



Autonomous (2016-17)

Malad Kandivli Education Society's  
**NAGINDAS KHANDWALA COLLEGE**  
OF COMMERCE, ARTS & MANAGEMENT STUDIES  
AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3<sup>rd</sup> cycle) by NAAC with 'A' Grade)

ISO 9001 : 2015 Certified

Educational Excellence Award By Indus Foundation, U.S.A.

IMC Ramkrishna Bajaj National Quality Commendation Certificate

In the academic year 2018-19, 264 courses are catering to employability/ entrepreneurship/ skill development.

Sr. No.	Program	No. of Courses
1	Bachelor of Commerce (B.COM)	13
2	Bachelor of Arts (B.A)	12
3	Bachelor in Management Studies- (BMS)	47
4	Bachelor of Commerce (Accounts and Finance)- BAF	10
5	Bachelor of Commerce (Banking and Insurance)-BBI	13
6	Bachelor of Commerce (Financial Markets)-BFM	10
7	Bachelor of Science - Information Technology (B.Sc IT)	26
8	Bachelor of Science- Computer Science(B.Sc CS)	21
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	31
10	Bachelor of Management Studies- Sports Management (BMS-SM)	12
11	Master Of Commerce-(M.COM)-Accountancy & Management	10
12	Master of Arts (Economics)	6
13	Master of Arts (Geography)	19
14	Master of Science (Information Technology) (M.Sc IT)	21
15	Master's Degree - Sports Management (MSM)	13
		<b>264</b>

Attached herewith is the mapping of the courses to employability/ entrepreneurship/ skill development.

*M. Datta.*

Prof. (Dr.) Moushumi Datta  
I/c. Principal



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**Metric 1.1.3 Focus on Employability/ Entrepreneurship/ Skill Development**

**Academic Year: 2018-19**

**Name of the Programme: Bachelor of Commerce**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Business Communication - I	Employability	The entire course content and the evaluation methods train the students in the best practices of Interpersonal Communication.
			Skill development	Sub Unit 4 of Unit 1 and Units 2 and 3 focuses on their Language Skills as well as Soft Skills which will prove indispensable in the corporate world.
2	I	Introduction to Business	Entrepreneurship	Module 3 deals with concept and importance of Entrepreneurship, competencies of an entrepreneur, etc.
3	II	Business Communication -II	Employability	The entire course content and the evaluation methods train the students in the best practices of Interpersonal Communication.
			Entrepreneurship	Unit 3 teaches the students the communication skills required of a business owner
			Skill development	All units focus on the language skills required in a professional organisation
4	III	Management: Principles & Functions	Employability and Entrepreneurship	Teaches basics of management such as planning, decision making, organising and management challenges in competitive environment
5	III	Accountancy & Financial Management - III	Employability	Students learn to convert and record foreign currency transactions in reporting currency; which can enable them to assist business units in accounting for import-export transactions



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6	III	Business Law	Entrepreneurship	Students while getting into their own business will be aware of various business- related laws (Modules 1, 2, 3), sellers rights (Module 4), dishonour of instruments (Module 5)
7	IV	Advertising: Agency and Media Operations	Employability	Module II includes advertising copy writing, Module III includes careers in advertising agencies, media, freelancing options for career in advertising.
			Entrepreneurship	Modules III & IV deal with setting-up of an ad agency and media operations
			Skill development	Module II deals with creativity in advertising
8	IV	Management: Production & Finance	Employability	Module 4 deals with contemporary issues in financial market such as lease financing, mutual funds, derivatives, venture capital and micro-finance
9	IV	Business Law	Entrepreneurship	Students will be aware of importance of incorporation of their company (Modules 1 and 2), Partnership firm and also firm under Limited Liability Partnership (Module 3)
10	V	Direct & Indirect Taxes – Paper I - Direct Tax	Employability	Students get prepared for employment in taxation firm
11	VI	Financial Accounting & Auditing Paper – IX – Financial Accounting	Employability	Students learn to prepare financial statements of co-operative societies; which will enable them to assist practicing CAs in the assignments of preparing final accounts of co-operative societies
12	VI	Financial Accounting & Auditing Paper – X – Auditing	Employability	Students develop skills in conduct of audit of companies; they can assist practicing CAs as audit clerks



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13	VI	Direct & Indirect Taxes – Paper II - Indirect Tax	Employability	Students get prepared for employment in taxation firm
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**Name of the programme: Bachelor of Arts**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill development	Focus on Employability/ Entrepreneurship/ Skill development
1	I	Communication Skills in English -I	Employability	Unit 4 trains the students in Official Correspondence
			Skill development	Units 1, 2 and 3 enable the students to remember the basics of pronunciation, grammar and composition, while honing their comprehension skills.
2	II	Communication Skills in English - II	Employability	Units 2 and 4 train students to convey complete information in a concise form.
			Skill development	Units 2 and 3 and sub units 2 and 3 of Unit 4 equip students with the language skills required in the field of media. Unit 5 hones the students' critical thinking.
3	III	Indian Economy: Contemporary Concerns	Employability, skill and development entrepreneurship	Improved Financial Inclusion- access to formal credit
4	IV	Advertising: Agency and Media Operations	Employability	Module-II: Ad Copy Writing, Module-III Careers in Advertising Agency, Media, etc.
			Entrepreneurship	Module-III & IV Setting-up of an Ad Agency and Media Operations
			Skill development	Module-II Ad Copy and its elements
5	V	Tools and Techniques in Geography for	Skill development and employability	Construction of map projection, Reading and interpretation of topomaps, Construction,





