



S.S.T. College of Arts & Commerce

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



**DEPARTMENT OF
BUSINESS MANAGEMENT
STUDIES**

2021-2022



S.S.T. College of Arts & Commerce

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LIST OF ACTIVITIES

Sr.No	Date	Session	No of Students	Page No.
1	16th & 17 th June 2021	SY & TYBMS Orientation Session	42 SYBMS 44 TYBMS	3
2	19 th July 2021	Intra Collegiate PPT Competition (Bank Nationalization Day)	23	17
3	7 th Aug 2021	Logo Quiz Competition	54	20
4	4 th Sep 2021	Teachers Day Celebration	23 SYBMS 22 TYBMS	21
5	21 st Sept -25 th Sep 2021	FYBMS – Induction & Training	36 FYBMS	29
6	2 nd Oct 2021	Workshop on Nirbhay – Gender Equality	181	48
7	27 th Oct 2021	Key Mantra – Success for Entrepreneurship	39	51
8	1 st Nov 2021	Visit to Neela Bal Sadan Orphanage	6	54
9	10 th and 11 th Nov 2021	Crash Course Series – Logistics and Supply Chain, Risk Management	32 LSCM 21 Risk Management	56
10	17 th Dec 2021	TY Project Guidance	56	68
11	24 th Dec 2021	Mahila Mukti Din	39	72
12	21 st January to 5 th February 2022	Certificate Course on Digital Marketing from January 21, 2022 to 05 February 2022		74
13	5 th Feb 2022	Blog Writing 101 – Essential Marketing tool	50	77
14	5 th March 2022	Health and Personal Care	23 from BMS	78
15	11 th April 2022	Interdepartmental Student Exchange Programme.	Student Present in FYCS & IT 27 FYBAMMC – 7 FYBA-26 FYBBI 21	80
16	26 th April 2022	Special Session on IPR	68	83
17	22 nd ,23 rd ,27 th 28 th April 2022	Crash Course Series for Sem VI – International Finance,Brand Management ,Operations Research, International Marketing	Int Fin 21 Int Mkt 16 OR 38 Brand 30	86



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Department of BMS

Report

On

Online Orientation Programme for SYBMS Students, 2021

Organized by Department of BMS

Submitted by

Department of BMS



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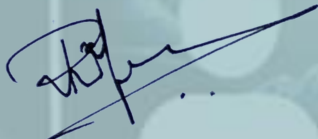


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Date : 15 June 2021

Notice

All the students are hereby informed that, Department of **Bachelor of Management Studies** is organizing an **Online Orientation Programme** for all the SYBMS students on 16th June 2021, through Google Meet Platform. The Link for the Programme will be shared 15 minutes before the programme. All students are requested to join the same.



COORDINATOR



PRINCIPAL
S.S.T COLLEGE OF ARTS
& COMMERCE ULHASNAGAR-4



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OBJECTIVE:

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

OUTCOME:

1. Students would know about academic , Curricular & Co Curricular activities of the college.
2. Students would get to know over all BMS Programme.
- 3.

Online Meeting	Google Meet Platform
No of Students Participated	42

SUMMARY REPORT

The Department of BMS had organized an **Online Orientation Programme** for all the TYBMS students, to make them acquainted with the subjects of the 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. At 9.00 am the Orientation programme was Conducted wherein the students were briefed about the subjects, University Paper Pattern, The orientation was conducted for 2 days in which the first day they were briefed about the subjects, subject teachers, paper pattern etc and the 2nd day that is on 17th they were given training along with revision with regards to technical aspects of Google Suite Platform.



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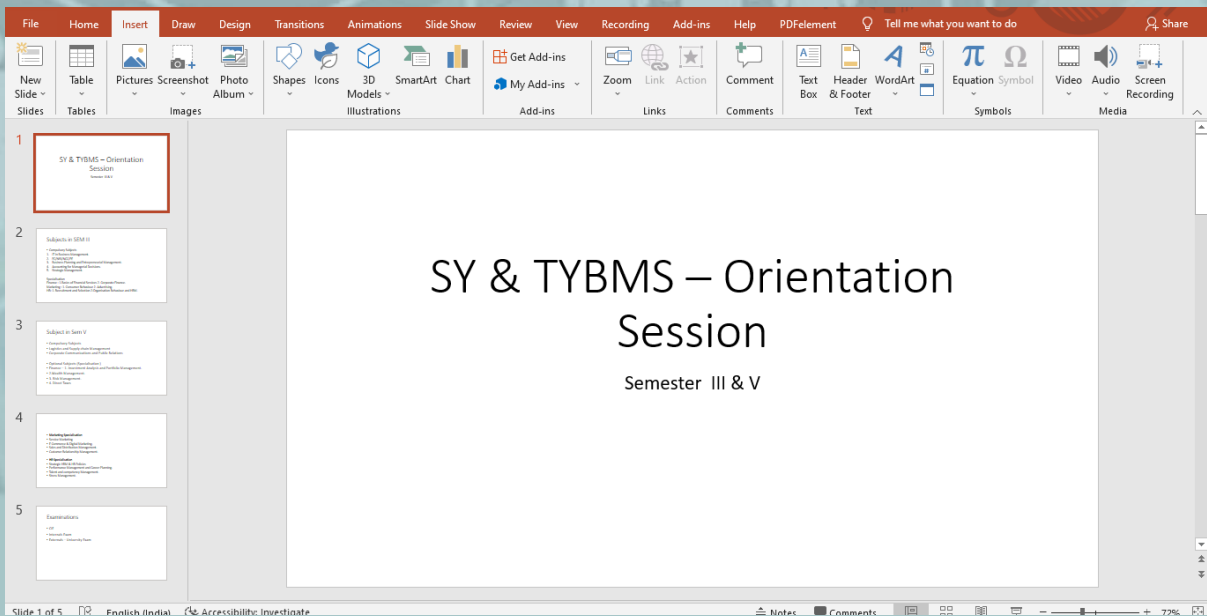
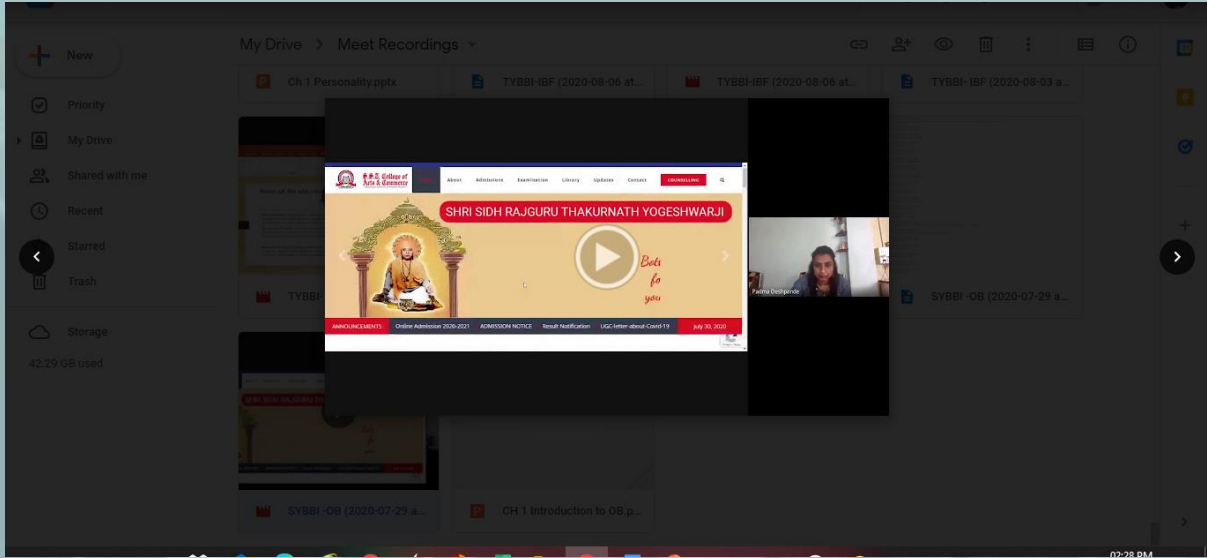


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Orientation Programme SY BMS 2021-22 - Screenshots





Subjects in SEM III

- **Compulsory Subjects**
 1. IT in Business Management.
 2. FC/NSS/NCC/PE
 3. Business Planning and Entrepreneurial Management.
 4. Accounting for Managerial Decisions.
 5. Strategic Management.

Specialisation

Finance : 1. Basics of Financial Services 2. Corporate Finance.
Marketing : 1. Consumer Behaviour 2. Advertising.
HR: 1. Recruitment and Selection 2. Organisation Behaviour and HRM.

2 of 5 English (India) Accessibility: Investigate Notes Comments 72%



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SY BMS LIST OF STUDENTS ATTENDED ORIENTATION PROGRAMME 2021-22

Sr. No	Name	Attendance.
1	Serlin Nadar	P
2	Saakib Valera	P
3	Chinmay Sawant	P
4	Sharon James	P
5	Vanshita Dusane	P
6	Rohit Waghe	P
7	Ritesh Tejale	P
8	Kalpna Verma	P
9	Soham Sawant	P
10	Nisha Jadhav	P
11	Swastika Banerjee	P
12	Aadil Momin	P
13	Tushar Tadyade	P
14	Komal Aadhav	P
15	Trupti Marade	P
16	Latesh Dahivalikar	P
17	Deepali Fasje	P
18	Vishal Sawant	P
19	Goverdhan Sonawane	P
20	Om Gond	P
21	Khushi Mehta	P
22	Prashik Waghmare	P



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23	Prathamesh Sonawane	P
24	Atharva Deshpande	P
25	Aarti More	P
26	Tushar Sardar	P
27	Harshada Jangale	P
28	Shrutika Magar	P
29	Anushka Kharat	P
30	Rohit Saroj	P
31	Priya Jadhav	P
32	Diksha Mahadik	P
33	Supriya Nirala	P
34	Sakshi Shere	P
35	Bhumika Rajoliya	P
36	Srushti Pawar.	P
37	Sushil Kute	P
38	Manoj Kolekar	P
39	Chandani Bagul	P
40	Gupta Dinesh	P
41	Vaishnavi Gurav	P
42	Rupali Ohal.	P



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Report

On

Online Orientation Programme for TYBMS Students, 2021

Organized by Department of BMS

Submitted by

Department of BMS



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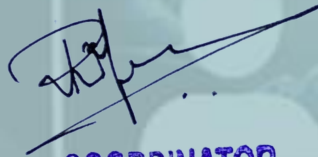


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Date : 14 June 2021

NOTICE

All the students are hereby informed that, Department of **Bachelor of Management Studies** is organizing an **Online Orientation Programme** for all the TYBMS students on 16th June 2021, through Google Meet Platform. The Link for the Programme will be shared 15 minutes before the programme. All students are requested to join the same.


COORDINATOR




PRINCIPAL
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& COMMERCE ULHASNAGAR-4



REPORT ON ONLINE ORIENTATION PROGRAMME FOR TYBMS STUDENTS, 2021

Objective:

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

Outcome:

1. Students would know about academic , Curricular & Co Curricular activities of the college.
2. Students would get to know over all BMS Programme.

Online Meeting	Google Meet Platform
No of Students Participated	44

SUMMARY REPORT

The Department of BMS had organized an **Online Orientation Programme** for all the TYBMS students, to make them acquainted with the subjects of the 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. At 9.00 am the Orientation programme was Conducted wherein the students were briefed about the subjects, University Paper Pattern, The orientation was conducted for 2 days in which the first day they were briefed about the subjects, subject teachers, paper pattern etc and the 2nd day that is on 17th they were given training along with revision with regards to technical aspects of Google Suite Platform.



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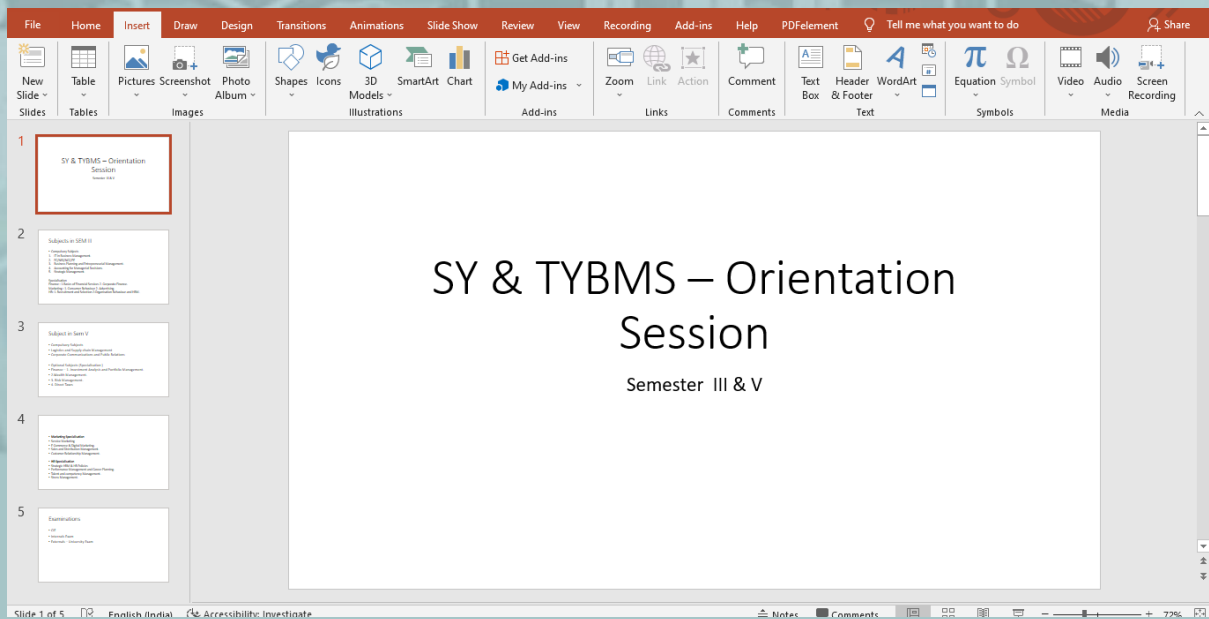
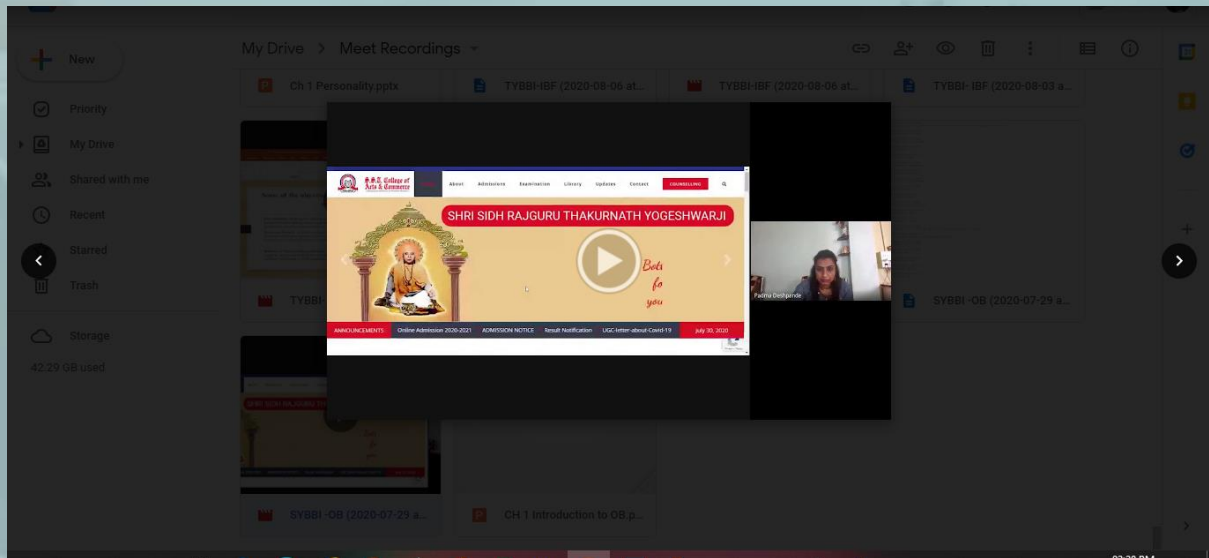


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Orientation Programme TY BMS 2021-22 - Screenshots





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The screenshot shows a Microsoft PowerPoint presentation. The slide is titled "Subject in Sem V" and lists the following subjects:

- Compulsory Subjects
- Logistics and Supply chain Management
- Corporate Communications and Public Relations
- Optional Subjects (Specialisation)
- Finance – 1. Investment Analysis and Portfolio Management.
- 2.Wealth Management.
- 3. Risk Management.
- 4. Direct Taxes

The slide is part of a presentation with 5 slides. The current slide is slide 3 of 5. The status bar at the bottom indicates "Slide 3 of 5", "English (India)", "Accessibility: Investigate", "Notes", "Comments", and "72%".



