



Bombay Suburban Art & Craft Education Society's  
**SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT & RESEARCH**



An ISO 9001:2015 Institute approved by AICTE, New Delhi & DTE, Maharashtra , Affiliated to University of Mumbai & Recognized by Government of Maharashtra



**A.Y. 2024-2025**

**B. COM.**

**(Management Studies)**

**Brochure**



# ABOUT SRBS

Welcome to Sheila Raheja School of Business Management & Research (SRBS), a premier B-School affiliated to the University of Mumbai and located in the "Queen of Mumbai's Suburbs" – Bandra. At SRBS, we are dedicated to shaping the future leaders of tomorrow by offering an unparalleled educational experience that blends academic excellence with real-world relevance.

Our roots in the field of education can be traced back to 1952 with the foundation of our parent trust “The Bombay Suburban Art and Craft Education Society”. The Society received its Certificate of Registration under the Bombay Public Trusts Act, 1950 on April 27, 1959. The Bombay Suburban Art & Craft Education Society (BSACES) aims to provide meaningful and relevant education rooted in the universal religious philosophies of the world and immersed in rich Indian heritage and culture.

By choosing SRBS, you are not just enrolling in a business school; you are becoming part of a vibrant community dedicated to innovation, research, and excellence. Our graduates are equipped to thrive in diverse and challenging environments, ready to take on managerial and leadership roles in the global marketplace.

Be a part of our vision to create a resilient and prosperous future. Empower yourself with the education and skills needed to succeed in today's dynamic world. Join SRBS and take the first step towards a promising career and a fulfilling life.

# NATIONAL EDUCATION POLICY, 2020 (NEP)

National Education Policy (NEP), 2020 envisions a massive transformation in education through – “An education system rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high quality education to all, thereby making India a global knowledge superpower”.

In Higher Education, NEP 2020 provides valuable insights and recommendations on various aspects of education that include moving towards multi-disciplinary and holistic education, integration of technology, engaging blended teaching pedagogy, valid reliable and blended assessment.

The NEP 2020 aims to make B. Com. (Management Studies) programs more flexible, multidisciplinary, skill-oriented, and aligned with global standards. By incorporating these changes, the policy seeks to equip students with the knowledge, skills, and values necessary to excel in the dynamic field of management.

In an effort to adopt and implement NEP 2020 at the institute level, Sheila Raheja School of Business Management & Research, affiliated to University of Mumbai, is offering the new B. Com. (Management Studies) program that encompasses all aspects of NEP 2020 for preparing our youth to meet the diverse national and global challenges of the present and the future.

# B. Com. (Management Studies)

Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily life. So the learners need to know about all aspects from rural development to creating artificial intelligence. They will understand how to develop India, one of the five most powerful economies in the world. It is expected that the learners should learn how to develop our economy and management for the future generation from these managerial facets.

## Aims and Objectives

- To expose the learners to fundamentals of concept testing in the field of management studies.
- To orient the students with a learner-centric approach in the domains of specialization in management studies.
- To equip the students through a bottom-up approach in understanding the global perspectives of managerial aspects in the economy.
- To provide a fillip to employability of learners through exploring the various dimensions of management studies.

## Learning Outcomes

- Learners will learn the approach of management in the given circumstances.
- They will get acquainted with the corporate management to government management.
- They will understand the various financial concepts and their use in the related areas.
- Learning of marketing aspects will give them an array of opportunities in the marketing areas.
- Human resource management will enable them to identify the reality grounds of the HR sectors in the organization.

The main course of action typically involves a curriculum divided into Major subjects, Open electives, and Minor courses spread across semesters.

**Note: As per University of Mumbai the nomenclature of the existing BMS program is changed to B. Com. (Management Studies) vide University of Mumbai Circular No. AAMS\_UGS/ICC/2024-25/02 dated 24<sup>th</sup> May 2024**

