



SHRI VILE PARLE KELAVANI MANDAL'S
USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE
Bhakti Vedanta Swami Marg, North-South Road No. 1,
Juhu Scheme, Vile Parle (West), Mumbai 400 056.
NAAC Accredited "A" Grade



4th October, 2021

-- NOTICE --

PG Courses Part - II Sem - III (2021 - 2022) M.Com (BM), M.A. (EMA) & M.Sc.(I.T.) students

As per the University of Mumbai notification it is mandatory that every student admitted to Post-Graduate course in affiliated college will have to register himself or herself with university through online process. Therefore, Students of **Second Year of M.Com (BM), M.A. (EMA) & M.Sc.(I.T.)** who paid the college fees are informed that They have to registrar them self on <http://www.mum.digitaluniversity.ac>. by using User Name and Password. While registering on portal they have to select subject of the both semesters (Semester III & IV together) list of the semester wise subjects offer by the college are attach separately.

The User Name : PRN NO.(printed on marksheet issued by college)

Password: Date of Birth (YY/MM/DD)

Registered Student Online Application process flow is available on college website www.upgcm.ac.in. The said procedure should be completed on or before 10/10/2021 failing which college will not responsible for the same.

Dr. A. Kapoor
Principal.

M.A. [EMA] (with credits) - Regular - Rev 16

SPECIALIZATION in Advertising and Marketing Communication
Semester -III -

Course Code	Name of Course B. Core Courses
PAEMA AM 309	Account Planning & Media Business
PAEMA AM 310	Media & Consumer Behaviour
PAEMA AM 311	Strategic Brand Management
PAEMA AM 312	Advertising Agency Structure & Management
PAEMA AM 313	Media Planning and Buying
Total	

SEMESTER -IV

	C. Optional Courses
PAEMA AM 414	Media Research Analytical Skills
PAEMA M 3415	Digital and Socials Media Advertising & Marketing
PAEMA AM 416	D. Dissertation / Field Work
Total	

M.Sc(I.T.) (with credits) - Regular - CBCS

Artificial Intelligence Track
Image Processing Track
Cloud Computing Track
Security Track

SEMESTER - III					
Course Title					
Course Code	Theory	Credits	Course Code	Practical	Credits
PSIT301 ✓	Technical Writing and Entrepreneurship Development	4	PSIT3P1 ✓	Project Documentation and Viva	2
Elective 1: Select Any one from the courses listed below along with corresponding practical course					
PSIT302a ✓	Applied Artificial Intelligence	4	PSIT3P2a ✓	Applied Artificial Intelligence Practical	2
PSIT302b	Computer Vision		PSIT3P2b	Computer Vision Practical	
PSIT302c	Cloud Application Development		PSIT3P2c	Cloud Application Development Practical	
PSIT302d ✓	Security Breaches and Countermeasures		PSIT3P2d ✓	Security Breaches and Countermeasures Practical	
Elective 2: Select Any one from the courses listed below along with corresponding practical course					
PSIT303a ✓	Machine Learning	4	PSIT3P3a ✓	Machine Learning Practical	2
PSIT303b	Biomedical Image Processing		PSIT3P3b	Biomedical Image Processing Practical	
PSIT303c	Cloud Management		PSIT3P3c	Cloud Management Practical	
PSIT303d ✓	Malware Analysis		PSIT3P3d ✓	Malware Analysis Practical	
Elective 3: Select Any one from the courses listed below along with corresponding practical course					
PSIT304a ✓	Robotic Process Automation	4	PSIT3P4a ✓	Robotic Process Automation Practical	2
PSIT304b	Virtual Reality and Augmented Reality		PSIT3P4b	Virtual Reality and Augmented Reality Practical	
PSIT304c	Data Center Technologies		PSIT3P4c	Data Center Technologies Practical	
PSIT304d ✓	Offensive Security		PSIT3P4d ✓	Offensive Security Practical	
	Total Theory Credits	16		Total Practical Credits	8
Total Credits for Semester III: 24					

M.Com (with Credits) - Regular - Rev 16

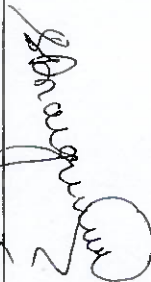
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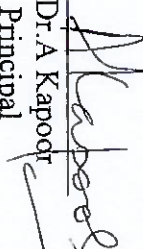


TIME TABLE FOR THE ACADEMIC YEAR 2021

Course :- MCOM(Management) Semester - III

<u>Monday</u> 7.30 am to 9.30 am <u>Entrepreneurial management</u> Faculty: prof Abhijeet Mohite	<u>Wednesday</u> 5 pm to 7 pm <u>Project Work</u>	<u>Thursday</u> 7.30 am to 9.30 am <u>Rural Marketing</u> Faculty: Prof Shubhangi Nargund	<u>Friday</u> 7.30 am to 9.30 am <u>Marketing Strategies and practices</u> Faculty: Prof Mayur Vyas
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Prof Shubhangi Nargund
Coordinator


Dr. A Kapoor
Principal