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ATTENDANCE OF TYBMS STUDENTS

Sr.No	Name	Attendance
1	Mrudula Alwe	P
2	Roshni Awachar	P
3	Gautam Karankale	P
4	Sakshi Parkhe	P
5	Taslima Shaikh	P
6	Maitri Gala	P
7	Darshali Gawande	P
8	Sanjana Gacche	P
9	Ishika Godbole	P
10	Deepika Gupta	P
11	Sonali Deshmukh	P
12	Prathamesh Parekh	P
13	Prajwal Thul	P
14	Prerna Jadhav	P
15	Chetna Jadhav	P
16	Raviteja Medipalli	P
17	Shrutika Gupta	P
18	Yash Kumar Shinde	P
19	Sagar Waghchaure	P
20	Sarvesh Kadam	P
21	Pragati Dhotre	P
22	Rucha Sonawane	P



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23	Sakshi Kamble	P
24	Rashmita Sonawane	P
25	Swarali Badekar	P
26	Aashiza Khan	P
27	Prathmesh Mohane	P
28	Komal Sathaliya	P
29	Sonam Sathaliya	P
30	Nikita Gawli	P
31	Anisha Agame	P
32	Tanuja Chonkar	P
33	Kuldeep Shekhawat	P
34	Nikita Chavan	P
35	Vaibhav Harad	P
36	Gauri Yadav	P
37	Zairuddin Shah	P
38	Prathamesh Goregaonkar	P
39	Varsha Salve	P
40	Manoj Chandane	P
41	Pradeep Kharat	P
42	Vivek Jadhav	P
43	Palash Patil	P
44	Pooja Gawande	P



SUMMARY REPORT

INTRA COLLEGIATE PPT COMPETITION ON BANK NATIONALIZATION DAY

Venue: - Online

Date: - 19th July, 2021

Registration of Students: - 23

Link for the Session

https://drive.google.com/file/d/1xLwNYccwctao56CTL_NoFbvBVbJpXDXv/view?usp=share_link

This event was organized by students of Banking & Insurance on 19th July 2021 online at 10.00am Onwards. The dignitaries invited for the session were Asst. Prof. Padma Deshpande & Asst Prof Deepika Valecha .The session started with digital lighting the lamp followed by Saraswati Vandana. Asst Prof Pranali Lokhande gave an introduction about the session to the audience, since this was a student's event hence anchoring was continued by students of TYBMS & TYBCBI . There were three phases of presentation viz, a.Nationalized Banks vs. Public Sector Banks, b. Role of Banking in the 21st Century,c. Role of Technology in Banking Sector

PPT ON BANK NATIONALIZATION:

Mrudula Alwe (TYBMS) explained the evolution of banks in India, its journey till 19th July 2021. Through presentation and video screening

1. POWERPOINT PRESENTATION ON NATIONALIZED BANKS VS PUBLIC SECTOR BANKS

Sumit Gaikwad (TYBCBI) explained about trends of modernization and different frauds in the banking sector.The entire online event was organized and managed by students of Banking & insurance. & Bachelors of Management Studies. After the online presentation Dr. Santosh Karmani shared his experience about the session with students & also conducted Banking Quiz. Asst. Prof. Pranali Lokhande gave a vote of thanks at the end of the session. .All the participants were awarded with E Certificates.



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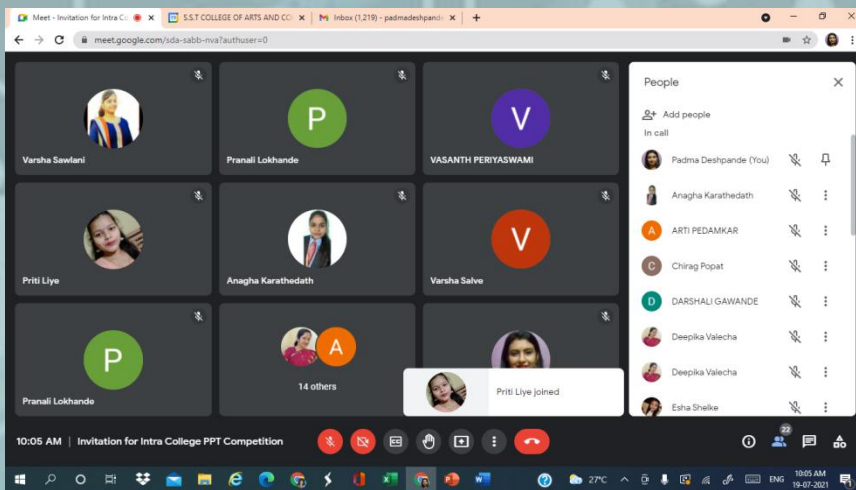
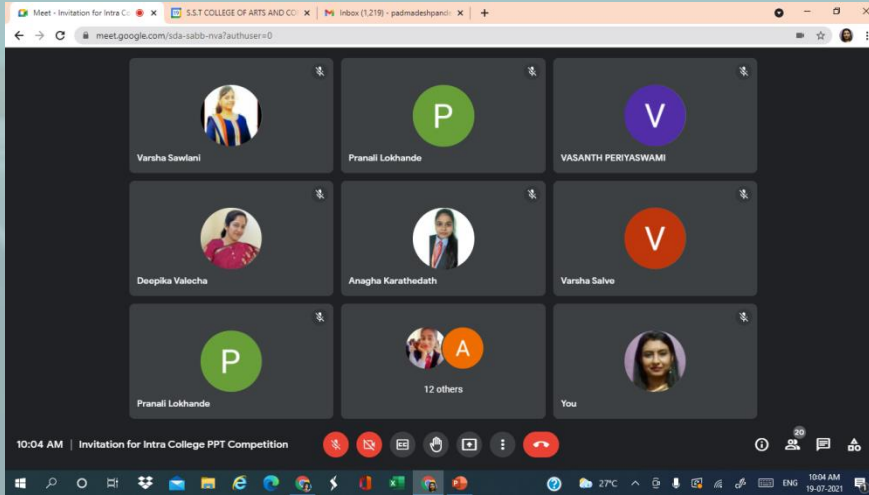


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GLIMPSES OF EVENT:





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10:05 AM | Invitation for Intra College PPT Competition

10:06 AM | Invitation for Intra College PPT Competition



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ONLINE LOGO QUIZ COMPETITION

OBJECTIVE:

1. The Objective behind to organize Logo Quiz competition is to evaluate the knowledge of the participants within academics as well as beyond academics
2. To make them familiar with the prospects of quizzes and the objectivity of the questions.

LEARNING OUTCOME:

1. Students reinvented the education system and gave students a break from traditional classroom learning, there is a dire need to revive the quiz culture .
2. Academic benefits of expanding a student's knowledge and exploring new skills at an early age, quizzes redefine the education system.

Mode : Virtual
Date : 7 Aug 2021
Total No of Student : 54 Students

ONLINE LOGO QUIZ COMPETITION.

Department of Management Studies of SST College of Arts & Commerce in association with Quizpedia – Quiz Club organizes **Logo Quiz.** on 7 Aug 2021 . 54 students attended the online quiz. It's an online event about logos of different brands, where different logos from around the world were displayed and the participants were required to identify these logos. It's a fun event that challenges your memory and brand awareness. All participants were with digital certificates. The Link for online quiz was shared with the students for the online Quiz Competition.



BRIEF SUMMARY REPORT: ON TEACHERS DAY CELEBRATION 4TH SEP 2021

On the Birth Anniversary of Dr. Sarvapalli Radhakrishnan Teachers Day is celebrated , to commemorate this Day , the Students of SY and TY BMS took the charge of delivering their lectures for the Classmates.

Two lectures between 8 Am to 9 am and 9 am to 10 am were taken in both SY and TY classes.

The following Activities were carried out during the Lectures.

SYBMS – 8 am to 9 Am – Student Teacher – Ms Ashwini Kanojiya – Subject Taught Advertising total students present during the lecture were 9 Nos.

9 am to 10 Am – Impromptu Session was conducted by Asst. Prof. Vishal Rajak Sir total students participated 14 nos.

TYBMS – 8 am to 9 am – Student Teacher – Komal Satharia – Subject Taught Corporate Communication and Public Relations – 14 students attended the lecture.

9 am to 10 am – Student Teacher – Vishakha Gupta – Subject Taught Logistics and Supply Chain Management total student participation 9 nos.

Teacher incharges were Asst Prof Padma Deshpande
Asst Prof Neha Telani.,Asst Prof. Sadhana Chatlani,Asst. Prof . Vishal Rajak.

In the sessions Discussions on various topics like impact of social media, types of advertising, role of media, SWOT Analysis, Past experiences etc were carried out.

Time table.

Time	Subject	Taken By	Teacher Incharge
8 am to 9 am	SYBMS – FC	Ms Ashwini Kanojiya	Asst Prof Sadhana C & Asst Prof Padma D
9 am to 10 am	SYBMS-IT	Mix	Asst Prof Vishal Rajak & Asst Prof Neha T
8 am to 9 am	TYBMS-CCPR	Ms.Komal Satharia	Asst Prof Neha T and Asst Prof Vishal R
9 am to 10 am	TYBMS-LSCM	Ms. Vishaka Gupta	Asst Prof Padma D and Asst Prof Sadhana T



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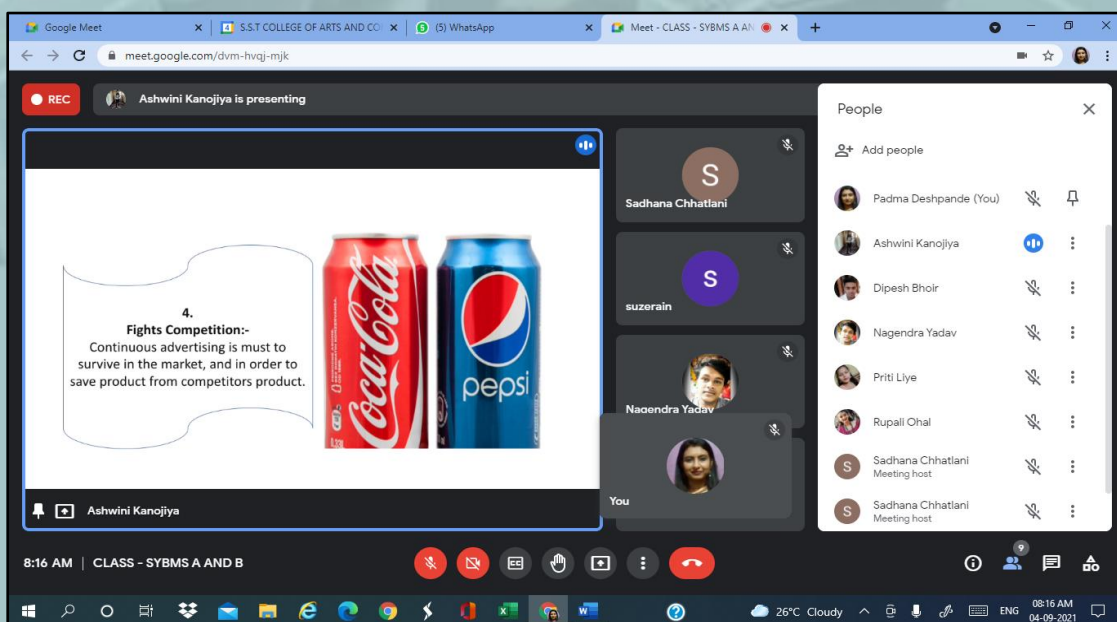
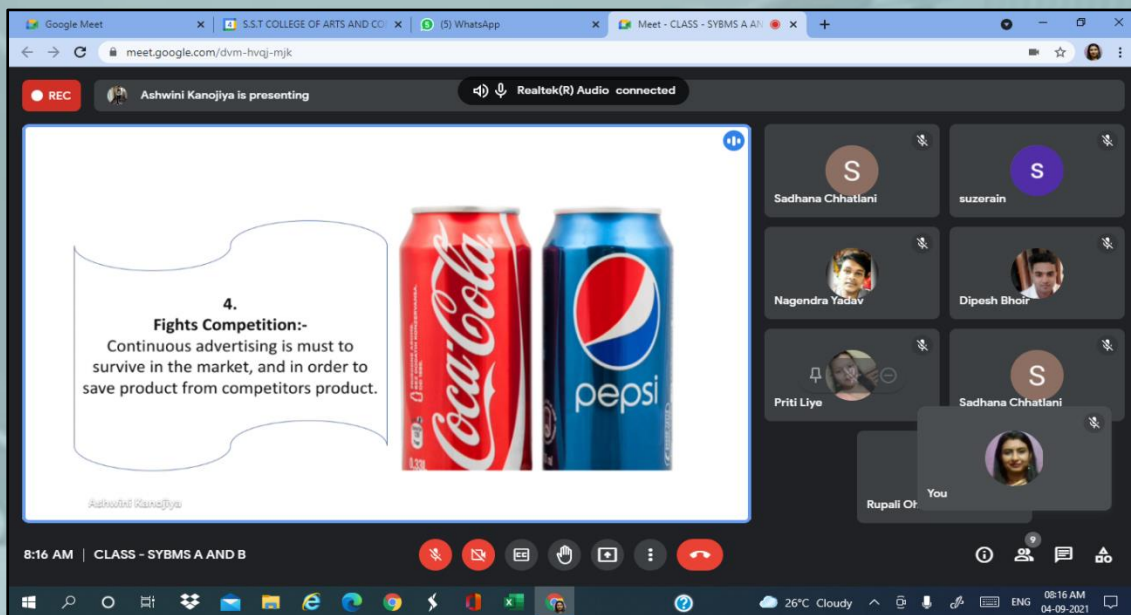
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Photographs of the Lecture sessions are enclosed.