## First Year B. Com. (Management Studies) Model 1 (M1) (Academic Level 4.5) #

Semester	Subject Combinations	VSC (Related to core) & SEC/VSEC	Minor Basket	OE BASKET (Other Faculty)
	<b>Major Courses (Mandatory):</b>	<b>Vocational Skill Courses: #</b>		<b>Open Electives: #</b>
<b>I (ONE)</b>	Principles of Management – I (4 Credits)	<b>VSC:</b> Information Technology in Business Management (2 Credits)	-	Marketing Mix – I (2 Credits)
	Bhartiya Theory of Management Styles (2 Credits)	<b>SEC/VSEC:</b> Business Start Up Skills (2 Credits)	-	Case Studies in Management (2 Credits)
	<b>AEC (Mandatory):</b>	<b>Value Education Course Basket (Any 1): (2 Credits) #</b>		<b>IKS: Indian Knowledge System Course Basket (Any 1): (2 Credits) #</b>
	Business Communication Skills – I (2 Credits)	- The Consitution of India		- Indian Knowledge System Series (Generic) - I
		- Introduction to Law of Torts & Consumer Protection Act		- Indian Knowledge System Series (Generic) - II
		- Laws related to Intellectual Property Rights		- Indian Knowledge System Series (Generic) - III
		- Fundamental of People's Skills		
		- Foundation of Behaviourial Skills: Basic Level		
				<b>OJT, FP, CEP,CC, RP Course Basket (Any 1): (2 Credits) #</b>
				- Introduction to Cultural Activities
				- NSS / DLLE / Community Engagement & Service (CEP) activities
				- Introduction to Sports, Literacy related to Physical Fitness, Health & Hygiene and Yog

Semester	Subject Combinations	VSC (Related to core) & SEC/VSEC	Minor Basket	OE BASKET (Other Faculty)
	<b>Major Courses (Mandatory):</b>	<b>Vocational Skill Courses: #</b>	<b>Minor Basket</b>	<b>Open Electives: #</b>
II (TWO)	Principles of Management – II (4 Credits)	<b>VSC:</b> - Foreign Exchange Market & Derivatives (2 Credits)	Industry & Service Management (2 Credits)	Marketing Mix – II (2 Credits)
	Global Management Theories & Styles (2 Credits)	<b>SEC/VSEC:</b> MS Office (2 Credits)	-	Leadership Management <b>Or</b> Data Analysis using MS Excel (2 Credits)
	<b>AEC (Mandatory):</b>	<b>Value Education Course Basket (Any 1): (2 Credits) #</b>		<b>OJT, FP, CEP,CC, RP Course Basket (Any 1): (2 Credits) #</b>
	Business Communication Skills – II (2 Credits)	- The Constitution of India		- Introduction to Cultural Activities
		- Introduction to Law of Torts & Consumer Protection Act		- NSS / DLLE / Community Engagement & Service (CEP) activities
		- Laws related to Intellectual Property Rights		- Introduction to Sports, Literacy related to Physical Fitness, Health & Hygiene and Yog
		- Fundamental of People's Skills		

# : Subject to Curriculum guidelines of University of Mumbai

**AEC:** Ability Enhancement Skills

**OJT:** On-Job Training/ Internship

**FP:** Field Project

**CEP:** Community Engagement & Service

**CC:** Co-curricular Course

**RP:** Research Project

# PROGRAMME DISTINGUISHERS

- ❖ Add-On Certification Courses
- ❖ MHRD, GOI sponsored NPTEL courses
- ❖ Study-Tours, Rural Visits and Field Visits
- ❖ Live projects
- ❖ Project based learning
- ❖ Learned faculty members having industry experience
- ❖ Research oriented Teaching – Learning process
- ❖ Strong Alumni – Connect
- ❖ Robust Institute – Industry Interactions
- ❖ Overall Personality Development

# NURTURE YOURSELF @ SRBS

- SRBS, which is at the fountain-head of knowledge, enjoys an Envidable Reputation as a seat of learning in keeping with world-class institutes.
- SRBS provides a holistic approach to Quality Education.
- SRBS endeavors to turn out Competent and Wholesome Scholars and Students capable of facing the challenges of a changing environment.
- SRBS impresses upon its learners that career growth is an Odyssey where success is a journey not a destination.
- SRBS emphasizes not just on a learned faculty but also a learning faculty who is dedicated to a Life of Service.
- SRBS is fast emerging as a hub for Quality Education.
- SRBS draws Regular and Guest Faculties of best mind from the Academia and the Corporate World.
- SRBS aims to present a global perspective on the changing Indian Business Landscape.
- SRBS cutting-edge technology and infrastructure serve as Quality Assurances.
- SRBS focus is on Training, Research and Development.
- SRBS firmly advocates transparency and good governance.— today's LEARNERS, tomorrow's LEADERS.



# OUR MENTORS



**Mr. Shyam Wadhvani**

**President**

Bombay Suburban Art &  
Craft Education Society



**Mr. Arvind Tiwari**

**Hon. General Secretary**

Bombay Suburban Art &  
Craft Education Society



**Dr. Harish Kumar S. Purohit**

**Director**

Sheila Raheja School of Business  
Management and Research

# VISION & MISSION

## Vision

Sheila Raheja School of Business Management and Research (SRBS) is committed to being an internationally acclaimed management institute which focuses on quality education and innovative research.

