



MAEER's

Arts, Commerce & Science College Pune India

ESTD.: 2004

(Affiliated to Savitribai Phule Pune University) Accredited with 'A' Grade by NAAC

13 Glorious Years of Academic Excellence



Programmes Approved by Savitribai Phule Pune University

Post Graduate Programmes

M.Sc. (Comp. Sci.)

Master in Computer Science

M.Com.

Master in Commerce

M.A. (MCJ)

Master of Arts in
Mass Communication & Journalism

PGDIB

Post Graduate Diploma in
International Business





Founder's Message

Degrees alone make not an educated man. It is men of character who can change this world. Education must be rooted in firm principles and nurtured on right values.

MIT SOM, MIT SOM College & MACS College are here to equip the youth to develop into winning personalities and complete human beings. What makes them stand apart is the value based education they offer and the unique blend of Science and Spirituality. Both the colleges have an infrastructure of international standards, state-of-the-art –campus and a dedicated and excellent faculty.

With our value based education, I am sure that students of MIT SOM, MIT SOM College & MACS College with wide exposure to academic and professional discipline will leave a mark of their services wherever they go and tackle the challenges faced by them, effectively and efficiently.

Prof. Dr. Vishwanath D. Karad
Founder, Executive President and Managing Trustee,
MAEER'S MIT Group of Institutions, Pune, India.

Vice President's Message

Today, business environs are exceeding volatile and business houses have to ceaselessly reinvent themselves. MIT SOM, MIT SOM College & MACS College are committed to train students to be highly effective and competent in this ever-changing scenario.

Our goal is to harness the vast potential of each student and during their tenure in our campus; we hone their academic skills to a fine perfection. With an excellent faculty and state-of-the-art facilities, backed by a steadfast value system, MIT SOM, MIT SOM College & MACS College are committed to shaping global leaders of tomorrow.

Rahul Vishwanath Karad
OPM, Harvard Business School,
Massachusetts, USA,
Vice President,
MAEER'S MIT, Pune



A Dream "To Lead" A Dream "To Succeed"

Vision

- To impart education that generates good citizens with academic excellence and a strong commitment to society.
- To perpetuate value based education favorable to the progress of self and society so as to promote peace and harmony.
- A dream to lead, a dream to succeed.

Mission

- To provide cutting edge education in science, business and technology, leading to the intellectual development of youth by exploring their potential and raising employability.
- To inculcate moral and ethical values in students that empowers them to be good human beings for building a strong nation.
- To provide congenial academic atmosphere and enhance research competencies

About us

MAEER's Arts, Commerce and Science College is one of the leading institutions of MAEER's Group of Institutions affiliated to Savitribai Phule Pune University. In the very first attempt College has achieved accreditation with 'A' grade by NAAC, Bangalore. We aim at giving academic excellence blended with grooming the skills of students to suit the needs of the day.

MAEER's Arts, Commerce & Science College, Pune

Why MACS College?

- Accredited with 'A' grade by NAAC
- Efficient placement cell with 100% placement assistance
- State of art infrastructure
- Well equipped and automated library
- Exposure to social activities and industry
- Need based value addition programs
- Projects based learning
- Education blended with spirituality & culture

Programmes at MACS College

Undergraduate Programmes

- B.Sc. (Computer) - Intake: 160 • B.Com. - Intake: 240
- B.A. (Economics) - Intake: 120

Postgraduate Degree Programmes

- Master In Journalism & Mass Communications (M.J.M.C)
- M.Sc. Computer Science • M.Com.

Value Added Programmes

- Foreign Language Certificate Programmes of Pune University
 - French • Japanese • German
- Business English Certificate Programme of University of Cambridge, U.K.

M.Sc.

(Comp. Sci.)

Master of Science (Computer Science)
(Approved by Savitribai Phule Pune University)

Intake : 60 | Duration: 2 years full time

Credit Based System

Eligibility

Bachelor of Computer Science or BCS with 50% marks OR B.E. in Computers/IT/Electronics & Telecom with 50% marks from any recognized University.

Admission Procedure

Merit based on score of Common Entrance Test conducted by the college and percentage of marks scored at graduation.

Objectives of the Course

- To nurture the students to become professional computer experts.
- To equip the students with recent skills in the Computer Science and Information Technology.
- To build up the platform for the research and innovation in the field of Computer Science.

Course Structure

Code	Subject	Semester I
CS-101	Principles of Programming Languages (Core)	
CS-102	Advanced Networking (Core)	
CS-103	Distributed Database Concepts (Core)	
CS-104	Design and Analysis of Algorithms (Core)	
CS-105	Network Programming (Core)	

Minimum Credit : 25, Maximum Credit : 25, Core Subject is compulsory.