Video Recordings of the lecture are also shared.

Department of BMS

Glimpses of Session : Lecture in SYBMS – Student Teacher Ashwini Kanojija





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Google Meet interface showing a presentation slide titled "5. Educates the Consumers:- Advertising is educational in nature. It gives customers information regarding goods and services." The slide includes icons for a hand pointing to stars, a speech bubble, a person with glasses, and a checklist. The meeting is hosted by Ashwini Kanojiya. The bottom status bar shows the time as 8:17 AM and the meeting title "CLASS - SYBMS A AND B".

Google Meet interface showing a presentation slide titled "7. Better Quality Products:- Branded goods & services are advertised & being brand name attached to product, the manufacturers make sure to provide quality product under brand their brand name." The slide includes a graphic with the text "GOOD GREAT WOW!" and "QUALITY". The meeting is hosted by Ashwini Kanojiya. The bottom status bar shows the time as 8:19 AM and the meeting title "CLASS - SYBMS A AND B".



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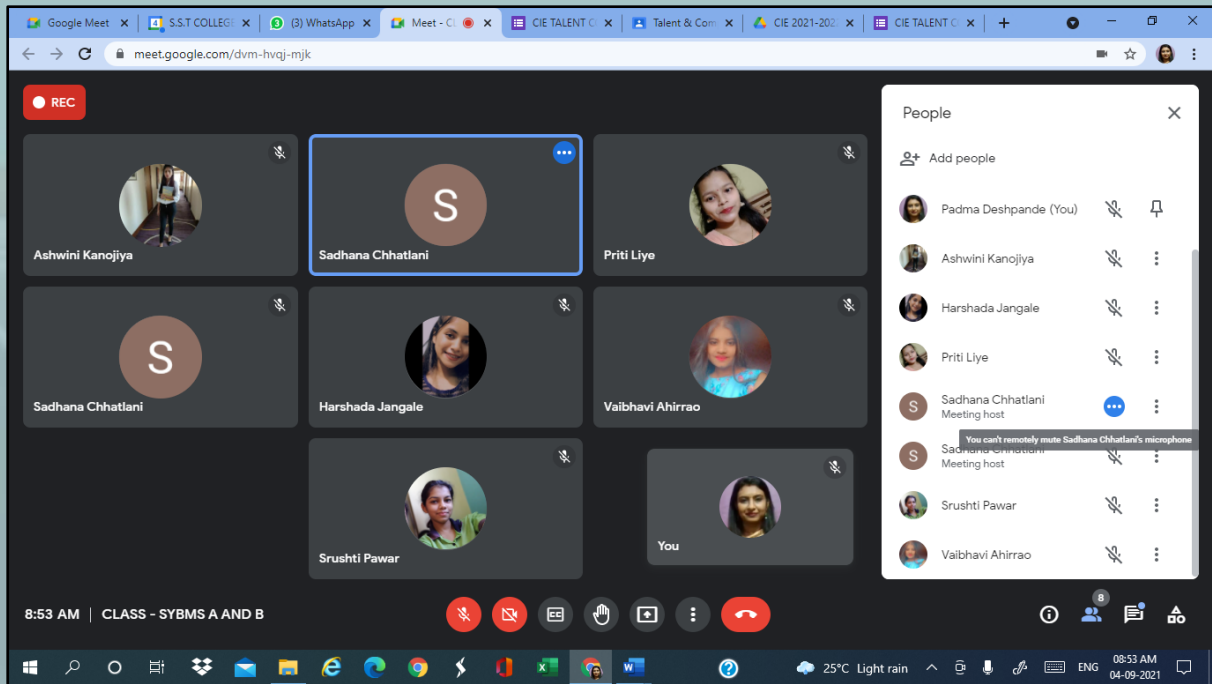
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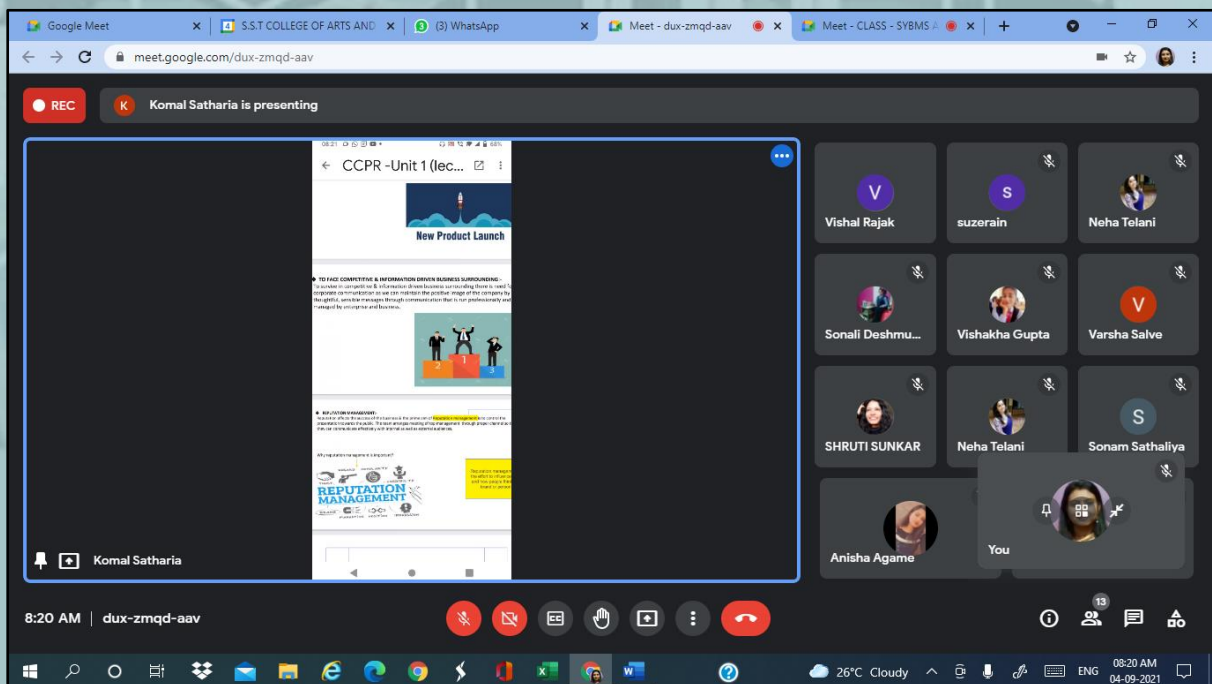
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Glimpse of Teachers day by Student Teacher – Komal Satharia in TYBMS class.





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REC Komal Satharia is presenting

CCPR - Unit 1 (lec...)

New Product Launch

People

- Padma Deshpande (You)
- Anisha Agame
- Komal Satharia
- MAITRI GALA
- Neha Telani Meeting host
- Neha Telani Meeting host
- SHRUTI SUNKAR
- Sonali Deshmukh

8:20 AM | dux-zmqd-aav

26°C Cloudy

08:20 AM 04-09-2021

REC Komal Satharia is presenting

CCPR - Unit 1 (lec...)

REPUTATION MANAGEMENT

People

- meeting host
- Neha Telani Meeting host
- SHRUTI SUNKAR
- Sonali Deshmukh
- Sonam Sathaliya
- suzerain
- Varsha Salve
- Vishakha Gupta
- Vishal Rajak

8:21 AM | dux-zmqd-aav

26°C Cloudy

08:21 AM 04-09-2021



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TYBMS – Lecture by Ms. Vishaka Gupta.- LSCM

Google Meet interface showing a grid of participants. The meeting title is "TYBMS-LSCM" and the time is 9:06 AM. Participants include Vishakha Gupta, Avinash Gunjavate, SHRUTI SUNKAR, Sadhana Chhatlani, Komal Satharia, MAITRI GALA, Neha Birare, Sonam Sathaliya, and Varsha Salve. A notification indicates "Varsha Salve joined".

Google Meet interface showing a presentation slide. The meeting title is "TYBMS-LSCM" and the time is 9:06 AM. The slide content is partially visible, showing text and graphics. Participants include Sadhana Chhatlani, Neha Birare, Varsha Salve, and Vishakha Gupta. A notification indicates "Vishakha Gupta is presenting".



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The screenshot shows a Google Meet interface. At the top, the browser tabs include 'S.S.T. COLLEGE OF ARTS AND CO...', 'Meet - TYBMS-LSCM', and 'New Tab'. The address bar shows the meeting URL. The main content area displays a presentation slide with the title 'TRANSPORTATION SYSTEM'. A 'People' panel on the right lists participants: Maitri Gala, Neha Birare, Sadhana Chhattani, Shruti Sunkar, Sonam Sathaliya, Varsha Salve, and Vishakha Gupta. The bottom toolbar contains icons for mute, video, chat, and other meeting controls. The system tray at the bottom shows the time as 9:07 AM and the date as 04-09-2021.

The screenshot shows a Google Meet interface with a grid of participants. The browser tabs include 'Meet - TYBMS-LSCM', 'Classwork for Talent & Comp...', '(7) WhatsApp', and 'Meet - tjg-meyk-wck'. The address bar shows the meeting URL. The main content area displays a grid of participant avatars. The bottom toolbar contains icons for mute, video, chat, and other meeting controls. The system tray at the bottom shows the time as 9:28 AM and the date as 04-09-2021.



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The screenshot shows a Google Meet interface with a grid of nine participants. The participants are: Vishal Rajak (top left, purple circle with 'V'), Hrishikesh Shipurkar (top middle), Narpat Lakhara (top right), Ashwini Kanojiya (middle left), suzerain (middle middle, purple circle with 'S'), Supriya Nirala (middle right), Neha Telani (bottom left), Harshada Jangale (bottom middle), and Vishal f (bottom right, labeled 'You'). A 'People' list on the right side of the screen lists the participants: Padma Deshpande (You), Ashwini Kanojiya, Harshada Jangale, Hrishikesh Shipurkar, Narpat Lakhara, Neha Telani, Supriya Nirala, suzerain, and Vishal Rajak. The bottom of the screen shows a Windows taskbar with the time 9:28 AM, date 04-09-2021, and weather 26°C Light rain.



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INDUCTION & TRAINING

BRIEF REPORT :

BMS department conducted an Induction Cum Training session for the First year Students from 21st Sept 2021 to 25th Sep 2021, the following aspects were covered in the Induction session

Day 1 – 21st Sep 2021 – Asst Prof Deepak Gavade Started the session by Welcoming the Chairman, Principal , IQAC Coordinator, Faculty Members a brief about the College, Management, different departments was given by the IQAC coordinator Mrs. Khushbu Purswani , the students were also addressed by the Chairman Dr. J.C. Purswani and guided by Principal Dr. R.S Jahagirdhar.

Attended by 36 Students.

The screenshot shows a Google Meet interface. The main window displays a YouTube video titled "Induction program - for FY - 2021-22" from S.S.T. College of Arts and Commerce. The video shows a man speaking in front of a college banner. The right side of the screen shows a grid of 10 participants: SHADHAB KHAN, Shubhangi Mishra, Divya Dayare, Priyanka Pal, Sayali Fasge, amrita harjani12, Yogesh, Neha Gaikw, and You. The bottom of the screen shows the Windows taskbar with the time 9:11 AM and date 21-09-2021.



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REC You're presenting to everyone Presentation audio Stop presenting

SST College of Arts and Commerce

SHADHAB KHAN

Divya Dayare

You

People

- All muted Add people Host controls
- amrita harjani12
- Ashmash Ansari
- Dharika Kolambe
- Divya Dayare
- Diya Bhosale
- Diya Waghmode

9:16 AM | FYBMS 2021-2022 - Induction

REC You're presenting to everyone Presentation audio Stop presenting

SST College of Arts and Commerce

SHADHAB KHAN

Divya Dayare

You

People

- All muted Add people Host controls
- KING GAMING
- Kirti Chavan
- Laxman Sandule
- Neha Gaikwad
- Nikita Sardar
- Ompratap Singh

suzerain has left the meeting

9:16 AM | FYBMS 2021-2022 - Induction



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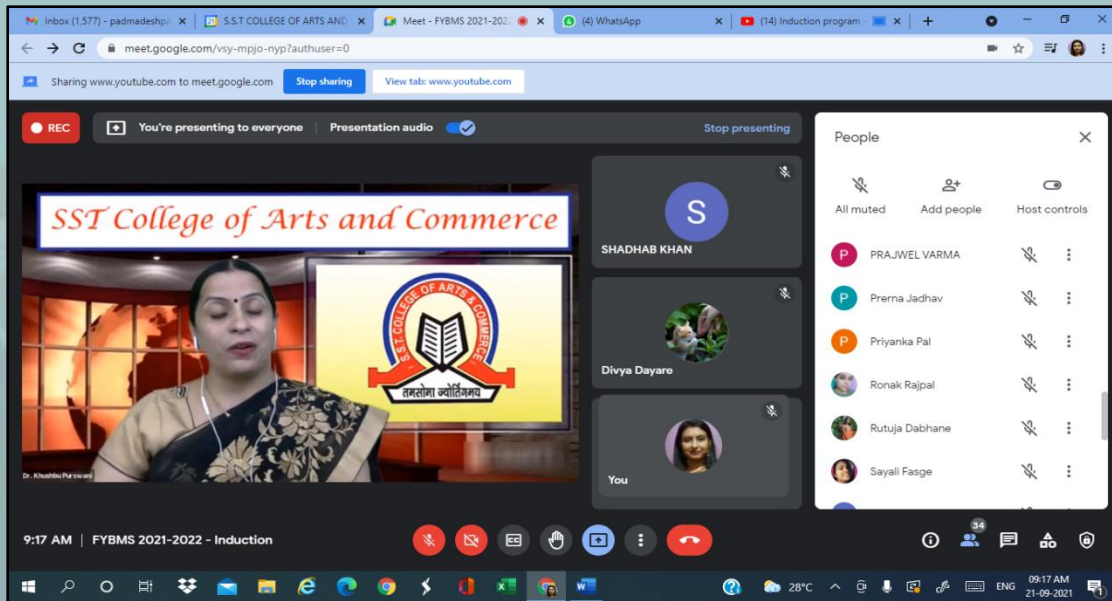
<https://sstcollege.edu.in/>



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9321073000/4000/8446973000



Link Address of Day 1 Recording.

https://doc-10-4c-docs.googleusercontent.com/docs/securesc/hmufkbvkgi6ig1thfgalejnpmf48du3d/b551g0hhupq896gdn8uc615278silkkd/1632761250000/00782390769958453673/00782390769958453673/1KiujkIKbPUVv0oQ3-GisAziM8RC_NyvY?e=download&authuser=0

Day 2 22nd Sep 2021 – The Days session was divided into two parts comprising Orientation and Technical Session.

