



MARKETING

FINANCIAL

SST COLLEGE OF ARTS & COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT STUDIES

OPERATI

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2018-19

BUSINESS

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S.S.T. College of Arts & Commerce

(Affiliated to University of Mumbai, Mumbai)
Ulhasnagar - 421 004, Dist. Thane.



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List of Activities

Sr. No.	Name of the Activity	Date of the Activity	No. of Students	Page No.
01	Orientation for SYBMS & TYBMS	14 th June 2018	102	02
02	Induction for FYBMS	18 th July 2018	50	04
03	"Session on Investments in Mutual Funds"	19 th July, 2018	26	06
04	"Advance Defense Techniques"	30 th July, 2018	36	08
05	"Kuruksheetra" Debate Competition	31 st August, 2018	23	10
06	"One Day Industrial Visit to Sula Vineyards- Nashik"	30 th November 2018	20	12
07	"Explore Inner Potential"	19 th - 21 st December 2018	169	14
08	"A Seminar on Girl Education and Empowerment"	22 nd December 2018	35	16
09	"Session on AMCAT Aptitude Test"	24 th December 2018	33	17
10	"One Day Workshop On Research Methodology"	12 th March 2019	43	19



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Orientation for SYBMS & TYBMS

Objective:

1. To Introduce Students to new subjects of Second year and area of Specialization of Subjects (HRM, Finance, Marketing) to be opted.
2. To Explain Scholarship, Library and other Administrative Formalities.

Outcome:

1. Students would know about academic activities for Class SYBMS & TYBMS
2. Students would get to know Faculty members and Subject Teachers of BMS dept.

Resource Person: Asst Prof Padma Deshpande

Attended by – SYBMS-60 No's
TYBMS-42 No's

Report

The Department of BMS had organized an Orientation Programme for all the SYBMS & TYBMS students, to make them acquainted with the subjects of Second year & Third Year of BMS. The Orientation was conducted in Class Room no 22 & 23. The Students were explained the Main Subjects, Subject Specializations, FC Subject, Project Formalities, Conduct of CIE, Internal Exams. They were also briefed about the various Department Activities. Head of the dept. Asst Prof. Padma Deshpande and departmental faculties were present. The Orientation ended with Vote of Thanks and Query Resolving.



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Glimpses



Office Staff explaining the Administrative formalities to the TYBMS Students during Orientation

Vice Principal Addressing the SYBMS Students during the Orientation Session.





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Induction for FYBMS

Objective:

1. To Introduce Students to the College, their Courses, Subjects, Specializations.
2. To Explain Scholarship, Library and other Administrative Formalities.
3. To introduce them to the Various Committees and its activities.

Outcome:

1. Students would know about academic activities for Class FYBMS
2. Students would get to know Faculty members and Subject Teachers of BMS dept.
3. Students would know about the committees and the various activities undertaken.

Resource Person: Asst Prof Padma Deshpande

Attended by – 50 No's

Summary Report

The Department of BMS had organized an Induction Programme for all the FYBMS students, to make them acquainted with the subjects of First year of BMS Department. The Induction was conducted in Class Room no 22. The Program commenced with Puja and Welcoming of the Head of the Institution, Founder Principal Dr.J.C Purswani and Vice Principal Dr. Kushboo Purswani graced the Programme. They addressed the new Students and welcomed them to the college. The Students were explained the Main Subjects, Subject Specializations, FC Subjects, Examination Patterns. They were also briefed about the various departmental Activities and various committees. Head of the dept. Asst Prof. Padma Deshpande and departmental faculties were present. The Induction programme ended with Vote of Thanks and further instructions for Lecture Schedule, Class Rooms.



