



SST COLLEGE OF ARTS & COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT STUDIES

2020-21



S.S.T. College of Arts & Commerce

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



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Online Orientation Programme for SYBMS

Objective:

1. To make familiar with online learning platform and introducing them to new subjects of Second year and area of Specialization of Subjects (HRM, Finance, Marketing) taken by them.
2. To create bonding among the students as well as between faculty and students.

Outcome:

1. Students would know about academic activities and overall BMS programme
2. Students would get to know Faculty members of BMS dept.

Online Meeting	Google Meet Platform
No of Students Participated	52

Report

The Department of BMS had organized an **Online Orientation Programme** for all the SYBMS students, to make them acquainted with the subjects of Second year of BMS Department. The programme was conducted on the Google meet Platform and the link for the same was already shared with the students. The programme started sharp at 9.00 am by Head of the dept. Ms. Padma Deshpande and departmental faculties were present and in the last thanked all participants and ended the programme.



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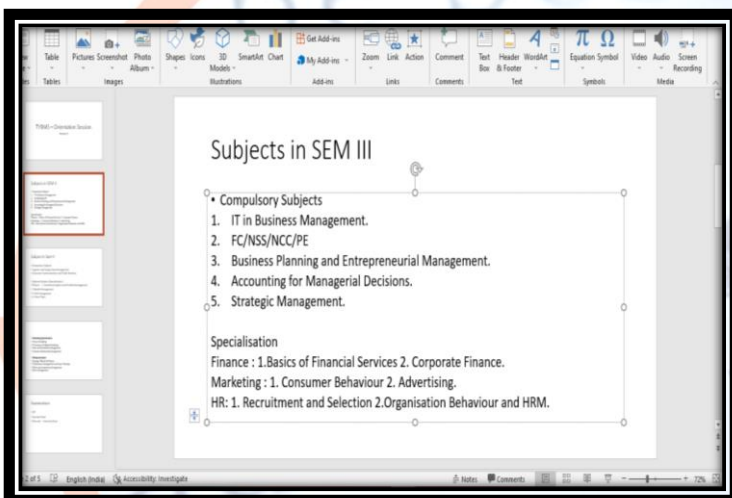
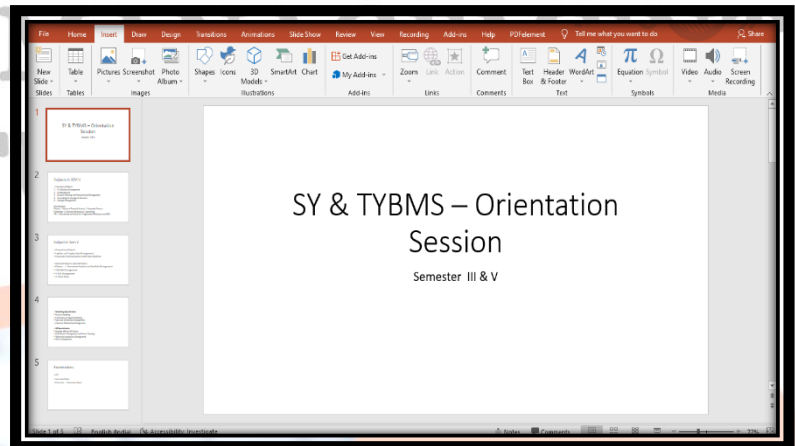
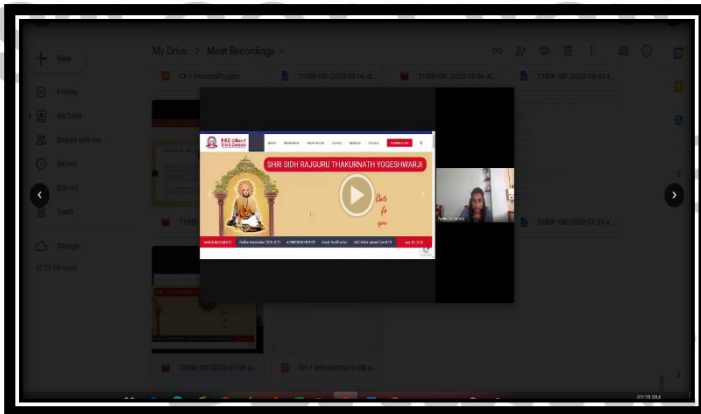


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Glimpses



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Online Orientation Programme for TYBMS

Objective:

1. To make familiar with online learning platform and introducing them to new subjects of Second year and area of Specialization of Subjects (HRM, Finance, Marketing) to be taken by them in current semester.
2. To create bonding among the students as well as between faculty and students.

