

Estd. 1999 | Suryadatta Education Foundation's

# MANAGEMENT AND MASS COMMUNICATION (SIMMC)



Affiliated to Savitribai Phule Pune University, Approved by AICTE, Govt. of Maharashtra & Recognized by Ministry of Education, Govt. of India Recognized by UGC under section 2 (f) & 12 (B) of the UGC Act, 1956



**66**Since 2005, Over 12000 students

Successfully completed BBA / BCA and are associated in Leading National & International organization & Pursed New Ventures 99



Survadatta Institute of Management and Mass Communication (SIMMC)

College Code No. 06547 College Choice Code BBA- 0654710110 BCA- 0654724110

Savitribai Phule Pune University Affiliated AICTE Approved | With Value Added Certification

IIRF-2025

**BEST BCA** Colleges (Pvt.) in state SIMMC ranked 5

skills goals first chats people **Operation Job Staffing Objective** Directing Involves post first Specifying 2 Learning leading Quility Management of Display Information Decision Display Information Decision Display Information Decision Display Involved In Resources ctor

board target first focus **Performance** Reflective Offline advance balance -Garduate<sup>e</sup> office insolvency Proper Span **Systeam** achive budget **Functions** U

Agency Cloud Programming pplication Agency

Run Testing Coding people Bugs ssembler Operation Job Staffing Objective Computing Acceptance Commercial Technical Alpha Industrial

ber Digital Artificial Intelligence

Offline Word Cloud
Code Language script
Offlice Monitor C **Hardware** FO

Automation Detailed **Network Execution** 



**BEST BBA** Colleges (Pvt.) in state SIMMC ranked 3

# About The **Suryadatta Group of Institutes (SGI)**

The Suryadatta Education Foundation was established in the year 1999, primarily to develop self motivated leaders to be successful in the challenging and vibrant global economy. The promoters and the core team have individually 20 plus years of rich Industry & Academic experience in various streams of Management, Information Technology, Media and Mass Communication, Corporate Consultancy, Value Based Education Development, Training and Research. The Advisory & Governing Council of Suryadatta comprises of eminent academicians, professionals, industrialists, international consultants and social workers, who with their experience and knowledge guide the activities of the Foundation.

Over the last 2 decades, the Suryadatta family has blossomed into a bouquet of academic institutions in a number of disciplines such as School (CBSE), Junior College, Business Management, Information Technology, Cyber Security, Hotel Management, English and Foreign Languages, Interior Design, Fashion Design, Animation, Event Management, Physiotherapy, Data Science, Psychology, Law, Pharmacy, Journalism, Mass Communication, Statistics, Media & Entertainment, Sports Academy, Creative Arts, Suryadatta Production, Beauty and Wellness, Performing Arts, Vocational and Advanced Studies. Students from Pan of India and several foreign nations are pursuing their education at various Suryadatta Institutes.



### **Vision**

The Vision of Suryadatta is to be a World Class Centre of Excellence in Innovative learning, combining the best of Indian sensibilities with a Western Outlook and to be rated as a premier Educational Institute, offering contemporary education using state-of-the-art technology, spearheading high quality research, besides providing expert training and consultancy services catering to the ever-changing needs of the Industry & Society.

### **Mission**

- Create multi-faceted professionals in emerging disciplines, attuned to a rapidly evolving, volatile, global economy.
- Develop sustainable network of reputed academicians and high level achievers in the corporate and social arena.
- Shape a complete human being steeped in rich values through a holistic approach through teaching methodologies designed by Industry Experts.



### **About The Institutes (SIMMC)**



Suryadatta Institute of Management & Mass Communication (SIMMC) are AICTE approved Institutes offering courses - Bachelor of Business Administration (BBA) & Bachelor of Computer Application (BCA) Both the courses are 3 +1 years full time programs affiliated to Savitribai Phule Pune University (SPPU). The Institutes also offer 2 years MBA course since 2011 & 2 years MCA course since 2021, affiliated to SPPU. The institutes have a separate doctoral research centre affiliated to SPPU in the management domain to promote research for developing management frameworks rooted in Indian realities. The programs offered are dynamic and comprehensive equipping students with the skills and knowledge necessary for success in today's competitive business environment. The institutes follow a unique pedagogy for student development which is Experiential, Holistic, Integrated, Inquiry-driven, Discovery-oriented, Learner-centered, Discussion-based, Flexible & Enjoyable.