## Mission

- To be an internationally acclaimed management institute for all stakeholders
- To impart quality management education for all students and unleash their high potential
- To ensure cutting edge technology and state of the art infrastructure that will enable teachers to nurture innovative pedagogy and learning methods for students
- To build a strong research culture



NAAC Accredited for 5 years in the second cycle from 09/05/2024 to 08/05/2029

# COMMITTEES

Board of Governors

Internal Quality Assurance Cell (IQAC)

SC / ST Committee

Anti – Ragging Committee

Institution's Innovation Council (IIC)

College Development Committee (CDC)

Students Grievance Redressal Committee

Internal Complaints Committee

Student Placement Committee

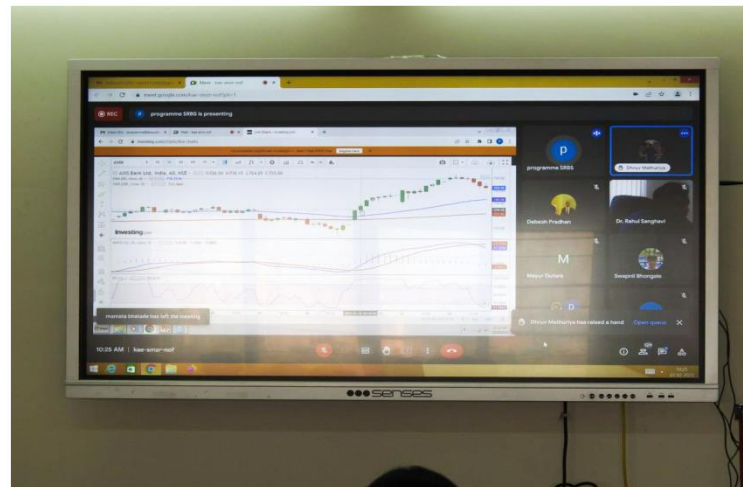
Sheila Raheja School of Business Management and  
Research Alumni Association

# State-of-Art Infrastructure



## Classrooms

## Smart Classroom



# Our Infrastructure (cont.)



**Computer Centre (Lab)**



**Library**



**Auditorium**



**Seminar Room**

# Our Infrastructure (cont.)



**Conference Room**



**Language Laboratory**



**GD & PI Room**



**Tutorial Room**



**Research Room**



**Counselling Room**

# Our Infrastructure (cont.)



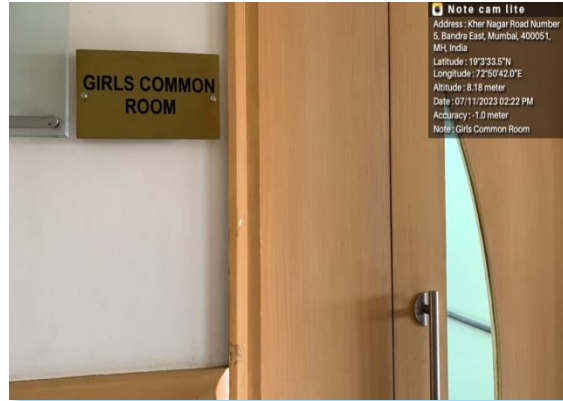
### Recreational Facilities



### Canteen



### Outdoor Sports



Note cam lite  
Address : Kher Nagar Road Number 5, Bandra East, Mumbai, 400051, MH, India  
Latitude : 19°33.5'N  
Longitude : 72°50'42.0"E  
Altitude : 8.18 meter  
Date : 07/11/2023 02:22 PM  
Accuracy : 1.0 meter  
Note : Girls Common Room



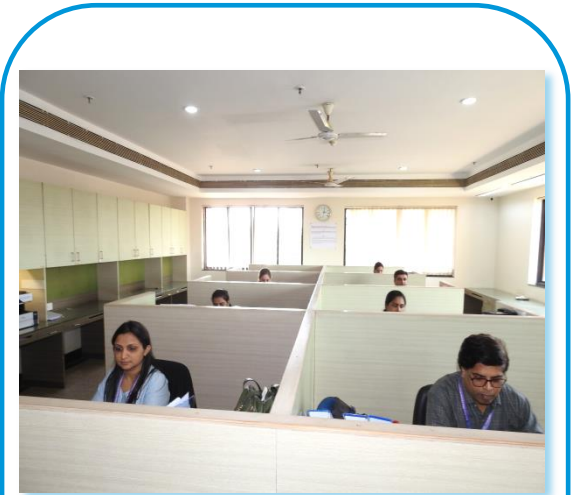
Note cam lite  
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Longitude : 72°50'44.7"E  
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Date : 07/11/2023 02:43 PM  
Accuracy : 1.0 meter  
Note : Boys Common Room