Outcome:

1. Students would know about subjects and academic activities and overall BMS programme
2. Students would get to know Faculty members of BMS dept.

Online Meeting	Google Meet Platform
No of Students Participated	53

Report

The Department of BMS had organized an Online Orientation Programme for all the TYBMS students, to make them acquainted with the subjects of Third year of BMS Department. The programme was conducted on the Google meet Platform and the link for the same was already shared with the students. The programme started sharp at 9.00 am by Head of the dept. Ms. Padma Deshpande and departmental faculties were present and in the last thanked all participants and ended the programme.



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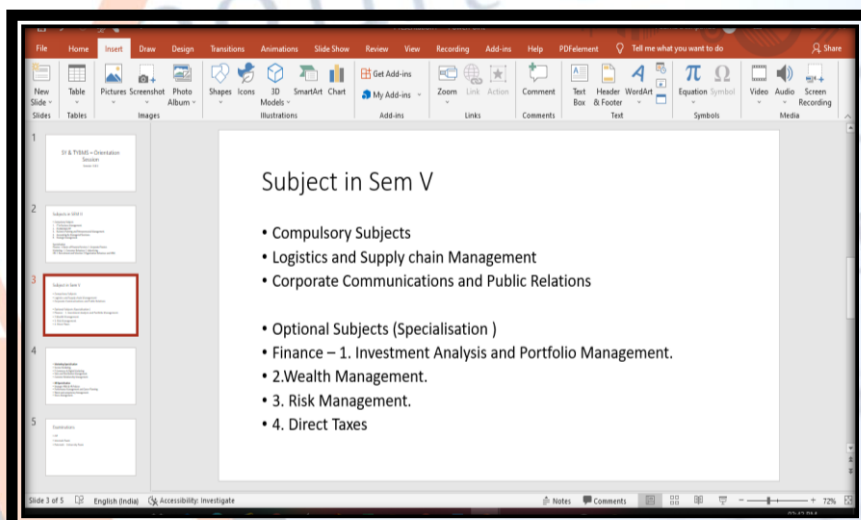
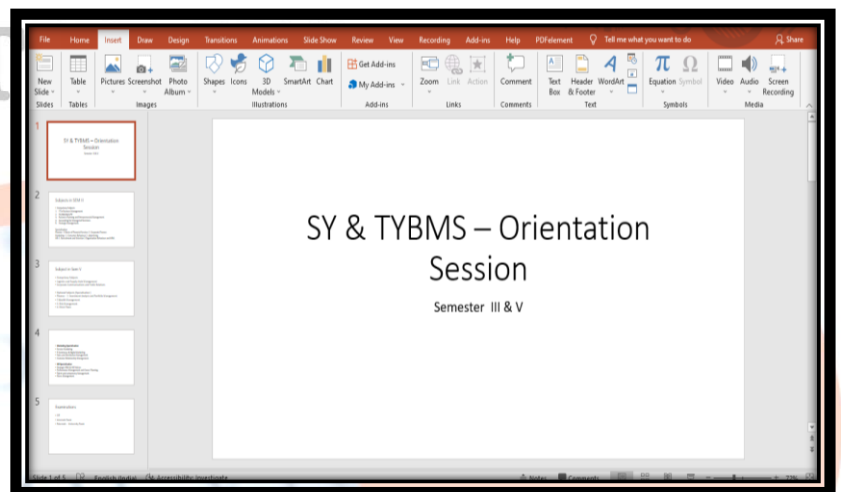
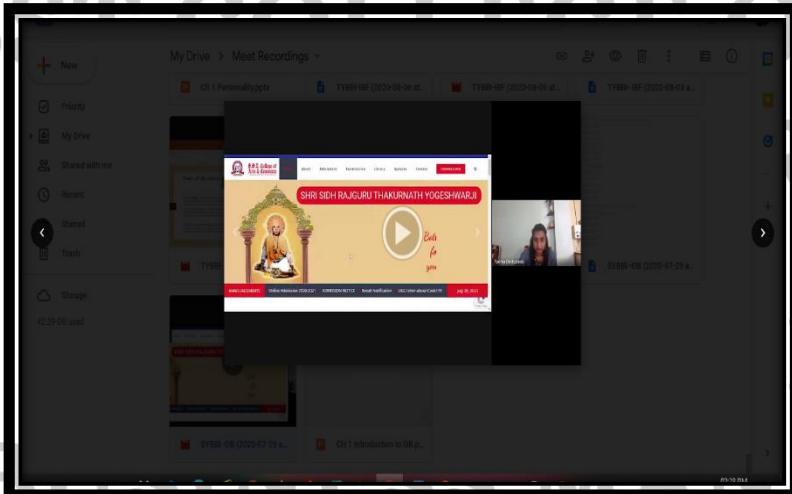
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How to use LinkedIn Effectively

Report

Date of Event: 18th Aug 2020

Resource Person: Shri Shushant P Mysorekar.