Both the Institutes are NAAC accredited. The curriculum is carefully crafted to align with the latest industry trends and demands. It blends theoretical knowledge with practical applications, ensuring graduates are well-prepared for real-world challenges. Faculty members have rich academic and industry experience. They mentor students, providing valuable insights and guidance to help them excel academically and professionally. The Institutes have state-of-the-art facilities, including smart classrooms, seminar halls, simulation lab. Innovation & incubation lab, extensive library resources, etc creating an optimal learning environment for the students. The Institutes through their partnerships with leading corporates and industry associations offer students opportunities for internships, live projects, and placements, facilitating their transition into the corporate world. In addition to academic excellence, the institutes emphasise on the holistic development of the students, fostering leadership skills, teamwork, and ethical values through various extracurricular activities and initiatives. Also, the institutes provide opportunities for international exposure through global immersion programs, study tours, and collaborations with renowned institutions, broadening students' perspectives and enhancing their global competitiveness.

The New Education Policy (NEP) is a policy in India that aims to improve the education system by making it more flexible, holistic, and multi-disciplinary. The policy is based on four pillars: access, equity, quality, and accountability.

### **About The Savitribai Phule Pune University (SPPU)**

Savitribai Phule Pune University (SPPU), one of the premier universities in India, is located in the North-Western part of Pune city. Pune is the main education hub in the World. Numerous students from every corner of India and the world come to Pune. The city of Pune houses many well-known, established institutes and colleges. Savitribai Phule Pune University (SPPU), earlier known as Pune University is one of the finest and most popular educational centers in the city. It offers excellent programs in various areas including Science, Commerce, Arts, Languages & Management Studies. SPPU occupies an area of about 411 acres. It was established on 10th February, 1948 under the Poona University Act. The university houses 46 academic departments. It is popularly known as the 'Oxford of the East'.



has been ranked 6th in the **Government Multidisciplinary Universities category** with a score of 679.

We are proud that various Suryadatta Institutions are affiliated with Savitribai Phule Pune University, offering a wide range of quality academic programs under its prestigious umbrella.

> Kudos to the university & all affiliated institutions contributing to excellence in education!



### **Bachelor of Business** Administration

As per NEP, after completion of the respective year course work successfully, Student will be awarded:

1<sup>st</sup> Year : Certificate

2<sup>nd</sup> Year : Diploma

3<sup>rd</sup> Year : Degree





#### **PROGRAM OBJECTIVES:**

- To equip students with a comprehensive understanding of core business principles, including management, finance, marketing, human resource management, and operations.
- To foster the ability to analyze business problems, develop strategic solutions, and make informed decisions using critical thinking and analytical skills.
- To provide hands-on experience through practical sessions, projects, internships, and case studies to apply theoretical knowledge in real-world business scenarios.
- To improve written and verbal communication skills essential for professional business environments, including report writing, presentations, and interpersonal communication.
- To instill leadership qualities and teamwork skills, preparing students to lead and collaborate effectively in diverse business settings.
- To incorporate modern technological tools and practices in business operations, including computer applications, IT for business, and AI/ML for business.
- To promote ethical business practices, corporate social responsibility, and environmental awareness to ensure graduates act with integrity and social responsibility.
- To offer a range of elective courses to provide a broad perspective on business issues, integrating knowledge from various disciplines like economics, law, and management.
- To equip students with the skills and knowledge required for successful careers in management, entrepreneurship, finance, marketing, and other business-related areas.
- To lay a strong foundation for those who wish to pursue higher studies in business and management.
- To encourage a mindset of continuous learning and adaptability to stay current with business trends, technological advancements, and evolving market conditions.
- To nurture entrepreneurial thinking and skills, preparing students to identify opportunities, develop business plans, and launch and manage their own ventures.
- To foster critical thinking skills to identify, analyze, and solve complex business problems innovatively and efficiently.