### Common Rooms

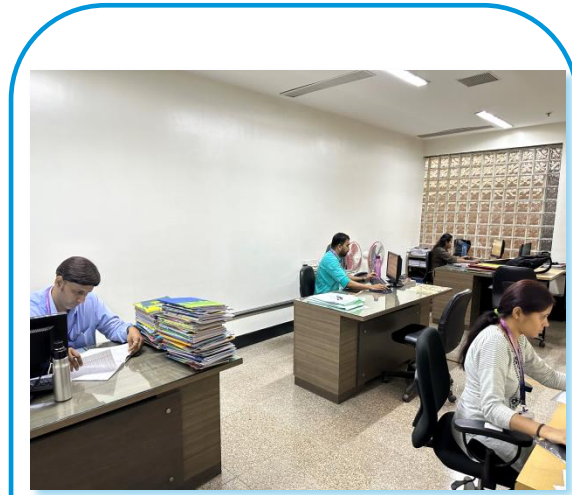
# Our Infrastructure (cont.)



**Director's Cabin**



**Faculty Rooms**



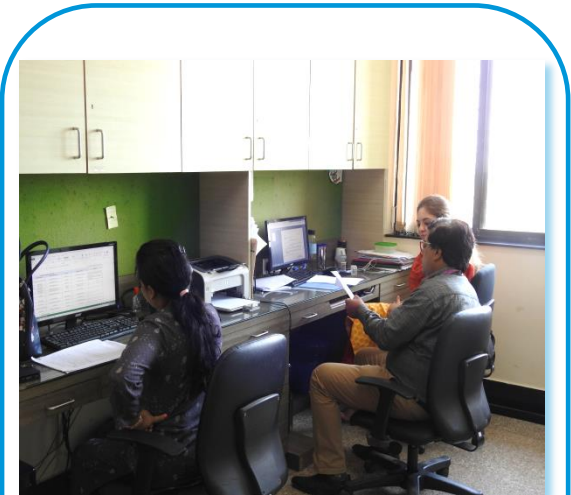
**Faculty Rooms**



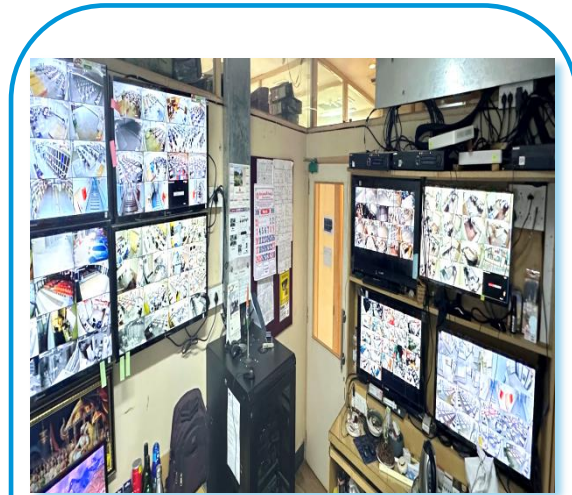
**Administration Office**



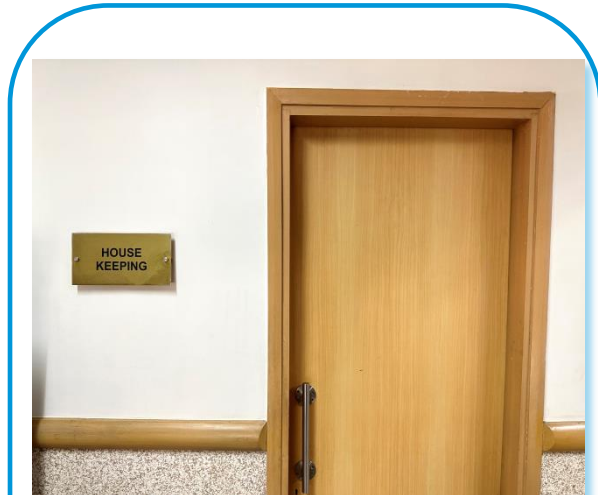
**NAAC / IQAC Room**



**Placement Cell**



**CCTV Surveillance Room**



**Housekeeping Room**



# Our Infrastructure (cont.) – Safety & Security, Our Prime Concern



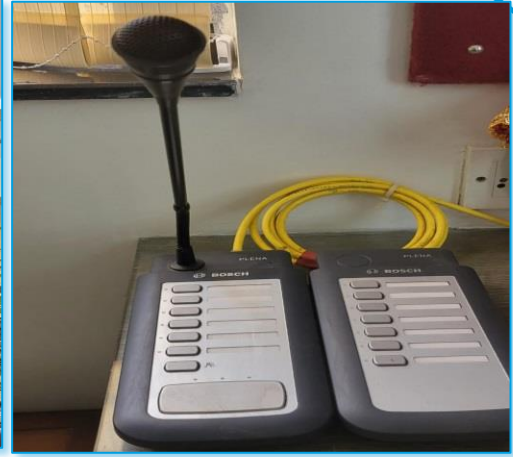
