



**GLS UNIVERSITY'S**  
**S. M. PATEL INSTITUTE OF COMMERCE**  
(Morning Commerce College)  
**ISO 9001:2008 CERTIFIED**

- 4<sup>th</sup> "Top Emerging Commerce College" of the Nation by India Today Survey.
- SMPICites secured 1st Rank at all the three levels i.e. Sem I, III and V in Dec. 2014 Gujarat University Exams.

## GUJARAT LAW SOCIETY

Gujarat Law Society has been in the field of education for over a period of eight decades and is considered as one of the largest and most renowned destinations for education in Gujarat. The Society stands as a synonym for contemporary education in the region with its state-of-the-art infrastructure. Visionaries and luminaries such as Sardar Vallabhbhai Patel, Shri Ganesh Mavlankar and Sheth Shri Kasturbhai Lalbhai were the first to set lofty standards of excellence in education at the Society.

Beginning from a single law college in 1927, which was nurtured, among others, by Shri I.M. Nanavati, today Gujarat Law Society has burgeoned into a mammoth Trust that manages 30 institutions offering courses in multiple disciplines imparting quality education at four campuses in Ahmedabad. At present there are over 24,000 students at the campus who are assisted in meticulously crafting their careers and leading them to the path of success. Gujarat Law Society has a particularly extensive alumni group too which echoes the values that it has imparted, right since its inception. Being a part of some of the most distinguished corporates across the globe, these members of the Society's alumni have carved out a niche identity for themselves, that of being responsible, pragmatic and proactive.

What has not changed over these years is the steadfast resolve to always 'aim higher' and the motto of 'Excellence in Education'. ***With this in view, the Gujarat Law Society (GLS) has now promoted and sponsored the "GLS University".***

## ABOUT GLS UNIVERSITY



GLS University is a statutory state private university established by an Act of Gujarat State Assembly. GLS University is set up with the vision to benchmark global standards of education and create path breaking programmes in the areas of strategic importance not only to the country but also across the world. The university is all set to initiate various innovative programmes in diverse areas of Management, Information Technology, Communications, Social Sciences, Commerce, etc. Besides the existing programmes B.Com., M.Com., BBA, MBA, BCA, MCA and B.Ed. offered by the eight institutes under the umbrella of GLS University, the

University is geared up to introduce other innovative diploma, undergraduate and postgraduate programmes in various upcoming disciplines. With a view to providing an impetus to research, the University intends to have research focus in its undergraduate and postgraduate programmes. Moreover, exclusive research degrees like M.Phil. and Ph.D. have also been introduced in various disciplines.

GLS University, with its rich legacy of Gujarat Law Society, is now poised to become Gujarat's first globally relevant university, delivering quality education at affordable costs.

## ABOUT SMPIC



Established in 1999, one of the flagship self-financed institutes of Gujarat Law Society, SMPIC is a premier institute imparting UG & PG programs in Commerce. An ISO 9001:2008 certified institute, SMPIC has been rated among the top 50 commerce colleges of India in 2011 and is adjudged as the 4th Best Emerging Commerce College of India in 2014 by 'INDIA TODAY' in a nationwide survey.

Since its inception, the endeavour has been to create

a strong academic environment through a serene ambience and remarkable infrastructural facilities. SMPIC fosters well balanced and multi-dimensional personality of students, encompassing intellectual, social, physical, moral, emotional and aesthetic aspects.

This quest for excellence is reflected in the accolades won by SMPICites in academic, sports and cultural activities & competitions held at the inter-college, inter university, national as well as international levels.

## SMPIC VISION

To be a vibrant and innovative centre for education, to equip students with knowledge and skills, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into future leaders, entrepreneurs and above all good human beings and ideal citizens for their own as well as social upliftment.