#### **ELIGIBILITY:**

1. MH-CET as a qualifying examination.

BBA | BCA

- 2. Admission to the First Year of the BBA Degree Program (2024 Pattern) is contingent upon passing the Higher Secondary School Certificate Examination of the Maharashtra State Board or an equivalent examination from a recognized university, with English as a mandatory course.
- 3. Admission to the Third Semester Examination of the Second Year requires satisfactory completion of the first two semesters at a college affiliated with this University.
- 4. To qualify for admission to the Third Year BBA (Fifth Semester) Degree Program (2024 Pattern), students must have cleared all papers from the First and Second Semester Examinations of FYBBA.
- 5. Admission to the Fifth Semester Examination of the Third Year necessitates satisfactory completion of the first two semesters of the Second Year program at a college affiliated with this University.
- 6. To be eligible for admission to the Fourth Year BBA (Seventh Semester) Degree Program (2024 Pattern), students must have cleared all papers from the Third and Fourth Semester Examinations of SYBBA.















### **BBA Program Outline**



- 1. Finance Management (FM)
- 2. Human Resource Management (HRM)
- 3. Marketing management (MM)
- 4. Agri Business Management (ABM)
- 5. Services Management (SM)

#### FIRST YEAR

1	
	Semester - I
Course Type	Paper Title
Major Mandatory (12)	Principles of Management
	Finance: Principles of Finance
	Marketing: Principles of Marketing
	HRM: Principles of Human Resource Management
	Agri. Bussi.: Agriculture and Indian Economy
	Service Mgmt.: Essentials of Services Management
	Finance: Principles of Finance
	Marketing: Principles of Marketing
	HRM: Principles of Human Resource Management
	Agri. Bussi.: Agriculture and Indian Economy
	Service Mgmt.: Essentials of Services Management
Open (OF)	Business Mathematics -I
lective (OE)	Business Statistics - I
VSC	Fundamentals of Computer/ IT for Business
SEC	Soft Skills Development
AEC	Business Communication skills - I
VEC	Environmental Awareness
IKC	Generic IKS
CC	Physical Education - I

Semester - II				
Course Type	Paper Title			
Major	Business Cost Accounting			
Mandatory	Finance: Business Accounting			
(06)	Marketing: Consumer Behavior and Sales Management			
	HRM: Organizational Behavior			
	Agri. Bussi.: Essentials of Rural Development			
	Service Mgmt.: Essentials of Services Management			
	Finance: Business Accounting			
	Marketing: Consumer Behavior and Sales Management			
	HRM: Organizational Behavior			
	Agri. Bussi.: Essentials of Rural Development			
	Service Mgmt.: Essentials of Services Management			
Minor	Business Economics - I			
Open	Business Mathematics - II			
Elective (OE)	Business Statistics - II			
VSC	Computerized Accounting (Tally)/ Advanced Excel/ ERP/ GST			
SEC	Basics of Stock Market/ Cross -Cultural Communication/ AI and ML for Business			
AEC	Business Communication skills - II			
VEC	Democracy Awareness & Gender Sensitization			
CC	Physical Education - II			

Note: Remaining semester structure will be released soon.....

For BBA Syllabus visit <a href="https://www.simmc.org/academics/bachelor-of-business-administrationbba">https://www.simmc.org/academics/bachelor-of-business-administrationbba</a>

#### **CAREER GROWTH PATHWAY:**

Graduates Students of Suryadatta have Bright future prospects Students have multiple options to pursue their Masters degree from Suryadatta Institutes (MBA / PGDM / M.Com) / Masters Degree from Lincoln University in the field of Interior, Fashion, Animation, Retail, Event Management, Hospitality and Tourism Management from AIU approved Lincoln University. Bright future prospects for students have multiple options;

- Marketing Executive
- Human Resource
- Business Development Executive
- Field Sales Executive
- Financial Analyst
- Operations Analyst
- Manufacturing & Printing Industry
- Tourism Management / Hotel Management is also an interesting jobs for BBA sector Supply Chain Management is a popular choice for management graduates and very relevant to industries and production house
- Graduates in Business Administration can also opt for LLB or relevant Master Course after BBA