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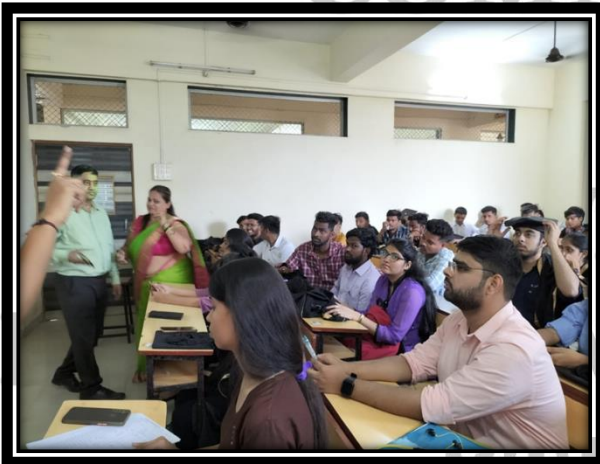
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Glimpses



Faculty Members Guiding the Students

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“Session on Investments in Mutual Funds”

Report

Date: 19th July, 2018

**Activity Incharge: - Asst. Prof. Bhakti Mulchandani
Asst. Prof. Padma Deshpande
Asst. Prof. Deepika Valecha.**

Speaker of the Session: - Mr. Janaradhan Kumar & Team

26 Students from BMS attended a Session on Investments in Mutual Funds Presented by Karvy Broking Ltd, This Seminar was planned by Placement Cell of the College on 19th July 2018 which also happened to be Bank Nationalization Day.

The Placement cell has always strived for providing opportunities for students which will help them to face the corporate world, keeping this in mind, we had invited Mr. Janaradhan Kumar & His team from Karvy Broking Ltd. Mr. Janaradhan is the cluster head of Karvy Broking Ltd and he conducted a seminar on Investment avenues in the Mutual Fund Market.

He explained and guided the students about the different Investment options, duration benefits, top rated firms etc. Overall the entire session was very interactive and more than 155 students from all the streams of the degree college took advantage of this seminar.

On an Ending note the Placement committee announced that Karvy Broking has offered Project Internships and Guidance for Interested Student Candidates. Those Students who were interested could give their names to their respective departmental heads.



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Prof Chandni G Addressing the Students



Mr. Janardhan from Karvy – Explaining Mutual Funds



Mr. Janardhan and his Team explaining the various technicalities of Mutual Funds.





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"Advance Defense Techniques"

Report

Date: 30th July, 2018

No of Girls from the Dept.: 36 Nos.

**Activity Incharge: - Asst. Prof. Manisha Warungase
Asst. Prof. Padma Deshpande
Asst Prof. Bhakti Mulchandani.
Asst Prof Deepika Valecha.**

On 30th July 2018, The Women Development Cell of S.S.T College of Arts and Commerce was inaugurated for the academic year 2018-19. The theme for the seminar was "Advance Defensive techniques" which was jointly organized by BMS & WDC, The Highlight of this session was Self Protection of girls from Eve teasing, molestation etc.

Mr. Rohit Mishra who is the instructor of "SHISHO KAI KARATE –DO" International & president of close combat Academy and Trust was invited as the Resource Person , He taught a number of self-protection tricks with live demonstrations to all the Girl Students from various streams of the college.

A Total Number of 166 Girl students from all the streams of Degree College attended this session and took advantage of the interactive and live demo session.

Mr. Rohit Mishra has assured the students and the Committee that he is willing to take a 4 days' workshop on self-defense Technique. Depending on the number of enrollment of Girls the schedule for the workshop would be decided.

The program ended with a Vote of Thanks to the Resource person & the Participants of the seminar.



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"Kurukshetra" Debate Competition

Report on

Date: 31st August, 2018

**Activity Incharge: - Asst. Prof. Deepika Valecha
Asst. Prof. Ravindra Phadke.**

31st August, 2018 - Debate Competition (KURUKSHETRA):-

No. of students participated: - 89 approximately

No. of teams participated: - 26

No. of Students from BMS Department: - 23

Debate Competition was divided into two rounds:

First round: Date: - 31st August, 2018

The first round was populated with 26 numbers of teams with active participation enthusiasm. The method of selecting topic was Random sampling the honorable judges were Asst Prof. Padma Deshpande, Asst Prof. Kiran Punjabi, and Asst Prof. Deepa Agarwal.

