theory and examples
Eligibility	:- H.S.C or equivalent examination
Syllabus forming committee	:- Prof. G.A. Lonkar (HOD)

Objectives –

- 1) To develop interest in mathematics
- 2) To develop problems solving skills
- 3) To motivate students to solve the problems and to participate in mathematical project programs
- 4) This course will help the students to develop the confidence about mathematics.


Prof. G.A. Lonkar
In-Charge



JANATA SHIKSHAN MANDAL'S

SMT. INDIRABAI G. KULKARNI ARTS, J.B. SAWANT SCIENCE
AND SAU. JANAKIBAI DHONDO KUNTE COMMERCE COLLEGE,
ALIBAG DIST. RAIGAD (MAHARASHTRA)- 402 201

CERTIFICATE

This is to certify that *Nupur Sandeep Koli* of class F. Y. B. Sc., J. S. M. College, Alibag has successfully completed Online Bridge Course on the topics Limits, Derivatives and Integration Organized by Department of Mathematics of J. S. M. College, Alibag.

Prof. G. A. Lonkar
HOD, Mathematics

Dr. A. K. Patil
Principal

J. S. M. College –Alibag
BMS Department

Name of the Course	: Certificate in Foundation in Marketing
Name of The Department	: Bachelor of Management Studies
Course Duration	: 02 Months
Course Coordinator	: Mr. Varun Patil

SYLLABUS

(With effect from Academic Year:2021-22)

Introduction:

We live in a competitive world which is heading toward a global market. Each generation of companies are facing a rigorous competition to survive in the changing market. Marketing empowers the company to know what the customer wants and how goods and services should be provided. As advancement in technology has created awareness about product and other aspect of product among the consumer. Consumers are becoming more knowledgeable and selective in decision making. Marketing keeps the wheels of the industry moving. It has acquired an important place in the economic development of every country.

With increase competition and technology, it became very important for organization to acquire a workforce which are knowledgeable about marketing concepts and how to utilize it. This programme is design for developing these core skills among student to make them market ready.

Objective of Course:

The objective of this course is to motivate an individual to choose the marketing as a career and to prepare the person to explore the market opportunities in field of Marketing

- To understanding basic concepts of Marketing Management
- To understand significance of Marketing Management.
- To understand the emerging need and growing importance of good marketing.
- To study various concept in marketing applicable to business.
- To develop basic marketing skills among students in order to cater to the needs of marketing industries.

Syllabus: (Theory)

(Total Lectures- 15)

Sr.No	Module	No. of Lectures
1	Introduction to Marketing	10



2	Marketing Environment, Research and Consumer Behaviors	15
3	Marketing Mix	10
4	Segmentation, Targeting and Positioning and Trends In Marketing	10
		45

References:

- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
- Pillai R S, Bagavathi, Modern Marketing

❖ BOS

Chairman:

1. Prof. S.K.Mokal
(In-charge of Department)

Members:

1. Mr. Varun Patil
2. Mrs. Ashwini Dalvi
3. Mrs. Akshata Ingle

Job Opportunity:

1. Sales Executive
2. Business Development Manager
3. Business Manager



Mokal

In-Charge of Department

Detail Schedule of Certificate in Foundation in Marketing :

Starting Date 7 Jan ;2022 Concluding date: 5 March 2022

Sr.No.	Name of The Topic/Chapter	Date	Time	Hours	Name Of Teacher
1	Introduction to Marketing	7 Jan 2022	2.00pm To 4.00pm	2hr	Mr. Varun Patil
2	The 4P's and 4C's of Marketing	8 Jan 2022	2.00pm To 4.00pm	2hr	Mr. Varun Patil
3	Concept of Marketing	15 Jan 2022	2.00pm To 4.00pm	2Hr	Mr. Varun Patil
4	Orientation of a Firms	21 Jan 2022	2.00pm To 4.00pm	2Hr	Mr. Varun Patil
5	Marketing Environment	22 Jan 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
6	Macro Environment	28 Jan 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
7	Market Research	29 Jan 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
8	MIS Meaning, Features and Importance	4 Feb 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
9	Consumer Behavior	5 Feb 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
10	Factors affecting CB	11 Feb 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
11	Marketing Mix	12 Feb 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
12	Product, Branding, Pricing, Physical Distribution	18 Feb 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
14	Segmentation,	19 Feb 2021	2.00pm To 4.00 pm	2 Hr	Mr. Varun Patil
15	Targeting	25 Feb 2022	2pm To 4.00pm	2 Hr	Mr. Varun Patil
16	Positioning	4 March 2022	2.00pm To 4.00pm	2 Hr	Mr. Varun Patil
17	Trends In Marketing	5 March 2022	2.00pm To 4.00 pm	2 Hr	Mr. Varun Patil