In the Orientation NSS and Student Management Council Committee and their activities were explained and in the technical session students were taught on How to use their institutional id, what are the technical aspects they need to do in chrome settings etc.

NSS and its activities were explained by Thane District Coordinator and Vice Principal – Arts Dept Asst Prof Jeevan Vichare and Students Management Council Committee was explained by Asst Prof Varsha Sawlani.

Attendance was 34 Students



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Google Meet interface showing a presentation slide titled "National Service Scheme" (राष्ट्रीय सेवा योजना) with the text "Welcomes you all... NOT ME BUT YOU". The slide also mentions "Induction for First Year Day 2 Part 1". The meeting controls at the bottom show "9:12 AM | FYBMS 2021 -2022 Induction Session 20.9.20...".

Google Meet interface showing a presentation slide titled "Benefits of Joining NSS". The slide lists four points:

01. The NSS offers a wonderful opportunity to use a part of spare time to empathize and help the poor and the under privileged fellow countrymen living in slums and villages.
02. It provides the volunteers with an opportunity to train themselves as the future leaders and decision makers of the country.
03. It provides training to equip the volunteers with the minimum necessary skills to carry out programs.
04. He/she gets the opportunity to participate in various National / State level programmes such as National Integration Camp, Motivational Camps, value oriented self-development camps, Adventure camps at Shindia, Kaha-Manali, workshops, Youth exhibition, cultural programs etc.

The meeting controls at the bottom show "9:12 AM | FYBMS 2021 -2022 Induction Session 20.9.20...".



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The screenshot shows a Google Meet interface. The main window displays a YouTube video titled "Benefits of Joining NSS" with four numbered points:

- 01 The NSS offers a wonderful opportunity to use a part of spare time to empathize and help the poor and the under privileged fellow countrymen living in slums and villages.
- 02 It provides the volunteers with an opportunity to train themselves as the future leaders and decision makers of the country.
- 03 It provides training to equip the volunteers with the minimum necessary skills to carry out programs.
- 04 He/she gets the opportunity to participate in various National / State level programmes such as National Integration Camp, Motivational Camps, value oriented self-development camps, Adventure camps at Shambh, Kith-Mamali, workshops, Youth exhibition, cultural programs etc.

The meeting controls at the bottom show the time as 9:13 AM and the session as "FYBMS 2021-2022 Induction Session 20.9.20...". The participant list on the right includes Divya Dayare, Diya Waghmode, Laxman Sandule, Mitail birje, Neha Gaikwad, Nikita Sardar, and Prerna Jadhav.

The screenshot shows a Google Meet interface. The main window displays a YouTube video titled "What is the difference between non-institutional and institutional email ID?". The slide content is as follows:

Non-institutional emails are defined as emails that can be used by almost anyone, such as those with the suffix @gmail.com, @hotmail.com or @yahoo.com.

Institutional emails refer to emails that require a confirmed identity, for example, a college staff member or student, such as @sstcollege.edu.in, or a company such as @microsoft.com.

So, requiring a confirmed identity is the main difference between the two types of email addresses we distinguished.

The meeting controls at the bottom show the time as 10:09 AM and the session as "FYBMS 2021-2022 Induction - Technical Se...". The participant list on the right includes Sneha Ahuja BM210..., Divya Dayare, Yogesh Yadav, Siddhi Chandorkar, Abhinav Aptekar B..., Ajay Patil, Shravani Da..., and You.



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The screenshot shows a Google Meet interface. The main video player displays a YouTube video titled "What do I do after receiving my institutional Email ID?" by S.S.T. College of Arts and Commerce. The video is part of a "Training Session on LMS Day 1 Part 2". The interface includes a top navigation bar with "You're presenting to everyone" and "Presentation audio" options. A grid of participants is visible on the right, including Sneha Ahuja BM210..., Sandesh Bangar, Divya Dayare, Yogesh Yadav, Siddhi Chandorkar, Abhinel Aptekar B..., Laxman Sandule, Ajay Patil, and "You". The bottom status bar shows the time as 10:16 AM and the session title "FYBMS 2021-2022 Induction - Technical Ses...".

The screenshot shows a Google Meet interface. The main video player displays a slide titled "After receiving my institutional Email ID". The slide content includes: "Once you receive your student email id, you need to add that email ID on all your electronic device such as laptop, desktop, tablet pc or mobile phone." and "Once you add it, you can...". A list of bullet points follows: "Easily get all the important messages, announcement and other instructional email id from college on it.", "You can easily join Google meet online lectures with your institutional email id.", and "You can have access to study material related to your subject, provided in Google Classroom". The interface includes a top navigation bar with "You're presenting to everyone" and "Presentation audio" options. A grid of participants is visible on the right, including Sneha Ahuja BM210..., Sandesh Bangar, Divya Dayare, Yogesh Yadav, Siddhi Chandorkar, Abhinel Aptekar B..., Laxman Sandule, Ajay Patil, and "You". The bottom status bar shows the time as 10:16 AM and the session title "FYBMS 2021-2022 Induction - Technical Ses...".

Link Address of day 2 Recording

<https://doc-04-4c-docs.googleusercontent.com/docs/securesc/hmufkbvkgi6ig1thfgalejnpmf48du3d/4t7b1dobam>



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[6m8at4qq621svn0hqkf375/1632761325000/00782390769958453673/00782390769958453673/1qWvK-76tn4o1wfAbJ9cXgYMiMDSQY79F?e=download&authuser=0](https://meet.google.com/6m8at4qq621svn0hqkf375/1632761325000/00782390769958453673/00782390769958453673/1qWvK-76tn4o1wfAbJ9cXgYMiMDSQY79F?e=download&authuser=0)

Day 3

Date 23.9.2021 : In the orientation DLLE Committee and its activities was presented by the District Coordinator Mr. Dilip Ahuja and Sports Committee its achievements was presented by Physical Director Asst Prof Rahul Akul.

Attended by 35 Students.

The screenshot shows a Google Meet session in progress. The main content is a presentation slide titled "INDIVIDUAL MEDALS ORGANISED BY UNIVERSITY OF MUMBAI." The slide features several photographs of students receiving awards, with labels such as "GOLD MEDAL", "SILVER MEDAL", and "BRONZE MEDAL". The meeting interface includes a "In-call messages" panel on the right with messages from Ronak Rajpal, Nikita Sardar, and Jitendra Bhoji. The bottom of the screen shows the Windows taskbar with the time 9:38 AM and date 23-09-2021.



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The screenshot shows a Google Meet interface during a presentation. The main slide is titled "ASSOCIATION AND OPEN TOURNAMENTS" and features six photographs of sports teams. The top row shows three teams, each labeled "THIRD PLACE". The bottom row shows three teams, labeled "FIRST PLACE", "SECOND PLACE", and "SECOND PLACE". The presentation is being shared with a group of participants. The meeting title is "FYBMS-2021-2022 Induction Day 3".

The screenshot shows a Google Meet interface during a presentation. The main slide is titled "What Media Says..." and features six newspaper clippings. The clippings are arranged in a 2x3 grid. The top row shows three clippings, and the bottom row shows three clippings. The presentation is being shared with a group of participants. The meeting title is "FYBMS-2021-2022 Induction Day 3".



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REC You're presenting to everyone Presentation audio Stop presenting

Introduction to Google Meet
By S.S.T. College of Arts and Commerce

People

- All muted Add people Host controls
- Search for people
- In call
- Padma Deshpande (You) Meeting host
- Padma Deshpande Your presentation
- Aashish Manani
- Abhinav Aptekar BM21022
- aditi Pasi

9:44 AM | FYBMS-2021-2022 Induction Day 3

REC You're presenting to everyone Presentation audio Stop presenting

Introduction to Google Meet
By S.S.T. College of Arts and Commerce

People

- All muted Add people Host controls
- Abhinav Aptekar BM21022
- aditi Pasi
- Aditya Shetty
- Ajay Patil
- Dharika Kolambe
- Divya Dayare
- Diya Waghmode BM21023

9:44 AM | FYBMS-2021-2022 Induction Day 3



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Google Meet
The solution enables users to make video calls with up to 250 users per high-definition video meeting.
Google Meet connects students and teachers to teach and learn from anywhere

9:45 AM | FYBMS-2021-2022 Induction Day 3

REC You're presenting to everyone Presentation audio Stop presenting

Once you set your institutional email id, you can easily join online lectures

9:53 AM | FYBMS-2021-2022 Induction Day 3



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Google meet interface

9:58 AM | FYBMS-2021-2022 Induction Day 3

Participants: Yogesh Yadav, Shravani Dandekar, Neha Gaikwad, RONIT JAISWAR, Rutuja Dabhane, Siddhi Chandorkar, Ajay Patil, Divya Dayare

10:21 AM | FYBMS- 2021 Induction Technical Training o...

Participants: Sneha Ahuja BM21017, Sayali Fasge BM21041, Ompratap Singh BM21050, Samadhan Bagul BM21003, Dharika Kolambe, Priyanka Pal BM21043, Diya Waghmode BM21023, PRAJWEL VARMA, Abhinel Aptekar BM21022, Neha Gaikwad, Jitendra Bhoji, Ronak Rajpal, Divya Dayare, VAIBHAV SONAWANE, Shital Choudhary BM21005



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meet.google.com/knh-vkay-vda

REC

Sneha Ahuja BM21017

Sayali Fasje BM21041

Ompratap Singh BM21050

Samadhan Bagul BM21003

Dharika Kolambe

Priyanka Pal BM21043

Diya Waghmode BM21023

Sandesh Bangar

Siddhi Chandorkar BM210...

Neha Gaikwad

Jitendra Bhopi

Ronak Rajpal

Divya Dayare

VAIBHAV SONAWANE

Shital Choudhary BM21005

Sandesh Bangar (outside S.S.T COLLEGE OF ARTS AND COMMERCE) joined

10:21 AM | FYBMS- 2021 Induction Technical Training o...

meet.google.com/knh-vkay-vda

Sharing www.youtube.com to meet.google.com

Stop sharing

View tab: www.youtube.com

REC

You're presenting to everyone

Presentation audio

Stop presenting

People

All muted

Add people

Host controls

Diya Waghmode BM21023

SHADHAB KHAN

Shital Choudhary BM21005

Shivani Mishra

Shravani Dandekar

Shubhangi Mishra

Siddhi Chandorkar BM210...

You

How to access Google Meet via Google Calendar

When your teachers scheduled your online lectures through creating a new event with Google Calendar on the web or in the Calendar apps on Android or iOS.

Training on LMS Day 2 Part 2

Are you talking? Your mic is off. Click the mic to turn it on.

10:26 AM | FYBMS- 2021 Induction Technical Training o...

<https://doc-0g-4c-docs.googleusercontent.com/docs/securesc/hmfukbvkgi6ig1thfgalejnpmf48du3d/ntsbkta31p3>



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<https://doc-04-4c->

docs.googleusercontent.com/docs/securesc/hmufkbvkgi6ig1thfgalejnpmf48du3d/q7p2uijfqnf5rst9njnp6siu5kja5bb8/1632761475000/00782390769958453673/00782390769958453673/152wmPmqHC5_IX5uhg-e2HzApLgIQD3Wt?e=download&authuser=0

Day 4 Date 25.9.2021 – The Students were introduced to the Cultural Committee and its activities by Asst Prof Mayra Lachhani and Women Development Cell , their role and activities was explained by Asst. Prof Manisha Warungase.

In the technical Session : Google Classroom was explained and how to access notes, study material etc was also told.

The screenshot shows a Google Meet session in progress. The main presentation slide is titled "SANJEEVANI The Cultural Committee" and features a collage of various musical instruments including a sitar, tabla, harmonium, guitar, keyboard, saxophone, and drums, along with a central golden statue. The meeting interface includes a "People" list on the right with names like Mangesh More, Mitail Birje, Neha Gaikwad, Nikita Sardar, Ompratap Singh, Prathamesh Nikam, and Prerna Jadhav. The bottom of the screen shows a Windows taskbar with the time 9:10 AM and date 24-09-2021.



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Share [www.youtube.com to meet.google.com](#) Stop sharing View tab: [www.youtube.com](#)

9:11 AM | FYBMS-2021-2022 - Induction Day 3

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Share [www.youtube.com to meet.google.com](#) Stop sharing View tab: [www.youtube.com](#)

9:14 AM | FYBMS-2021-2022 - Induction Day 3



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Meet - FYBMS-2021-2022 - (1) WhatsApp x S.S.T COLLEGE OF ARTS AND CO x (17) Induction for First Year L x +

meet.google.com/ihj-qfjg-ckm?pli=1&authuser=0

Sharing www.youtube.com to meet.google.com Stop sharing View tab: www.youtube.com

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S. S. T. COLLEGE OF ARTS AND COMMERCE
Women Development Cell
Women Empowerment

People

All muted Add people Host controls

Ashmash Ansari
Dharika Kolambe
Divya Dayare
Diya Bhosale
Diya Waghmode BM21023
Jitendra Bhopi
Kaif Shaikh

Mangesh More
Ompratap Singh BM21050
You

9:24 AM | FYBMS-2021-2022 - Induction Day 3

Meet - FYBMS-2021-2022 - (1) WhatsApp x S.S.T COLLEGE OF ARTS AND CO x (17) Induction for First Year L x +

meet.google.com/ihj-qfjg-ckm?pli=1&authuser=0

Sharing www.youtube.com to meet.google.com Stop sharing View tab: www.youtube.com

REC You're presenting to everyone Presentation audio Stop presenting

यत्र नार्यस्तु पूज्यन्ते रमन्ते तत्र देवताः ।
यत्रैतास्तु न पूज्यन्ते सर्वोस्तत्राफलाः क्रियाः ॥

The Women Development Cell of SST College of Arts & Commerce was set up in the year 2013, with the name Baruni (Goddess Durga). It is an active committee comprising of staff members and students of SST College of Arts & Commerce and functions with an aim to prevent sexual harassment, promote well being of all the female students and staff members and create a gender sensitized community within campus as well as in the society.

Baruni plays an important role in voicing opinions on important matters that affect the daily life of female students. Baruni provides a platform where students can comfortably participate and share their views.

Mangesh More
Ompratap Singh B...
Divya Dayare
Ronak Rajpal BM21...
Prathamesh Nikam
Shivani Mishra
Ronit Jaiswar BM21...
Shubhangi
You

9:24 AM | FYBMS-2021-2022 - Induction Day 3



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The screenshot shows a Google Meet interface. The main window displays a presentation slide with the text: "Classroom is a way to get all class students in one place and allows teachers to easily assign work and for students to turn it in." The slide features the college logo on the left and a photo of a man at a desk. To the right of the slide is a grid of nine participant avatars, including Jitendra Bhopi, Dharika Kolambe, VAIBHAV SONAWA..., Shravani Dandekar, Nikita Sardar, Sneha Ahuja BM21..., Siddhi Chandorkar..., Ronak Rajp..., and You. The bottom status bar shows the time as 10:07 AM and the meeting title as "FYBMS 2021-2022- Technical Induction".

