



# **Seva Sadan College of Arts, Science & Commerce**

**Affiliated to University of Mumbai and Recognized under Section 2(f) of the UGC Act 1956**

**Approved by AICTE & DTE**

**Seva Sadan Marg, Ulhasnagar - 421 003**

**Linguistic Minority- Sindhi**

## **BMS Course**

## **PROSPECTUS 2026-27**



### **Message from the President**



The College education is about learning and gaining knowledge that will become the building blocks to a successful career ahead and contribute to the growth of our society and our nation. Equally vital are the values and principles that will shape your personality into a holistic individual and a responsible citizen. During your programme at Seva Sadan, you will have the opportunity to learn a lot more beyond academics. You will find this Academy to be an ideal platform where you can express your abilities and hone your skills. It is the dedication and the commitment of the entire team at Seva Sadan. We hope Seva Sadan will surpass your expectation and you will enjoy the holistic academic journey with us. Welcome to Seva Sadan.

Shri Sanjay Dabrai  
President & Trustee, Seva Sadan Trust

### **Message from the Principal**

In the challenging world, education is the most important tool to spread the awareness and knowledge among the students. The true success of human existence comes only through intellectual awakening and mental enlightenment. To survive in the present world, we work to develop our students with right sets of skills, yoga, cultural and value to excel in challenging environment.

All our efforts are directed towards this vision aiming at quality improvement in all areas and making student intellectually competent and emotionally humble so as to enable them to get the benefit of successful career.

Seva Sadan college of Arts, Science and Commerce is committed to excellence in education therefore process of education is not limited to classroom lectures but delivered through extensive exposure to corporate world.



Dr. Gulabchand K. Gupta  
Principal

## 1. Introduction

Seth Parsram Parumal, a visionary personality, established Seva Sadan Trust in 1950s to provide educational facilities to Sindhi migrants from Pakistan at the time of partition. Seva Sadan Trust is registered under Sec. 80G that exempts from taxes. Now the trust has seven educational institutions under its banner. Seva Sadan College of Arts, Science and Commerce is the youngest of all these institutions. The College is Linguistic Minority- Sindhi.

Seva Sadan College of Arts, Science and Commerce established in the year 2009, began as a commerce college with B.Com course and thereafter other specialized courses i.e. B.Com (A & F), B.Com (B & I), B.Com (FM) and BMS were introduced.

Now BMS course is approved by AICTE and DTE Govt of Maharashtra from academic year 2024-25.

**Vision:** Seva Sadan will become an institution of admirable in the field of education in order to fulfill the societal and professional requirement by developing future achievers and leaders.

**Mission:** To serve society by inculcating in students intellectual, cultural and humane sensitivities along with professional expertise.

**Goals:** (i) To provide quality education and research for all aspirants. (ii) To develop personal, professional and social responsibility. (iii) To develop achievers and leaders.

**Location:** Seva Sadan College of Arts, Science & Commerce is centrally located in Ulhasnagar. It is easily accessible from railway stations like Ulhasnagar, Vitthalwadi, Kalyan and Shahad. It is situated opposite Central Hospital in Ulhasnagar - 421 003.

## 2. Salient Features

- Qualified and Experience teaching Staff.
- Excellent Academic results and healthy academic environment.
- Five class rooms are supported by Smart Board with LCD and audio facility.
- Rich library with Reference books, Journals, Magazines and Newspapers.
- Placement cell for employability after completion of Graduation.
- Excellent playground with Gymkhana
- Exposure to Co-curricular activities.
- Efficient NSS and DLLE unit.
- Spacious Computer Center.
- Auditorium for the activities.



### 3. Admission Guidelines

The management and the college never ask any donation or capitation fee from any students for admission purpose. The parents should take note of this. Admissions are always on merit basis and as per the norms of DTE, CET Cell and University of Mumbai. The institution belongs to linguistic minority Sindhi community.

Students belonging to reserve category must produce scholarship form and Caste Certificate issued by the competent authority of government of Maharashtra. Failing to produce caste certificate they will not be treated on the specified category and have to pay full fees. A student migrating from any other state will not have benefit of Caste Certificate.

The forms will be issued and accepted as per schedule notified on the college notice board. The completed forms along with following certified documents are submitted. The merit list will be displayed on the date and time as notified.