## SMPIC GOALS & MISSION

- Contributing to society through promotion of teaching, learning and knowledge and thus, strengthening the cultural fabric of the nation.
- Being the leading college in the Commerce stream, in India, by assimilating global development in education and adopting the latest technology and providing a global outlook and access to faculty and students' development.
- Developing the personality of students in a holistic manner by combining skills and values and providing meaningful and effective social service for improving the quality of the community and national life.
- Equipping students to face the real world.
- Improving the standard of courses offered through innovative and effective teaching methods and developing new knowledge through research activities and dissemination of knowledge through publication of scholarly works.
- Assisting other educational institutions in solving their managerial problems by providing consultation services and rendering assistance to the University and its institutions in curriculum development.

## FACULTY



Equipped with advanced qualifications and in-depth knowledge, the faculty at SMPIC is distinguished by its dedication, enthusiasm and commitment. With a student-centric and quality-oriented approach to learning, teachers do not only know their subjects inside and out—but they also know how to engage and challenge students and to provoke impassioned responses. Many of our faculty members hold professional degrees like CA, ICWA. Many of them hold Doctorate degrees and the

rest of all are pursuing Ph.D.

Pioneering inter-disciplinary research by the faculty and the students by GLS University's specialized Research Centre feeds directly into a better learning environment at the college, fostering creativity and innovations. Thus, at SMPIC, Education locks professors and students into mutually influencing relationships that can make learning 'a thing of beauty and a joy forever.'

## PROGRAMMES TAUGHT

• Bachelor of Commerce (B.Com.)

• Master of Commerce (M.Com.)

### COURSE STRUCTURE

Bachelor of Commerce -1st Year

	SEMESTER I	SEMESTER II		
Sr. No.	Subject Name	Subject Name		Credit
1	Financial Accounts-1	Financial Accounts-2	Core	3
2	Micro Economics	Macro Economics	Core	3
3	Business Communication-1	Business Communication-2	Core	3
4	Principles and Practices of Modern Management	E-Commerce	Core	3
5	Fundamental Basics of Statistics and Mathematics – I	Fundamental Basics of Statistics and Mathematics – II	Core	3
6	Corporate Accounts-1	Corporate Accounts-2	Major Special	3
7	FC ( any one) 1. Extension Activities 2. Introduction to Information Technology and MS-Office 3. Start a Business	FC ( any one) 1. Extension Activities 2. Green Business 3. Web Designing	Foundation course	2
8	Elective Courses (any one) 1. Life skills & Business Etiquettes 2. Essentials of English Language 3. Personality Enrichment	Elective Courses (any one) 1. Business Ethics 2. Customer Care 3. Managerial Communication	Elective Courses	2

Core & Major Special – 3 credits, Foundation Course & Elective Courses – 2 credits

\* Sem I & II- 22 credits each, Sem III, IV, V & VI – 24 credits each. Total B, Com Course – 140 credits.

## M.Com. Programme in Accounts/Finance/Marketing.

SEMESTER I		SEMESTER II		
Paper No.	Paper Name	Paper No.	Paper Name	Credit
1.1	Business Environment and Managerial Economics	2.1	Advance Financial Accounting	4
1.2	Managerial Accounting	2.2	Perspectives of Management	4
1.3	Operational Research	2.3	Corporate Governance and Business Ethics	4
1.4	Strategic Management	2.4	Research Methodology	4
1.5	Tax Planning and Management	2.5	Tax Planning and Management	4
			Total	20

## PEDAGOGICAL PRACTICES

### State of the art teaching methodologies:

- Case Studies/ Practical class room exercises
- Role Plays & Group discussions
- Seminars and Presentations
- Simulation Exercises
- Current Affairs Sessions relevant to the topic
- Tutorial Classes/ Remedial Classes.



## ACADEMIC ACHIEVEMENTS

With constant guidance and support of the learned faculty, SMPICites have been consistently securing ranks in Gujarat University exams every year

### Guj. Uni. Exams 2014:

- B.Com. Sem I-** Dani Heta (1st Rank),  
2 in Top 10 & 7 in Top 50.
- Sem-III-** Bagga Jaslinkaur &  
Shah Shweta (1st Rank),  
5 in Top 10 & 11 in Top 50.
- Sem-V-** Pinky Ramsinghani (1st Rank),  
5 in Top 10 & 10 in Top 50.
- M.Com. Sem I -** Shah Parth (2nd Rank),  
4 in Top 10 and 9 in Top 50.