This screenshot is similar to the one above but includes an "In-call messages" panel on the right side. The panel shows a list of messages: "Let everyone send messages" (checked), "Yes mam", "Shital Choudhary BM21005 10:07 AM Yes mam", "Abhinel Aptekar BM21022 10:08 AM Mam please mute yourself", "SHADHAB KHAN 10:09 AM Abhi +1", and "Ronak Rajpal BM21004 10:09 AM Sir voice repeated aarhi hai". The main presentation slide and participant grid are visible in the background. The bottom status bar shows the time as 10:08 AM.



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Link Address

https://drive.google.com/file/d/1w-FJboPXdoBgDt_RsG9xaRZGu_Ra8X6R/view?usp=mail

Technical Session:

https://drive.google.com/file/d/1OrbGgKNQ3tOz23vg_NOotMU2izNEO8-P/view?usp=mail

Day 5 : The Students were told about their Department, the Course Structure, the examination patterns , Certification courses, value added programs , internships and other activities undertaken by the Dept . The Introduction was done by the Coordinator Asst Prof Padma Deshpande.

39 Students attended.

Link Address of Day 5 Recording

<https://doc-04-4c-docs.googleusercontent.com/docs/securesc/hmufkbvkgi6ig1thfgalejnpmf48du3d/p9oh99i1j77dcoprqvsK276iniopvq2p/1632761100000/00782390769958453673/00782390769958453673/1f7KkM4EI2TqAoxYmTir5ImulUbw1R8bg?e=download&authuser=0>



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After the Presentation a Test was conducted to assess the students knowledge gained from the Technical training provided in the last 3 sessions.

Link Address for Online Review Test.

<https://forms.gle/TSYdyKskcCX6WcvS8>

Link Address for Online Induction Feedback

<https://forms.gle/7Zzirvzva3bbcK8Z8>



WORKSHOP ON NIRBHAY- GENDER EQUALITY

On 2nd October, 2021 a Workshop was organized by Rotaract Club of Ambernath in Collaboration with S.S.T. College of Arts and Commerce and ARUN'S Prominent Classes. The total duration of this program was 120 min.

Resource person Advocate Hrishikesh Chavan shared views on Gender equality.

It is when people of all genders have equal rights, responsibilities and opportunities. Everyone is affected by gender inequality - women, men, Trans and gender diverse people, children and families. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

There has been progress over the last decades. Putting women and girls at the Centre of economies will fundamentally drive better and more sustainable development outcomes for all, support a more rapid recovery, and place the world back on a footing to achieve the Sustainable Development Goals.

Resource person Ms.Oshin Deshmukh expressed views on Emotional Health

People who are emotionally healthy are **in control of their thoughts, feelings, and behaviors**. They're able to cope with life's challenges. They can keep problems in perspective and bounce back from setbacks. They feel good about themselves and have good relationships.

Resource person Sensei Rohit Mishra enlightened knowledge about women's self-defense teaches us awareness and prevention.

Women's self defense is **about taking safety into our own hands**. Knowing how to defend ourselves gives us a better chance of stopping attacks and even lessening attacks against women in the future.

Finally, The Workshop ended with a Vote of Thanks. We thank management for conducting such a wonderful session.



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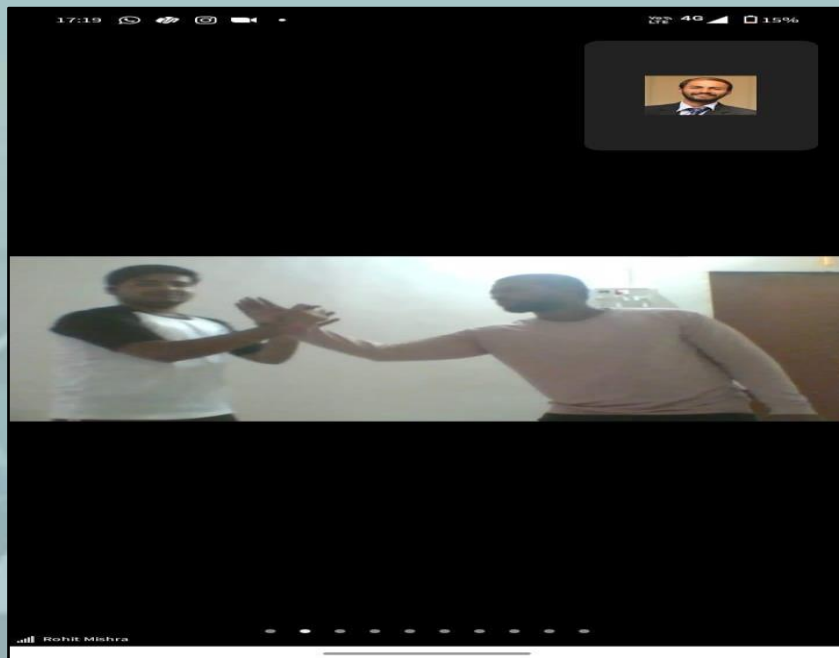


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GLIMPSES OF ACTIVITY:



Self-Defence Techniques practical demonstration



Self-Defence Techniques practical demonstration



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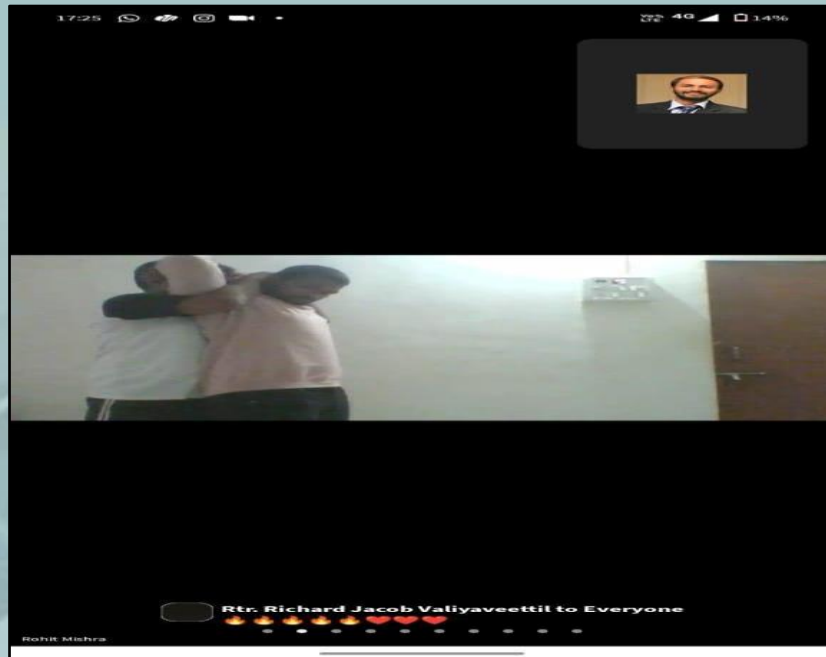
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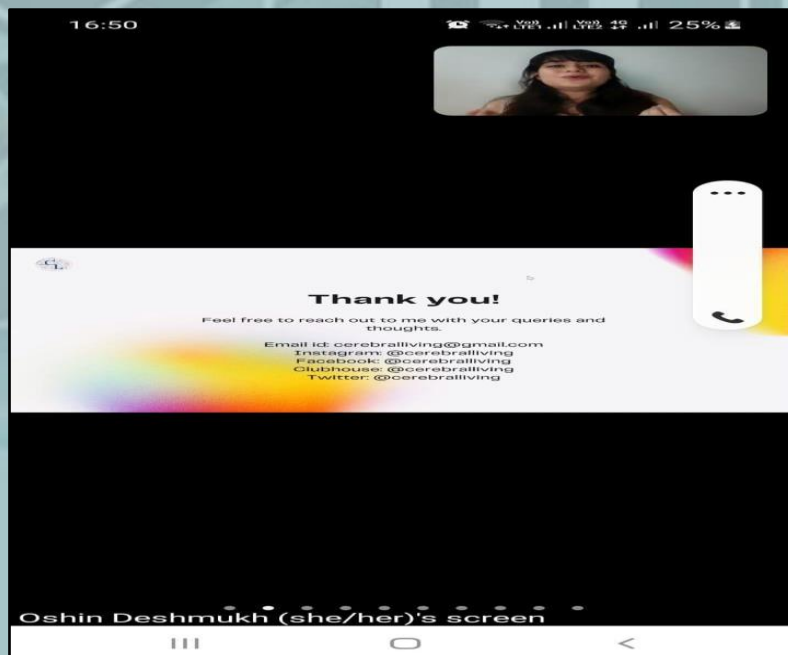
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Self-Defence Techniques practical demonstration



Workshop ended with vote of Thanks



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REPORT ON KEY MANTRA FOR SUCCESS IN ENTREPRENEURSHIP

Resource Person:

- 1.) Ms. Swetapadma Mohanty, CEO & Founder at Business Leadership League
BMS Student Participation – 39 Nos.

On 27th October.,2021 Department of Bachelor of Management Organized the Youtube Live Webinar on “Key Mantra for Success in Entrepreneurship”.

The Resource person Ms. Swetapadma Mohanty has enlightened our knowledge about Key Mantra for Success in Entrepreneurship.

Starting a business for the first time and worried about failure? Whether you’re just starting out or are an old pro, who doesn’t want to be a more successful entrepreneur? But breaking into a highly competitive market is usually difficult for any new business. As a businessman, it is essential for you to maintain your position in the market and stay ahead of your competitors. Also at the same time, it is important for you to select the right business.

We would like to thank the management of the college for encouraging us to undertake such initiatives.

GLIMPSES OF ACTIVITY:

The poster is for a webinar titled "Key Mantra for Success in Entrepreneurship" organized by the Department of BCBI & BMS at S.S.T. College of Arts & Commerce. It features a blue background with a silhouette of a person holding a target. The text on the poster includes: "Success, Stick To It, Take Action, Develop A Plan, Define Your Goal", "Webinar on Key Mantra for Success in ENTREPRENEURSHIP", "ORGANIZED BY -Department of BCBI & BMS", "Resource person: Ms. Swetapadma Mohanty", "CEO & Founder at Business Leadership League", "Asst.Prof. Mithili Gaurishankar Programme Co-ordinator", and "Date: 27th October. 2021 @ 01.00 pm on YouTube". There is a small photo of Ms. Swetapadma Mohanty in the bottom right corner.



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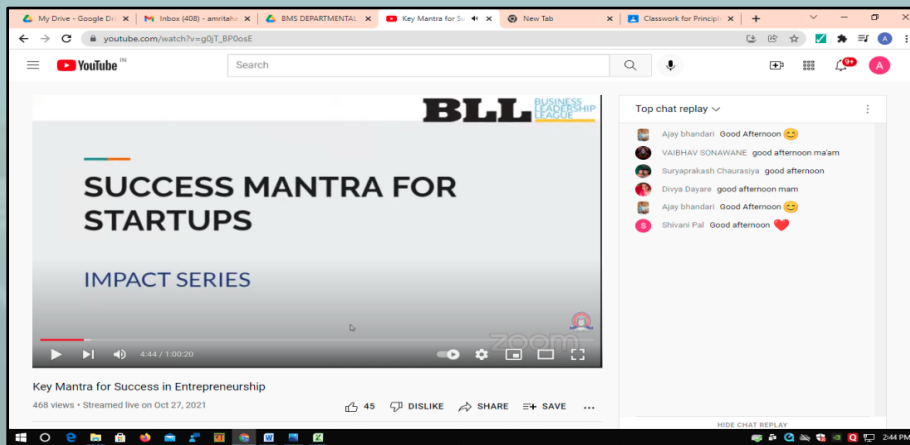
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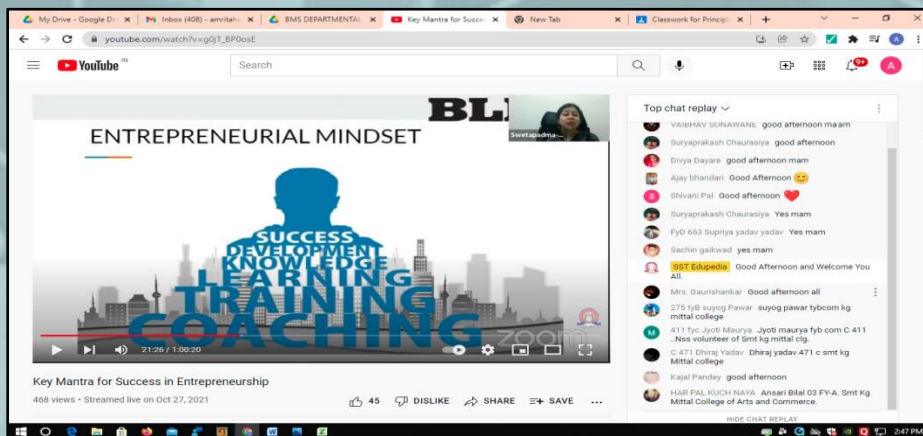
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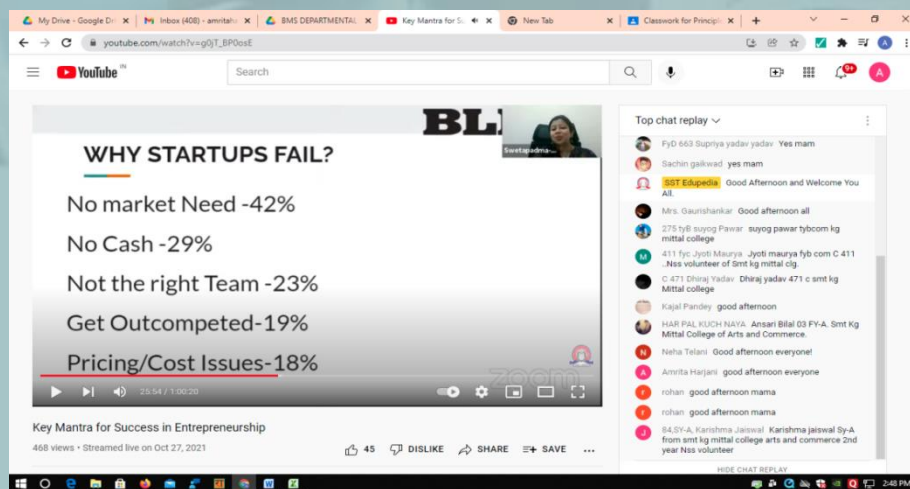
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Ms. Swetapadma Mohanty shared Success Mantra for Startups



Students learning about Entrepreneurial Mindset



Topic discussed :- Why Startups Fail?