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		Spatial Analysis – I (Practical)		reading and interpretation of thematic maps, use of computer in geographical data representation
6	V	Geospatial Technology	Skill development	Remote sensing, Global positioning system, Geographical information system
7	V	Economics of Development-I	Employability, skill development and entrepreneurship	Policy options for poverty alleviation, Inclusive growth and Self-help group and micro finance.
8	V	Economics of Agriculture and Cooperation	Employability, skill development and entrepreneurship	Agricultural credit
9	VI	Indian Financial System	Employability, skill development and entrepreneurship	Non-Bank Finance Companies (NBFCs) in India and their progress
10	VI	Geography of Tourism and Recreation	Employability	Profession related tourism
			Entrepreneurship and skill development	Students learn about tour operations
11	VI	Tools and Techniques in Geography for Spatial Analysis – II (Practical)	Employability	Statistical methods of data analysis and interpretation and preparation of field trip report
			Entrepreneurship	Statistical methods of data analysis
			Skill development	Statistical methods and preparation of field trip report
12	VI	Research Methodology in Geography	Employability	Preparation of research Report by following guidelines of research methodology in Geography
			Entrepreneurship and skill development	Research methodology in Geography and Preparation of research report





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**Name of the Programme: Bachelor of Management Studies**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Relevance to Employability/ Entrepreneurship/Skill Development
1	I	Business Communication-I	Skill Development	The entire syllabus content trains the students about the importance of Listening Skills, cultivating good listening Skills along with using appropriate drafting
2	I	Foundation of Human Skills	Skill Development	Module II emphasis on the importance of group dynamics and team work, how to solve organisational conflicts and Module IV enhances various ways for coping work- related stress
3	I	Principles of Management	Skill Development	The course content trains the students in decisions making through effective planning and good leadership qualities also learns Bureaucratic Management and Hawthorne Studies
4	I	Introduction to Financial Accounts	Skill Development	Through the entire syllabus students will learn various applications of accounting and preparation and presentation of final accounts and trail balance
5	I	Business Law	Skill Development	Module IV students will be aware of the importance about patent, copyrights and trademarks
6	I	Business Statistics	Skill Development	Module II and IV helps the student understand how to make decisions during difficult times





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7	II	Business Communication - II	Skill Development	Module I aid the students to design PowerPoint presentation and Module II makes the students correlate and connect with the public through public relations
8	II	Foundation Course – II	Skill Development	The course content educates the students on conflict-resolution and efforts towards building peace and harmony in society
9	II	Principles of Marketing	Skill Development	The course content trains the students in personnel selling
10	II	Business Economics	Skill Development	The students will know the use of marginal analysis while making important decisions for business
11	II	Business Mathematics	Skill Development	The course content assists the students to analyse data and application of derivatives
12	III	Information Technology in Business Management - I	Skill Development	Learners are upskilled with business presentation skills. Enabling them to utilise outlook to optimum is also an added value
13	III	Personnel Effectiveness Management	Skill Development	Students learn how to prepare a resume
14	III	Business Planning & Entrepreneurial Management	Entrepreneurship Development	Module III lays importance on the qualities or values required for entrepreneurship
			Skill Development	Students are shown the direction for starting venture
15	III	Accounting for Managerial Decisions	Skill Development	Enables Financial Statements Analytical skills
16	III	Strategic Management	Skill Development	Students get an understanding on strategic intent



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17	III	Corporate Finance	Skill Development	The course upskills the learner with EPS Analysis and deciding on capital structure decisions
18	III	Basics of Financial Services	Employability	This course is explaining all products and services in financial services & also specifying the functioning of mutual fund products
19	III	Consumer Behaviour	Skill Development	Students are familiarized with various personality traits that can help in marketing strategies
20	III	Product innovations management	Skill Development	Familiarizing with all relevant thinking tools for innovations and explaining product development process for new products. Creativity being a very vital topic is explored and expressed.
21	IV	Information Technology in Business Management-II	Skill Development	The students get clarity on marketing and sales system through MIS also helps in implementation of data mining and CRM
			Employability	The students are made aware of various opportunities in BPO and IT sector
22	IV	Business Research Methods	Skill Development	The students are made conscious on research design, collection and interpretation of data
23	IV	Change Management	Skill Development	Enables students to develop leadership skills
24	IV	Production and Total Quality Management	Skill Development	The students get an idea of designing the product and managing inventory with utmost care
25	IV	Corporate Restructuring	Skill Development	Students get an understanding on the planning, formulation and execution of various restructuring strategies



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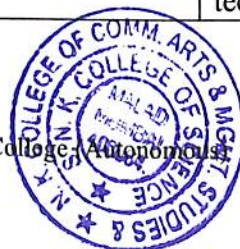
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26	IV	Strategic Cost Management	Skill Development	Students learn Activity Based Management and Activity Based Budgeting in Module II whereas Module IV discusses the evaluation of profits and investment
27	IV	Integrated Market Communication	Skill Development	This content enhances effectiveness in sales promotion campaign & addresses public relations and publicity issues and strategies
28	IV	Event Marketing	Skill Development	Learners are introduced to event designing & event creativity
			Employability	Students are familiarized to the various career opportunities in event marketing
29	V	Logistics & Supply Chain Management	Skill Development	The course emphasizes on channel management and channel integration, two most important aspects of Logistics
30	V	Corporate Communication & Public Relations	Skill Development	Module IV provides guidelines to handle crisis
31	V	Investment Analysis & Portfolio Management	Skill Development	This module focuses on influencing selection of investment alternatives and provides relevant coverage in understanding Portfolio and enabling students towards Portfolio Management
			Employability	This section empowers students by providing understanding on online share trading, Fundamental analysis, economic analysis, industry analysis, company analysis & technical analysis



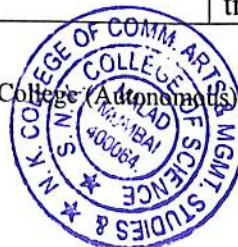
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32	V	Commodities & Derivatives Market	Employability	This content provides a complete understanding on Futures, Hedging & Options
33	V	Wealth Management	Skill Development	The course upskills learned with financial literacy, Tax planning concepts & retirement (evaluation & planning)
34	V	Direct Taxation	Skill Development	Learners are upgraded with the requisite knowledge on Computation of total income and taxable income of individuals
35	V	Service Marketing	Skill Development	This course enables students in positioning a service in the market place
36	V	E-Commerce & Digital Marketing	Skill Development	The course covers all aspects of Design and development of website and thus includes hands-on-practice
			Employability	The course focuses on empowering students with various activities of digital marketing, Online advertisement, online marketing research & online PR
37	V	Sales & Distribution Management	Skill Development	Learners are upskilled with Selling skills
38	V	Customer Relationship Management	Skill Development	The content includes the understanding on Relationship marketing, CRM & CRM marketing initiatives
39	VI	Operations Research	Skill Development	The course covers Production scheduling problem to control activities and explains Cost trade off in project crashing
40	VI	International Finance	Skill Development	Learners are familiarized with the structure of foreign exchange markets, types of transactions & settlement