[Signature]
In-Charge

J. S. M. College Alibag -Raigad
BMS Department
Certificate Course in Foundation of Marketing

Sr No	Roll No	NAME OF STUDENT	Signature	Signature	Signature	Signature
	11801	Rohit	Rohit	Rohit	Rohit	Rohit
	02	Sachin	Sachin	Sachin	Sachin	Sachin
	03	Amrita	Amrita	Amrita	Amrita	Amrita
	04	Saharsh Kumar Lambate	Saharsh	Saharsh	Saharsh	Saharsh
	05	Munmayi Sankale	Munmayi	Munmayi	Munmayi	Munmayi
	06	Sushant	Sushant	Sushant	Sushant	Sushant
	07	Ashish Saste	Ashish	Ashish	Ashish	Ashish
	08					
	09					
	10	Gauri Sanjay Phatare	Gauri	Gauri	Gauri	Gauri
	11					
	12	Priya Jyoti Chaudhari	Priya	Priya	Priya	Priya
	13					
	14					
	15					
	16					
	17	Mrudula Prafulla Patil	Mrudula	Mrudula	Mrudula	Mrudula
	18					
	19					
	20	Saavesh Vata	Saavesh	Saavesh	Saavesh	Saavesh
	21	Gayatri Phale	Gayatri	Gayatri	Gayatri	Gayatri
	22	Rashmi Pramod Phatare	Rashmi	Rashmi	Rashmi	Rashmi
	23					
	24					
	25	Pratishtha Shantanu Raut	Pratishtha	Pratishtha	Pratishtha	Pratishtha
	26					
	27					
	28	Ashish Manoj Shah	Ashish	Ashish	Ashish	Ashish
	29	Sandhya Dinesh Chavhan	Sandhya	Sandhya	Sandhya	Sandhya
	30	Harshita Jyoti Chavhan	Harshita	Harshita	Harshita	Harshita
	31	Chandni Jyoti Chavhan	Chandni	Chandni	Chandni	Chandni
	32					
	33					
	34					
	35					
118	41	Kushal Shubh Patil	Kushal	Kushal	Kushal	Kushal
CB 32		Pranav Mahapatra	Pranav	Pranav	Pranav	Pranav
CB 46		Satish Rajendra Kulkarni	Satish	Satish	Satish	Satish





Janata Shikshan Mandal's

Nanasaheb Kunte Educational Complex

Smt. Indirabai G. Kulkarni Arts College, J.B.Sawant Science College, and Sau. Jankibai Dhondo Kunte Commerce College, Alibag, Dist. Raigad 402201



CERTIFICATE

This certificate is awarded to

_____ of _____ class, who has

completed the certificate course in "Foundation in Marketing" organized by Dept. of BMS, J.S.M. College Alibag-Raigad from 7 Jan 2022 to 5 March 2022.

Date:-15/03/2022

Course Co-ordinator

Head of the Department

Principal

J. S. M. COLLEGE, ALIBAG, RAIGAD

DEPARTMENT OF MARATHI

Certificate Course in Journalism

Syllabus

Course Title:

Introduction to Journalism -Fundamentals of Journalism and Reporting, Editing, Feature Writing and Layout.

Module-I:Introduction to Journalism:

What is news; Origin and development of the Indian Press; Major Press Laws in India: Adam's Regulations, Vernacular Press Act; Press and Socio-Political issues in pre and post-Independence India, Freedom Movement, Emergency, Violence in society.

Module-II:Agencies, Electronic Journalism, and Ethics:

News Agencies, Press Syndicate, Electronic Journalism, Ethics in Journalism.

Module-III:Organization and structure of a newspaper house:

Circulation, Advertising, Editorial and Mechanical Departments.

