

**University of Mumbai  
&  
Hindusthan Coca-Cola Beverages (HCCB) Pvt. Ltd.**

**COMMUNITY COLLEGE  
Smart Course**

The Mumbai University has launched its First community college program in association with Hindustan Coca-cola Beverages (HCCB) Private Ltd.

**Objectives of the Program :**

To increase employability skill amongst youth of India. It is the first of its kind of initiative in India taken by a State University.

The college will look to empower disadvantaged students with skill to make them employable & give the vocational training.

A community college is an alternative system of education which aims to empower the disadvantaged & Underprivileged through appropriate skill development. It helps them find gainful employment in collaboration with the local industry & community. It serves all segments of society & offers equal & fair opportunity to all students.

This is the first time public private partnership model is being adopted by the University for a College.

**Eligibility :**

- Intake - 40
- Duration : 2 yrs (Associate Degree)
- Criteria : A student must have passed XII Exam. form any stream.
- Category : 45% Mini mark
- Open : 50% Mini Marks
- Fee : 15000/- (HCCB will spend Rs.12000/- on each students under this project.)

**Placement will be given by HCCB as per Quality Of Student**

**First Semester**

1. Introduction to Business
2. Communication Skills
3. Introduction to Computer - I
4. Business Mathematics
5. Supply Chain & Introduction to Marketing
6. FMCG & Retail - I

## **Second Semester**

1. Introduction to Computer - II
2. Indian Economy Simplified
3. Fundamentals of Accounting
4. CRM
5. Business Ethics
6. FMCG & Retail - II

## **Third Semester**

1. Rural Marketing, R.Mgt. & Modern Trade
2. Distribution & Supply Chain Management
3. Human Skills
4. Business Law
5. Gen. Awareness & Major Issues in India
6. FMCG & Retail - III

## **Fourth Semester**

1. Mkt. Research, Bus. Plan & Mkt. Analysis
2. Operations Management
3. Financial Management/Bus. Finance
4. Selling & Negotiation Skills
5. Product and Brand Management
6. FMCG & Retail - IV

### **PLACEMENT CELL**

- |  |                                  |
|--|----------------------------------|
| 1) ICICI (Sales Executive)                                   | 7) Sudarshan Chemical            |
| 2) GOLS - Gurukul Online Learning Solution (Sales Executive) | 8) Sandoz Pvt. Ltd.              |
| 3) SBI (for Project work)                                    | 9) Privi Organic                 |
| 4) TCS- Tata Consultancy Services                            | 10) EBPL                         |
| 5) MURUGAPPA GROUP   | 11) Savita Polymers              |
| 6) VIPRO   | 12) Vinyl Chemicals (India) Ltd. |