**Sprinklers & Smoke Detectors**



**CCTV**



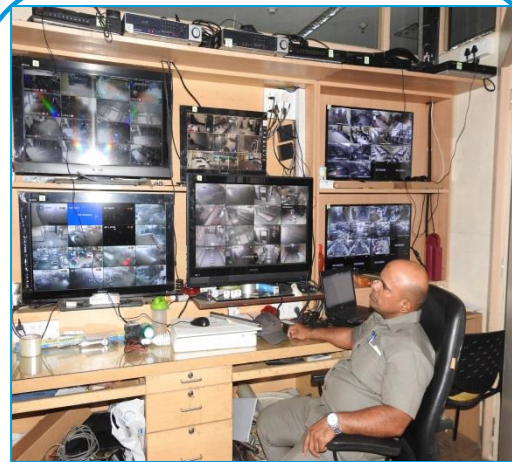
**Fire Extinguishers**



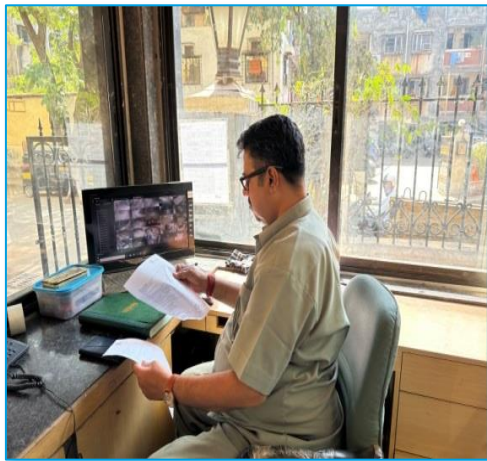
**Public Announcement System**



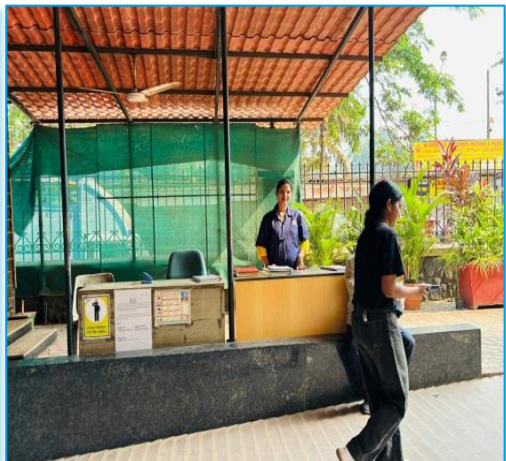
**Fire Retardant Door**



**CCTV Surveillance Room**



**Security Room With CCTV Surveillance**



## Divyangjan Friendly Campus



## Incubation Centre



## Student Support



A Library is Infinity under a roof...

