



# SST COLLEGE OF ARTS & COMMERCE

## DEPARTMENT OF BUSINESS MANAGEMENT STUDIES

MANAGE

2019-20



# S.S.T. College of Arts & Commerce

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



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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
2. Students would get to know Faculty members and Subject Teachers of BMS dept.

### Report

**Resource Person:** Asst Prof Padma Deshpande

**Attended by SYBMS – 50 No's**  
**TYBMS – 42**

**Date: - 13<sup>th</sup> June 2019**

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 of BMS Department. The Orientation was conducted in Class Room no 22. 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



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## Short term training program on “Introduction to Coral Draw”

### Report

**Date:** 01<sup>st</sup> July 2019

**Guidance of Asst. Prof Padma Deshpande**

**Resource Person – Prof. Krishnaji. A. Salgaonkar**

**No of Participants – 36 Students**

**Objective: To Help the Students with Creative Presentations  
To Enhance the Technical Knowledge of Students**

**Outcome: Students can Design their own Logo, Brochures**

One day short term training program on "Introduction to Corel Draw " was held in S.S.T College of Arts and Commerce Ulhasnagar on 1st July' 2019. There were 36 participants from the Department who participated in the SSTP.

The short term training program was conducted by Asst Prof Krishnaji. A. Salgaonkar from S. S. T College of Arts and Commerce. He explained the usage of CorelDraw in preparation of Logo, Pamphlets and Brochure creation. He also appreciated S. S. T College's initiative to make the value addition in faculties and students.

#### Lecture Session

The lecture session of STTP was delivered by Mr. Krishna ji Salgaonkar (Commerce Department S.S.T College who introduced Coral Draw software, he also explained the front panel of the CorelDraw software and discussed the importance of different tools available. He also explained some important commands which would be helpful for beginners.



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## Glimpses



**Asst Prof: Krishnaji Salgaonkar**  
**Addressing the Students**

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## “INTRODUCTION TO ROAD TRANSPORT”

### Report

**Date: 3rd July 2019**

**Guidance of Asst. Prof Padma Deshpande**

**Resource Person – Shubham Singh –TYBMS**

**Students Attended – 50 No's**

**OBJECTIVE:** The students build rapport in class through collaborative learning and build self-confidence.

To introduce to the students the practical Concepts of Road Transport.

**OUTCOME:** Students got an insight on practical aspects of Road Transport, types of vehicles used, and documentation procedures.

Students Interaction skills improved, Students got their doubts clarified.

A Short Lecture Presentation was done on Types of Transportation in Logistics and Supply Chain Management by TYBMS Student Mr Shubham Singh, Shubham's father has a Logistics company in the name of Singh Logistics Services, as Shubham has been assisting his father in his father's business. He was asked to Explain and Guide the Practical Aspects of Logistics. This session was Attended by 50 Students from TYBMS Class.

He covered the following topics

- Types of Road Transport Used
- The weight and volume of an individual shipment,
- Types of goods transported.





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- For Short distances light and small shipments a van or pickup truck may be used.
- Different types of Trucks used for Larger Shipments.
- Trucking & Haulage
- Weights
- Documents used.
- Road Tolls

## Glimpses



It endeavor the knowledge about”  
Road Transport”



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## F.Y. Students Induction Programme

### Report on Induction Programme

Department of Bachelor of Management Studies had conducted induction Programme for FYBMS Students on 08<sup>th</sup> August 2019 at 9.00 am. 63 students attended the induction session. The Inauguration session comprised of Welcome Speech, Prayers to Maa Saraswati, and Introduction of Institutional Heads to the Fresher.

Asst. Prof. Padma Deshpande delivered the entire session highlighting about college infrastructure, Facilities of the college, Course Structure of BMS course, Subjects of Semesters, different curricular and co-curricular activities available in college. Students were introduced to various committees and their activities. Students were asked to attend lectures regularly and take active part in different committees of the College. In addition to the Induction technical Sessions were arranged for the students to familiarize them with their Classrooms, Lecture attendance etc. Overall this session helped the students in getting familiar with their forthcoming course, examination pattern, various events and activities conducted under various Committees and Departments.