### Guj. Uni. Exams 2013:

- B. Com. Sem II -** Pinky Ramsinghani (1st Rank),  
8 in Top 10 &  
18 in Top 50 .
- SemVI -** 7 in Top 10 & 18 in Top 50.
- M.Com Sem I-** Shambhusinh Rajput (1st Rank).



## PARA-ACADEMIC ACTIVITIES

- **Orientation Programme:** "A Warm Welcome to Sem 1 Students and their Parents"

- **Bridge Course:** To help students develop English Proficiency skills.

**Prism:** Annual college magazine since 14 years by the students, for the students, of the students.

- **Workshops:** Professionals from the industry guide the students and prepare them for various inter college competitions.

- o **Dance and Fashion Show Workshop**

- o **Theatre Workshop**

- o **Photography Workshop**

- **Clubs & Forums:** To help students interact with each other, gain leadership experiences and to develop a broad range of skills to fit students interests and career goals, various Workshops, Group Discussions, Guest Lectures, Intra-Class Competitions, Presentations, Book Reviews etc. are conducted throughout the year.

- o **English Club**

- o **Reading Club 'Vichar Vartul'**

- o **Fine Arts Club**

- o **Statistics Club**

- o **Management Club**

- o **Swami Vivekanand Youth Club**

- o **Forum for Gandhian Philosophy**

- **State Level Accounting Talent Hunt:** To hone accounting skills, the institute conducts this test for higher secondary & college students.

- **Empower Week** - A series of informative and



enlightening sessions on Indian Economy, Technology, Stress Management, Team Building etc organized by SMPICites.

- **Management Lecture Series** – An initiative to enhance the managerial skills of the students by interacting with the corporate stalwarts.

- **Study Enhancement Program at AMA** – Sessions on different subjects like "Creative thinking", "Concentration Power", "E Marketing" and "Interview Techniques" etc.

- **Educational & Industrial Visits:** Visits to various industrial units and educational campuses in and out of Gujarat are regularly organized.

- **Seminars and Conferences:** To provide a platform to the academicians as well as students to engage in knowledge oriented practices.

- o **Career Guidance Seminar for students**

- o **National Conference on 'Provisions Of Companies Act, 2013 & Corporate Social Responsibility'**

- o **16th National Conference of the Association of Indian**



## College Principals on “Perspectives of Higher Education in the 21st Century

o Para Legal Training for Sem- VI students at Gujarat State Legal Services Authority

o Orientation Program on Certificate Course in Retail Analytics by Tata Consultancy Services at SMPIC

• **UK Colleges delegation at SMPIC** - A delegation of the representatives from around 11 member colleges of the AOC,UK, was invited with the help of The Head of Trade and Investment, British Deputy High Commission in India in August 2014.

• **Visit of students from BJVM institute** - Students along with the faculty members and the Director from BJVM Institute, Vallabh Vidyanagar visited SMPIC, as a part of the students and faculty exchange programme.

• **Student Exchange Program** - Priya Pandey got selected for Indo-Japan Student Exchange Program by Gujarat University. A SMPICite has been selected consecutively for the 3rd time for the program.



## U.S.P. OF SMPIC

- ✓ Well designed globally relevant curriculum.
- ✓ Innovative teaching methods.
- ✓ Focus on Social and Emotional growth with holistic personality development.
- ✓ Effective faculty mentoring.
- ✓ Experienced and well qualified faculty, majority with Ph.D.s.
- ✓ Varied range of Elective and Foundation courses.
- ✓ Tie-ups with globally acclaimed international institutes

## CO-CURRICULAR & EXTRA CURRICULAR ACTIVITIES

• **Facets** – SMPIC’s Annual Culfest- ‘Facets’ is organized every year in great style, with a purpose of providing platform to all the students of SMPIC to unleash their latent talent amidst the round cheering of 900 plus audience

• **Drama Competitions** - BEST PLAY AWARD in INT and Gujarat Samachar’s Drama Competition including 5 prizes, 10 prizes in Veenaveli Drama Competition, Best Skit in Goonj, Best Hindi Play in Dhirubhai Ambani Institute.