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				date, exchange rate quotations & arbitrage, forward quotations, international equity market, international tax environment
41	VI	Innovative Financial Services	Employability	Students are empowered with an understanding of stock brokers, sub brokers, foreign brokers, trading and clearing/self-clearing members and stock trading (cash and normal) derivative trading
			Skill Development	Enhancing the idea of Growth of plastic money services in India and hence upgrade the right approach towards financial service business
42	VI	Project Management	Skill Development	Learners understand how to manage conflicts & negotiation handling in project management, planning cycle & master production scheduling
43	VI	Indirect Taxation	Employability	Learners are enriched with the practical aspects of Levy and Collection of GST, Computation of GST, Payment of Tax, and filing of Returns
44	VI	Media Planning & Management	Skill Development	The course contents make the students identify audience for mass media, Media Budget, Media Buying, Media Scheduling
45	VI	Retail Management	Employability	This course empowers students to manage the Emerging Trends in Retailing and familiarize with Mall Management
			Skill Development	Learners are upskilled with the understanding of Store Design and Layout



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46	VI	Brand Management	Skill Development	Learners are upskilled with brand positioning & Personalizing marketing techniques
47	VI	International Marketing	Skill Development	This course involves the learning of International Product Decision, Determine the Target Audience & Adaptation of International Promotional Strategies



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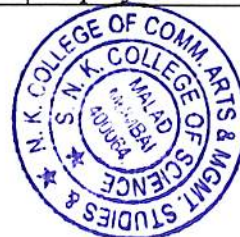
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**Nagindas Khandwala College (Autonomous)**

**Name of the programme: Bachelor of Commerce (Accounting and Finance)**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Business Communications - I	Skill Development	It emphasis on overall communication skill development of students
2	I	Business Economics	Entrepreneurship	It enhances over decision making skills of a student as a businessman considering its impact at a national level
3	I	Commerce (Business Environment – I)	Entrepreneurship	It enhances over decision making skills of a businessman introducing business environment to the students.
4	I	Business mathematics	Employability	Unit 4 prepares the students for employability in the financial markets by enhancing their basic evaluative skills of Shares & Mutual Funds
5	I	Financial Accounting-I	Employability	Students develop accounting skills studying various topics such as Accounting Standards, valuation of inventories
6	II	Business Communication -II	Employability	The entire course content and the evaluation methods train the students in the best practices of Interpersonal Communication.
7	II	Indirect Taxation-I	Employability	Students get prepared for employment in taxation firm
8	III	I.T. – I	Employability	Development of Technical skills helps students for their employment
9	IV	Taxation-II	Employability	Students get prepared for employment in taxation firm
10	IV	I.T. – II	Employability	Development of Technical skills helps students for their employment



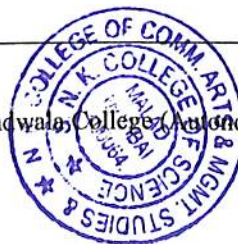
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**Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Bachelor of Commerce (Banking and Insurance)**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Financial Accounting	Skill Development	Module:4 Writing books of accounts, Preparation of final accounts of trading concerns
2	II	Business Communication-II	Skill Development	Module: 1 Presentation Skills Module:3 Language and Writing Skills: Reports: Parts, Types, Feasibility Reports, Investigative Reports Module:4 Language and Writing Skills
3	II	Organisational Behaviour	Skill Development	Module:2 Soft Skills, Interpersonal Skills, Multicultural Skills, Cross Cultural Skills.
4	III	Management Accounting	Employability	Module: 2 Ratio analysis: Meaning, classification, Du Point Chart, advantages & limitations.
			Entrepreneurship	Module:3 Estimation /Projection of Working Capital Requirements in case of Trading and Manufacturing Organization
5	III	Direct Taxation	Employability	Module:4 Computation of total income for individual
6	III	Information Technology-I	Skill Development	Module:3 <b>MS-Excel:</b> Manipulating data, Working with charts, Working with PIVOT table and what-if analysis; Advanced excel functions Application in Banking and Insurance Sector – Calculation of Interest, Calculation of Instalment, Calculation of Cash





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				Flow, Calculation of Premium, Calculation of risk coverage in Insurance and Reporting.
7	III	Organisational Behaviour	Entrepreneurship	Module:2 Group Decision-Making: Advantages, Disadvantages, Assumptions, Managing Group Decision-Making, Strength and Weakness of Group Decision-Making
8	IV	Entrepreneurship Management	Entrepreneurship	Module:1 Concept, meaning and definition of entrepreneur and entrepreneurship Module:2 Entrepreneurial Project Development Module:4 Entrepreneurship Development Programme and Risk Management All modules of this subject deals with entrepreneurship
9	IV	Financial Management	Entrepreneurship	Module:3 Financial Planning: Meaning and Essentials of Budget, Types of Budget, Advantages of Budgeting, Zero Based Budgeting, Master Budget, Sales Budget, Production Budget, Material Budget, Cash Budget and Flexible Budget.
10	IV	Information Technology-II	Employability	Module:3 IT applications in Banking and Module:4 Ms-Office: Packages For Institutional Automation: MS Power Point Presentation, Introduction to Tally ERP 9.0 Applications of Internet: Introduction to e-mail, writing professional e-mails, creating digitally signed documents, use of outlook express: configuring outlook express, creating and managing profile in outlook, sending and receiving e-mails via outlook express, Emailing the merged documents, boomerang facility of email,