Code	Subject	Semester II
CS-201	Digital Image Processing (Core)	
CS-202	Advanced Operating Systems (Core)	
CS-203	Data Mining and Data Warehousing (Core)	
CS-204	DOT NET (Core)	
CS-205	Project (Core)	
CS-206	Artificial Intelligence (Elective)	

Minimum Credit : 25, Maximum Credit : 30, Core Subject is compulsory. From elective courses student can select one course for minimum credit and two for maximum credit.

Code	Subject	Semester III
CS-301	Software Metrics & Project Management (Core)	
CS-302	Mobile Computing (Core)	
CS-303	Soft Computing (Core)	
CS-304	Web Services (Elective)	
CS-305	Project (Elective)	
CS-306	Database and System Administrator (Elective)	
CS-307	a) Advance DAA (Elective) b) Functional Programming (Elective)	

Minimum Credit : 25, Maximum Credit : 35, Core Subject is compulsory. From elective courses the student can select two courses for minimum credit and four for maximum credit.

Code	Subject	Semester IV
CS-401	Industrial Training / Institutional project (Core)	
CS-402	Parallel Computing (Elective)	
CS-403	Embedded System (Elective)	
CS-404	Software Quality Assurance (Elective)	

Core Subject is compulsory. If the student has completed 85 credits within three semesters, then he/she need not select any elective course; otherwise the student should select one or two elective courses to complete 100 credits.

M.Com.

(Master of Commerce)

(Approved by Savitribai Phule Pune University)

Intake: - 60 | Duration: - 2 years full time

Credit Based System

Medium of Instruction - English

Eligibility

- The student shall have passed B.Com/B.B.A/B.C.A/B.B.M (IB) exam of any recognised university or any graduate from faculty of commerce.
- Merit list will be decided on the basis of marks scored at Graduation.

First Year M.Com.

Subject Types	Code	Subject	Semester I
Core Compulsory	101	Management Accounting	
	102	Strategic Management	

Subject Types	Code	Subject	Semester II
Core Compulsory	201	Financial Analysis and Control	
	202	Industrial Economics	

To Choose any one group of the following

Group C (Advance Cost Accounting and Cost System)

Special Subject	107	Advance Cost Accounting	
	108	Costing Techniques & Responsibility	

Special Subject	207	Application Cost Accounting	
	208	Cost Control & Cost System	

Group G (Advance Banking and Finance)

Special Subject	115	Legal Framework of Banking	
	116	Central Banking	

Special Subject	215	Banking Law & Practices	
	216	Monetary Policy	

Group H (Advance Marketing)

Special Subject	117	Marketing Techniques	
	118	Consumer Behavior	

Special Subject	217	Customer Relationship Management & Retailing	
	218	Services Marketing	

Second Year M.Com.

Subject Types	Code	Subject	Semester I
Core Compulsory	301	Financial System	
	302	REsearch Methodology for Business	

Subject Types	Code	Subject	Semester II
Core Compulsory	401	Capital Market & Financial Services	
	402 (A)	Industrial Economic Environment	

To Choose any one group of the following as per your Specialization

Group C (Advance Cost Accounting and Cost System)

Special Subject	307	Cost Audit	
	308	Management Audit	

Special Subject 4	407	Recent Advances in Cost Auditing & Cost System	
	408	Project Work	

Group G (Advance Banking and Finance)

Special Subject	315	Foreign Exchange	
	316	International Finance	

Special Subject	415	REcent Advances in Banking & Finance	
	416	Project Work	

Group H (Advance Marketing)

Special Subject	317	International Marekting	
	318	Marketing Research	

Special Subject	417	Recent Advances in Marketing	
	418	Project Work	

Note :

- For Subject details refer to Syllabus published by Savitribai Phule Pune University.
- Students will have to secure more than 75% of attendance in order to appear for the Exam as per the norms of SPPU
- A student can select any one of the specialization subject which should be common for all the semesters and the specialization subject will be offered subjected to the enrollment of minimum 15

- students, for the respective subject.
- Additional Skill Development Programmes (4 credits) will be evaluated internally according to the norms of the university for semester (III) & (IV). Introduction to Cyber Security is for Semester (I), (II), (III) & (IV). Human Rights is for Semester (I) & (II).



M.A. (MCJ)

Master of Arts (Mass Communication & Journalism)

(Approved by Savitribai Phule Pune University)

State-of-the-Art facilities for practicals will be provided at Rajbaug Educational Campus, Loni-Kalbhor, Pune-Solapur Highway.

Intake: 60 | Duration: 2 years full time

Credit Based System

Eligibility

Bachelor's degree in any stream from a statutory university. Candidates who have appeared for their final (third) year degree examination may also apply and appear for the entrance exam. Admission will be confirmed on submission of graduation mark-sheet.