Second round: Date: - 07th September, 2018

From the total 26 number of participated teams, 10 teams were selected for second round. The second round judge was Prof. Varsha Sawlani. The winning team was felicitated with a prize from the college. Remaining participants were given a participation certificate. The outcome of this event was to develop confidence, motivation.



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Topics for 1st Round

1. Are women better managers than men?
2. Is Online shopping better than Traditional shopping?
3. MNC, a boon or a curse?
4. Are Films responsible for Social crimes?
5. Which Education System is better, INDIAN or FOREIGN?
6. Open Culture v/s Hierarchical Culture
7. Ache din hai ki nahi?
8. What matters more, Marks or Skills?

DURATION per group 10mins. **ENTRY FEES** : 10/- per student

RULES :

- There will be two teams each consisting of four speakers.
- The speaker must advocate everything required by the topic itself.
- Language : English , Hindi , Marathi
- One person speaks at a time.

AVOID :

- Focusing too much on notes.
- Don't provoke your opponent.

BODY LANGUAGE :

- Don't point fingers against anyone.

CONTACT PERSON :

- Prof. Deepika Valecha
- Prof. Ravindra Phadke




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“One Day Industrial Visit to Sula Vineyards- Nashik”

Report

Date: 30th Nov 2018

Visit Incharge: - Asst. Prof. Santosh Karmani
Asst. Prof. Dilip Ahuja
Asst. Prof. Deepa Agrawal.

Venue of Visit: - Sula Wine's Manufacturing Plant

Resource Person: - Staff of Sula Vineyards

A "One Day Industrial Visit to Sula Vineyards" was organized, 20 students from FY, SY and TY Classes of BMS participated. The Students were accompanied by Industrial Visit Incharge Asst. Prof. Santosh Karmani and Asst. Prof Dilip Ahuja, Asst Prof Deepa Agrawal.

Students saw the production process of plucking, Wine Brewing, Packaging of wines. They also got the information regarding Marketing and Selling strategies use to sell the products for maximum earning of the firm. Students interacted with the staff of Sula Wine's and they enjoyed the visit.

After the Visit, the students got the opportunity to visit nearby places and were allowed to enjoy the fun filled games and activities.

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“Explore Inner Potential”

Report

Date: 19th December, 2018

**Session Incharge: - Asst. Prof. Padma Deshpande
Asst. Prof. Krishna Salgaonkar Ji
Asst. Prof. Neha Telani**

The Department of Management Studies has organized a 3 days session on “Exploring Inner Potential” for the students of the Department. Approximately 169 students had participated in the session. The Class Teacher of the respective classes played the role of mentor and different activities were performed by the students under the guidance of their mentor's.

On 1st Day of the Session:-

PPT Presentation and Extempore (Self Expression) was undertaken to improve the communication skills and remove stage fear.

On 2nd Day of the Session:-

Students were given Group Discussion topics and Just a Minute sessions were held to enhance their thinking capability and Analytical speed.

On 3rd Day of the Session:-

To Instill the Concept of Reduce, Recycle and Reuse, Students were given the task of making Best out of Waste products or Waste Materials. Also to enhance their Listening, Thinking and Writing Skills they were given the task of Writing Creative Advertisement for product Promotions.

All the 3 Days the activities were performed under the guidance of their respective Mentor's.



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“A Seminar on Girl Education and Empowerment”

Report on

Date: 22nd December, 2018

**Activity Incharge: - Asst. Prof. Padma Deshpande
Asst. Prof. Krishnaji Salgaonkar**

Session Conducted By: - Mr. Lalit D.