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## Session on IPR

### Report

#### Objective:

- To create awareness on Intellectual Property Rights and Patents.
- To develop an Academic and Industrial research perspective.
- To protect and explore IPRs.
- To improve the IP in the Thane region, Maharashtra state.
- To impart Hands-on training on Patent search technique and Patent specification drafting.

#### Outcome:

- Apply intellectual property law principles (including copyright, patents, designs and trademarks) to real problems and analyses the social impact of intellectual property law and policy
- Work in teams, solve problems and manage time
- Analyze ethical and professional issues which arise in the intellectual property law context
- Write reports on project work and critically reflect on your own learning.

### Report

SST College of Arts and Commerce, Department of Management Studies has a conducted Seminar on Intellectual Property Rights on 05.08.2019 in Room No 20. The Resource Person spoke on the need to know about the IPR as the definition of assets has grown from material to non-material. In general, Intellectual Property Rights (IPRs) are concerned with the protection of tangible and intangible property. Thereafter, Resource Person delivered an insightful talk on 'Challenges in Intellectual Property: a Students Perspective'. Mr. Shah discussed the nature of IPRs, its litigations and the law defining the subject-matter. He further dealt with the hype

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about pharmaceutical patents in India and the application of Alternative Dispute Resolution (ADR) processes to such disputes. He put forth that it requires a judicial temperament required to deal with such cases at the IPAB. He spoke about his stand on the need to comply with the responsibilities under international instruments on IP; of not sponsoring easy grant of injunctions in patent cases to big pharmaceuticals. He also stressed that whenever needed judges can ask for expert help to decide the cases effectively in the IPAB. The academic staff college proposes to organize more no. of programmes on IPR especially the patents, trademarks registrations and copyright law as having awareness on these areas is mandatory for a successful career both for the individuals and the organizations.

## Glimpses



**Advocate Sunil Shah Delivering a lecture on IPR to TYBMS Students in the presence of Students and Faculty Members.**



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## Collaborative Learning: Innovations in Entrepreneurship

### Report

**Date 16th August 2019**

**Resource Persons: Anukul Madhaye & Kavita Krishnakutty – SYBMS**

**Guidance – Asst Prof Padma Deshpande & Asst Prof Neha Telani.**

**Students Attended - 52 No's**

Objective of the session: To build rapport among students and enhance the concept knowledge.

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. .Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame, and continued growth opportunities.

Outcome of the Session: Every Year 23rd August is Celebrated as World Entrepreneurs Day , to Commemorate this Day a session on Innovations in Entrepreneurship was organized on 16th Aug 2019 ,The Basic Purpose of this presentation was to increase the presentation confidence of the students, encourage them to explore content on business management and entrepreneurship, skills required to run a successful enterprise ,introduce them to topics like leadership, project management innovations in technology, Business Startups, Innovative Business Setups, launching a Product, Skills required for an Entrepreneur

Topics Covered under the Presentation

Business Planning

Understanding Business Environment

Creativity and Innovation

Execution of Operations

Business Ideas

Ecommerce

Awards given for Startups

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## Glimpses

# SST COLLEGE OF ARTS & COMMERCE MANAGEMENT



**Presenter Anukul Madaye**  
Explaining about Green  
Innovations

**The Speaker Ms. Kavita K explaining  
concept of Entrepreneurship**





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## Career Guidance- TYBMS

### Report

**Date: 21<sup>st</sup> September, 2019**

**Guidance of – Asst Prof Padma Deshpande**

**OBJECTIVE:** To help the students make their vision for the future clearer.

**OUTCOME:** To Students Knowledge on Marketing Concepts were revised. Presentation confidence of the students were boosted.