#### 3.1 First Year Admission Procedure

- a) The college follows the dates declared by CET Cell and University of Mumbai for first year admissions. The students have to fill
  - (i) Apply for CAP round on <https://cetcell.mahacet.org> for admission in Seva Sadan College of Arts, Science & Commerce, select **DTE Code 03613**.
  - (ii) Apply for pre-admission online registration form available on the University site <https://muugadmission.samarth.edu.in> for admission in Seva Sadan College of Arts, Science & Commerce, select **University College Code 960**.
  - (iii) After applying online on the University site the student has to apply to the college online Admission form. The Link will be available on the Notice Board and College Website. <https://www.sevasadan.edu.in/seva-suvidha/web/sscasc-admission-form.php>
- b) Submit the following documents at college counter after filling the Online Admission form:
  - Print copy of college Online Admission form.
  - Print copy of Pre-Admission Online form of University.
  - True copy of SSC/equivalent Marksheet.
  - True copy of HSC/equivalent Marksheet along with original.
  - True copy of Leaving Certificate.
  - True copy of the Caste Certificate issued by competent authority if applicable.
  - True copy of the MAH-BHMCT/ BCA/BBA/BBM/BMS CET 2026
  - CAP admission allotment letter

Students who have been short listed for admission must complete admission formalities by paying the fees and submitting the required documents in time; failing which he/ she may lose claim for admission. No claims will be entertained after expiry of the list of merit.

#### 3.2 Second and Third Year Admission Procedure

1. To fill the online College admission form (Link will be provided on the Notice Board and Website)

<https://www.sevasadan.edu.in/seva-suvidha/web/sscasc-admission-form.php>

2. To fill Online Admission form from University of Mumbai website (Link will be provided on the Notice Board and Website)
3. Submit the following documents at college counter after filling the Online Admission form:
  - Print copy of college Admission form.
  - Print copy of University Admission Online form.
  - True copy of FY/SY Marksheet.
  - True copy of the Caste Certificate issued by competent authority if applicable.

### **3.3 First Year Admission Criteria**

The following course admissions are on merit basis and depend on completing the Online Admission Form of prescribed by the university and the college.

The BMS course admission is on MAH-BHMCT/ BCA/BBA/BBM/BMS CET 2026 & merit basis and depend on completing the Online Admission Form of prescribed by the MH CET Cell and University and the college.

<b>Course</b>	<b>Division/s</b>	<b>Intake capacity</b>
F. Y. BMS	1	60

CAP seats: 48 (including 31 Minority seats) AND Institute seats: 12

### **3.4 Admission Minority Quota**

As per admission circular of University of Mumbai, 50% seats will be for Sindhi minority students and remaining seats will be for open, SC, ST, OBC/SBC and others. The admission procedure, date and quota will be displayed on college notice board as per the University of Mumbai.

### **3.5 First Year Admission Eligibility**

#### **F. Y. BMS**

A candidate for being eligible for admission to the B.M.S. Degree course should have passed H.S.C. Examination of the Maharashtra State Board of Higher Secondary Education, or its equivalent examination or Diploma in any Engineering branches with two years or three years duration after S.S.C. conducted by the Boards of Technical Education, Maharashtra State or its equivalent examination by securing minimum 45% marks for general category (in one attempt) at the respective examination and minimum 40% marks for the reserved category (in one attempt) and MAH-BHMCT/ BCA/BBA/BBM/BMS CET 2026 score.

#### **4. Course / Program Fee**

Once the admission is granted, fees will have to be paid as per schedule decided by University/ FRA / College. The seat cannot be claimed if the admission is not taken within the prescribed time.

The total Fees of Open Category for First, Second & Third Year UG courses for academic year 2026-2027 are displayed on the College Notice Board and website.

Note: First year / Second year / Third year BMS is approved by AICTE. Hence BMS course fee will be as per University of Mumbai / FEES REGULATORY AUTHORITY.

The Reserved Category Fees of First, Second & Third Year UG courses for academic year 2026-2027 will be displayed on notice board.

**4.1 Refund of Fees:** Refund of Tuition, Development and all other fees after cancellation of admissions:

The candidates who have taken admission in under graduate courses in Govt. colleges in Govt. aided and unaided courses conducted by affiliated colleges and recognized of the academic term institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The percentage of fees for the course shall be refunded to the candidate after deducting charges as per the rules.