A Seminar on Girl Education and Empowerment was conducted by Mr. Lalit D. from the Ministry of Labor and Welfare. Government of India has initiated a number of projects and schemes for the skill enhancement of Girls who lack the exposure and Opportunity to Work in Various Sectors. This Seminar was primarily for the FY and SY Girl Students, they were made to register on a Govt. Portal and they had to appear for an online Aptitude Test on the basis of the Results of the test the students were guided on the various Employment opportunities in the Various Govt and Private Sectors about 35 Girl Students from BMS participated in this Seminar and took advantage of this session.

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“Session on AMCAT Aptitude Test”

Report

Date: 23rd December, 2018

**Session Conducted By: - Asst. Prof. Deepika Valecha
Asst. Prof. Krishnaji Salgaonkar**

Arrangements: Asst Prof Mayur. Mathur.

Venue: - Computer Lab

No of Students from the Department: 33 Nos.

Aptitude Test is an Integral part of Competitive exams, in order to enhance the Reasoning skills and improve the Speed of the Students a Session on Aptitude Test was Conducted, Approximately 117 students from various programs took part in this session. This session was conducted under the guidance and supervision of Asst. Prof. Deepika Valecha and Asst. Prof. Krishnaji Salgaonkar.

They have trained the students on tricks to qualify aptitude test questions like Logical Reasoning, Mathematical Aptitude, Blood Relation Questions, General Reasoning, Probability, Correlation etc. to qualify the General Paper for Government Exams and Competitive Exams

This Session will help the Students in improving their Analytical Skills.



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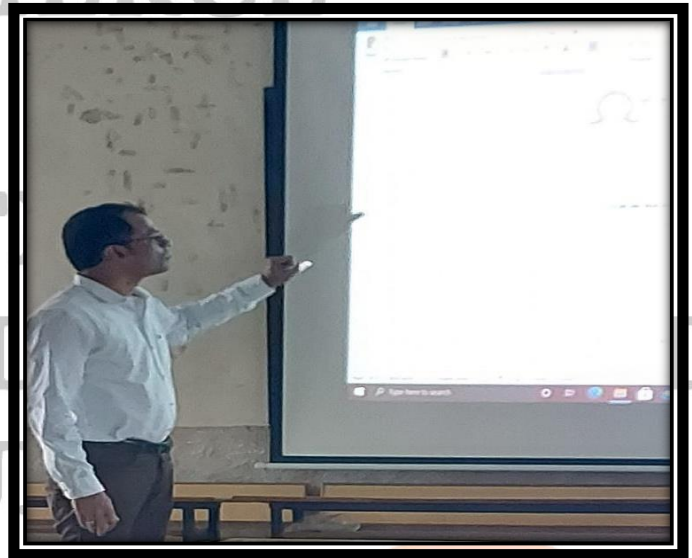
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Resource Person: Asst Prof Krishnaji Salgaonkar Guiding the Students.

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Batch 2 Asst Prof Deepika Valecha Guiding Some of the Participants with Asst Prof Mayur M Students



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“One Day Workshop On Research Methodology”

Report

Resource Person: Dr. Venugopal G

Date:- 12th March 2019

Session Conducted By: - Asst. Prof. Padma Deshpande

Asst. Prof. Varsha Sawlani

A "One Day Workshop on Research Methodology" for all the TY Classes was organized by Department of Management Studies.

43 students from BMS attended this session and they were given knowledge on Research projects.

A Step-By-Step guidance was given by Dr. Venu Gopal G regarding How to Select Research Topic's , How to Collect Data , How to Select Sample Size , Literature Review , Method of Collecting Data , Research Methodology required for Project Work , Data Interpretation and finally How to write the Conclusion , Suggestion and Finding of the Research.

From this session the students got an idea on how to do a Research Work and How to Collect Data for the Research Project.



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Dr. Venugopal
Addressing and Guiding
the Students



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