The final year students of SST College of Arts & Commerce had the opportunity of part taking in a one day Career Guidance Program held in the college premises on 21st September 2019. Asst prof Padma Deshpande addressed the gathering with a story which asked students to not be like 'Half-baked Professionals' and encouraged them towards Internships and Apprenticeship after listing the plus points involved with it. Overall the programme helped the students to have a better understanding of the opportunities that could be offered by Apprenticeship, Entrepreneurship and Higher education.

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## Workshop on Learn to Design your own Solar Home System

### Objective:

- To trace energy flows and think in terms of energy systems.
- To Knows how much energy they use, for what purpose, and where the energy comes from.
- To assess the credibility of information about energy.
- To communicate about energy and energy use in meaningful ways.
- To be able to make informed energy use decisions based on an understanding of impacts and consequences.

### Outcome:

- It is expected that after going through workshop, a Student would get a good understanding of energy generation and consumption.
- Students got well well-versed with how much energy is being used, from where the energy is coming from.
- Students got through knowledge of carbon footprint
- Students understood from the workshop the impacts of energy use on the environment & Energy alternatives
- The main outcome of the workshop was the best approaches for energy generation and consumption

### Report

SST College of Arts and Commerce, Department of Management Studies has organized a Two Days Workshop on “ Learn to Design your own Solar Home System” as a Part of Energy Literacy Drive on 26 Nov 2019 to 27 Nov 2019 at 10.00AM in Room No 21. The formal welcome was done by HOD Asst Prof Padma Deshpande and then the Session was handed to Resource Person Asst Prof Krishnaji Salgaonkar. The Resource Person highlighted on The Energy Literacy workshop is required for the following reasons: 1. 80-85% of the energy comes from fossil fuels hence we need to become conscious users of energy 2. As climate change is happening at an unprecedented rate, hence we need to mitigate its catastrophic effect 3. To become responsible citizens of the Planet Earth and ensure a sustainable future generation. The resource Person further explained Energy issues are challenging, frequently changing, and the





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individual and collective choices that we make about energy—such as which energy sources to harness or extract—impact the social, economic, and environmental health of a community and our world. Responding to these challenging energy issues and making beneficial individual and collective decisions is critically important and depends upon an energy-literate populace that understands the basics of energy production and transfer and can weigh costs and benefits associated with varied options for achieving a sustainable energy future. As the world transitions from being primarily dependent upon fossil fuels to utilizing alternative energy sources, a need to equip both children and adults with current and foundational levels of energy literacy becomes apparent. The workshop benefitted to students and all questions were clarified by the Resource Person. The Vote of Thanks was given by Asst Prof Neha Telani. Students benefited from the session were 103 Nos.

## Glimpses





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## “Peer To Peer Teaching on Principles and Practices of Marketing”

### Report

**Date:** 9<sup>th</sup> Dec 2019

**Resource Person –** Shruti Sunkar

**Guidance of –** Asst Prof Padma Deshpande

**Students Attended:** - 29 No's

**OBJECTIVE:** To build confidence of the students and to encourage them to share knowledge.

To improve the Presentation skills of the Students.

**OUTCOME:** Students Knowledge on Marketing Concepts were revised. Presentation confidence of the students were boosted.

### Report

Marketing is as system of Business activities designed to plan, promote, price and distribute want satisfying products, services & ideas to target markets in order to achieve organizational goals.

#### Topics Covered

Definition of Marketing

Nature and Scope of Marketing

Need, Wants & Desires

Concepts of Marketing – Product, Sales Marketing Orientation

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## Glimpses



**Presentation by Shruti  
Sunkar - FYBMS**

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## “Various Sections of Taxation”

### Report

**Date:** 10<sup>th</sup> Dec 2019

**Resource Person –** Kiran Chalwadi

**Guidance of –** Asst Prof Deepika Valecha & Asst Prof Padma Deshpande

**Students Attended –** 27 No's

**OBJECTIVE:** To build confidence in the students and to encourage them to share knowledge.

To Update the Students with the latest norms related to Taxation.