BBA Fee for the Annual Fees: Rs 45,000/- Refund policy: As per the norms of SPPU

## Bachelor of Computer Application

As per NEP, after completion of the respective year course work successfully, Student will be awarded:



2<sup>nd</sup> Year : Diploma

3rd Year : Degree



#### **PROGRAM OBJECTIVES:**

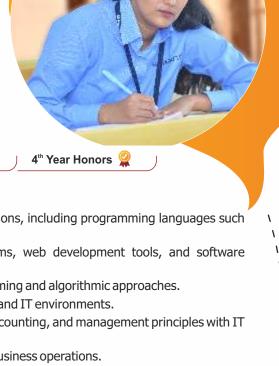
- To equip students with comprehensive knowledge in computer applications, including programming languages such as C, C++, Java, and Python.
- To provide hands-on experience with database management systems, web development tools, and software engineering.
- To foster the ability to solve complex problems using structured programming and algorithmic approaches.
- To enable students to analyze and develop efficient solutions in business and IT environments.
- To blend core commerce subjects like business mathematics, financial accounting, and management principles with IT
- To prepare students to leverage technology in managing and analyzing business operations.
- To incorporate practical sessions and lab work to apply theoretical concepts in real-world scenarios.
- To encourage project-based learning through field projects and internships, focusing on web applications, mobile app development, and digital marketing.
- To improve business communication skills through courses designed to enhance written and verbal communication.
- To instill an understanding of business ethics, environmental awareness, and gender sensitization.
- To offer a variety of elective courses and open electives to allow students to explore Interdisciplinary areas.
- To provide exposure to vocational skills, such as office automation tools, web technology, and NET programming.
- To lay a strong foundation for students aiming to pursue higher studies in commerce and computer applications.
- To equip students with the necessary skills to excel in professional careers in IT, software development, data analysis, and business management.
- To instill a habit of continuous learning to keep pace with technological advancements and evolving industry standards.
- To prepare students to adapt to new tools, technologies, and methodologies in the field of commerce and IT

#### **ELIGIBILITY:**

1. CET as a qualifying examination.

BBA | BCA

- 2. Admission to the First Year of the BCA Degree Program requires passing the Higher Secondary School Certificate Examination of the Maharashtra State Board or an equivalent examination from another recognized board or university, with English as a compulsory course.
- 3. Admission to the Third Semester Examination of the Second Year is contingent upon satisfactory completion of the first two semesters of the course at a college affiliated with this University.
- 4.To enter the Third Year of the BCA (Fifth Semester) Degree Program (2024 Pattern), students must successfully clear all papers from the first and second semester examinations of the First Year BCA.
- 5. Admission to the Fifth Semester Examination of the Third Year requires satisfactory completion of the first two semesters of the Second Year program at a college affiliated with this University.
- 6. To enroll in the Fourth Year of the BCA (Seventh Semester) Degree Program (2024 Pattern), students must clear all papers from the third and fourth semester examinations of the Second Year BCA.









# BCA Program Outline

Semester - I				
Course Type	Paper Title			
Mandatory 1	CA - 101 - T : Problem Solving and Programming in C			
Mandatory 2	CA – 102 – P : Lab Course on CA – 101 - T			
Open Elective 1	CA - 103 - T: Computer Organization and Architecture			
VSC	CA-104-P: Lab Course on CA-103-T			
SEC	CA – 105 – T : Discrete Mathematics and Statistics			
AEC	CA-106 - P: Laboratory Course Based on CA- 105 - T			
VEC	VSEC-101-CA: HTML and Webpage Designing			
IKC	OE-101-CA: Introduction to Data Science (2024 Pattern)			
CC	OE-151-CA: Data Science using Spreadsheet Software (2024 Pattern)			