Note: The total amount considered for the refund of fees from the commencement of academic term of the courses includes the following:

- a) All the fee items chargeable for one year are as relevant to University circulars for different Faculties (excluding the courses for which the total amount is fixed by other competent authorities).
- b) The fee charged towards group insurance and all fee components to be paid as University share (including Vice - Chancellor Fund, University fee for sports and cultural activities, E-charge, disaster management fund, exam fee and Enrollment fee) are non-refundable if payment is made by the college prior to the date of cancellation.
- c) Fee collected for identity card and library card, admission form and prospectus, enrollment and any other course specific fee are not refundable after the commencement
- d) All refundable deposits (Laboratory, Caution Money and Library etc) shall be fully returned at the time of cancellation provided that whatever admission are made through centralized admission process for professional and / or for any other

courses by other competent Authorities the Refund Rules are applicable if specified by such authorities (as per rules of relevant agencies) for the 1st year admission. In case of admission to subsequent years of the course, 0.2859 is applicable for cancellation of admission. As per letter no. 2008 (4/08) Dated - 5th July, 2008 from the Govt of Maharashtra students applying for duplicate marksheet will have to produce an affidavit on stamp paper and F.I.R. registered with a police station along with necessary fees for duplicate mark sheet.

## 5. Under Graduate (UG) courses and subjects as per NEP 2020 for Academic Year 2026-27

### First Year BMS

Semester - I				Semester - II	
Vertical		Course Name	Credits	Course Name	Credits
Vertical 1	Major	Principles of Management 1	4	Accounting for Managerial Decision	4
	Major	Foundation of Human Skills	2	Introduction to Business Mathematics	2
Vertical 2	Minor	*		(Minor) Indian Economic Policy- I	2
Vertical 3	Open Elective	Environment Education-1	2	Environment Education-II	2
	Open Elective	Administrative Ethics	2	Basic Concepts in Research	2
Vertical 4	VSC	Introduction to IT for Management Education	2	Advance Excel for Managers (Theory)	2
	SEC	Digital Literacy	2	Advance Excel for Managers (Practical)	2
Vertical 5	AEC	Business Communication Skills I	2	हिन्दी भाषा : कौशल के आधार	2
	VEC	Law related to Intellectual Property Rights	2	Fundamentals of People's Skills	2
	IKS	Indian Knowledge System	2	*	
Vertical 6	NSS / EW	National Service Scheme –I OR Extension Work-I	2	National Service Scheme –II OR Extension Work-II	2
		<b>Total Credits</b>	<b>22</b>	<b>Total Credits</b>	<b>22</b>

\* Not Applicable

## Second Year BMS

Semester - III			Semester - IV		
Vertical		Course Name	Credits	Course Name	Credits
Vertical 1	Major	Business Economics	4	Production and Total Quality Management	4
				Introduction to Research Methodology	2
	Major (Human Resources)	(1) Introduction to HRM (2) Recruitment & Selection	4	Human Resource Planning	4
	OR				
	Major (Marketing)	(1) Introduction to Marketing (2) Sales and Distribution Management	4	Rural Marketing	4
OR					
	Major (Finance)	(1) Introduction to Finance (2) Basics of Financial Services	4	Strategic Financial Management	4
Vertical 2	Minor	E-Commerce I: Digital Banking and Insurance Services	4	E-Commerce II: Marketing and CRM in Banking and Insurance	4
Vertical 3	Open Elective	Web Designing with Word Press [OR] Introduction to Basic Statistics-I	2	Digital Marketing [OR] Introduction to Basic Statistics-II	2
Vertical 4	VSC (Vocational Skill Course)	(HR) OB and HRM [OR] (F) Equity and Debt Markets [OR] (M) Consumer behaviour	2	*	
	SEC	*		(HR) Performance Management and Career Planning [OR] (M) Tourism Marketing [OR] (F) Risk Management	2
Vertical 5	AEC	हिंदी भाषा व्यवहारिक प्रयोग	2	Business Communication Skills II	2
Vertical 6	FP	(FP) Field Project	2	*	
	CEP	*		(CEP) Continuing Education Program	2
	NSS / EW	NSS-III OR Extension Work-III	2	NSS-IV OR Extension Work-IV	2
<b>Total Credits</b>			<b>22</b>		<b>22</b>

