

UNIVERSITY OF MUMBAI

No. UG/ 75 of 2011

CIRCULAR:-

The Principals of the affiliated colleges in Commerce and Arts are hereby informed that the recommendation made by the Board of Studies in Commerce at its meeting held on 7th February, 2011 has been accepted by the Academic Council at its meeting held on 11th March, 2011 vide item No.4.29 and subsequently approved by the Management Council at its meeting held on 27th April, 2011 vide item No.25 and that in accordance therewith, the guidelines for Project Work and Standard of Passing have been introduced for the subject of Advertising in Applied Component at the S.Y.B.Com. & S.Y.B.A. examinations respectively are read as under and that the same have been brought into force with effect from the academic year 2010-11.

Guidelines for Project Work

- The title and the method of assessment of project work shall be decided by the subject teacher in consultation with the H.O.D.
- Project shall be certified by guiding teacher and H.O.D. of the concerned Department of the college.
- The colleges are required to retain the project report/document for a period of six months.
- Group of upto 4 students can submit common project for the group.
- Remuneration for evaluation of project will be as per the University rules.
- The above guidelines has been brought into force with effect from academic year 2010-2011.

R. 8315 Standard of Passing for Project Work.

- Out of 20 marks assigned for project work, 10 marks are assigned for evaluation of project report/case study and remaining 10 marks are for presentation of the project by individual/group.
- Submission of project is compulsory and a student must secure a minimum 7 marks out of 20 in the project to pass in the concerned subject.
- The marks allotted for the project will be carried forward for the subsequent exam, if the student fails in the theory paper.
- The students appearing through Distance Education will have the theory paper of 100 marks of 3 hrs duration.

R.8316:- Standard of Passing

The term end examination is for 2 hours duration and for 50 marks. For the purpose of results, the marks will be converted out of 40 marks **each term**. Individual passing in project with 7 marks out of 20 is compulsory. However, the marks scored in theory and project together be taken as one head of passing in the subject.

In case of failure in project work/Absence/ the student has to re-submit the Project individually and make presentation. In case of failure in theory, the student has to appear for theory exams- (100 marks of 3 hours duration to be converted out of 80 marks) held in subsequent years. In such cases, the marks secured earlier under the project head will be carried forward for a further period of maximum three academic years only.

MUMBAI - 400 032
29th April, 2011

Prin. (Dr.) M.S.Kurhade
I/c. Registrar

To,

The Principal of the affiliated Colleges in Commerce and Arts.


A.C/4.29/11/03/2011

M.C./25/27/04/2011

No. UG/ 75-A of 2011 MUMBAI-400 032 29th April, 2011.

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Commerce and Arts,
- 2) The Chairman, Board of Studies in Commerce
- 3) The Director, Board of College and University Development,
- 4) The Controller of Examinations,
- 5) The Professor-cum- Director, Institute of Distance and Open Learning (IDOL),
- 6) The Co-Ordinator, University Computerization Centre,


(H. L. Jadhav)
DEPUTY REGISTRAR
(UG/PG Section)

Copy to:-

The Director of Students Welfare, the Deputy Registrar (Eligibility and Migration Section), the Executive Secretary to the Vice-Chancellor, the Pro- Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Retnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyasagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Deputy Director, Institute of Distance and Open Learning (IDOL) (10 copies) the Director University Computer Center (IDE Building), Vidyasagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO). The Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that no separate 'Action Taken Report' will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account, Unit 'V' (1 copy), the In-charge Director, Centralized Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent, Post-Graduate Section (2 copies), the Superintendent, Thesis Section (2 copies).