

## **COMMERCE DEPARTMENT REPORT 2018-19**

- Motivational lecture by Prof. Dr. Zarine Sethna was arranged for T Y B Com students on the topic “What do I do after I say Hello” on Tuesday 14<sup>th</sup> August, 2018 at 9.00 am..
- Guidance lecture in the subject of Marketing Research was arranged on 1<sup>st</sup> August, for TYBCom B division, by experts – Prof. Gracy D’souza and Dr. Harmeet Bhasin. On the same day Marketing Research text book co-authored by Prof. Manisha Naik and Maya Hande was released at the hands of Principal Dr. Vijetha Shetty. Ten copies of the text books were donated to the library. Copies of the text book were sent to nearby colleges opting the subject of Marketing Research.
- Prof. Manisha Naik took a guidance session for T Y B Com students on how to write answers at University exams for commerce subjects.
- Session on financial Literacy was delivered by Prof. Jaison Baby Thomas of Mithibai College nearly hundred students attended the session.
- Visit to SEBI was conducted for S.Y.Bcom students on 18<sup>th</sup> of March 2019. Total 41 students attended the visit.
- Organised course in Capital Markets in association with BSE Brokers forum from 28<sup>th</sup> Jan to 5<sup>th</sup> Feb for SYBCom students. 59 students attended the course.
- Organised leadership development program in association with Durgadevi Saraf Institute of Management studies on 13<sup>th</sup> and 14<sup>th</sup> Feb for TYBCom students. 42 students attended the program
- Organised seven sessions (once a week) of Youth Leadership program in association with IDF from 8<sup>th</sup> Feb 18<sup>th</sup> March for FYBCom students. The program was attended by 29 students
- PPT Presentation & video presentation on Retailing, E-commerce, Mutual funds & Advertising jingles was arranged for F.Y and S.Y.BCOM students.
- Remedial lectures for FYBCom and SYBCom students was conducted on 22<sup>nd</sup> and 23<sup>rd</sup> March.

### **Manisha Naik**

- Prof. Manisha Naik and Maya Hande co-authored (along with two more authors) a text book on revised syllabus of Marketing Research for TYBCom
- Invited as external Examiner (VIVA-VOCE) for MCOM part III (management) examination at Raheja College of Arts and Commerce
- Invited for moderation of answer papers in the subject of Advertising by N.L college
- Invited for moderation of answer papers in the subject of Advertising by J M Patel college

- Invited as subject expert in commerce on panel for lectures selection interview by Universal Lords College
- Invited for reevaluation in subject of Advertising by Raheja College of Arts and Commerce
- Prof. Manisha Naik took a guidance session for TYBCom students on how to present answers at University exams.
- Co-authored a research paper along with Prin. Dr. Vijetha Shetty, titled, 'Ethics in Advertising - A Youth Perspective', at International conference organised by K. B. College of Arts and commerce for Women, Thane.

### **Prof.Thanga Durai**

1. Attended for the TY B. Com MHRM subject organized by National Collage, Bandra, on 25<sup>th</sup> July,2018-2019
2. Submitted dissertation to Bharathiar University for the award of Ph.D. in the subject of Marketing Management on the topic titled "*A Comparative Study of Customer Satisfaction among the Public& Private Sector, Life Insurance Company in Mumbai*". Appeared Viva voce examination on 14<sup>th</sup> Feb 2018 and expecting the notification from the university.
3. Attended one-day Workshop on Intellectual Property Rights organized by Departmental of law, Vivek college of Commerce, on 28<sup>th</sup> Feb 2018

### **Maya Hande:**

- Prof. Manisha Naik and Maya Hande co-authored (along with two more authors) a text book on revised syllabus of Marketing Research for T Y B Com (Sem V and Sem VI)
- Prof. Maya Hande attended T Y B Com syllabus revision workshop in the subject of commerce, organised by National College
- Prof. Maya Hande was External Examiner (VIVA-VOCE) for MCOM part III (management) examination at ISMAIL Yusuf College.
- Attended one-day Workshop on Intellectual Property Rights organized by Departmental of law, Vivek college of Commerce, on 28<sup>th</sup> Feb 2018.
- Attended workshop on "Revised PBAS Form and API Calculation based on the 3<sup>rd</sup> and 4<sup>th</sup> amendment of UGC" organised by Tolani College of Commerce on 30<sup>th</sup> June 2018
- Attended workshop on "Advanced Excel in Data Analysis "organised by Thakur college of Commerce on 25<sup>th</sup> Sept 2018.

- Attended “Faculty Knowledge sharing program on developing teaching skills for blended learning” at Internation Business School, Powai, on 3<sup>rd</sup> August 2018.
- Received letter Of “Recognition as Post Graduate teacher in Business Management Studies” from University of Mumbai
- Received approval for Minor Research project titled “ A Study of Retirement Planning Behaviour Amongst Salaried Working Individuals in Mumbai”

For Department Of Commerce

Manisha Naik