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				Google drive: usage of Google drive in storing the Google documents, excel sheets, presentations and PDF files.
11	V	Research Methodology	Employability	Module:3 Processing of Data– Meaning & Essentials of i) Editing ii) Coding iii) Tabulation
			Skill Development	Module:4 Correlation and Regression Analysis, Factor Analysis, Cluster Analysis, Discriminant Analysis, Multidimensional Scaling, Report writing – i) Meaning, Importance, Structure, Types, Process and Essentials of a Good Report.
12	VI	Marketing in Banking and Insurance	Skill Development	Module: 1 Marketing of Banking and Insurance Products, Marketing Research, Introduction, Process and Types. Meaning, Concept, Evolution and Characteristics of Service Marketing. Need and Importance of Service Marketing, 7 P's of Services Marketing Mix, Service Marketing Mix Strategies for Banking and Insurance and Marketing Logistics
			Employability	Module:4 E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing
13	VI	Security Analysis and Portfolio Management	Skill Development	Module:1 Portfolio Analysis – Meaning and its Components, Calculation of Expected Return and Risk, Calculation of Covariance, Risk – Return Trade off.
			Employability	Module:2 Portfolio Evaluation, Bond Valuation – Meaning, Measuring Bond Returns, Yield to Maturity, Yield to Call and Bond Pricing. Bond Pricing



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				Theorems, Bond Risks and Bond Duration
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**Name of the Programme: Bachelor of Commerce (Financial Markets)**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill development	Employability/ Entrepreneurship/ Skill development
1	I	Business Mathematics	Employability	The content of syllabus on NAV calculation is useful in making the learner employable.
2	I	Business Communication - I	Skill Development	Listening skills and speaking skills are enhanced by knowledge from units 2 and 4 respectively.
3	II	Computer Skills - I	Employability	Topics related to computer hardware, windows and internet, word and excel make learners employable.
4	II	Principles of Management	Employability	Concepts of management – planning, decision making, organising, management control enhance employability.
5	II	Business Communication - II	Skill Development	Presentation skill and language skills are imbibed from the contents of unit 1.
6	III	Computer Skills - II	Employability	The entire course syllabus focuses on same.
7	III	Management Accounting	Employability	Entire subject directly makes the learner employable
8	V	Equity Research	Employability	Learner on completion of the course can get a job of research analyst.
9	V	Direct Tax	Employability	Entire subject directly makes the learner employable
10	VI	Indirect Tax	Employability	Entire subject directly makes the learner employable



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**Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Bachelor of Science (Information Technology)**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Business Communication (Theory and Practical)	Skill Development	Enhances Listening, Speaking, Reading and Writing skills of students to meet the challenges of the Corporate World.
2	II	Web Programming (Theory and Practical)	Skill Development	Makes student work on creation of dynamic websites using different components.
3	III	Python Programming (Theory and Practical)	Skill Development	Knowledge of writing basic use of Python Datatypes and Statements and use Database Connection with Python Application and Implementing UI Applications using Python's TKinter
4	IV	Core Java (Theory and Practical)	Skill Development	Understanding fundamentals of Java and implementing networking and I/O using Java. Also implementing Multithreading concept in Java, GUI components and database connectivity
5	V	Software Project Management	Skill Development	Student will be able to design basic modules of a project
6	V	Internet of Things (Theory and Practical)	Skill Development & Employability	Students will be able to work on Hardware circuits and also to create a mini-project based on IoT
7	V	Advanced Web Programming (Theory and Practical)	Skill Development & Employability	The students will be able to learn partial refreshes of web pages using ajax
8	V	Project Dissertation	Skill Development & Employability	Implementation of acquired techniques to make projects for industry. Also it enhances their practical knowledge making them employable





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9	V	Artificial Intelligence Practical	Skill Development & Employability	Creates an understanding of the basic issues of knowledge representation and Logic and blind and heuristic search, as well as an understanding of other topics such as minimal, resolution, etc. that play an important role in AI programs. It enhances their practical knowledge making them employable
10	V	Enterprise Java Practical	Skill Development & Employability	Work with JSP, EJB, JPA, Hibernate and implement it. Also it enhances their practical knowledge making them employable
11	VI	Software Quality Assurance Theory	Skill Development	Student will be able to develop test cases and test a project
12	VI	Security in Computing (Theory and Practical)	Skill Development & Employability	Helps in understanding Internet Protocol, routing, Domain Name Service, and network devices.
13	VI	Buisness Intelligence (Theory and Practical)	Skill Development & Employability	Students will be able to apply the acquired knowledge in diverse business and computing domains.
14	VI	Project Implementation	Skill Development & Employability	Implementation of acquired techniques to make projects for industry. Also, it enhances their practical knowledge making them more employable
15	VI	Principles of Geographic Information Systems Practical	Employability	It enhances their practical knowledge making them more employable
16	VI	Enterprise Networking Practical	Employability	It enhances their practical knowledge making them more employable
17	VI	Advanced Mobile Programming Practical	Employability	It enhances their practical knowledge making them more employable



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18	VI	Cyber Law	Employability	It enhances their practical knowledge making them more employable
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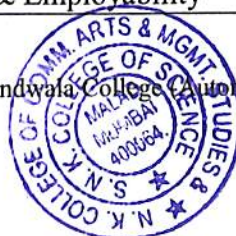
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**Name of the Programme: Bachelor of Science (Computer Science)**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Soft Skills Development	Skill Development	Unit 2 focusses on academic skills
2	III	Web Programming (Theory and Practical)	Skill Development	Makes student work on creation of dynamic websites using different components.
3	IV	Android Developer Fundamentals (Theory and Practical)	Skill Development	Obtaining the required tools, creating first android app, understanding the components of screen, adapting display orientation, action bar, Activities and Intents, Activity Lifecycle and Saving State, Basic Views
4	V	Artificial Intelligence Practical	Skill Development & Employability	Imparts basic proficiency in representing difficult real- life problems in a state space representation so as to solve them using AI techniques like searching and game playing.
5	V	Linux Server Administration Practical	Skill Development & Employability	Configure and manage simple TCP/IP network services on a Linux system
6	V	Software Testing and Quality Assurance Practical	Skill Development & Employability	Apply Selenium automation tool for testing web- based application
7	V	Information and Network Security Practical	Skill Development & Employability	Apply on various concepts to Data integrity, Authentication, Digital Signatures.
8	V	Wireless Sensor Networks and Mobile Communication Practical	Skill Development & Employability	Design Wireless sensor network for Real time Applications
9	V	Web Services Practical	Skill Development & Employability	Apply and Analyze RESTful web services.
10	V	Game Programming	Skill Development & Employability	Create 2D and 3D Games in Unity Programming