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Key Mantra for Success in Entrepreneurship
468 views • Streamed live on Oct 27, 2021

Top chat replay

- rohan nice sessions
- santosh karmani Good afternoon everyone
- simran ujainwal Good afternoon
- artansi Yes mam
- rohan mama feedback form provides
- Infant Treesa Fy B Com Infant Treesa
- Deepika Valecha very nice session
- Sakthi Devangar good afternoon everyone
- Padma Deshpande maam can u plz explain difference between Intrapreneur and Entrepreneur.
- Saurav Mitra saurav mitra nss from smt. kg
- Padma Deshpande who is a venture capitalist
- Saurav Mitra saurav mitra nss from smt. kg. mittal college of arts and commerce
- Padma Deshpande Can u please explain Angel investors
- B 225 Saurabh Jha Jha Saurabh B/225 fycbom from k.g mittal college
- VAIBHAV SONAWANE Ma'am pl help us to invest our money in safe companies and profit returns etc

Thought sharing

Key Mantra for Success in Entrepreneurship
468 views • Streamed live on Oct 27, 2021

1. More than 119 deals
2. Bangalore/Delhi NCR/Mumbai
3. Fintech-Edtech- SaaS- Ecommerce
4. New age taking over traditional
5. Giants acquiring young companies
6. Startups acquiring each other

Top chat replay

- Ajay bhandari Good Afternoon 😊
- VAIBHAV SONAWANE good afternoon ma'am
- Suryaprakash Chaurasiya good afternoon
- Divya Dayare good afternoon mam
- Ajay bhandari Good Afternoon 😊
- Shivani Pal Good afternoon ❤️
- Suryaprakash Chaurasiya Yes mam
- FyD 663 Supriya yadav yadav Yes mam
- Sachin galikwad yes mam
- SST Edupeedia Good Afternoon and Welcome You All.

Recent trends in Entrepreneurship



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BRIEF REPORT: VISIT TO NEELA BAL SADAN- GIRLS ORPHANAGE

On 1st November, 2021 BMS department & Women Development Cell jointly organized a visit to Neela Bal Sadan – Girl's Orphanage established in 2004. Assistant Professor Padma Deshpande, Assistant Professor Neha Telani & 6 Volunteers visited this orphanage. Assistant Professors had an interaction with the caretaker and came to know that in this orphanage there are 11 girls from age group 6 to 12 years & they are taken care of by caretaker Lata Maske. She also shared that from this ashram 4 to 5 girls got married and are settled happily & one girl is working with MNC & here visitors come and teach children the various skills like crafts, drawing, animation etc. on honorary basis so that girls can carry out their livelihood easily in near future.

We would like to thank Dr.J.C. Purswani (Chairman of our college) for giving us the opportunity to visit this orphanage.

Though we couldn't spend much time with children due to COVID guidelines, the children were happy with our visit & our students also learned social responsibility towards society.

Before saying goodbye to them we distributed stationary, chocolates, cakes & other eatables to children.



Assistant professor Padma Deshpande & Assistant Professor Neha Telani along with volunteers giving token of love to Lata Maske (Orphanage Caretaker)



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Orphanage Girls along our volunteers performing activity



Medals earned & craft work done by Orphanage girls

श्री. प्रस
श्रीमती र
सौ. मृगति
अड. शिव
श्री. विसे
श्री. अशो

श्री. डॉ
श्रीम. नि
डॉ. संघ
सौ. सुधा
संगित
सौ. रोहीण
सौ. प्रियंका



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Bachelor of Management Studies

Report

On

Crash Course Series on

Logistics & Supply Chain Management & Risk Management

10th & 11th November, 2021

Organized by

BMS Department

At

SST College official (YouTube Channel)

Submitted by

BMS Department



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Ref. No.SST/ BMS/2021-22

DATE:8th November,2021

NOTICE

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Department of BMS
Organizes
“CRASH COURSE SERIES”
on
Subject: Logistics and Supply chain Management

Resource Person
Asst.Prof. Smita Chawak
M.Sc, M.Phil,
M.B.A in Manufacturing Mgmt.

10th November, 2021
@ 11.00 AM to 12.30 PM



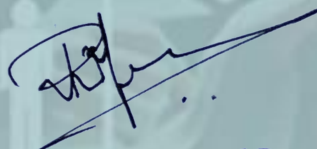
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Department of BMS
Organizes
“CRASH COURSE SERIES”
on
Risk Management


Resource Person
Asst.Prof.Devanjali Dutta
M.COM, MBA, UGC-NET.
PURSUING Phd.

11th November, 2021
@ 11.00 AM to 12.30 PM




COORDINATOR




PRINCIPAL
S.S.T COLLEGE OF ARTS
& COMMERCE ULHASNAGAR-4



CRASH COURSE SERIES ON LOGISTICS & SUPPLY CHAIN MANAGEMENT & RISK MANAGEMENT

OBJECTIVE:

1. To cover all the aspects from subject
2. To revise important terms and concepts
3. To guide students to revise the subject in an effective manner

OUTCOME:

1. Students recalled the important terms and concepts
2. Students got an idea to revise the subject properly

BRIEF REPORT:

On 10th November, 2021 BMS department of SST College of Arts & Commerce organized Crash course series on Logistics & Supply chain management Subject, the resource person for the session was Prof. Smita Chawak (M.sc , M.Phil., M.B.A in manufacturing management).

In this particular session the resource person explained the meaning of the term logistics, General, specific and operating objectives, Types of logistics, supply chain management, forecasting, transportation management and many more topics were covered to cover every aspect from the subject. Students found the session useful and interactive, they also learned how we can revise the subject in the proper manner to score good marks in examinations.

Attendance – 32 Students

On 11th November, 2021 BMS department of SST College of Arts & Commerce organized Crash course series on Risk Management Subject, the resource person for the session was Prof. Devanjali Datta (M.com , MBA., UGC-NET, pursuing Phd).

Resource person explained various topics like Definition of Risk Management, Risk management process, Types of financial Risk, Quantitative risk management, Derivatives and its instrument and many more topics were taught in this particular session.

Overall the session was very much useful to students, as every aspect of the subject was considered and students tried to recall the important terms and concepts.

Attendance – 21 Students.



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LINKS OF THE SESSION:

1. Logistics and Supply Chain Management <https://youtu.be/KLsWXsfg4Wo>
2. Risk Management <https://youtu.be/1ILCayo2e7s>

GLIMPSES OF BOTH THE SESSIONS :

TYBMS Crash Course Series Episode 01
382 views • Streamed live on Nov 10, 2021

Top chat replay

- SST Edupedia Good morning and Welcome You All.
- Deepak Gavade Good morning
- Mrs. Gaurishankar Good morning ma'am
- 16 Chetan Ingale good morning ma'am

Assistant professor Padma Deshpande introducing Resource Person Prof. Smita Chawak

TYBMS Crash Course Series Episode 01
382 views • Streamed live on Nov 10, 2021

Top chat replay

- SST Edupedia Good morning and Welcome You All.
- Deepak Gavade Good morning
- Mrs. Gaurishankar Good morning ma'am
- 16 Chetan Ingale good morning ma'am
- Neha Telani Good morning everyone!
- Manoj chandane warm good morning mam

2. LOGISTICS EVOLUTION: MILITARY BEGINNING

3. GENERAL OBJECTIVE:

- 1. COST REDUCTION
- 2. CAPITAL REDUCTION
- 3. SERVICE IMPROVEMENT

4. SPECIFIC OBJECTIVE: 7 R'S

5. OPERATING OBJECTIVES:

- A. RAPID RESPONSE
- B. MINIMUM VARIANCE
- C. MINIMUM INVENTORY
- D. MOVEMENT CONSOLIDATION
- E. QUALITY
- F. LIFE CYCLE SUPPORT
- G. ECONOMY UTILITY: TIME, PLACE, FORM, POSSESSION

Prof. Smita Chawak explaining the objectives of logistics



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SUPPLY CHAIN MANAGEMENT

It is the process of managing upstream and downstream relationship with suppliers and customers to deliver superior customer value at less cost.

Upstream---raw material to manufacturer

Downstream---manufacturer to consumer

1. Extended Enterprises concept

2. Relationship Management

TYBMS Crash Course Series Episode 01
382 views • Streamed live on Nov 10, 2021

Resource person explaining Supply Chain Management Concept to students

TRANSPORTATION MANAGEMENT

1. Principles of Transportation
1. Economies of scale 2. Economies of distance

2. Participants in Transportation Decisions

- Shipper
- Carrier
- Consignee
- Public
- Government

3. Modes of Transportation

- Road
- Rail
- Water
- Air
- Pipelines
- Ropeway

TYBMS Crash Course Series Episode 01
382 views • Streamed live on Nov 10, 2021

Transportation Management was explained by Prof Swati Chawak



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ATTENDANCE FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Sr.No	Name of the Student
1	Shruti Sunkar
2	Komal Sathaliya
3	Bharati Pawar
4	Priyanka Gaikwad
5	Sagar Kajani
6	Abinaya Paneerselvam
7	Sakshi Kamble
8	Divya Bhosle
9	Nikita Gavli
10	Manasi More
11	YAshkumar Shinde
12	Aftab Shaikh
13	Tanuja Chonkar
14	Vivek Jadhav
15	Aadarsh Sonavane
16	Gauri Sarode
17	Vaibhav Sanap
18	Sonali Deshmukh
19	Taslima Shaikh
20	Sudhir Pawshe
21	Chetna Jadhav
22	Hitesh Randive
23	Akshata Sonawane
24	Afaaq Shaikh
25	Jebastin Nadar
26	Vijay Jadhav
27	Sonam Sathaliya
28	Gautam Karankale
29	Vaibhav Harad
30	Varsha Salve
31	Poona Gawande
32	Rohan Borge



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Crash Course Series on Risk Management
Mrs. Devanjali Dutta
Asst. Professor
K.M. Agrawal College of Arts, Commerce and Science

TYBMS Crash Course Series Episode 02
264 views · Streamed live on Nov 11, 2021

23 DISLIKE SHARE SAVE ...

11:15 AM 12/11/2021

Introduction of Resource Person

Definition

- Risk
- Return

Risk and Return are direct

Risk/Return Relationship

Return

Risk

Bank deposit (Lowest risk)
Public sector bonds
Corporate bonds
Mutual funds
Equity
Venture funds (Highest risk)

TYBMS Crash Course Series Episode 02
264 views · Streamed live on Nov 11, 2021

23 DISLIKE SHARE SAVE ...

11:17 AM 12/11/2021

Resource person explained the Definition of the term Risk Management



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The video displays a flowchart titled "Risk Process" with five steps:

- Step 1 Identification**: Discover, Recognize and discover the risk
- Step 2 Analysis**: Understand the nature of risk, Likelihood to affect the goals and objectives
- Step 3 Evaluate or Rank**: Determine the risk amount, Likelihood + Consequence
- Step 4 Treat the risk**: Risk Response Planning, Assess the highest ranked risk
- Step 5 Monitor and review risk**: Track the risk, Corrective measures

The video player shows it is from the "TYBMS Crash Course Series Episode 02" with 264 views, streamed live on Nov 11, 2021. The chat on the right contains several "Good Morning" messages.

Risk management process was explained in this slide

The video lists the following types of financial risk:

- 1. Market Risk**: It is commonly known as **Systematic Risk**. It is undiversifiable risk as it cannot be eliminated by diversification. Sources of market risk are external factor upon which a firm has no control.
- 2. Operational risk**: It is risk that arises from functioning of an organization. This risk includes failure of people, system or processes of an organization.
- 3. Inflation risk**: It refers to Reduction in purchasing power of Investor due to increase in Inflation.
- 4. Liquidity risk**: This is the risk that a given security or asset cannot be traded quickly enough in the market to prevent a loss.
- 5. Credit Risk**: It is also called Default Risk is the risk associated with a borrower going into default (not making payments as promised).
- 6. Exchange Rate Risk**: It refers to sensitivity of change in real domestic currency value of assets and liabilities or operating incomes to unanticipated changes in exchange rates.
- 7. Political Risk**: It refers to risk arising from political instability in a country or sudden change in policies of country due to change in government.
- 8. Commercial Risk**: This risk arises due to wrong estimation of demand.

The video player shows it is from the "TYBMS Crash Course Series Episode 02" with 264 views, streamed live on Nov 11, 2021. The chat on the right contains various messages, including one asking about financial risk related to Bankruptcy.

Highlights of Types of Financial Risk



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The screenshot shows a YouTube video player for 'Quantitative Risk Measurement'. The video content includes a list of four points:

- 1. Sensitivity analysis:** It refers to change in output with change in one or more input variable.
- 2. Expected monetary value analysis:** It is calculated as $EMA = \text{Probability} * \text{Cost impact}$
- 3. Decision tree analysis:** It is a simplified, tree shaped diagram used to determine a course of action or show a statistical probability
- 4. Tornado diagram:** A special type of bar chart where data are listed vertically instead of standard horizontal presentation

The video player shows a progress bar at 25:42 / 1:32:25. The video title is 'TYBMS Crash Course Series Episode 02' with 264 views. The chat on the right shows several messages from viewers.

Resource person explained Quantitative Risk Measurement

The screenshot shows a YouTube video player for 'DERIVATIVES INSTRUMENTS'. The video content includes a definition of a derivative and a table of types of derivative instruments:

DERIVATIVE is financial contract that derives its value from underlying asset. These underlying assets can be stock, currencies, commodities, and more. These are used for hedging and speculating.

TYPES OF DERIVATIVE INSTRUMENTS	
FUTURES <ul style="list-style-type: none">It is contract between two traders for purchase and delivery of asset at specific price at future date.These are traded on stock exchanges.Traders use it to hedge their risk or speculate on the price of an underlying asset.Company A buys a three-month futures contract for oil for \$20 per barrel. The other party now will have to deliver oil to Company A at \$20 per barrel after expiry.	FORWARDS <ul style="list-style-type: none">Similar to the Forward, it is contract between two traders for purchase and delivery of asset at specific price at future date.They are not traded on stock exchanges.The are not standardized. Buyer and seller have to customize it.They are traded OTC (Over the Counter).Forward contracts carry a higher counterparty risk for both parties.Risk is for non fulfillment of contract conditions.
OPTIONS <ul style="list-style-type: none">Options also allow the buyer and seller to agree to buy or sell the underlying asset at a future date and a specific price.However, with options, there is no obligation on the buyer to exercise the agreement.The buyer gets right to buy or sell the underlying asset (but no obligation).Options are of two types - Call and Put.In both - call and put - option, the seller must fulfill the contract if the buyer wants.	SWAP <ul style="list-style-type: none">It is an agreement that allows an investor to exchange one security with another.The objective here is to change the terms of contract.Interest rate, commodity, and currency swaps are the most common types of exchanges.Swaps are a private agreement, and thus carry a high amount of risk.Swaps are also risky because interest and currency are itself volatile.

The video player shows a progress bar at 46:06 / 1:32:25. The video title is 'TYBMS Crash Course Series Episode 02' with 264 views. The chat on the right shows several messages from viewers.