### Print Books

5423 Titles and  
9003 Volumes

### J-Gate

20437 International  
Journals  
1545 National Journals

### E-Books Databases

EBSCO: 11680  
Pearson: 15510

Seven International  
Print Journals

Twelve National  
Print Journals



Project  
Reports

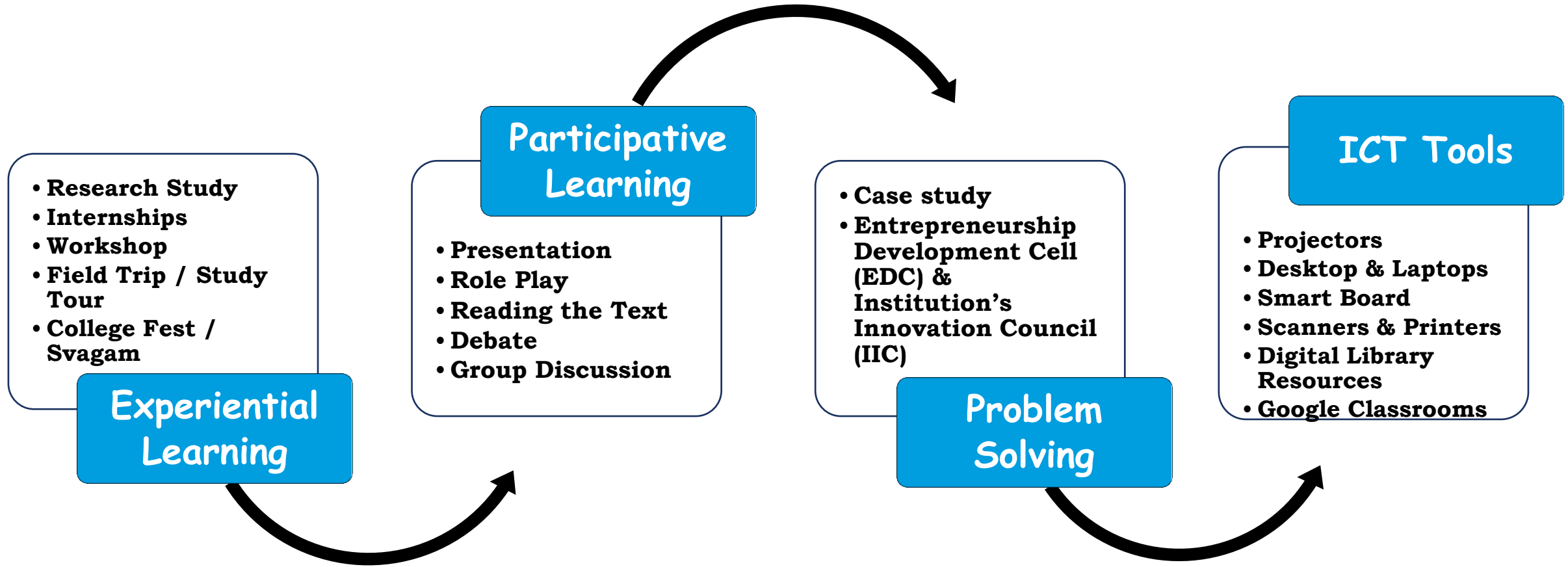
E  
-  
Resources



# LIBRARY E-RESOURCES



# STUDENT - CENTRIC APPROACH



**Emphasis on Experiential Learning:** The art of “Learning by Experience” embraces the capabilities & confidence of the students to prepare them for real-world challenges.



Visit to MSME



Visit to MSME



Visit to NSE



Study Tour



Inter-collegiate Fest SVAGAM



Visit to NSE

## Emphasis on Participative Learning:

This enhances students' team building skills & boost their confidence much needed for the VUCA world



Case Study Presentation



Youth Festival



Reading The Textbooks



Business Plan Presentation



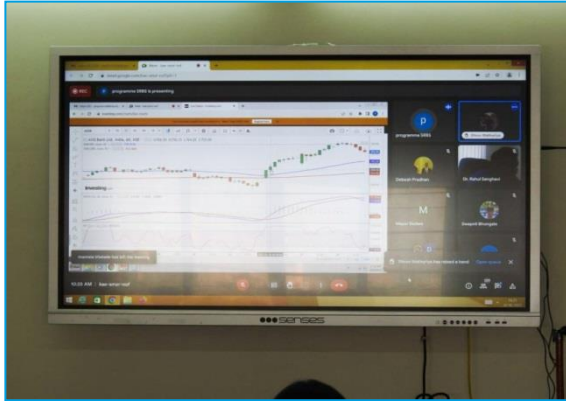
Debate Competition



Debate Competition

## Emphasis on ICT Tools:

ICT tool enhances students' engagement, connect, understanding & overall learning experience.



Smart / Digital Board



Library Resources



Language Lab



Computer Centre



Projector based Classroom



Language Lab



## Blood Donation Camps



## COVID-19 Vaccination



# OUR STUDENTS, OUR PRIDE !



Our students won the **First Prize** in **Cartooning** competition, **Second Prize** in **Skit** and **Third Prize** in **Swarvadya** competition. Our skit “**App ka Jin**” won **Third Prize** at **University of Mumbai Finals**.

**University of Mumbai** felicitated our Institute for successfully organizing this Youth Festival in the presence of Vice-Chancellor of University of Mumbai and Padmashri Shri. Suresh Wadkar ji.

# OUR STUDENTS, OUR PRIDE !



Mr. Rohit Durge won Chess Competition in Chakravayuh, an Intercollegiate event at Lala Lajpatrai Institute



Mr. Harsh Jethwa (FYBMS): 2nd Position-Powerlifting, Sports Foundation Navi-Mumbai.



Mr. Jivan Khamkar won SILVER Medal in National Kickboxing Championship 2023 organised by World Association of Kickboxing Organization (WAKO India) held in Jharkhand at National Level.