• **Dance & Fashion Show** – “BEST COLLEGE” for the seventh time in succession winning cash prize of Rs. 51,000 in Josh organised by NAEMD

• **Ahmedabad Mirror Talent Hunt**- SMPIC wins both 1st



and 2nd prize of 1,50,000Rs. and 1,00,000Rs. in the very first year of competition.



- **Clean and Clear Fresh Face Competition** – SMPICites have been regularly participating and winning in this nationwide competition.

**Rahul Meghnani, SEM V-** Mr.Academia (First Prize) 'Mr. Robust' title.

**Naman Gor, SEM III** – Clean & Clear Face Competition (1st Runner up) & 'Best Dancer' title.

- **Garba Competitions-** Winners at many competitions like Sports Club Competition & represented Government of Gujarat at Rajasthan.
- **Young Voter's Festival** - Won first prize at Yuva Matdar Mahotsav-2014 in Gujarat state organized by the Election Commission of India for the second time for making the Best Short Film on Young Voters and was awarded with a certificate & cash prize of Rs. 25,000 by the Governor of Gujarat State.
- **Management Games** - Winners at many competitions



like Moneta by RA Podar College of Commerce and Economics, Mumbai, E.D.I, Ganpat University, Indus University, Shanti Business School, IIM Ahmedabad.

- **Literary Competitions-** Won many prizes like 1st prize in S.V. Arts College Debate Competition & 2nd in Vijaypadma Hindi Debate Competition & Intellectus.
- **Mindotsav** – An in-house event solely managed by students having various competitions like innovative Ad-making, creative Power Point Presentations, brain storming Quiz and thought provoking Group Discussion.

## EXTENSION ACTIVITIES



- **Nishulk Shikshan Abhiyan** – Poor students of 10th and 12th standard are imparted education free of cost on every Sunday at Sanand.
- **Prayas – 'Charity with Smile'** - Visits to Orphanage, Home of the Destitute, Old Age home, Slum areas, Children Cancer ward at Govt. Civil Hospital etc. Necessary utility kits which include things like cloths,



school bags, stationary, toys, woolen cloths, footwear etc are distributed during these visits. Celebration of New Year with the poor children of Municipal schools and distributing gifts to them

- **NSS Unit Programs** - Blood Donation Camp, Traffic Awareness Initiative, Run for Cleanliness, Pledging for Swachh

## LEARNING RESOURCES

### INFRASTRUCTURE

- Located at a prime location and equipped with modern infrastructural facilities like AC classrooms, Library, Auditorium, Conference room, Computer Laboratory, Language Laboratory, Sports ground, Cafeteria, NSS room, CWDC room etc.
- On-campus Medical centre with a qualified doctor.
- A plush and well-equipped auditorium.
- Equipped with CCTV cameras at key positions and fire safety equipment to provide safe and well cultured environment. Security guards are also deployed at the college main gate, parking etc.



### LIBRARY

Well stocked library and a reading room with an access to collection of printed & E-resources which include INFLIBNET, books, journals, databases, CDs/DVDs, e-journals, reports, case studies etc.



### IT ENABLED LEARNING

- Wi-Fi campus and free internet access.
- A virtual campus app 'ZOOMI' is provided to all the

faculty members and students on their smart phones and tablets which allows online sharing of material, solving of queries, tests etc.

- Smart classes equipped with LCD projectors and audio system.
- The students are trained in tally accounting under the Foundation Course. They are provided rigorous theoretical as well as practical training.



### CAFETERIA

An on-campus cafeteria, attractively laid out, which provides hygienic refreshments at reasonable cost to the students throughout the year.