Student Participation: 62 Students

Objective: To inculcate knowledge regarding how to create account on Linked in.

To hunt for a job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

Outcome: Students created their account on LinkedIn.

They learned how to get connected with professionals & find jobs according to their skills and qualifications .

On 18th August, 2020, BMS Department organized a webinar on “How to use Linked in effectively” by resource person Shri Shushant. P.Mysorekar through Zoom and Your Tube Platform. In this webinar students were imparted knowledge regarding how students could create the account on LinkedIn and can get connected with the professionals, search for job opportunities available according to their skills and Qualifications. This helped them in building a strong profile on LinkedIn platform.

In this webinar the resource person Shri Shushant P. Mysorekar showed students how to create the LinkedIn account by sharing his screen. He also guided on how to operate account, by showing his own LinkedIn account. Students got to know does and don'ts while handling LinkedIn account. By the end of webinar students got to know that having a LinkedIn profile helps build trust with employers and recruiters as they can see recommendations and connections and evidence of where they have added value. This webinar helped students to build their credibility through the LinkedIn. Shree Shushant. P.Mysorekar answered all the questions asked by students.

Link for the session :-



<https://youtu.be/0fYApTzvGG0>



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F.Y. Students Induction Programme

Objective:

1. To familiarize the students with online learning platforms and to introduce them to the college, its courses, examination and evaluation patterns, various committees and their activities.
2. To create bonding among the students, and to make them aware of the procedures of the college.

Outcome:

1. Students would know about academic activities and overall BMS programme
2. Students would get to know Faculty members of BMS dept.

Online Meeting	Google Meet Platform
No of Students Participated	43

Report

Department of Bachelor of Management Studies had conducted online induction Programme for FYBMS Students on 19th Sept 2020 at 9.00 am. More than 43 students attended the induction session. The Inauguration session comprised of Online Welcome Speech, Online Prayers to Maa Saraswati, and Introduction of Institutional Heads to the Fresher's.

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



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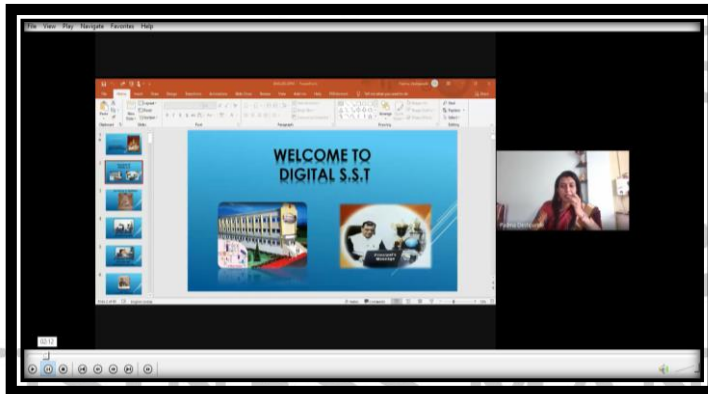
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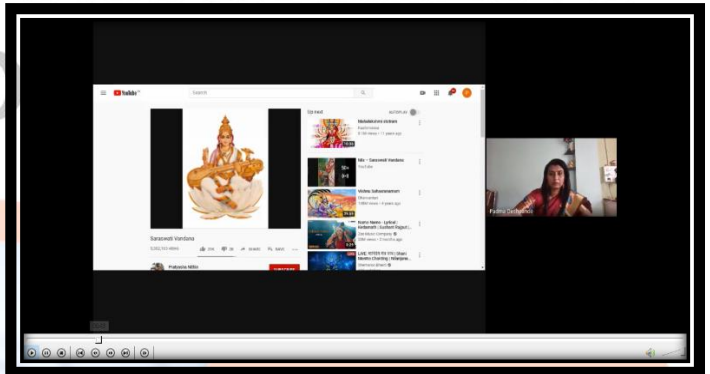
forthcoming course, examination pattern, various events and activities conducted under various Committees and Departments.