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		(Theory and Practical)		
11	V	Project Implementation I	Skill Development & Employability	Implementation of acquired techniques to make projects for industry
12	VI	Architecting of IOT Practical	Skill Development & Employability	Creates a small model representing the automation in IoT.
13	VI	Cloud Computing Practical	Skill Development & Employability	Perform assessment of own organizations' needs for capacity building and training in cloud computing-related IT areas
14	VI	Cyber Forensics Practical	Skill Development & Employability	Analyze and evaluate the cyber security needs of an organization
15	VI	Information Retrieval Practical	Skill Development & Employability	Understand how to retrieve information from the web
16	VI	Digital Image Processing Practical	Skill Development & Employability	Studies the image enhancement techniques, segmentation techniques, restoration and compression procedures
17	VI	Data Science Practical	Skill Development & Employability	Gain practical, hands-on experience with statistics programming languages and big data tools through coursework and applied research experiences.
18	VI	Ethical Hacking Practical	Skill Development & Employability	Shows how to test, scan, hack and secure networks and systems.
19	VI	Project Implementation II	Skill Development & Employability	Implementation of acquired techniques to make projects for industry



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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
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**Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Bachelor of Arts (Mass Media)**

Sr No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Mass Communication	Skill Development	The entire course (Units I to V) equips the students to employ mass media tools of communication which enhances employability and skill development.
2	I	Effective Communication Skills I	Employability	The course from Unit III-VI covers important segments in Letter writing, Editing and translations that will be helpful in employment of the learners.
3	I	Introduction to Computers	Skill Development	The entire course -Units I-VI is valuable for both the advertising and Journalism students and enhances their employability factor.
4	II	Effective Communication Skills II	Skill Development	The entire course -Units I-VII - is valuable to Advertising and Journalism students as its skills them in both oral and written skills and tools.
5	II	Principles of Marketing	Employability/ Entrepreneurship	The entire course Units 1-VIII enhances the employability factor of students seeking a career in sales and marketing and to create start-ups.
6	II	Principles of Management	Employability/ Entrepreneurship	The module Unit VI on Group Dynamics and Team Management enhances employability.
7	III	Understanding Cinema	Employability/ Skill Development	This modules Units V and VII makes students well-versed with the various film formats and prepares for a career in the business of cinema.
8	III	Introduction to Public Relations	Skill Development	In Unit VII to IX, learners acquire skill to design PR campaigns, communicate during crisis by using various tools thereby enhancing their readiness for the industry.
9	III	Creative Writing	Skill Development	The entire course (Units I-IV) is designed to prepare the learners for careers in script writing and content creators.



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10	III	Advance Computers	Employability / Entrepreneurship	The entire course (Units I-IV) readies the learners as graphic designers and sound and video editors.
11	IV	Introduction to Journalism	Employability	Units XIII prepare learners for employability by emphasising on the various career opportunities in the field of journalism.
12	IV	Introduction to Advertising	Skill Development	Unit IV stresses on the Advertising message with practice sessions to prepare students for the advertising industry.
13	IV	Photography and Print Production	Employability / Entrepreneurship	The course prepares learners to be job creators and enhances the employability of job seekers in the photography industry.
14	IV	TV and radio	Skill Development	Learners are readied in Units XII in Radio section and XIII, XVI, XVII in the TV section for both the TV and Radio industries. They are exposed to writing for Radio and Production techniques including sound and visual effects in the electronic media thus enhancing employability.
15	IV	Organisational Behaviour	Employability / Entrepreneurship	Units VII, VIII, IX contribute to employability and skills learners to be effective job creators and entrepreneurs.
16	IV	Mass Media Research	Employability/ Skill Development	The entire course (Units I-XII) enhances the employability of the learners by enhancing their research skills. It is valuable for all students - Advertising, Journalism and those who wish to pursue a career in research in the media industry.
<b>TYBMM Advertising</b>				
17	V	Advertising Design	Employability/ Entrepreneurship	This is a practical paper of which all the modules in the course equip the advertising students to design the advertising strategy and design to suit the product both as a member of an advertising firm or as a free-lancer encouraging entrepreneurship.
18	V	Brand Building	Skill Development/ Employability	Units III and VI of this course readies learners to understand brand strategies and launching of new brands through





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				integrated media techniques. This enhances employability.
19	V	Advertising in Contemporary Society	Skill Development	Social marketing skills (Unit VII) enhances students' employability.
20	V	Consumer Behaviour	Skill Development	The module (Unit II) on Consumer Behaviour and Marketing increases employability of those students who seek a career in marketing and advertising.
21	V	Media Planning and Buying	Skill Development	The entire course (Units I to IX) readies advertising students for a career in advertising and managing client interest. Students will be having a complete understanding on how are the secondary sources used to plan media. They are introduced to the new career opportunities as Media Planners, Media buyers and Media Sellers.
22	V	Copy Writing	Skill Development	Learners are equipped to be copywriters in the Advertising field in Units IV to XI.
<b>TYBMM Journalism</b>				
23	V	Editing	Skill Development	The entire course enhances editing skills for employability in news media organisation. Especially Unit VIII enhances pagination skills for those aspiring for employment in print media.
24	V	Newspaper and Magazine making	Employability/ Entrepreneurship	This is a practical paper in which its Units I to V enhances learner's employability opportunity as an Art Director in the newspaper industry. The learner is equipped to publish own magazine if interested.
25	V	Reporting	Skill Development	Learners are equipped to become reporters by being trained in news reporting, identifying sources both traditional and from the new media. They are taught the aesthetics of writing a news story in Unit IV.
26	VI	Features & Opinion	Skill Development	The units II and IV to X enhances skills of learners in writing features and columns.
<b>TYBMM Advertising</b>				