Meaning of the term Derivative & its instrument was explained by resource person



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ATTENDANCE FOR RISK MANAGEMENT

Sr.No	Name
1	Neha Birare
2	Pedamkar Aarti
3	Jadhav Vivek
4	Borge Rohan
5	Pawar Bharti
6	Abhinaya Paneerselvam
7	Saravade Gauri
8	Chittam Samuel
9	Yadav Ajay
10	Tagaram Kumari
11	Sanap Vaibhav
12	Rai Shital
13	Shaikh Aftab
14	Haram Bhagyashri
15	Gawande Darshali
16	Khairmode Gautami
17	Dhotre Pragati
18	Goregaonkar Prathamesh
19	Temkar Rohit
20	Kamble Sakshi
21	Gacche Sanjana

FEEDBACK SAMPLES

FEEDBACK OF LSCM SUBJECT



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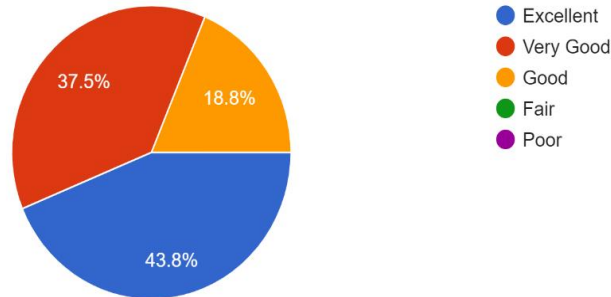
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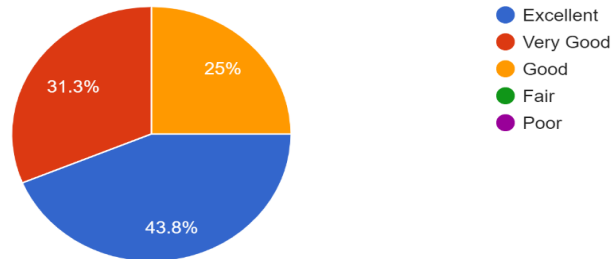
Overall Impact of the webinar

16 responses



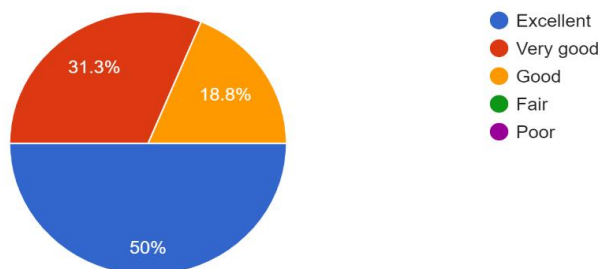
The Speaker was Knowledgeable on the Subject

16 responses



Communication Skills of the Speaker

16 responses



FEEDBACK OF RISK MANAGEMENT SUBJECT:



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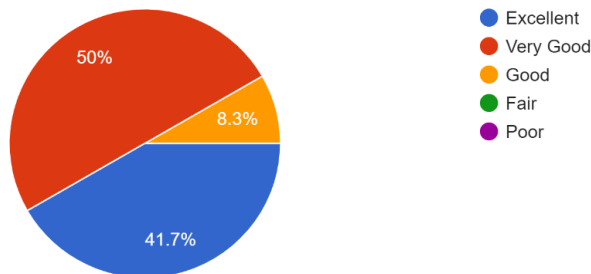
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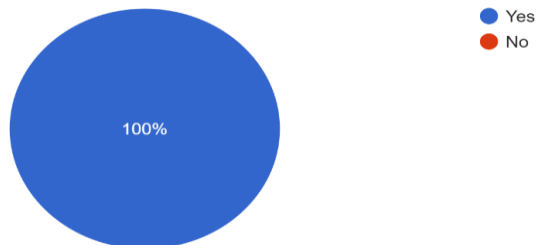
Clarity of Content, ideas and Concepts

12 responses



Material was Presented in an organized Manner

12 responses



FEEDBACK ANALYSIS

Overall Impact of the Workshop/Activity/Seminar	B+
Resource person was a good communicator	A+
Resource Person had good knowledge on the topic	B++
Material was presented in an organized manner	B+
Content was Helpful	B+
Level of workshop/ Activity/Seminar	B+



SUMMARY REPORT ON PROJECT GUIDANCE

SST College of Arts and Commerce, Department of Management Studies has organized a seminar on Project Guidance on December 17, 2021 in room no. 21 at 11.30 am. This session was conducted by Asst. Prof. Padma Deshpande. The session was introduced by Asst. Prof. Sunil Shah and later on charge was handed over to the Resource Person. She not only elaborated the importance of research but also guided the students about various technical terms which are required to be understood for carrying out a research work.

The Resources Person showed various sample projects to students of their seniors. She discussed a list of topics on which students can make a project related to Management Studies. Different chapters needed to be prepared for research work were also highlighted during the session. 92 students attended the session and benefited from this. Objective research concept, Research methodology, Analysis and Data interpretation, conclusion were the core topics of this session. Students asked their doubts and all the queries were solved patiently by the resource person. The Session ended with Vote of Thanks by Asst Prof [Sunil Shah](#)



Asst Prof. Padma Deshpande explaining students regarding Project work



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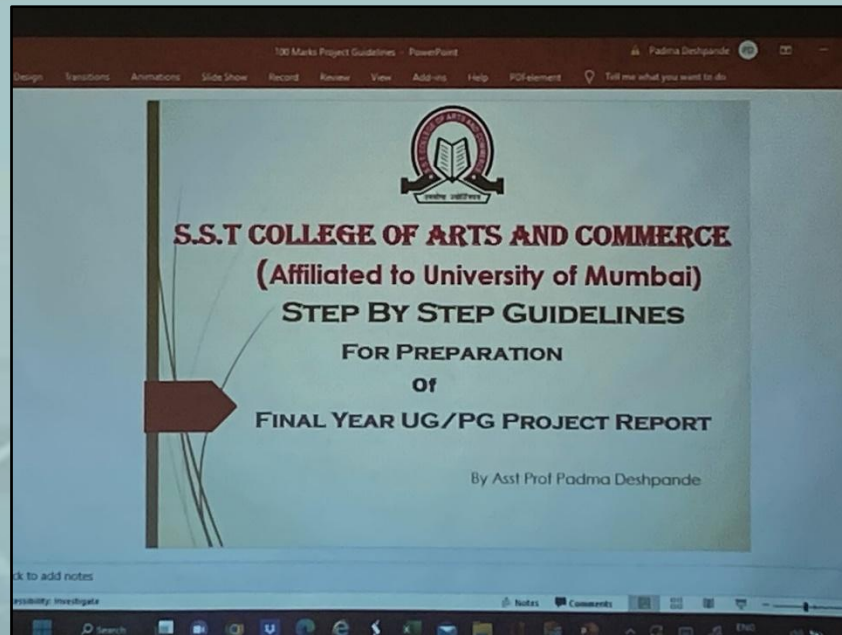
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Model Structure of the Project Work

- **Chapter No. 1: Introduction**
- **Chapter No. 2: Research Methodology**
- **Chapter No. 3: Literature Review**
- **Chapter No. 4: Data Analysis, Interpretation and Presentation**
- **Chapter No. 5: Conclusions and Suggestions**

Overview given through Powerpoint Presentation



Chapter No. 1: Introduction

- **Selection** and relevance of the **problem**
- **Historical Background** of the problem
- Brief profile of the **study area**
- **Definition/s** of related aspects
- **Characteristics**
- Different concepts pertaining to the problem etc.



Broad Guidelines :

- Font Style: Times New Roman
- Font Size: **12**-For content, **14**-for Title
- Line Space : **1.5**-for content and **1**-for in table work
- Header – Title of Project and Footer – Page No. (Right Alignment)
- Paper Size: **A4**
- Margin : in Left-**1.5**, Up-Down-Right-**1**
- The Project Report shall be bounded.
- The project report should be **80 to 100** pages

General guidelines to be followed for project writing



SUMMARY REPORT ON MAHILA MUKTI DIN

Resource Person: Neha Gaikwad.

Attendance – 39 Students.

On 24th December 2021, SST College of Arts and Commerce (BMS department) celebrated Mahila Mukti Din. The program began with pioneering speeches, poem on Women rights and Women empowerment. The girls of SST sang beautiful songs on the day. Ms. Padma Deshpande and faculty members of BMS Department gave their eminent presence and speeches on the occasion. The overall program was to encourage women education and liberation in the society. The objective of the session was to build self-confidence, enhance self-esteem and improve the overall personality of the students. Programme was held on campus in a new building at 11 am.

The programme started at 11 am sharp. Ms. Padma Deshpande welcomed the students. Objective of the program was also that Total women's liberation is not possible at an individual level. Even if some women, for example, free themselves from mental slavery they cannot change the attitude of the society towards women. That requires a social and collective struggle. Various points were discussed like:-

1. The theoretical study of women's problems
2. Making women conscious about their rights
3. Organizing women to address different problems in their life and helping them to struggle for the solution of these problems

SESSION IMAGES





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CERTIFICATE COURSE ON DIGITAL MARKETING

BRIEF REPORT

Under the Student Development Program the Department of Management Studies had organized a 15 days Digital Marketing Course on Virtual Mode. Two Tests were Conducted during the session and after completion of the course Course completion certificate was awarded.

SUMMARY REPORT ON DIGITAL MARKETING CERTIFICATE COURSE

SST College of Arts and Commerce, Department of Management Studies has a conducted Certificate Course on Digital Marketing from January 21, 2022 to 05 February 2022 on Virtual Mode from 12.00PM to 2.00 PM daily for 15 days The Students were briefed about the syllabus and pattern of online paper and eligibility criteria for passing. The entire session was conducted by Asst. Prof. Padma Deshpande. The session was introduced by Asst. Prof. Sunil Shah and later on charge was handed over to the Resource Person.

The Resources Person explained that Digital marketing is one of the most sought after courses in India at the moment. The reason for this huge demand is due to the increasing number of companies working to grow their online business and branding. The resource person stated there is a huge demand for highly skilled digital marketing professionals in cities like Mumbai. Almost all of the big Indian firms are investing heavily in building an online presence. Hence the increase in demand for online marketing courses. The average digital marketing course fees in Mumbai is between 25,000 Rs to 1 Lakh Rs. but the college is offering free to students. Total No 112 students benefited from the session. On Completion of the Certificate Program Digital Certificates were issued



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GLIMPSES OF THE SESSION :

Digital Marketing

Essentials You Always Wanted To Know



DEPARTMENT OF MANAGEMENT STUDIES –S.S.T COLLEGE OF ARTS AND COMMERCE

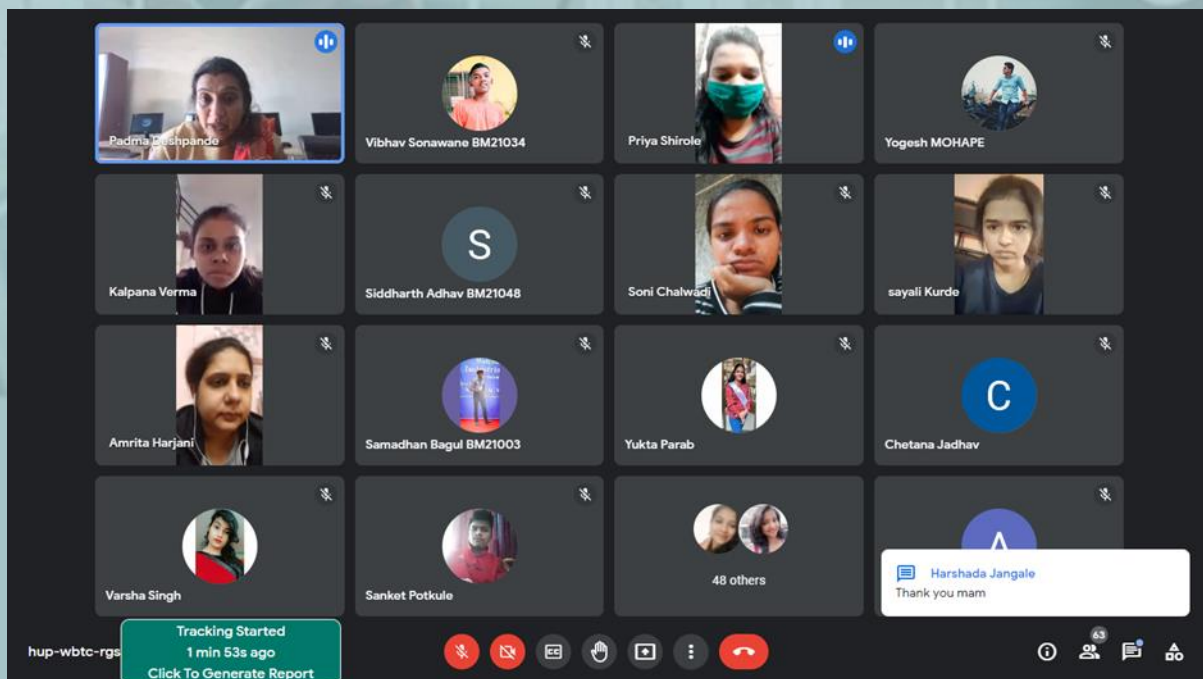


Chapter 1: Understanding Digital Marketing

Traditional Marketing vs. Digital Marketing

Traditional marketing pertains to older media: prints, broadcasts, direct mails, telephones and billboards, point of purchase (POP), and face-to-face.

Digital marketing allows for in - depth analysis of CRM. With a simple profile and dialogue, a company can get more insights of each consumer and fragment the market more deeply to suit their needs.





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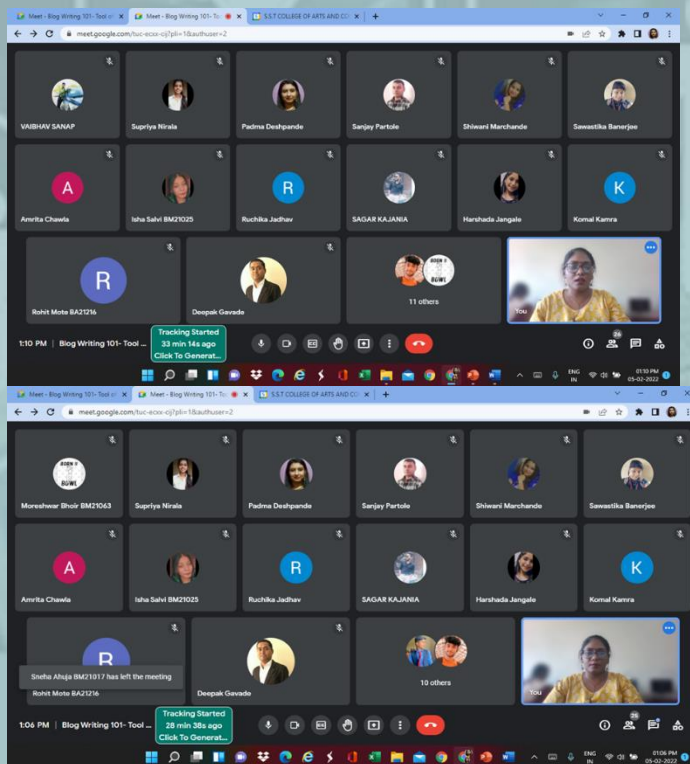


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BRIEF REPORT: BLOG WRITING 101 – ESSENTIAL MARKETING TOOL.