Glimpses



Programme Inauguration and Saraswati Vandana

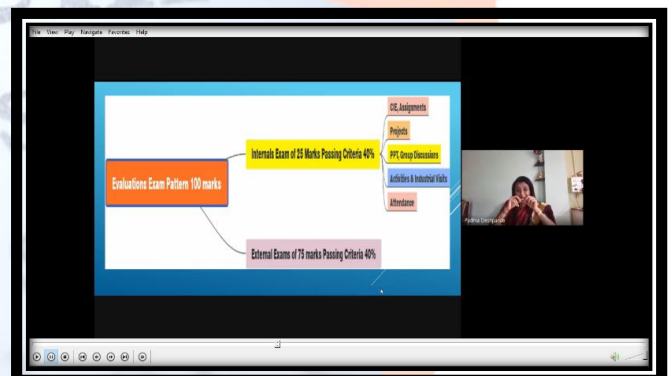
Subjects of Semester FYBMS SEM 1



2020-21

Evaluation Pattern

BMS-SEMESTER I	
SUBJECTS	CREDITS
INTRODUCTION TO FINANCIAL ACCOUNTS	03
BUSINESS LAW	03
BUSINESS STATISTICS - I	03
BUSINESS COMMUNICATION - I	03
FOUNDATION OF HUMAN SKILLS	03
BUSINESS ECONOMICS I	03
**FOUNDATION COURSE - I / NSS - I / NCC - I / PHYSICAL EDUCATION - I	02





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Webinar on Smart Guide to Exam Anxiety

Brief Report on: Webinar on Smart Guide to Exam Anxiety

Date of Event: 23rd September 2020

Resource Person: Dr. Radhakrishnan Pillai.

Students Present from the Dept.: 36 No's

Objective: To make students aware on how to handle exam anxiety

Outcome: Students learned how to control anxiety and can appear in exam stress free

Report

The Department of Management Studies of SST College Organized National Webinar on 'Smart Guide to Exam Anxiety' on 23rd September, 2020, at 06.00 PM. The resource person Dr. Radhakrishnan Pillai guided students with various techniques available on how one can deal with exam anxiety and can appear for exams with a relaxed mindset. Some of the easy to perform tricks were shared by Dr. Pillai. He motivated students to overcome stress with a smile. This made students aware about the fact that anxiety is a common issue faced by everyone including greatest personalities. These helped students to overcome the exam stress. Along with the guidance Dr. Pillai told students how to study well and to prepare for the exam. He shared small but important tips for preparation. Dr. Pillai explained Chanakya vakya for the easy understanding of managing stress. The program was conducted through You Tube platform.



Link for the session :-

<https://youtu.be/Bwc6HdyQya8>



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FC Project Guidance Lecture

FC Project Guidance Lecture

Date: 28th October, 2020

Objective: 1.To guide students with steps required for effective writing of FC project.

2. To allot FC project topics as per Roll numbers to students.

Outcome: Students got guidance regarding the steps for writing project.

Brief Report:

On 28th October , 2020 Department of BMS organized Guidance lecture for First & second year students, through Google meet platform, Resource person for the session was Ms. Neha Telani, in which she imparted knowledge regarding importance of FC project in their curriculum, and what are the steps to be followed to write project in effective manner . Students attended the lecture actively, at the end of the lecture few project topics were discussed with steps to give idea to students to initiate the project. All the projects topics were allotted to students through LMS of College.

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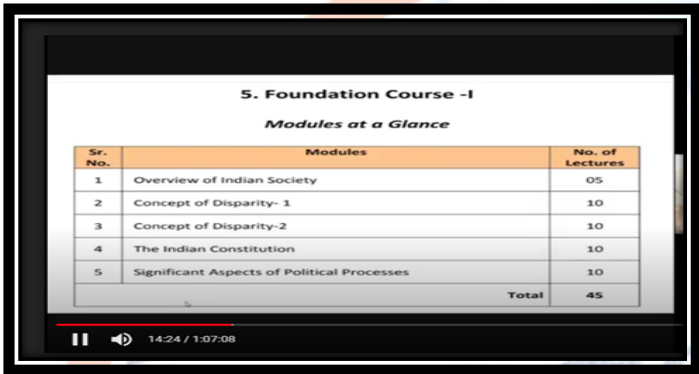