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27	VI	Digital Media TYBMM Offered to both TYBMM Advertising and TYBMM Journalism	Employability	The course (Units II to V) increases the employability of both Advertising and Journalism students in the digital media industry specially in the New Media space by equipping them with the tools to navigate twitter, blogs etc.
28	VI	Principles and Practices of Direct Marketing	Employability/ Entrepreneurship	The entire course (Units I to VI) is designed to increase learners' employability in the marketing industry.
29	VI	Agency Management	Employability/ Entrepreneurship	This entire course (Units I to XI) equips a learner to create his or her own advertising agency and thereby becoming a job creator.
30	VI	Advertising and Market Research	Employability	This entire course (Units I to VIII) enhances employability in the field of research in both advertising and marketing industries.
<b>TYBMM Journalism</b>				
31	VI	Broadcast Journalism	Skill Development	The Units IV to VI of the course enhances employability of journalism students by preparing them in modules of writing for TV, field reporting and producing programmes for radio and television.



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**Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Bachelor of Management Studies - Sports Management**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Principles of Management	Employability	Concepts of Management-Planning and decision making, Organising, Management control are useful for employability.
			Entrepreneurship	The entire content is also relevant for Entrepreneurship.
2	I	Business Economics	Employability	The unit of pricing practices is useful for employability.
			Entrepreneurship	Concepts of Demand Analysis, Supply and Production Decisions, Cost of Production, Market Structure and Pricing Strategies are important topics to learn for an entrepreneur.
3	I	Business Communication & Soft Skills	Employability	Topics such as Fundamentals of Communication, Written Communication Skills and Oral Communications skills are useful for learners in jobs in any industry.
			Skill Development	This course focuses on important Written and Oral Communication skills for learners.
4	I	Fundamentals of Sports & New Age Dynamics	Employability	Organisation of Tournaments, Leagues and Knock-out are useful for employability in the Sports Industry.
			Entrepreneurship	Principles of Management in Football Clubs by Aaron Laver, Michele Bertuzzi, Rueben Penarroja, Coaches at Global





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				Premier Soccer, Masterclass was taken on Sports Management by Miguel Marcedo, FIFA Director Player and Promotion Event
5	I	Leadership Principles in Sports	Employability, Entrepreneurship & Skill Development	The entire unit of Leadership Skills is useful for Entrepreneurship as well as Employability.
6	I	Basics of Practical Sports Management - I (Training)	Employability	This course focuses on demonstrating the application of knowledge and skill sets acquired during the semester by the students. The students get an opportunity to assist organisations and teams at various sports events. Thus, giving them a chance to observe the working of the industry and update their skill sets.
7	II	Human Resource Management	Employability	Knowledge of topics such as Job Analysis & Recruitment, Performance Appraisal, Participative management, is important for learners in HR related jobs.
8	II	Marketing Management	Employability	Knowledge of topics such as Marketing Mix, Marketing Research, Industrial Buying Behavior & Pricing is important for learners in sports marketing jobs.
			Entrepreneurship	The knowledge of marketing is important for a learner who plans to become a Sports entrepreneur.

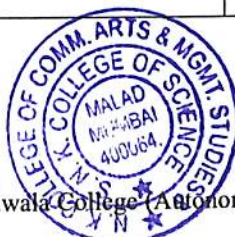


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9	II	Management of Sports Leagues & Teams	Employability	Knowledge of Sports Circuits, Media, Sponsorship, Player Management, Ownership will help in jobs related to this field.
			Skill Development	Key skills of a Sports Manager
10	II	Sports Facilities Planning & Management	Employability	The course covers topics such as Sports Facility Management, Facility Planning, Site Location, Site Selection, Crisis Management are relevant to jobs in Sports facility planning and management.
11	II	Basics of Practical Sports Management - II (Training)	Employability	This course focuses on demonstrating the application of knowledge and skill sets acquired during the semester by the students. The students get an opportunity to assist organisations and teams at various sports events. Thus, giving them a chance to observe the working of the industry and update their skill sets.
12	III	Sports & Entertainment Marketing	Employability	Topics such as Sports Logistics-logistics mix and channel management, issues in channel management, Promotions-promotion mix, importance of reaching diverse markets, sponsorships and endorsements are useful for learners in jobs related to this field.
			Entrepreneurship	Masterclass was taken by Carlota Planas, Founder and CEO at Be Universal



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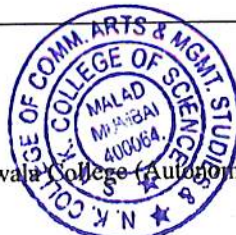
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Nagindas Khandwala College (Autonomous)

Name of the programme: Master in Commerce

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill development	Employability/ Entrepreneurship/ Skill development
1	I	Strategic Management	Entrepreneurship	Start-up Business Strategies and Make in India Model: Process of business start-ups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India
2	I	Services Marketing	Employability	Unit 4 which is about marketing of services. It will contribute to generating employability
			Entrepreneurship	Managing quality aspects of service
			Skill development	Core and Supplementary activities of services
3	II	Retail Management	Employability	Entire fourth module provides details about the career opportunities in Retail Industry
			Entrepreneurship	Module Two on Retail Management and understanding the consumer behaviour. Module Three explains about the retail location, layout and merchandising
			Skill development	Learners undergo the Internship in retail shops and Malls
4	II	E-Commerce	Entrepreneurship	Unit 2 teaches e-enterprise and its management
			Skill development	Learners can take e-marketing internships and assignments



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5	II	Research Methodology for Business	Employability	Data Analyses and R&D
6	III	Direct Tax	Employability	Students get prepared for employment in taxation firm
7	III	Entrepreneurship	Employability	Entire Syllabus focuses on employability and entrepreneurship
			Entrepreneurship	Course cover different skills of entrepreneur
8	III	Organisational Behaviour	Employability	Develops an understanding of individual differences, challenges faced in workplace, adapting to change in the workplace- Also develops the ability to work in team and resolve conflicts.
9	IV	Indirect Tax- Introduction of Goods and Service Tax	Employability	Students get prepared for employment in taxation firm
10	IV	Brand Management	Employability	Planning and implementing Brand Marketing Programs
			Entrepreneurship	Growing and sustaining brand equity