On 5th Feb 2022 BMS department of SST College of Arts & Commerce organized a session on Blog Writing 101 an Essential Digital Marketing Tool. The Resource Person for the Event was Ms.Amrita Chawla Writer, Editor and Educator, she Spoke about the Essential Elements of a Blog, Know How of Blog Writing, Importance of Blog Writing, Types of Blogs, Tips for Blog Writing, Do's and Don'ts of Blog Writing.

It was a very Educative Session and Tips shared by the Resource Person were quite Insightful, we are thankful to the Resource Person for Sparing their time in Conducting this Session. Around 37 Students Attended the session.





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REPORT ON SEMINAR ON “HEALTH AND PERSONAL CARE”

Venue: College Campus

Date: 5th March , 2022

Staff participated : Asst Prof Rajani Kuche, Asst Prof Komal Kamra.

Resource Person : Mrs. Simran Choithramani (A renowned Nutritionist)

Women Development Cell in association with BMS Department organized a Seminar on “Women Nutrition” on 5th March, 2022 at SST College of Arts & Commerce in Room# 14 at 11.30am . The resource person Mrs. Simran Choithramani (A renowned Nutritionist) took the session & guided the participants about nutrition & its importance in women’s life.

She also guided on various easy tips of healthy & timely eating habits. She also gave tips on maintaining healthy & glowing skin.

GLIMPSES:

The poster is for a seminar titled "HEALTH & PERSONAL CARE" organized by the Department of WDC & BMS at S.S.T. College of Arts & Commerce. The resource person is Mrs. Simran Choithramani, a Health, Beauty, and Diet & Nutrition Consultant cum Cosmetologist. The seminar is scheduled for 5th March 2022, from 12:00 to 1:00 pm, in Room No. 14, New Extension Bldg. The poster also mentions the co-ordinator, Asst. Prof. Komal K.



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The resource person Mrs. Simran Choithramani Addressing Students about “Women Nutrition”

Students attending the Seminar on “Health and Personal Care”





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INTERDEPARTMENTAL STUDENT EXCHANGE PROGRAMME

Date: 11th and 12th April 2022

Venue: -SSTCollege (Lecture Room)

No of Participants:- FYIT 22, FY CS 5, FYBAMC 7, FYBA 26, FY BBI 21

Speaker for this session:

1. Ms. Lata Kumari Mandate
2. Samadhan Bagul
3. Mr. Mangesh More.
4. Ms. Diya Waghmode.

Timings: 8.00am to 11.30 am

The Student Exchange was held on 11th & 12th April 2022 by BMS Students under the guidance for HOD Asst. Prof. Padma Deshpande, SST College of Arts and Commerce.

First session was taken by the speaker Ms. Latakumari, she explained the topic '14 Principles of management' which enhanced the knowledge of students.

Second session was taken by the speaker, Mr. Samadhan Bagul, he explained the topic Leadership Qualities & how to sharpen these qualities.

Other Topics Covered by other Speakers were Financial planning and Awareness, Consumer Protection Act 2019.

Program helped the participants to sharpen their skills, improve their work efficiency and productivity. All the students actively participated in the Program as well as in the Question Answer session.

The program was concluded with a vote of thanks by Asst. Prof. Komal Kamra



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SUMMARY REPORT ON SPECIAL SESSION ON IPR

SST College of Arts and Commerce, Department of Management Studies has a conducted Special Session on IPR on 26 April 2022 on Virtual Mode from 12.00PM to 2.00 PM One day awareness Session on “Intellectual Property Rights (IPR)” by Adv Jinal Shah was organized by Department of Management Studies for all registered students of BMS. The resource person elaborately outlined the importance of IPR in today's environment. The main purpose of intellectual property law is to encourage the creation of a wide variety of intellectual goods. Intellectual property rights refers to the general term for the assignment of property rights through patents, copyrights and trademarks. These property rights allow the holder to exercise a monopoly on the use of the item for a specified period. She spoke on the need to know about the IPR as the definition of assets has grown from material to non-material. It provides material awards and recognition to the inventors and contributors for their investment. Hence, it enhances motivation to disseminate scientific and technological information which in turn stimulates research and development for improvement of the quality of life. During this session the following points were discussed: 1. Introduction of Intellectual Property Rights. 2. Law governing IP Meaning 3. Types of IP a. Patent b. Trademark c. Copyright 4. Infringement It created a great impact on the entire audience. Students were taught on how IPR restricts copying others ideas and how this will help the development of new ideas for the betterment of the society. Students learnt how IPR provides total control over a new innovation and its creator. They were also given a platform to discuss how small innovations influence societies at large and how they should indulge in innovating and patenting ideas that will be useful for all the classes of individuals in the society. The lecture was full of knowledge as most of the Students were unaware of this Intellectual Property Rights procedure of filling the patents. The lecture concluded with an interactive question answer session and faculty were satisfied. The Students proposed 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. The no of students who benefited from the session were 68



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GLIMPSES OF THE EVENT

▼ *Special Session on Intellectual Property Rights (I... > SST College

Organizes
Special Session On
Intellectual Property Rights (IPR)

Resource Person
Adv. Jinal Shah

Associate Advocate,
Certified Legal Intern
IPR from University of Pennsylvania

22:40 / 51:50

More videos Tap to see all

▼ *Special Session on Intellectual Property Rights (I... > SST College

WHAT REQUIREMENTS MUST A PERSON SATISFY TO GET A PATENT

- THE INVENTION MUST HAVE A USEFUL PURPOSE.
- THE INVENTION MUST MEET THE LEGAL DEFINITION OF "NOVEL."
- THE INVENTION CAN'T BE SOMETHING THAT ANYONE COULD INVENT.
- THE INVENTION MUST HAVE PATENTABLE SUBJECT MATTER.

22:40 / 51:50

More videos Tap to see all



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▼ *Special Session on Intellectual Property Rights (I... > SST College

Jinal Shah

Intellectual Property Laws Recognised in India

- THE PATENTS ACT, 1970;
- THE COPYRIGHT ACT, 1957;
- THE DESIGNS ACT, 2000;
- THE TRADE MARKS ACT, 1999;
- THE GEOGRAPHICAL INDICATIONS OF GOODS (REGISTRATION & PROTECTION) ACT, 1999;
- THE SEMICONDUCTOR INTEGRATED CIRCUITS LAYOUT DESIGN ACT, 2000;
- THE PROTECTION OF PLANT VARIETIES AND FARMERS' RIGHTS ACT, 2001;
- THE BIOLOGICAL DIVERSITY ACT, 2002

5:34 / 51:50

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▼ *Special Session on Intellectual Property Rights (I... > SST College

Jinal Shah

SST College of Arts and Commerce

Asst Prof. SUNIL N SHAH

Jinal Shah

0:00 / 51:50

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CRASH COURSE SERIES FOR SEM VI – INTERNATIONAL FINANCE, BRAND MANAGEMENT ,OPERATIONS RESEARCH, INTERNATIONAL MARKETING

BRIEF REPORT:

BMS department of SST College of Arts & Commerce organized Crash course series on subjects like International Finance, Brand Management, Operations Research and International Marketing from 23rd April 2022 to 28th April 2022. Various Resource Persons/Subject Experts were arranged.

Resource person explained various topics unit Wise, they also shared some important tips with regards to contents, case studies, sums covered as last minute preparation.

Overall the session was very much useful to students, as every aspect of the subject was considered and students tried to recall the important terms and concepts.

LINKS OF THE SESSION:

1. International Finance : <https://www.youtube.com/live/MXt98Sk8XwA?feature=share>

2. Brand Management : <https://youtu.be/V8DC-49blls>

3. Operations Research : <https://youtu.be/kMdXONciEFQ>

4. International Marketing : <https://youtu.be/4XMjMJvKOY0>

Screenshots of the Sessions:

International Finance:



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The screenshot shows a YouTube video player with the title "International Finance" and the presenter "CA PRITI PARIKH". The video is from the channel "SST Edupedia" and is part of a "Crash Course" for "TYBMS Sem VI International Finance". The video has 558 views and was streamed 11 months ago. The player interface includes a search bar, a video player with a play button, and a top chat replay section.

The screenshot shows a YouTube video player with a slide titled "Exchange Rate Quotations". The slide contains the following text:

- The foreign exchange market provides the environment for establishing the **demand supply equilibrium** between currencies based on which the rate of conversion is established.
- These conversion rates are called '**Foreign Exchange Rates**' or '**Exchange Rates**'.
- All foreign exchange transactions operate through the banking system and therefore, the banks operating at a financial centre, and dealing in foreign exchange, constitute / represent **the foreign exchange market**.
- The rates in the foreign exchange market are determined by the interaction of the forces of demand for and supply of the commodity dealt in viz: **foreign exchange**.

The video is from the channel "SST Edupedia" and is part of a "Crash Course" for "TYBMS Sem VI International Finance". The video has 558 views and was streamed 11 months ago. The player interface includes a search bar, a video player with a play button, and a top chat replay section.

International Marketing



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international marketing sst edupedia

SST College of Arts and Commerce

SST College of Arts and Commerce

Asst. Prof. Manmeet Kaur

Ms. Komal Kamra

zoom

0:22 / 36:34

TYBMS Sem VI *International Marketing * (Crash Course)

international marketing sst edupedia

2. The scope of the international marketing task

3. The increasing importance of global awareness

4. The progression of becoming a global marketer

5. The importance of the self-reference criterion (SRC) in international marketing

zoom

5:29 / 36:34

TYBMS Sem VI *International Marketing * (Crash Course)



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The slide is titled "Global Perspective: Recent Events" and lists four key points:

- International conflict among China, Taiwan, and the United States
- 2003 SARS outbreak in Asia
- Global terrorism, e.g., Indonesia, Israel, India, and Morocco
- Transcending these events, international commerce continued

The video player shows a progress bar at 7:53 / 36:34. The Zoom interface includes a "Zoom" watermark and a "Top chat replay" button.

The slide is titled "The International Marketing Task" and features a concentric circle diagram illustrating the relationship between controllable and uncontrollable factors in international marketing.

Foreign Environment (Uncontrollables):

- 1. Competition
- 2. Technology
- 3. Economy
- 4. Culture

Domestic environment (Uncontrollables):

- 1. Competition
- 2. Technology
- 3. Economy
- 4. Culture

(Controllables):

- 1. Competition
- 2. Technology
- 3. Economy
- 4. Culture

Market Elements:

- Price
- Product
- Promotion
- Place or Distribution

Target Market:

- 5. Political-Legal

The video player shows a progress bar at 12:48 / 36:34. The Zoom interface includes a "Zoom" watermark and a "Top chat replay" button.

Brand Management



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The screenshot shows a YouTube video player with the following content:

- Search bar: brand management sst edupedia
- Video title: BRAND MANAGEMENT
- Subtitle: BMS Third Year: SEM - VI Elective - Marketing Group
- Instructor: Prof. Mahek Sidhwani, MBA - Marketing, M.Com, Pursuing Ph.D.
- Video title below player: TYBMS Brand Management (Crash Course)
- Taskbar: Windows 11, search bar, and various application icons.

The screenshot shows a YouTube video player with the following content:

- Search bar: brand management sst edupedia
- Text on slide:
 - Brand management is a concept which deals with strategizing and evaluating brands in terms of brand positioning, target customers, brand perception and brand image.
 - For brand management, the company should maintain a good image among the customers.
 - The main objective of brand management is to ensure that the product and service highlight the quality of the brand.
- Diagram: A central word 'BRAND' surrounded by various marketing and business terms like INNOVATIONS, TEAMWORK, STRATEGY, SEO, PLANNING, TECHNOLOGY, RESEARCH, MONEY, CUSTOMERS, MANAGEMENT, MARKETING, and CERTIFICATION.
- Video progress: 8:09 / 1:16:50
- Video title below player: TYBMS Brand Management (Crash Course)
- Taskbar: Windows 11, search bar, and various application icons.



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YouTube
brand management sst edupedia
mahak sidhwani
Zoom
TYBMS Brand Management (Crash Course)
Top chat replay
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Search
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19-01-2023

YouTube
brand management sst edupedia
STRATEGIC BRAND MANAGEMENT PROCESS
Prof. Mahek Sidhwani
14:21 / 1:16:50
TYBMS Brand Management (Crash Course)
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19-01-2023

STEPS	KEY CONCEPTS
Identify and Establish Brand Positioning and Values	Mental maps Competitive frame of reference Points-of-parity and points-of-difference Core brand associations Brand mantra
Plan and Implement Brand Marketing Programs	Mixing and matching of brand elements Integrating brand marketing activities Leveraging secondary association
Measure and Interpret Brand Performance	Brand value chain Brand audits Brand tracking Brand equity management system
Grow and Sustain Brand Equity	Brand architecture Brand portfolios and hierarchies Brand expansion strategies Brand reinforcement and revitalization



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The screenshot shows a YouTube video player with the title "CUSTOMER BASED BRAND EQUITY MODEL". The video content displays "Keller's Brand Equity Model" as a pyramid diagram. The pyramid is divided into four horizontal levels, each with a corresponding question:

- Level 4 (top): **Relationships: What about you and me?** (Resonance)
- Level 3: **Response: What about you?** (Judgments, Feelings)
- Level 2: **Meaning: What are you?** (Performance, Imagery)
- Level 1 (bottom): **Identity: Who are you?** (Salience)

The video player interface includes a progress bar at 25:03 / 1:16:50, a search bar with "brand management sst edupedia", and a "Zoom" watermark. The browser tabs show "My Drive - Google Drive", "Inbox (3,743) - padmadeshpand...", and "(1192) TYBMS Brand Management...". The Windows taskbar at the bottom shows the date and time as 01:44 PM on 19-01-2023.

This is a duplicate of the screenshot above, showing the same YouTube video player interface and Keller's Brand Equity Model diagram. The content and layout are identical to the first screenshot.

Operations Research:



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youtube.com/watch?v=kMdXONciEFQ&t=133s

operations Research sst edupedia

YouTube

C.A Anand Badyani

TYBMS Sem VI *Operations Research * (Crash Course)

SST Edupedia
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Dear All

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85°F Sunny

Search

ENG IN

01:47 PM 19-01-2023

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youtube.com/watch?v=kMdXONciEFQ&t=133s

operations Research sst edupedia

YouTube

Operations research (OR) is an analytical method of problem-solving and decision-making that is useful in the management of organizations.

In operations research, problems are broken down into basic components and then solved in defined steps by mathematical analysis.

zoom

TYBMS Sem VI *Operations Research * (Crash Course)

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Dear All

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85°F Sunny

Search

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4. Assignment Problems (A.P)

- Assignment Problem is a special type of linear programming problem where the objective is to minimize the time of completing a number of jobs by a number of persons.
- With the help of Assignment Technique we can also achieve the objective of Placing the Right Person for right Job.
- This Technic was Developed by "Sir KUHN" & It is named as Kuhn Algorithm
- Kuhn Sir Was from Hungry & Therefore it is also known as Hungarian Method

TYBMS Sem VI *Operations Research * (Crash Course)

Methods of Solving Transportation Problem

1. North west Corner Rule (NWCR)
2. Least Cost Method / Matrix Minima Method / Inspection Method
3. Vogel's Approximation Method (VAM) / Penalty Method

TYBMS Sem VI *Operations Research * (Crash Course)