### Third Year BMS

Semester - V				Semester - VI	
Vertical		Course Name	Credits	Course Name	Credits
Vertical 1	Major (Mandatory)	Logistics and Supply Chain Management	4	Entrepreneurship Management	4
	Major (Mandatory)	Environmental Management and SDG	4	Operations Research	4
	Major (Mandatory)	(Marketing) CRM	2	(Marketing) Service Marketing	
		(Finance) Innovative Financial Services		(Finance) Structured Finance	
		(HR) Strategic HRM		(HR) Workforce Diversity and Inclusion	2
	Major (Electives)	(Marketing) Product and Brand Management	4	(Marketing) Retail management	
		(Finance) Investment Analysis and Portfolio Management		(Finance) Financial Markets and Institutions	
(HR) Talent and Competency Management		(HR) Employee Compensation and Benefits		4	
Vertical 2	Minor	Minor as per Vertical	4	Minor as per Vertical 2	4
Vertical 4	VSC / SEC (VSEC)	(Finance) Commodity and Derivatives	2	**	
Vertical 6	FP / OJT	Field project in Major/ Minor with primary data collection by students	2	OJT	4
<b>Total Credits</b>			<b>22</b>		<b>22</b>

### Fourth Year BMS

Semester - VII				Semester - VIII	
Vertical			Credits	Course Name	Credits
Vertical 1	Major (Mandatory)	Strategic Management	4	Business Analytics	4
		E-Commerce	4	Conflict and Negotiation Management	4
		Business ethics	4	Design Thinking and Lateral Innovation	4
		Business ethics in practice	2	CSR	2
	Major (Electives)	(Marketing) International marketing	4	Organization Structure Theory and Design (OR) Mergers, Acquisitions and Corporate Valuations (OR) Marketing Research	4
		(Finance) International Finance			
		(HR) Global HRM			
Vertical 6	FP / OJT	OJT	4	OJT	4
<b>Total Credits</b>			<b>22</b>		<b>22</b>

**Add-On Course:** One year Add-On course on Certificate in Computer Applications approved by University of Mumbai.

## **6. ACADEMIC CALENDER**

The Second and Third year academic year 2026-27 will begin from 13<sup>th</sup> June, 2026 as per the University circular. The First year Lectures will start after admission and per the guidelines of the University of Mumbai.

## **7. Attendance**

Attendance at lectures and tutorials is mandatory. Attendance of students at all courses is regulated by University of Mumbai. “For granting terms, attendance of 75% of theory, practical and tutorials (wherever prescribed) separately will be required, out of the total number of lectures, practical’s and tutorials conducted in the term.” The college will grant terms only on the basis of

(a) Satisfactory attendance

(b) Satisfactory performance in Internal / classroom tests (Offline mode) and at the Semester examinations.

(c) Satisfactory completion of the course of study for the term/year for the class to which such a student belongs.

(d) Good conduct.

- Students who do not satisfy these conditions will not be granted terms. This means that such students will not be eligible to take College/ University Examinations.
- The Principal is empowered to excuse absence of students who are required to leave the town where the College is situated for the purpose of taking part in sports held under University or government body for the period during which they are unavoidably absent from the College.
- The College will remain closed on Sundays and all Public Holidays as declared by the Government of Maharashtra and on such other days as the Principal may declare from time to time.

## **8. Code of Conduct and College Regulations**

**8.1 Dress Code:** At Seva Sadan Arts Science & Commerce College we believe in inculcating a sense of discipline. Thus the college observes a dress code all the times. Also on the occasion of guest lectures, seminars etc. students are required to, be formally dressed. A student failing to adhere the dress code will face disciplinary action.

### **8.2 Documents issued by the College: IDENTITY CARD**

The Identity Card is an important document. Every student is required to take a good care of it and must always carry it with oneself. Students are required to show it on demand in the College, in the Library, at any college event during examination and while travelling on local trains. The loss of Identity Card should be immediately reported to the College Office in writing, Along with police complaint copy with a statement of the circumstances in which it was lost. The office will issue a Duplicate Identity Card against payment of Rs. 50/- .At the University Examination all candidates are required to produce, at the examination centers, their identity cards bearing

their photographs attested by the Principal along with their Hall Tickets.

**8.3 Railway Concession:** All students are eligible for concession on railways for local journeys between the stations nearest to the place of their residence in Mumbai and the College; and also for journeys between their place of requested to enter their local and permanent addresses correctly in the

**8.4 Transcripts:** Students desirous of pursuing further studies abroad should apply for transcripts along with necessary fees to the Transcript counter in the office well in advance. After verification of Mark sheets and other relevant papers the college will hand over the transcripts / Recommendation Letter in ten days' time.