### SPORTS

The College boasts of an extensive play ground and a skating rink. The College has produced players of state and national repute in wide ranging indoor and outdoor events. For proper training and grooming of the players, the college provides coaching facilities for Cricket, Football, Hockey, Basket Ball, Snooker, Badminton, Table Tennis, Swimming, Shooting, Athletics etc. Even within the college building, we have facilities for indoor games like table tennis, chess etc.



## STUDENTS' SUPPORT

- Career Counselling Cell
- Scholarships for Meritorious & Needy Students
- Collegiate Women Development Cell
- Student Representative Council (SRC)
- Anti-Sexual Harassment Cell & Anti Ragging Committee



## PLACEMENT CELL

Every year reputed companies like Tata Consultancy Services, ICICI Bank, ICICI Prudential Life Insurance, TATA- AIG General Insurance Company, Vodafone, Birla Sun Life Insurance, Azure, Anand Raathi Insurance Brokerage Firm etc. visit our campus for Placement and the college provides 100% Placement support. 130 students participated and 83 students were recruited



## INTERNATIONAL AFFILIATIONS



### The Chartered Institute of Management Accountants (CIMA)

Under this partnership, CIMA and SMPIC will launch a study centre in the SMPIC campus that will offer CIMA qualification to the students. CIMA has a joint venture with the American Institute of CPAs (AICPA) to establish the Chartered Global Management Accountant (CGMA) designation.



### Concordia College, New York

A Memorandum of Understanding (MoU) was signed between S. M. Patel Institute of Commerce, Ahmedabad and the Concordia College, in Bronxville, New York, for a Transfer Program and a Faculty Exchange Program at Concordia College. The MoU facilitates dual degree qualification to SMPIC students.

# ELIGIBILITY NORMS AND ADMISSION PROCEDURE FOR THE FIRST YEAR B.COM.

## (A) Eligibility Norms

Applicant must have passed the Gujarat Higher Secondary Education Board (GHSEB) / Central Board of Secondary Examination (CBSE) / Indian Certificate of Secondary Education (ICSE) or its equivalent examination under 10+2 pattern in Commerce stream with the following subjects.

1. English and Accountancy
2. Any one of the following.
  - a) Business Administration
  - b) Economics
  - c) Statistics

## (B) Admission Procedure:

1. The Admission Form to be procured from the SMPIC office.
2. The candidate applying for the admission will be given preference according to the merit list declared on the basis of standard XII examination result.
3. The set of merit lists for the General Category quota as well as applicable Reserved Category quota will be displayed on the specified date. The subsequent merit list will also be displayed as per the schedule of admission decided by the University.
4. Eligible applicants will be granted admission according to his/her rank in the relevant merit list and availability of seats.

5. GLS University reserves the right to make any exception in the above rules without any notice. However, in case of any doubt regarding interpretation of any clause, the decision of the University authorities will be final.
6. 15% seats are allocated for NRI/NRI sponsored candidates.

## (C) NRI / NRI Sponsored Category :

### For NRI Students:

1. The candidate must have passed the qualifying examination from abroad.
2. The candidate will have to produce Equivalence Certificate of the qualifying examination from Association of Indian Universities (AIU), New Delhi.

### For NRI Sponsored Category:

1. The candidate must have passed the qualifying examination in India.
2. The candidate will have to produce a sponsorship letter from an NRI who will undertake to bear the tuition and other fees for the entire degree programme.
3. The candidate will have to produce documentary evidence of the NRI status of his/her sponsor.
4. In case Letter Grades / Performance Indices or Grade Point Average is awarded instead of percentage marks in the qualifying examinations the candidate will be required to produce an Equivalence Certificate from the school authorities on the day of confirmation of admission.

## SMPIC IN MEDIA

**STRAIGHT TALK CAREER**  
We will soon introduce subjects like e-commerce

**UP ADMISSION PROCEDURE**  
On full-time and part-time faculty members last 20 years' teaching experience given preference will be given to research scholars and those who have worked in the industry.