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**Nagindas Khandwala College (Autonomous)**

**Name of the programme: Master in Arts- Economics**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Economics of Development	Employability and Skill Development	Human Capital, Credit Market-Microfinance
			Entrepreneurship	Credit Market-Microfinance
2	III	Economics of Agricultural Production and Rural Markets	Employability	NABARD, Microfinance
			Entrepreneurship	Agri-Business and Contact Farming; NABARD, Microfinance
3	III	Industrial Economics	Employability and Skill Development	Foreign Direct Investment; Make in India
			Entrepreneurship	Schumpeter's Theory; Product and Process Innovations
4	III	Banking: Theory and Policy	Employability, Skill Development and Entrepreneurship	Financial Inclusion-Microfinance Institutions
5	IV	Agricultural Development and Policy	Employability	Watershed Approach; Employment
6	IV	Economics of Human Development	Employability	Participation; Inclusive Growth; Livelihoods
			Skill Development	Capability Approach



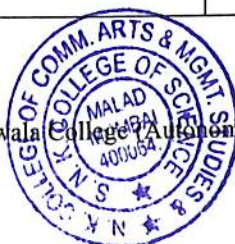
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**Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Master in Arts- Geography**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Principles of Geomorphology	Employability	Subunit 1.4 of Unit 1 focusses on the evolution of Earth which would give employment in geological organizations
			Skill development	Unit 3 and Unit 4 entirely focus upon various landforms and their development in such a way that they can be identified easily on ground.
2	I	Principles of Climatology	Skill development	Units 2, 3 and 4 explain the climatic formations and phenomena in great detail with the help of diagrams and recent examples
3	I	Perspectives in Human Geography	Skill development	Units 2 and 4 explain the reasons behind the development of urban systems and ways to alter them for the benefit of the urban society
4	I	Spatial Organization of Economic Activities	Skill development	Unit 2 explains the functioning of developed economies and the trade organizations. Unit 3 explains the economic activities in depth. Unit 4 explains all the organizations that are currently active in the functioning of a smooth economic system
5	I	Tools and Techniques of Spatial Analysis-I	Employability	Unit 2 focusses on topographic mapping and interpretation
			Skill development	Units 2 and 3 help to learn all the skills needed to analyse the landforms, maps, and climatic phenomena.
6	I	Tools and Techniques of Spatial Analysis-II	Employability	The 3 <sup>rd</sup> unit teaches data analysis through computers which is the most recent development



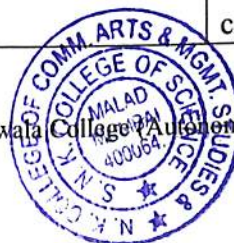
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			Skill development	Units 1 and 2 teach various methods of spatial data analysis
7	II	Oceanography and Hydrology	Employability	Unit 4 teaches aspects related to watershed development which is the need of the hour
8	II	Geoinformatics	Employability	Unit 3 focusses on aspects of GIS inculcating skills for employability
			Skill Development	Unit 4 teaches applications of geospatial technology in which a learner can start its own firm
9	II	Socio-Cultural and Political Geography	Skill Development	Subunit 4.3 of unit 4 focusses upon the present urban structure
10	II	Urban Geography	Skill Development	Unit 4 is focussed upon developing skills to understand the metropolitan structure with relevant examples
11	II	Tools and Techniques of Spatial Analysis-III	Employability	Subunit 3.4 of unit 3 prepares for paid field work
			Skill Development	All the three units focus upon developing various skills related to Geoinformatics
12	II	Tools and Techniques of Spatial Analysis-IV	Employability	Subunit 2.2 of unit 2 prepares for employment in mapping organizations
			Skill Development	Units 1 and 3 are focussed upon developing skills related to spatial analysis
13	III	Research Methodology in Geography	Employability	Unit 4 can lead to employment in any research based organization/ consultancy
			Skill Development	Subunits 1.3 and 1.4 of unit1, subunit 2.2 of unit2 and subunit 3.3 and 3.4 of unit 3 focus of skill development related to research
14	III	Climatology of the Tropics	Skill Development	Subunit 3.2 of unit 3 and subunit 4.4 of unit 4 develop skills related to the subject
15	III	Geography of South Asia with Special	Skill Development	Unit 4 deals with current affairs and develops the skills to critically analyse the issues



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		Reference to India		based on prior knowledge of the subject
16	III	Tools and Techniques of Spatial Analysis V	Employability	Unit 4 gives practical idea about environmental research
			Skill Development	Units 1, 2 and 3 develop the essential skills for qualitative and spatial data analysis
17	III	Tools and Techniques of Spatial Analysis VI	Employability	Subunit 2.3 of unit 2 focusses on employability in mapping
			Skill Development	Subunit 3.3 of unit 3 focuses upon developing skills for mapping and interpretation of levels of development
18	IV	Geo-informatics and Health Care	Employability	Unit 4 focuses upon applications of GIS in healthcare making the learner ready for the sector
19	IV	Ecology and Environment	Employability	Unit 4 focuses upon real time environmental research



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**Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Master in Science- Information Technology**

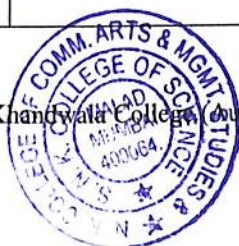
Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Data Mining with Introduction to Data Science Practical	Employability and skill development	Identify the scope and essentiality of Data Mining, to analyze data, choose relevant models and algorithms for respective applications, to study spatial and web data mining, to develop research interest towards advances in data mining.
2	I	Distributed System Practical	Employability and skill development	Identify the advantages and challenges in designing distributed algorithms for different primitives like mutual exclusion, deadlock detection, agreement, design and develop distributed programs using sockets and RPC/RMI
3	I	Data Analysis Tools Practical	Employability and skill development	Ability to understand and apply statistical knowledge in daily life applications.
4	I	Software Testing Practical	Employability and skill development	Helps to master a range of different software testing techniques and strategies and be able to apply specific (automated) unit testing method to the projects, distinguish characteristics of structural testing methods, demonstrate the integration testing which aims to uncover interaction and compatibility problems as early as possible.
5	II	Mobile Computing Practical	Employability and skill development	Enable students to compare and contrast multiple division techniques, mobile communication systems, and existing wireless networks
6	II	Advanced Computer	Employability and skill development	Introduces learner to computer networks and concentrates on