**& Many More.....**

# CODE OF CONDUCT



## General

- Ragging inside or outside the campus is strictly prohibited.
- Everyone in the institute must maintain cleanliness in the premises.
- No food items are allowed in the Classroom, Library and Computer Centre.
- Consumption of tobacco, smoking or alcoholic beverages and other addictive products is strictly prohibited on the campus.
- It is mandatory to wear Identity Cards in the campus.
- Damage to Institute property will invite disciplinary action.
- Two students shall be nominated from each semester/specialization as Class Representatives. Interested students should submit their nomination forms to the Program Co-ordinator. The selection criteria would be:
  - ✓ Past Academic Records
  - ✓ Previous Experiences
  - ✓ Commitment Level assessed through the interview.
- In case the nominated candidate fails to discharge his/her duties to the satisfaction of the class/institute authorities, he/she shall be replaced.
- Any grievance pertaining to the administrative staff, teaching faculty and infrastructural facilities must be addressed through the Class Representative, who shall take it up with the Program Co-ordinator.
- In case of lecture cancellation, it is the responsibility of the Class Representative to inform the students through the agreed channel of communication. The Institute shall however, put the information of the cancelled lectures on the notice board and respective WhatsApp groups well in advance.
- Class representatives are discouraged from arranging extra lectures, guest lectures or canceling lectures without any prior permission of the Program Coordinator/Incharge.
- The primary mode of communication with the students is the Notice Board. Students are advised to go through the notice boards every day.
- All students are provided with an Identity Card which has to be collected from Administration office. Issue of duplicate Identity Cards will be done on payment of a fine of Rs. 50/-.
- Students are requested to keep safety procedures in mind at all times. Fire extinguishers are placed at strategic locations in order to ensure the safety of everyone in our Institute. Tampering with fire extinguishers is a serious offence.
- Prior written permission from the Director should be obtained for all functions/ get-together/ events on and off campus. Students should not use the Institute's name for any activity conducted outside the campus without the permission of Director.
- Students are advised against indulging in any political or notorious activity that would cause injury to self and others. The institute reserves the right to cancel the admission of such students.
- Students are advised against bringing or inviting any outsiders without the consent of the authorities.





### **Attendance, Punctuality & Deadlines**

- A student must have a minimum of 75% attendance in each subject. Attendance is a part of internal assessment. In case of genuine medical/professional/other reasons for lack of attendance, the student is required to intimate the institute in writing immediately with supporting documents.
- Any leave without written intimation will be treated as unauthorized leave.
- For any type of absenteeism, prior intimation is to be given in writing to the Program Co-ordinator. In case of emergency situations, intimation must be given on phone (SMS) and e-mail within 24 hours. Any leave without written intimation will be treated as unauthorized leave and will be reflected in the records.
- In case of prolonged medical leave, the student should produce a Medical Certificate from a Registered Medical Practitioner supported by a letter from the Parent/Local Guardian.
- Students are advised not to miss lectures, workshops, seminars, placement activities, local study tours and inter-institute events. They are also advised not to miss lectures in any subject for the sake of project or fieldwork in any other subject. Work on such activities must be done outside the class hours.
- Classes are expected to begin on time. Late coming is not permitted. Faculty has the authority to take appropriate action to deal with cases of late coming in consultation with Program Co-ordinator.
- Students are required to be present for all events of the institute, including the Annual Convocation (Degree Distribution Ceremony) of their batch, Seminars, Guest Lectures, Workshops, Local Study Tour and other events as intimated on the Notice Board. Absence from such activities shall invite disciplinary action.
- Students are requested to honour deadlines for submissions of projects, reports, assignments etc. as applicable to the concerned subject teacher.

### **Dress Code**

- The dress code for boys is western formals.
- The dress code for girls is Western or Indian formals. Hair must be neatly tied. Sleeveless and short dresses are prohibited.
- During formal events/activities, students are expected to wear institute blazer suit.

### **Office Rules and Regulations**

- The office timings are from 9.00 a.m. to 5.30 p.m. except on Sundays and Public Holidays.
- Any student whose fees/payments are outstanding shall not be allowed to appear for the exams. Access to library and computer centre will also be withdrawn if fees /payments are outstanding.
- Students are not allowed to make any personal telephone calls from the Institute's Landline.
- Students will be issued railway concession forms, certificates and other official letters after three days of submitting the application for the same.
- Students will be issued transcripts on payment of Rs.1000/-
- For any other administrative assistance students should contact the Administration office during working hours.



### **Library Rules and Regulations**

- Timings: Monday to Saturday 8.30 am to 6.00 pm. Library remains closed on Public Holidays for students.
- Bag(s) are to be placed on the racks provided.
- Cell phones/Laptop are NOT allowed inside the Library.
- Consumption of food items or drinks (except water in the water bottle) is NOT allowed inside the Library.
- Pin-drop silence and maintaining library decorum is mandatory.
- Any damage to the Library Property will be dealt with disciplinary action.
- Maximum **2** Books/study materials are issued against a Library card to every student for a week. After **7** days of the issuance, the borrower of the books/study material has to return. The same book if required will be re-issued next day for another **7** days. **Rs.10** per day fine will be charged if book/study material is not returned within the allowed issuance period. Students with pending dues cannot issue new books/study materials until payment is made.
- The library card is valid for the entire term (Program duration) and must be returned at the end of their term along with any previous library cards, if any. If not submitted then **Rs. 50** fine will be charged for the loss of the library card.
- Popular/books in demand, can only be borrowed for **4** days.
- If issued Books/study materials are lost, students are required to inform the Library immediately to avoid levying further fines and follow the guidelines related to replacement cost along with the fine on a pro-rata basis.
- If Library Card is lost, Duplicate Library Card shall be issued on written request and payment of duplicate Library Card charges.