**OUTCOME:** Students enhanced their communication skills.

Students Got Introduced some new Concepts, there was knowledge Sharing.

A student exchange program was conducted on 10th December' 2019 under

MS Department of S. S. T College of Arts and Commerce.

Under this program Kiran Chalwadi a student from TY BMS was conducting a session for FYBAMMC students on various concepts of taxation. The number of participants were 27. It was an interactive session. Students could develop elaborative knowledge and skills about the concept. This program helped in boosting the self-confidence of students through self-development and awareness.



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## “Student Exchange Program”

### Report

**Date:** 11<sup>th</sup> Dec 2019

**Resource Person –** Kavita Krishnakutty

**Guidance of –** Asst Prof Kanishka Dingra

**Students Attended –** 42 No's

**OBJECTIVE:** To build confidence in the students and to encourage them to share knowledge.

To Update the Students with the current situation of training in organizations.

**OUTCOME:** Students enhanced their communication skills.

Students Got Introduced some new Concepts, there was knowledge Sharing.

A student exchange program was conducted on 11th December' 2019 under BMS Department of S. S. T College of Arts and Commerce.

Under this program Kavita Krishnakutty a student from SY BMS was conducting a session for SYBA students on various concepts marketing. The number of participants were 42. It was an interactive session. Students could develop elaborative knowledge and skills about the concept. This program helped in boosting the self-confidence of students through self-development and awareness.

### Glimpses

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Ms Kavita Krishnakutty of SYBMS explaining concepts of T&D to SY BA Students



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## “Integrated Marketing Communication”

Report

**Date:** 11<sup>th</sup> Dec 2019

**Resource Person –** Anukul Madhaye

**Guidance of –** Asst Prof Padma Deshpande

**Students Attended –** 32 No's

**OBJECTIVE:** To build confidence in the students and to encourage them to share knowledge.  
To Update the Students with the latest trends of marketing.

**OUTCOME:** Students enhanced their communication skills.

Students Got Introduced some new Concepts, there was knowledge Sharing.

A student exchange program was conducted on 11th December' 2019 under BMS Department of S. S. T College of Arts and Commerce.

Under this program Anukul Madhaye a student from SY BMS was conducting a session for SYBAF students on various concepts marketing. The number of participants were 32. It was an interactive session. Students could develop elaborative knowledge and skills about the concept. This program helped in boosting the self-confidence of students through self-development and awareness.

### Glimpses



Mr. Anukul Madhaye of SYBMS  
explaining concepts of IMC to  
SY BAF Students

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## “Auditing”

### Report

**Date:** 11<sup>th</sup> Dec 2019

**Resource Person –** Farman Husain

**Guidance of –** Asst Prof Deepika Valecha

**Students Attended –** 19 No's

**OBJECTIVE:** To build confidence in the students and to encourage them to share knowledge.

To Update the Students with the concept of Auditing, its usage and scope.

**OUTCOME:** Students enhanced their communication skills

Students Got Introduced some new Concepts, there was knowledge Sharing.

A student exchange program was conducted on 11th December' 2019 under BMS Department of S. S. T College of Arts and Commerce. Under this program Mr. Farman Husain a student from SY BMS was conducting a session for SYIT students on various concepts auditing. The number of participants were 19. It was an interactive session. Students could develop elaborative knowledge and skills about the concept. This program helped in boosting the self-confidence of students through self-development and awareness.

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## Lecture on "GST"

### Report

Date 17<sup>th</sup> Dec 2019

Resource Person by CA. Gulshan Manglani

**Objective of the session:** To introduce the features of GST policy and also the highlights, its effects on economy.

**Outcome of the Session:** The students developed an insight about the concept and understood its impact on the nation as a whole. Students were also made aware of the new GST slabs.

A seminar on the topic "GST" was conducted on date 17th December' 2019 at 11:00 AM in room number 201 of S. S. T College of Arts and Commerce, Ulhasnagar for BMS students. CA. Gulshan Manglani was invited as a resource person for the seminar. 50 Students from the Department attended the Session.

