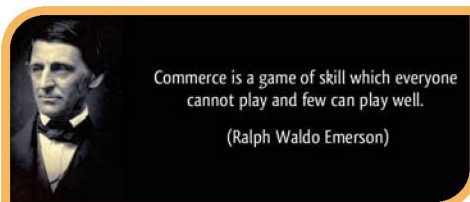




Commerce Department



Commerce is a game of skill which everyone cannot play and few can play well.

(Ralph Waldo Emerson)

The Department of Commerce strives to ensure better awareness and understanding of the business world among the student which would translate into "Satisfied Customers". During the year the department conducted a number of activities and the faculty members participated in the seminars and workshops.

Exhibition :

"Keeping Nature in our Future" an exhibition was organized on 2nd & 3rd September 2016 by Bharti Tiwari and Kinjal Karia our Environmental Studies professors to create awareness about

'Environmental Issues and Their Impact on Human Life'. Students expressed their concern towards Disastrous Effects. Students exhibited working models of 'Wind Turbines, Rain Water Harvesting, Solar Oven, Tree Shifter' which was visited by Lion Sharad Ruia, Chairman Governing Council, Lion K. G. Saraf, Hon. Secretary and Principal Dr. N. N. Pandey and Vice Principal Prof. Madhavi Nighoskar and encouraged the students by appreciating the demonstration of models.

Court Visit: Students of SYBcom were taken on a visit to the Bombay High Court by Prof. Mahendra Pachadkar.

Two Week Course on Speaking Skills in English: The teachers of Business Communication conducted a Two Week Course on Speaking Skills in English in the month of April 2017.

Live Project: Under the guidance of Prof. Subhashini Naikar the students of SYBCom conducted a Live Project on Advertising on the theme 'Jingle' on 27th February 2017.

Remedial Classes: Special Remedial Classes in the subject of Business Communication and Environmental Studies were conducted.

Accolades won: Prof. Mahendra Pachadkar, guided 14 Students for the National Level Poster & Essay Competition organized by *Bhartiya Stree Shakti* on 'Efficacy of Laws pertaining to property and Marital Rights of Women in different religion in India'. Our college won the prestigious first and third prize. Following are the winners at the Poster making competition:

- Ms. Tiksha Jain – First Prize
- Ms. Khan Albana Shahid – Third Prize

Faculty Pursuits:

Prof. Sharada Gaitonde

- Attended a two day UGC sponsored National HR Conference on 'Emerging Trends in Human Capital Development: New perspectives and Practices' on 9th and 10th December, 2016.
- Attended 'A Syllabi Restructuring Meeting' at RADAV College, Bhandup on 11th and 18th March, 2017 as a member of MCom Syllabi Framing Committee.

Dr. Kiran Mane

- Member of Advisory Committee in the UGC sponsored one day National Conference on 'Emergency Trends in Business And Management' organized by the Department of Commerce, Pragati College, Dombivali on 14th February, 2017.
- Dr. Mane commissioned as Lieutenant – NCC Army Wing after undergoing 3 months training at Officers Training Academy at Nagpur from 11th June to 8th October 2016.

Prof. Emelia Noronha

- Was invited as a Guest Speaker at the intercollegiate seminar on Spoken English and Fluency' at Gokhale Education Society's Bhusaheb Vartak College of Commerce and Arts, Borivali on 28th July 2016.
- Minor research project for 2016-17 titled 'Changes in the usage of the English language through the 'selfing project' by youngsters with specific reference to Facebook' was approved by the University of Mumbai on 16th January 2017 and was sanctioned an amount of Rs. 30,000/-.
- Was invited as member on the Screening cum Evaluation Committee constituted for Career Advance Scheme for making recommendations to the Governing Body of KES College for promotion of Teacher from Assistant Professor Stage-1 to Assistant Professor Stage-2 in the subject of Business Communication on 1st Feb. 2017.
- Presented paper titled: 'Using Social Media to Create a Flipped Classroom' at the NAAC sponsored National Seminar on 'AQAR to RAR: Bridging the Gaps' organised by Rayat Shikshan Sanstha's Laxmi Bhaurao Patil Mahila Mahavidyalaya, Solapur, Maharashtra on 22 & 23rd Feb. 2017. The paper was published in the Proceedings bearing ISBN 978-1-365-81552-1.