-104-P: Lab Course on CA-103-1			Gr 15 i i i Edb Codice oii Gr 155	
- 105 – T : Discrete Mathematics and	Open Elective 4		CA – 155 – T : Linear Algebra	
atistics	VSC (Pro	(Practical)	CA-156 - P: Laboratory Course Ba	
-106 - P: Laboratory Course Based on CA-		SEC	155 - T	
5 - T	AEC		VSEC-151: Software Tools for Bus	
EC-101-CA: HTML and Webpage Designing			Communication	
:-101-CA: Introduction to Data Science			OE-201-CA Introduction to Artific	
024 Pattern)			OE-251-CA Software Tools for Off Administration	
-151-CA: Data Science using Spreadsheet ftware (2024 Pattern)			Administration	
	•			
Tware (2024 Fattern)	Note: Remaining semester structure will be released.  Career Growth Pathway:  Graduate Students of Suryadatta have Bright full Students have multiple options to pursue their Maste Suryadatta Institutes (MBA / PGDM / M.Com, M.C			
	Degree from Lincoln University in the field of Internation, Retail, Event Management, Hospitality Management from AIU approved Lincoln University.			
	Job Opportunities :			
	• Software			



SURYADATTA

Semester - II				
Course Type	Paper Title			
Mandatory 3	CA – 151 - T: Advanced C Programming			
Mandatory 4	CA – 152 – P : Lab Course on CA – 151 - T			
Mandatory 5 (Practical)	CA – 153 – T : Introduction to Microcontrollers			
Minor 1	Organizational Behavior			
Open Elective 3	CA-154-P: Lab Course on CA-153-T			
Open Elective 4	CA – 155 – T : Linear Algebra			
VSC (Practical) SEC	CA-156 - P: Laboratory Course Based on CA- 155 - T			
AEC	VSEC-151: Software Tools for Business Communication			
VEC	OE-201-CA Introduction to Artificial Intelligence			
CC	OE-251-CA Software Tools for Office Administration			

ased soon....

ture prospects. ers degree from ICA) / Masters terior, Fashion, y and Tourism

- Network Analyst
- Database expert
- Data Analyst
- Network Engineer
- Quality Assurance Officer
- Technical Analyst
- Software Engineer
- Consultant

BCA Fee for the Annual Fees: Rs 50,000/-Refund policy: As per the norms of SPPU

For BCA Syllabus visit <a href="https://www.simmc.org/academics/bca">https://www.simmc.org/academics/bca</a>

### State-of-the-Art-Infrastructure



















### Advantages @ Suryadatta

- Centrally Located in Pune City, **Knowledge Capital of India**
- **Extensive Industry Institute Interaction**
- **Guest Lectures and Seminars**
- **Local Industry Visits**
- State-of-art Infrastructure
- Well Equipped Library
- Access to Various Online Journals
- **Internet Ready Computer Lab**

BBA | BCA

- **LCD Projectors in Each Classroom**
- Well Qualified & Rich Experienced Faculty
- **Personal Caring & Grooming of Students**

- Scholarship to meritorious students
- Tie-ups with leading Nationalised banks for Education loan
- Corporate Social Responsibilities (CSR Projects)
- **Indoor & Outdoor Sports Complex**
- Value Based Education inculcating **Moral Values & Patriotism**
- Opportunity to Learn Foreign Languages
- Preparing foundation for Competitive Exam
- **Personality Development Sessions**
- Yoga & Meditation Sessions
  - Placement Assistance to eligible students











### FOR UG / PG STUDENTS



### STUDY TOUR (OPTIONAL) ABROAD / GLIMPSES OF GLOBAL IMMERSION PROGRAM



#### Option 1:

Global Immersion program to Asian Institute of Technology (AIT) Bangkok, Pattaya Thailand 7 days: Rs. 1 lakh (approx)

Option 4:

Study tour to Europe Germany & France

7 days: Rs. 2 lakhs (approx)

#### Charges Extra @ Actual (Pune to Pune)

Option 2 : Study tour to Singapore & Malaysia 7 days : Rs. 1.5 lakhs (approx)

Option 5:

Study tour to UK:
London / Oxford / Birmingham:
10 days: Rs. 2 lakhs (approx)

Option 3:

Study tour to Dubai & Abu Dhabi

7 days: Rs. 1.5 lakhs (approx)

#### Option 6:

Study tour to USA: (A or B)
A: Silicon valley, Universal World,
California / San Francisco B: New York, Washington, Niagara Falls
15 Days: Rs. 4 Lakhs (approx)

\*These rates are applicable as on today & it may vary accordingly to the change in the government policies and fluctuations in currencies.