Module-IV:Basics of Reporting:

News Value, News Gathering, Readers' interest, qualities and aptitude necessary for a reporter, Types of report.

Module-V:Writing of Reports:

Basic principles: objectivity, accuracy, speed, clarity and integrity, Parts of a news report, 5Ws,Headline writing, Types of Leads, and Report writing.

Module-VI:Basics of Editing:

Principles of editing, editorial policy, role of the Editor, role of the News Editor, role of ChiefSub-editor, role of Sub-editors.

Module-VII:Process of Editing:

Compiling of data, Editing for Language and style, editing for space, editing for correctness,editing for clarity

Module-VIII:Editing an article:

Students are expected to learn how to edit an article for newsworthiness, length and suitableexpression.

Module-IX:Basics of Feature Writing:

Types of features: Obits, Reviews, Columns, Trend stories. Students are expected to learn how towrite a feature on a contemporary topic.

Module- X:Design and Make up:

Make up and its functions, Types of Layouts: Horizontal, Vertical Make up, Circus Make up,Modular layout, Broadsheet layout, tabloid layout, Fonts and Typography.

J. S. M. COLLEGE, ALIBAG, RAIGAD

DEPARTMENT OF MARATHI

Certificate Course in Journalism

Syllabus committee: The following committee members had prepared syllabus of this course

- 1) Chairman - Prof. Dr. N. N. Shere, Head, Department of Marathi.
- 2) Member - Prof. Dr. B. B. Bhalerao, Professor, Department of Marathi.
- 3) Member - Prof. J. S. Mhatre, Assistant Professor, Department of Marathi.
- 4) Member - Mr. Rajesh Bhostekar, Journalist, Alibag.

Reference- Books and websites:

Books:

1. Kamath. M V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.
2. Mencher, Melvin. *Basic News Writing*. New Delhi: Universal Book Stall, 1992.
3. Menon, P. K. *Practical Journalism*. Jaipur: Avishkar Publishers, 2005.
4. Natrajan. J. *History of Indian Journalism*. New Delhi: Ministry of Information and Broadcasting, 1995.
5. Parthasarathy, Rangaswami. *Basic Journalism*. New Delhi: MacMillan India Ltd. 1989.
6. Parthasarathy, Rangaswami. *Here is the News! Reporting for the Media*. New Delhi:

Sterling Publishers, 1994.

7. Prasad, Sharada. Rukun Advani (et al) *Editors on Editing*. New Delhi: National Book

Trust, 2004.

8. Selvaraj, Madhur. *News Editing and Reporting*. New Delhi: Dominant Publishers, 2005

Web resources:

1. Journalismcourses.org Knight Center for Journalism in the Americas.

2. Introduction to Journalism Created by Strathclyde delivered by Future Learn

3. www.mooc-list.com



Course Coordinator



PROCTOR
Prof. Indira G. Kulkarni, BEd,
J. B. Somaiya Institute and
Hon. J. B. Somaiya Institute of
Education, Mumbai-400 001

J. S. M. COLLEGE, ALIBAG, RAIGAD

DEPARTMENT OF MARATHI

Certificate Course in Journalism

Course Plan: This course will be conducted during period of 8 December 2021 to 20 February 2022. The course will be conducted through Microsoft teams app. Lecture and Assignment planning has distribution in following table.

Week	Module	Date
1	Introduction to Journalism	08 December to 11 December
2	Agencies, Electronic Journalism, Ethics	13 December to 18 December 2021
3	Organization and structure of a newspaper house	04 January to 08 January 2022
4	Basics of Reporting	10 January to 15 January 2022
5	Writing of Reports	17 January to 22 January 2022
6	Basics of Editing	24 January to 29 January 2022
7	Process of Editing	31 January to 05 February 2022
8	Editing an article	07 February to 10 February 2022
9	Basics of Feature Writing	11 February to 15 February 2022
10	Design and make up	16 February to 18 February 2022
Total = 10 weeks Total = 32 hrs. course work		
Online exam:		Tentative date - 28 February 2022



Course Coordinator



PRINCIPAL
Dr. Indira D. Kulkarni, B.A.,
J. S. M. College, Alibag and
J. S. M. College, Raigad
College, Alibag-402 001, Dist. Raigad