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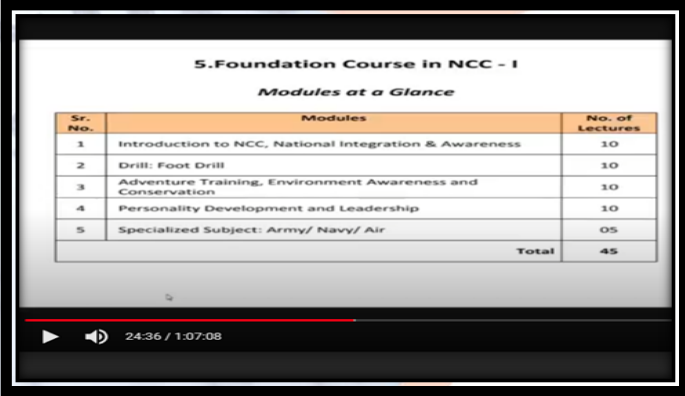
Glimpses



**FC Bifurcation adopted
by SST College**



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Step by Step Guidelines for Preparation of Final Year UG/PG

Project Report -12th Feb 2021

Resource Person: Asst Prof Padma Deshpande

Asst Prof Varsha Sawlani.

Objective: To guide students in preparing the Final year UG/PG Project report

Outcome: Students learned how to make project in detail.

Report

The BMS Department of SST College organized Webinar on Step by Step Guidelines for Preparation of Final Year UG/PG Project Report on 12th February, 2021, And Guidelines for Appearing for Viva Voce on 20th February 2021. The resource person Asst. Prof. Mrs. Padma Deshpande and Asst Prof Varsha Sawlani guided the students on how they can prepare their final year Black book project, guidelines on the contents of the project Report, Research Methodology, Selection of Samples and other aspects of the Projects were told to the students through online session on official YouTube Channel of SST College.

Link for the session :-



<https://youtu.be/E0Up8pGp8t0>

<https://youtu.be/6vaMcVbR3gA>



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Workshop on How to create effective campaigns on Social Media

Date of Event: 10th and 11th May

Resource Person: Mr.Aekansh Agrawal.

Students Present from the Dept.: 45 No's

Objective:

1. To make students aware regarding the optimum utilization of social media platform by adapting effective campaigns

Outcome:

1. Students learned how we can reach at a global level to capture the market with the help of social media platforms.

Report

The BMS Department of SST College organized 2 days free online Workshop on How to create effective campaigns on Social Media on 10th-11th May, 2021. The resource person of the online session Mr. Aekansh Agrawal, who is a Digital Marketing Trainer, shared valuable information regarding various effective campaigns which can be applied to create awareness regarding business, products and services to masses all over the globe. He also guided on how we can attract potential customers along with retaining the existing ones.



Link for the session :-

https://youtu.be/SDNxz1_I9jU



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Workshop on Digital Marketing for startups and SME's

Date of Event: 22nd May 2021

Resource Person: Mr. Mohit Maheshwari.

Students Present from the Dept.: 32 No's

Objective:

1. To make students aware of the meaning of the term Digital Marketing and how they can use that for startups and SME's

Outcome:

1. Students learned the meaning of Digital Marketing and its techniques

Report

The BMS Department of SST College organized an online Workshop on 'Digital Marketing for startups and SME's' by renowned resource person Mr. Mohit Maheshwari (Co-Founder & Director- NMG Technologies) on 22nd May, 2021 at 12.00pm. The resource person highlighted the meaning of the term Digital Marketing and how it can be used for marketing of goods and services across the globe. The various techniques and benefits of the same were also taught to the students through this session.



<https://youtu.be/YTBOxJguSN4>



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Workshop on How to Start & Grow Online Business

Brief Report

Date of Event: 16th June 2021

Resource Person: Mr. Siddhartha Prabhakar.

Students Present from the Dept.: 33 No's

Objective:

1. To impart knowledge to students regarding online business, how they can start the same and become successful in the same.

Outcome:

1. Students learned the various techniques to start online business and how we can sustain that for a longer period of time.

Report:

On 16th June 2021 BMS Dept. had organized a Workshop on How to start and Grow Online Business by resource person Mr.Siddharth Prabhakar (Founder Celebrity School). The resource person explained in detail about what is online business, how we can start and grow online business, how finance can be raised, what are the technical aspects one should keep in mind while starting a business, he also explained the importance of Digital marketing and gave the students a brief insight on Marketing Concepts pertaining to Segmentation Targeting and Positioning.



Link For the Session:

<https://youtu.be/5hzyQ4uBzoM>