& many more

#### **Indicative Programme Inclusions:**

- Exposure to new cultures and environments
- Improvement of communication skillsEnhancement of critical thinking skills
- Visit to University
- Site Seeing

- Hands-on learning experiences
- Development of Trouble Shooting skills
- Enhancement Academic Performance
- Social Networking
- Value added workshop
- Development of social skills
- Development of leadership skills
- Building of lifelong memories
- Visit to Industry
- Increased motivation & dedication in Learning Skills

For more details visit www.suryadatta.org

### FOR UG / PG STUDENTS STUDY TOUR (OPTIONAL) OUT OF PUNE / MAHARASHTRA / INDIA



### OUTBOUND LEADERSHIP & HOLISTIC DEVELOPMENT PROGRAM (Pune to Pune)) (charges at actuals) :

Suryadatta believes in Holistic Development of students for sustainable growth and success. Personality Development, Soft Skills, Leadership Development, Industry exposure etc are critical to holistic development. Outbound program will be tailored to suite the students' needs and requirement targeting specific skills such as team building, leadership development, adaptability and resilience building, problem solving & creativity, trust & bond building, fun & adventure etc.

Leadership & Personality

Development sessions

Universal Human Values Industry Institute Interface

Cross Cultural
Learning

Grooming Session

Fun elements with site seeing

- GOA 3 Nights 4 Days : Approx Rs. 20,000/-
- HYDERABAD (Ramoji Film City) 3 Nights 4 days : Approx Rs. 20,000/-
- INDORE along with Ujjain 3 Nights 4 days : Approx Rs. 20,000/-
- NASHIK 3 Nights 4 days : Approx Rs. 15,000/-

- AHMEDNAGAR & AURANGABAD 3 Nights 4 days: Approx Rs. 15,000/-
- DHARMPUR (GUJARAT) 3 Nights 4 Days : Approx Rs. 15,000/-
- MOUNT ABU 3 Nights 4 Days : Approx Rs. 15,000/-
- MUMBAI & KONKAN 3 Nights 4 Days : Approx Rs. 15,000/-

For more details visit www.suryadatta.org

### **Multiple Career Opportunities**

For Students Through Multi Disciplinary **Integrated NEP Compliant Campus** 

Outcomes / Career after UG / PG @ Suryadatta



### Suryadatta: Integrated Multi-Disciplinary Campus













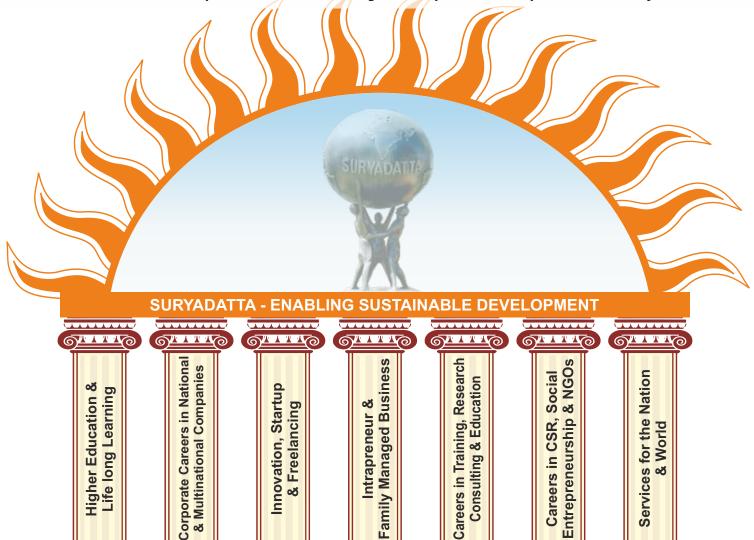






#### 7 PILLARS OF MULTIPLE CAREER PATHWAYS - THE GUIDING PRINCIPLE

Suryadatta believes in transforming educational experience. Various activities are offered round the year for holistic development of students leading to the 7 pillars of Multiple Career Pathways.