**8.5 Duplicate Copies of Documents:** Students who intend to apply for duplicate copies of their statements of marks, certificates of passing, degree certificates as well as special certificates, should produce an affidavit on a non-judicial stamp paper made in that behalf before the metropolitan magistrate or notary appointed by the government to that effect, the reason for the issue of duplicate copy of the aforesaid documents mentioning therein so also, the first information report FIR registered in the police station for the reasons whatsoever, i.e., loss, damage of the same, etc, to check the misuse of the aforesaid documents. On completion of these formalities and payment of necessary fees the required duplicate certificates will be issued to the concerned students accordingly.

## 9. SCHOLARSHIP

The students should fill online form on the website ([mahaeschol.maharashtra.gov.in](http://mahaeschol.maharashtra.gov.in)). If student fail to fill the online form in prescribed time. The student will be considered in open caste and will have to pay the full fees of the course.

### 9.1 MERIT SCHOLARSHIP

- The Seva Sadan Trust provides scholarship to the meritorious and financially weak students of Sindhi Community.
- The Seva Sadan Trust will support meritorious and financially weak students pursuing unaided courses.
- Nihchal Israni Foundation will support meritorious students pursuing unaided courses of Seva Sadan College of Arts, Science and Commerce, Ulhasnagar.

## 10. EXAMINATIONS SCHEME FOR FIRST, SECOND & THIRD YEAR PAPERS (as per NEP 2020)

	Total Marks	Internal	External
Subjects with 2 credits	50	20	30
Subjects with 4 credits	100	40	60

### **10.1 Nature of Punishment in the Examination**

Possession of copying material or any unlawful work in the examinations by the student at the University/College/Institution examination will be punished as per the University of Mumbai Guidelines.

### **10.2 RULES FOR PROMOTION FOR NEXT CLASS**

The rules of promotion for next class as the circular No AAMS\_UGS/ICC/2025-26/38 dated 28th May, 2025 of University of Mumbai. The Circular has been displayed on notice board and college website.

## **11. LIBRARY RULES**

### **11.1 USE OF BOOKS**

Readers are requested to use the books with care. They should not do any marking with pen or pencil in the books, nor should they fold pages, nor try to remove pages from books and magazines or take unissued material out of the library. For serious study a calm and peaceful atmosphere is necessary and we therefore, request the readers to help us maintain such an atmosphere in the Library. Students should refrain from causing disturbance to others or else they will be denied access to library facilities.



**11.2 RE-ISSUE OF BOOKS:** The books must be returned to the library on the date marked on the date slip at the end of the book. As a rule, a book will not be re-issued on the day on which it is returned. It may be issued the next day, if there is no other claimant for it.

**11.3 BOOKS BANK:** The college library has books bank facility. Information and application date for books bank will be displayed on library notice board.

**11.4 DAMAGES AND LOSS:** Every borrower is supposed to check the pages of the book before getting it issued. The last borrower shall be held responsible if the book is found damaged. If a borrower loses the book he shall have to pay the market price plus replacing charges.

### **12. Ragging is Unlawful Activity**

College punishment will be termination of admission then is a police action.

### 13. Name of Faculty and staff members for Academic Year 2025-26

Name	Qualification
<b>Principal</b>	
Dr.Gulabchand K. Gupta	M.Sc., M.Tech., Ph.D.
<b>Department of Management Studies</b>	
Paree Ahuja	M.Com, Microsoft Certified Professional Developer
Nimrata Kurseja	M.Com, B.Ed
Dipika Satnathi	MMS(Fin), M.Com
Pranshu Pandey	B.Tech, MBA
Hema Chetwani	M.Com, B.Ed, PGDFM, GDC&A
<b>Librarian</b>	
Ms. Jyoti Yadav	M.Lib.Sc.
<b>Gymkhana and Sports</b>	
Mr Prakash Chudhari	BA, Dip in Agriculture, MS-CIT
<b>Office Staff</b>	
Ms Bharti Aklulu	M.Com
Ms Naina Makhija	B.Com
Ms Akshita Shirose	B.Com

#### 13.1 Name of Staff for Enquiry and Information

Name of Teacher / Staff	Enquiry & Information Subject
Asst Prof Soniya Lakhyani	BMS course & subjects and Lectures Time Table
Asst Prof Sona Dawra	Test & Examination Time Table and Results
Asst Prof Niraj Mishra	NSS admission and NSS activities
Asst Prof Nimrata Kurseja	DLLE Extension work admission and activities
Asst Prof Dipika Satnathi	Job and Campus Placement related work
Mr Prakash Chudhari	Gymkhana and Sports related work
Ms. Jyoti Yadav	Library and Books, magazine, newspapers related work
Ms. Bharti Aklulu	Admission and office related works
Ms. Akshita Shirose	Govt / NGO Scholarship, Results & any college related work
Ms. Ms Naina Makhija	Railway concession, Admission, any college related work

Dear Parents / Guardians

You are the most vital link between your child / ward and the college. It is highly desirable on your part to keep track of the progress of your child / ward while he / she is in the college. We are always eager to apprise you of the same.