### **Computer Centre Rules and Regulations**

- Timings: Monday to Saturday 9.30 am to 6.00 pm. Computer Centre remains closed on Public Holidays for students.
- Use of mobile phone(s) is NOT allowed in the Computer Centre.
- Consumption of eatables is NOT allowed in the Computer Centre.
- Turn off the Computer System and its electric power supply switch while leaving.
- Maintain silence in the Computer Centre.
- Keep the Computer Centre clean and use a dustbin to throw paper waste, if any.
- Scan your portable devices before accessing them.
- Bags are NOT allowed on the computer desk and are to be placed on the racks provided.
- At Sheila Raheja School of Business Management & Research (SRBS), we respect Intellectual Property Rights (IPR), and hence all our computing facilities have licensed software(s). We do NOT allow any pirated / unauthorized software installations on our computers.



### Feedback Mechanism

- The institute has a well-established feedback mechanism for communication of student's perception.
- All students should get involved in this mechanism seriously as it truly helps the institute to improve the quality of teaching and services provided by the Institute.

### Examination Guidelines

- Any breach of the requirements relating to examinations and assessments, whether committed intentionally or unintentionally may be regarded as "misconduct" and dealt with under discipline procedure of the University / Institute.
- The students will be evaluated for 100 marks in each subject/course. The evaluation will be based on internal assessment, class test, projects / presentations and Semester End Examinations.
- The learners shall obtain minimum of 40% marks (i.e. 40 marks out of 100) to pass the course and minimum of Grade P to pass a particular semester. As per NEP, 40% Internal, 60% External, Semester End Examination. Students have to pass both Internal and External Examination.
- An Invigilator shall have the power to exclude a student from an examination on the basis of misconduct or use of unfair means/practices, as per the guidelines of University of Mumbai. The invigilator shall submit a written report of the circumstances to the Examination Incharge, immediately after the examination.
- Consideration will be given to *requests for special examination arrangements to be made for students with disabilities*. A writer shall be allowed on prior request for the examination on medical grounds accompanied by supporting evidence substantiating the disability or disadvantage as per guidelines of University of Mumbai/Competent Authority.
- Cases of students indulging in unfair means during the exams will be reported to Examination In-charge. The decision of the Director will be final and binding on the student.
- *If a student is not satisfied with the marks obtained in any subject, he/she may seek re-evaluation by paying fees of Rs.250/- for Open Category students and Rs.125/- for students belonging to SC/ST/EBC/DT/NT category. The result of the verification shall be final and binding on the student.*



## RULES & REGULATIONS

# DOCUMENTS REQUIRED FOR B. COM. (MANAGEMENT STUDIES) ADMISSION

1.	Pre-Admission Online Registration Form of University of Mumbai
2.	S.S.C. (Xth) Marksheet & Passing Certificate
3.	H.S.C. (XIIth) Marksheet & Passing Certificate
4.	Leaving/Transfer Certificate (Transfer Certificate if applicable)
5.	Domicile/Birth Certificate
6.	Ration Card
7.	Aadhar Card as desired by the regulatory authorities
8.	Caste Certificate (For Reserved Category Students)
9.	Income Certificate from Tehsildar (For Reserved Category Students)
10.	Non-creamy Layer Certificate for OBC/VJNT/SBC Students
11.	GAP Certificate (If Applicable)
12.	Migration Certificate (If Applicable)
13.	Any other identity documents (Driving License, PAN Card if Applicable)
14.	Photographs (3 identical Passport Size)
15.	Declaration/Undertaking from the Student & Parents
16.	Anti-Ragging Affidavits to be submitted Online by the Candidate on <a href="http://www.antiragging.in">http://www.antiragging.in</a>





# Transforming Education

**College Code : 972**



**Address:**

Administration office, 4<sup>th</sup> Floor,  
Raheja Education Complex, Kher Nagar, Opp.  
Chhatrapati Shivaji Ground, Bandra (East)  
Mumbai- 400051, Maharashtra, INDIA.

**Phone:**

- +91-9867969713
- 022-31218758

**Email:**

- admissions@srbs.edu.in
- admin@srbs.edu.in

**Website:**

[www.srbs.edu.in](http://www.srbs.edu.in)