#### **MULTIPLE CAREER PATHWAYS**

Empathy **Patriotism** Caring & Sharing Creativity Competencies Culture **Excellence** Conviction Co-Existence Conceptual Rigour **Universal Human Values** Traditional & 21st Century Skills Holistic well being Collaboration Communication

CORE VALUES - ENRICHING CAREER & ENHANCING LIVES





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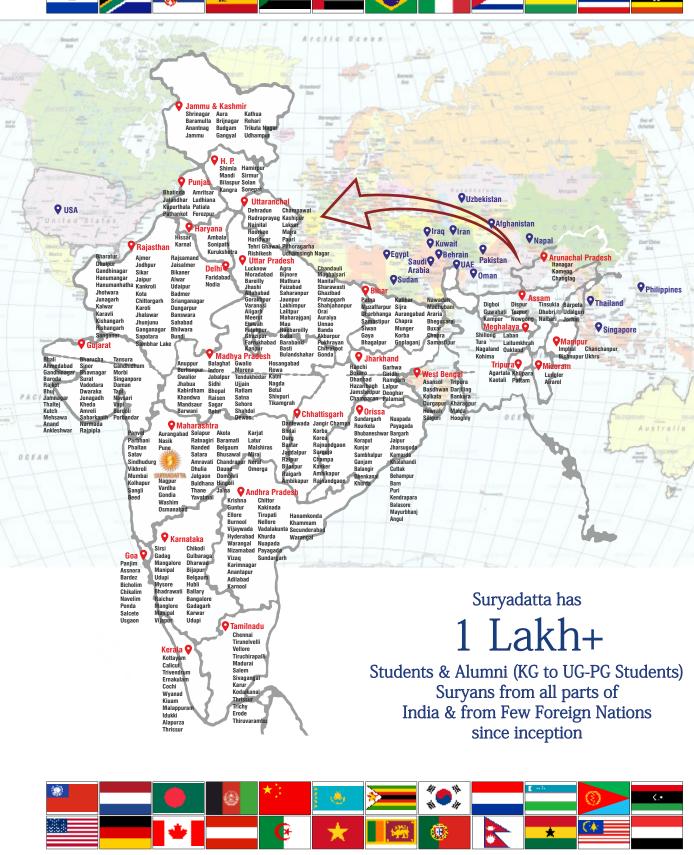
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# SURYADATTA Celebrating - 2025 207 years of ACADEMIC EXCELLENCE Enriching Career & Enhancing Lives!

# STRONG STUDENTS & ALUMNI NETWORK, CELEBRATING 27 GLORIOUS YEARS OF ACADEMIC & PROFESSIONAL NETWORKING







### **ADVANTAGES @ SURYADATTA**

Pioneering Education for the Future: Shaping trailblazing professionals through modern, interdisciplinary learning frameworks.

Engaging and Experiential Learning: Encouraging immersive, hands-on, & collaborative academic experiences. Esteemed Global Collaborations: Partnerships withpremier institutions worldwide, offering expertise from the finest minds across diverse domains.

> Quality Education For Holistic Development

Dynamic Industry-Academia Interface: Bridging the gap between education and enterprise to create industry-ready graduates

> Centerlized Training & Placement cell for internship & placement assistant

Global Perspective, Limitless Opportunities: Equipping students with a cosmopolitan outlook for thriving global careers.

Center for Doctoral Excellence: A hub for advanced research, fostering intellectual rigour and academic innovation.

O Campus

Take a virtual tour

#### SIMMC ALSO OFFERS SPPU AFFILIATED - MBA & MCA

Shaping Professionals for Global Market Place

Round the year value addition leading to Self Defence Nation Building

Multidisciplinary Integrated Campus offering Courses in Emerging Sectors - NEP complied



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### Suryadatta Institute of Management and Mass Communication (SIMMC)

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SURYADATTA

For Admission & Counselling - Call / Whatsapp : 8956932402 / 8956932419 / 9371096501 / 8378998127