According to the University reforms your child / ward stands to lose a full academic year if he is not following the University Examination norms. To avoid any such unpleasant consequence and to save a crucial academic year of your child / ward, please remain in touch with the college authorities to know the progress of your child at periodical intervals. The Principal and the college authorities will be always eager to help you.

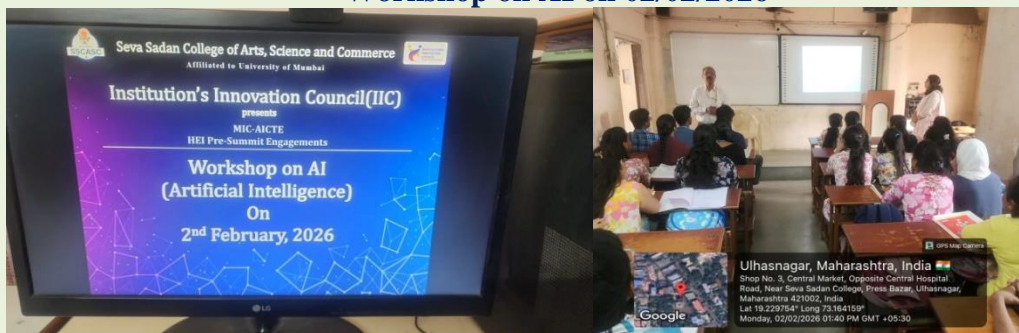
### COLLEGE EVENTS AND ACTIVITIES FOR ACADEMIC YEAR 2025-2026 International Yoga Day on 21/06/2025



OMT 03/12/2025



### Workshop on AI on 02/02/2026



## Celebrating the Birth Anniversary of Dr B.R. Ambedkar 13/04/2026



## Annual Sports Day 2025-26



### Class / Lectures Time

The Class Room Lectures will be conducted between 12.15 pm to 5.15 pm. The Lectures time may change during examinations and activities. Lectures schedule will be displayed on college notice board.

### Principal / Office Communication

Seva Sadan College of Arts, Science & Commerce

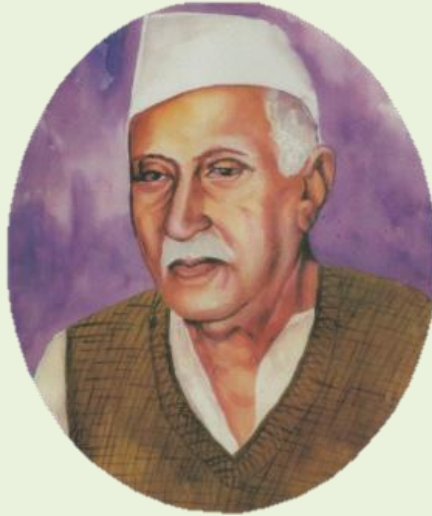
Seva Sadan Marg, Ulhasnagar, Dist Thane, Maharashtra PIN - 421 003.

Phone No.: 0251-2561021

Website: [www.ssasc.edu.in](http://www.ssasc.edu.in)

Office Email: [office@ssasc.edu.in](mailto:office@ssasc.edu.in)

## Seva Sadan's Visionary .....



### LATE SETH PARSRAM PARUMAL DABRAI

FOUNDER OF SEVA SADAN



Seva Sadan is engaged since 1950 in providing educational services. Late Baba Parsram Parumal Dabrai was its Founder and it was his courage of conviction and foresight that brought education to masses at all levels without any distinction of caste, colour and clime and today the following institutes are established and managed by Seva Sadan.

- Seth Parsram Parumal New Era High School & Junior College
- New Era Sindhi & Hindi Primary School with Balmandir
- New Era English Primary School
- R. K. Talreja College of Arts, Science and Commerce
- Seva Sadan College of Education
- Seva Sadan College of Arts, Science and Commerce
- Seva Sadan College of Design Studies

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