**Ranking of the college**  
The college has been ranked 1st in the state level among all colleges in the country by its ranking agency.

**Fee structure**  
The college has a fee structure that is very low and affordable for all students.

**Cut-off marks**  
The cut-off marks for admission are as follows:

**Placement and salary**  
The college has a placement cell that helps students in finding jobs and securing high salaries.

**ગુજરાત સમાચાર plus**

3. કોઈ કામની જવાબદારી સંભાળવાની શક્તિ

4. કોઈ કામને સમયસર પૂર્ણ કરવાની શક્તિ

આંતર કોલેજ વકતૃત્વ સ્પર્ધાનું આયોજન

સ્વામી વિવેકાનંદની ૧૫૦મી જન્મજયંતી નિમિત્તે સરસ્વતી એસ.એમ. પટેલ કોલેજ ઓફ એજ્યુકેશન વકતૃત્વ સ્પર્ધાનું આયોજન

૧૨મી જાન્યુઆરી ૨૦૧૫ના રોજ કલ્યાણમાં આયુ.કે. ૧૮ કોલેજના વિદ્યાર્થીનોને સ્વામી વિવેકાનંદની ૧૫૦મી જન્મજયંતી નિમિત્તે વિવેક પટેલ કોલેજના વકતૃત્વ સ્પર્ધાનું આયોજન કરવામાં આવ્યું હતું.

**HIP 'N' HAPPENING**

**બોકી બિલ્ડિંગમાં પ્રજાકસ્યા**

અમદાવાદ : ગુજરાત યુનિવર્સિટીના પ્રજાકસ્યામાં આયોજીત પ્રજાકસ્યા સમારોહમાં સ્વ. ગો.વલ્લભભાઈ શિવપત્રીએ ભાગ લીધો. આ સમયે સ્વ. ગો.વલ્લભભાઈ શિવપત્રીએ પ્રજાકસ્યામાં આયોજીત પ્રજાકસ્યા સમારોહમાં સ્વ. ગો.વલ્લભભાઈ શિવપત્રીએ ભાગ લીધો.

**ચાકડકાં પ્રાયોની ગોલ્ડમેડલ**

અમદાવાદ : ઇન્ડિયન ઇન્સ્ટિટ્યુટ ઓફ ટેકનોલોજીમાં આયોજીત ચાકડકાં પ્રાયોની ગોલ્ડમેડલ સ્પર્ધામાં સ્વ. ગો.વલ્લભભાઈ શિવપત્રીએ ભાગ લીધો.

**સ્પર્ધા જીત્યા પછી સતત વાગોળવાને બદલે દરરોજ સવારે નવું નાટક વિચારો**

ગુજરાત યુનિવર્સિટીના પ્રજાકસ્યામાં આયોજીત પ્રજાકસ્યા સમારોહમાં સ્વ. ગો.વલ્લભભાઈ શિવપત્રીએ ભાગ લીધો.

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**સિદ્ધાંત ત્રિવેદી અને સ્માટિક્ક હકીમજીનો શાનદાર દેખાવ**

ગુજરાત યુનિવર્સિટીના પ્રજાકસ્યામાં આયોજીત પ્રજાકસ્યા સમારોહમાં સ્વ. ગો.વલ્લભભાઈ શિવપત્રીએ ભાગ લીધો.

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**માઇલ્ડ એમ ઇલ્સવ'માં કિંગ્ડોમી આઈડિયાની દોડ**

ગુજરાત યુનિવર્સિટીના પ્રજાકસ્યામાં આયોજીત પ્રજાકસ્યા સમારોહમાં સ્વ. ગો.વલ્લભભાઈ શિવપત્રીએ ભાગ લીધો.

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[WWW.SMPIC-GLS.ORG](http://WWW.SMPIC-GLS.ORG)

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- 4<sup>th</sup> "Top Emerging Commerce College" of the Nation by India Today Survey.
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