Admission Procedure

Written exam based on General Knowledge, Language Skills and Media Aptitude followed by Personal Interview conducted by the college.

Objectives of the Course

- To provide excellent training in the field of journalism, television and news media.
- To produce competent and dynamic professionals in mass.

Exam Pattern & Internships

Exams are conducted at the end of each semester as per university norms. Credit point based rating system. Continuous assesment. Two internships, one each year, are a mandatory part of the course.

Course Structure

Code	Subject	Semester I	Code	Subject	Semester II
101	Language Skills For Media		201	News reporting and writing (II)	
102	News Reporting And Writing (I)		202	News Editing (II)	
103	News Editing (I)		203	Feature Writing (II)	
104	Feature Writing (I)		204	World View: Issues, Ideas and Challenges (II)	
105	World View: Issues, Ideas and Challenges (I)		205	Trends in Journalism (Any two out of 206,207,208)	
106	Practical Work		206	TV Journalism (I)	
			207	Radio Journalism (I)	
			208	New Media (I)	
			209	Practical Work	

Certification Course : Broadcast Journalism (1st Year)

Code	Subject	Semester III	Code	Subject	Semester IV
301	Communication: Theory and Practice		401	Media Management and Laws	
302	Media Research Methods		402	Principals and Ethics of Journalism	
303	World View: Issues, Ideas and Challenges (III) (Any two out of 304,305,306)		403	World View: Issues, Ideas and Challenges (IV) (Any two out of 404,405,406,407)	
304	TV Journalism (II)		404	Advertising	
305	Radio Journalism (II)		405	Public Relations	
306	New Media (II) (Any one out of 307,308,309,310)		406	Film Appreciation	
307	Agriculture Journalism		407	Magazine Journalism (Any one out of 408 to 411)	
308	Development Journalism		408	Business Journalism	
309	Environmental Journalism		409	Culture Journalism	
310	Science Journalism		410	Law, Order and Crime Journalism	
311	Practical Work		411	Sports Journalism (Any one out of 412,413)	
			412	Research Dissertation	
			413	In-Depth Report	

Certification Course : Video Production (2nd Year)

Note :

- For more details please refer to the syllabus published by Savitribai Phule Pune University
- Additional Skill Development Program (4 credits) will be evaluated internally according to the norms of the University.
- Introduction to Cyber Security Sem- (I),(II), (III), (IV)

P.G.D.I.B.

Intake : 60
 Duration: 1 year (part time) Evening Programme
 Medium of Instruction - English
 Post Graduate Diploma in International Business
 (Approved by Savitribai Phule Pune University)

Eligibility

- Bachelor Degree in any stream from any statutory University or any Foreign University with 50% aggregate marks.

Objectives of the Course

- To meet requirements of trained manpower in the vast field of Foreign Trade and International Business.
- To acquire knowledge and to develop skills required to undertake foreign trade activities as well as to take up employment.

Course Structure for one year Diploma in International Business :

Papers	Subject
I	International Marketing and Management
II	Export- Import Procedure and Documentation
III	Economic System and Foreign Trade in India
IV	Commercial Laws and Overseas Marketing Research
V	Field Visit Report and Viva

Highlights of the Course :

- Open to Students as well as Professionals.
- Can be completed along with any other full-time Master's Programme.
- Exposure to Industry through industrial tours and visits.
- Experienced Faculty and Experts from Industry.
- ICT supported and project based learning.
- Fully-furnished Library with e-learning resources.

Examination Pattern:

- Annual exam of 100 Marks each for paper I to IV.
- Division of Marks for Paper V:
 - ▶ Field Visit report marks given by Internal Examiner : 2
 - ▶ 5Field Visit report marks given by External Examiner : 25
 - ▶ Viva Examination based on the knowledge and understanding of the contents of Course in Paper I to IV : 50

Note :

- For subject details refer to syllabus published by Savitribai Phule Pune University.
- Classes will be held in the evening.
- 75% attendance is compulsory.
- Can be completed along with any full-time Masters programme.

Glimpse of Campus Placements



Our Recruiters



MAEER's



MAEER's Arts, Commerce & Science College, Pune

S.No. 124, Saraswati Vishwa Building, 'A' Wing,
 Paud Road, Kothrud, Pune - 411 038 (India)
 Tel.: +91-20-30273557 / 8
 Fax: +91-20-25442770
 E-mail: admissions@macscollege.com,
 Website: www.macscollege.edu.in

Entrance Test & Interviews :
 M.Sc. (Comp. Science) : 31st May 2017

For application forms contact Admission Office
 Tel.: 8380023806, 8380023807
 Log on: www.macscollege.edu.in