The speaker highlighted the concepts related to GST - difference between goods and services, GST as an indirect tax, cascading effect present in old tax regime and how it affected individuals, general public, companies, and industries, how to generate invoice bill using GST slab rates, and origin based taxation to consumption based taxation.

The speaker emphasized on GST and its impact on the various sectors. The seminar portrayed a positive picture of GST indicating that the GST is likely to be the game changer for the Indian economy. The Q & A session that followed by the presentation elicited insightful questions.

### Glimpses



### Students Attending the Session on GST





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## Diet and Nutrition – FAT to FIT

### Report

**Date:** 19<sup>th</sup> Dec 2019

**Resource Person:** Dr. Sonali Parlikar – MBBS DND, Obesity Specialist and Dietician

**Objective of the session:** To Create Awareness among Girl Students the importance of Health, Diet and Exercise.

**Outcome of the Session:** The Girls understood the importance of Healthy Diet and Nutrition, things to be taken care of for better menstrual health and Hemoglobin.

A Seminar themed FAT to FIT was arranged to all the girls on 19<sup>th</sup> Dec (Thursday) 2019. The Guest speaker Dr. Sonali Parlikar is a well-known Dietician and Nutrition specialist who has Clinics in Kalyan and Dombivli City,

Dr. Sonali Parlikar has been into her practice for the last 22 years. During the seminar she explained to the students what is obesity, its causes, symptoms, harmful effects and treatment for the same.

She emphasized on healthy food habits, regular exercise and explained on how to maintain an overall wellbeing.

The program was inaugurated by offering prayers to Maa Saraswati by the guest speaker Prof Jeevan Vichare Sir.

More than 152 students from all departments were benefited from this seminar, **29 Girl Students** from BMS participated in the seminar, which concluded with general questions, doubts, and myth clearance.

Overall it was a very informative session which was attended by not only the students but also a number of faculty and staff members.

A special thanks to Prof Tushar Wakse Sir and the management for arranging this informative Seminar.



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## Glimpses



**Asst Prof Padma Deshpande  
Introducing the Guest.**

B

**Dr. Sonali Addressing the  
Students**



**Dr. Sonali clearing Doubts  
of the Students**

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## Visit to National Stock Exchange of India

### Report

#### Objective:

- To learn the real trading on the platform happens by various investors through live trading.
- To understand the role of NSE towards Investors Protection.
- To know the functioning of NSE on the way to develop the Securities Market.

#### Outcome:

1. Students also received some important lessons on investments.
2. They also understood various aspects of investing in security markets.
3. Apart from this, the students also learnt about the Mutual Funds and also about the regulators of the financial markets in the areas of Securities.

#### Resource Person:

Mr. Purv Shah (NSE Speaker)

Mr. Anil Jawarani (President NSE Academy)

No of Students from BMS- 38 Nos.

### Summary Report

The department of student council along with BMS Dept had organized an industrial visit to NSE on 23<sup>rd</sup> December, 2019 for the students of FY SY & TY there were 160 students as well as 3 faculty members Prof. Sunil Shah, Prof. Nilesh Manore, Prof. Padma Deshpande accompanied students to the NSE visit. Students participated in a two hour training program; they were given an overview of the National Stock Exchange. The resource person Mr. Purv Shah explained with the help of live markets, the capital market operations, derivative trading, how to be smart investors in share and Role of NSE regulators. At the National Stock Exchange (NSE), the students were informed about the trading terminal and how the shares are fixed. They also learnt how to buy and sell shares online through the trading terminal and role of the brokers in the share market. Students also learnt about the futures & Option and strategies for F&Os.

Students were informed about how NSE, BSE and MCX are affected by the world stock exchange, supply of foreign currency and crude oil to the national GDP and at Indian stock market. The



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session concluded with the distribution of certificates to all Students. The Faculty concluded the Session with a Vote of thanks.