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		Networks Practical		building a firm foundation for understanding Data Communications and Computer Networks,
7	II	Cloud Computing and Ubiquitous System Practical	Employability and skill development	To learn how to use Cloud Services, to implement Virtualization, to build Private Cloud.
8	II	Advanced Database Systems Practical	Employability and skill development	Helps to understand DBMS architecture, query processing and techniques, principles of concurrency control and fragmentation
9	III	Embedded Systems Practical	Employability and skill development	Foster ability to understand the role of embedded systems in industry.
10	III	Information Security Management Practical	Employability and skill development	To master information security governance, and related legal and regulatory issues
11	III	Artificial Neural Networks Practical	Employability and skill development	Design single and multi-layer feed-forward neural networks; program linear and nonlinear models for data mining
12	III	Virtualization Practical	Employability and skill development	Understanding Virtual machines and Implementation of virtual machines, Understanding virtualization and various ways of using virtualization
13	III	Digital Image Processing Practical	Employability and skill development	Analyse images in the frequency domain using various transforms, evaluate the techniques for image enhancement and image restoration.
14	III	Ethical Hacking Practical	Employability and skill development	Identify tools and techniques to carry out a penetration testing, critically evaluate security techniques used to protect system and user data.
15	IV	Intelligent Systems Practical	Employability and skill development	Develop intelligent algorithms for constraint satisfaction problems and also design intelligent systems for Game Playing





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16	IV	Real Time Embedded Systems Practical	Employability and skill development	Foster ability to understand the role of embedded systems in industry.
17	IV	Computer Forensics Practical	Employability and skill development	Analyse various computer forensics systems
18	IV	Advanced Image Processing Practical	Employability and skill development	Analyse images in the frequency domain using various transforms, evaluate the techniques for image enhancement and image restoration.
19	IV	Design of Embedded Control Systems Practical	Employability and skill development	Foster ability to understand the role of embedded systems in industry.
20	IV	Cloud Management Practical	Employability and skill development	Apply and design suitable Virtualization concept, Cloud Resource Management and design scheduling algorithms.
21	IV	Project	Employability and skill development	Learner gains hands-on experience by making project for research or industry



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**Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Masters in Sports Management**

Sr. No.	Semester	Course	Employability/ Entrepreneurship/ Skill Development	Focus on Employability/ Entrepreneurship/ Skill Development
1	I	Fundamentals of Sports & New Age Dynamics	Employability	Organisation of Tournaments, Leagues and Knock-out are useful for employability in Sports Industry.
2	I	Management of Sports Leagues & Teams	Employability	Knowledge of Sports Circuits, Media, Sponsorship, Player Management, Ownership will help in jobs related to this field.
3	I	Sports Facilities Planning & Management	Employability	The course covers topics such as Facility Planning, Facility Construction, Facility Maintenance, event operation at sports facilities which are relevant to jobs in Sports facility planning and management.
			Skill Development	Responsibilities of facility managers, essential knowledge and skills required for operating a sport facility including soft Skills (Interpersonal and PR Skills)
4	I	Leadership Principles in Sports	Employability, Skill Development & Entrepreneurship	The entire unit of Leadership Skills is useful for Entrepreneurship as well as Employability.
5	I	Basics of Practical Sports Management	Employability	This course focuses on demonstrating the application of knowledge and skill sets acquired during the semester by the students The students get an opportunity to assist organisations and teams at various sports events. Thus, giving them a chance to observe the working of the industry and update their skill sets.



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6	II	Sports & Entertainment Marketing	Employability	Topics such as Sports Logistics-logistics mix and channel management, issues in channel management, Promotions-promotion mix, importance of reaching diverse markets, sponsorships and endorsements are useful for learners in jobs related to this field.
			Entrepreneurship	This course teaches concepts and aspects of Promotion, sponsorship and endorsements which are of great importance when a student starts his/her entrepreneurial venture in the sports industry. This course also focuses on Marketing Game plan which teaches basics of Marketing Research
7	II	Sports Funding & Financial Management	Employability & Entrepreneurship	The course covers topics such as Budgeting and Valuations in Sports, Basics of Budgeting, Types of Budgets, Pricing Strategies, Fundraising through sponsorship, Sports funding through Broadcasting and Endorsements, Business Structures which are useful while starting one's own venture.
8	II	Sports Media, Broadcasting & Journalism	Employability	Sports News Reporting on various platforms. This course teaches how to write sports stories and feature articles.
			Skill Development	Module V focuses on sports studio, TV and production and technical skills for sports camera handling.
9	II	PR, Sponsorship & Advertising in Sports	Employability	Units of Introduction to Sponsorship, Introduction to Advertising, Basic Sports PR concepts and Advance Sponsorship concepts are useful for jobs in Marketing & Advertising industry.



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10	II	Sports Event Management	Employability	Unit of Event Conceptualization and Planning Process- SWOT analysis, Event Planning Process, identifying sponsors; Event Management Commercials-Stages of Budgeting process, Cash flow and management, identifying revenue streams assists Local, Regional, National & Global Development needs.
11	II	Basics of Practical Sports Management II	Employability	This course focuses on demonstrating the application of knowledge and skill sets acquired during the semester by the students The students get an opportunity to assist organisations and teams at various sports events. Thus, giving them a chance to observe the working of the industry and update their skill sets.
12	III	Media Management	Employability	The Unit on Media planning focuses on the topics such as Problem of Media Planning, developing media plan, establishing media objectives-developing and implementing is important for learners in media planning related jobs.
13	III	Global Sports Tourism	Entrepreneurship	Module IV focuses on Adventure Tourism which helps the earners to organise adventure sports tours.



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