38 Students from BMS were Present for the Session.

## Glimpses



Students from SYBMS after  
Receiving Participation certificates  
from Speaker Purv Shah



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## Lecture on “Project (Black Book) Preparation and Submission”

Report on

**Date:** 15th Jan 2020

**Resource Person:** Asst Prof Padma Deshpande and Asst Prof Varsha Sawlani

**No of Students attended - 52 Nos.**

**Objective of the session:** To introduce project based learning and encourage students for research.

**Outcome of the Session:** The students developed research skills and analytical skills.

Students of TY BMS were required to gather in room no 23 Extension Bldg at 10 am. Students of TY BMS Semester VI were assigned title of their projects on the basis of their interest. Necessary guidance related to the project which includes methodology used, how to do analysis, how to interpret the data, sources of gathering data, etc was given by the Resource person. After Guidance each professor of the department was assigned as project guide for respective number of students.

### Glimpses





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## Budget 2020

### Report on

**Date:-** 15 Feb 2020

**Resource Person** by CA Sonam Ahuja from Protivity India Ltd & CA Vishnu Vizhiria GCX Ltd.

**Attended By** – 36 Students from BMS

**Objective of the session:** To Enhance the Students the highlights of Budget 2020-21.

**Outcome of the Session:** The Students were updated with latest Tax Slabs, Exemptions, Schemes introduced in Budget 2020-21

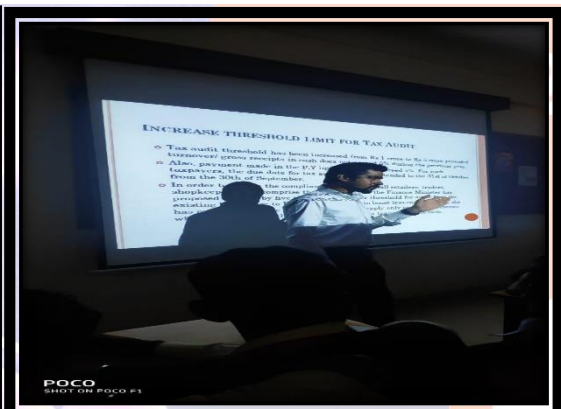
### Report

A session on Budget 2020 was organized for the Students specially belonging to Finance Specialisation. The highlight of this Seminar was to update the students about the latest Tax Slabs, Rates, Exemptions, Calculations, GST, Schemes and many more tax related Concepts which were presented in the Budget 2020-21. The entire session was conducted for almost two hours by both the speakers. It was indeed a very informative and exhaustive session. 36 students from SY and TY BMS attended the seminar.

### Glimpses



Ms Sonam Ahuja Explaining to the Students.



Mr. Vishnu Vijriya addressing the Students.



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## Visit to Bombay Stock Exchange

### Objective:

- To make students understand the role of BSE in Financial Markets and Economy.
- To learn the career opportunities available at BSE and Financial markets.

### Outcome:

- Students learnt about the history of BSE and its day to day working and the standard operating procedures.
- The students had come to know about the certifications like NCFM and NISM and their importance to enhance one's employability in Banking and Financial Services Industry.

**Resource Person:** Dr. Srinivasan (BSE Speaker & CEO Brokers forum)

### Report

The students had the privilege of visiting the Bombay Stock Exchange Mumbai and gathering some practical insights. Dr. Aditya Srinivasan, CEO of Brokers forum conducted a session for the students on working of Indian stock market and demonetization and its effects on stock market, Indian economy, Demat and Depositories on 17<sup>th</sup> and 19<sup>th</sup> February, 2020. Students acquired knowledge about the stock exchange structure, its process & procedures and products traded on it,

various training programs and certification exams related to the capital market. They also learnt how to buy and sell shares online through the trading terminal and role of the brokers in share market. The seminar was an interactive session in all 60 Students has visited. 35 Students were from BMS.



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## Glimpses



**Vote of Thanks by Faculty to Dr Srinivasan of BSE**