Prof. Sachin Bansode

- Participated in Workshop on 'Intellectual Property Rights' organized jointly by University of Mumbai, RUSA RGNIIIPM at Mumbai University on 2nd September 2016.
- Participated in Educational Workshop conducted on 'Ekatma Manav Darshan Aspects - A Third Way as an Alternative to Capitalism & Communism' organized by Ekatma Prabodh Mandal at Vaze – Kelkar College, Mulund, Mumbai on 1st October 2016.



- Participated in Faculty Development Programme on 'GST and Students Employability' organized jointly by Department of Commerce, University of Mumbai and ICA EDU Skills Pvt. Ltd. at Mumbai University on 9th December 2016.
- Participated in Faculty Development Programme on 'Research Paper Writing' organized by Deviprasad Goenka Management College of Media Studies, Malad, Mumbai on 12th December 2016.
- Delivered a lecture on 'History of Skills in India' to 50 students in Skills Development Training jointly organized by Pratham Education Foundation and PACE Skill Training Center at Saphale, Palghar on 4th January 2017.
- Participated in Seminar on 'Right to Information Act 2005' organized by SC/ST/OBC Students & Teachers Association, Mumbai at ICSSR Hall, Mumbai University on 14th January 2017.
- Presented paper on 'Implications of GST on Federal Structure of India' at National Seminar on 'GST – One Nation One Tax' at Prahladrai Dalmia Lions College of Commerce & Economics on 28th February 2017.

Prof. Subhashini Naikar

- Invited as an external examiner by University of Goa on 12th November 2016 for the subject Specialised Copy writing for Masters in PR.
- Attended IDOL meeting at University of Mumbai on 24th November 2016.
- Invited as a moderator for the subject 'Principles of Marketing' at NK College on 6th November 2016.
- Invited as a viva - voce expert for MCom at NK College for Semester III in the subject of International Marketing in October 2016.
- Presented a research paper on 'Methods Adopted to Deal with Water Scarcity in Mumbai' at the One Day National Seminar on 'Ecological Disasters, its impact and Historicity: Interdisciplinary Perspectives from South Asia' at Gurunanak College of Arts, Science & Commerce.
- Co-Authored a text book on *Principles and Practices of Direct Marketing* for TYBMM, Sem VI, University of Mumbai, in January 2017.
- Co-Authored a text book on *Brand Management* for TYBMS, Sem VI, University of Mumbai, in February 2017.
- Co-Authored a text book on *Advertising and Marketing Research* for TYBMM, Sem VI, University of Mumbai, in January 2017
- Co-Authored a textbook on *Brand Building* for TYBMM Sem V, University of Mumbai, in August 2016
- Attended seminar on 'Revised Syllabus' of BMS at Mithibai College on 28th June 2017.
- Attended workshop on process of new ICT technology for working with online question papers sent by University of Mumbai for 2017 on 12th January 2017.
- Invited as a viva voce expert for MCom at NK College for Semester IV in the subject of 'International Marketing' in March 2017.
- Completed Refresher Course from UGC HRDC University of Mumbai at NM College.
- Presented a Paper on – "Selfie App" A Marketing strategy for Globalized Economy' at a conference / seminar on organised at St. Francis Institute of Management and Research.
- Presented a paper on 'GST and Retail' National Level Seminar in association with Board of Studies in Accountancy, University of Mumbai & Internal Quality Assurance Cell and Department of Economics and Accountancy on 'GST- One Nation One Tax' organized by Prahladrai Dalmia Lions College of Commerce & Economics on 28th February 2017.

Prof. Mahendra Pachadkar

- Attended a National Seminar on 'Efficacy of Laws pertaining to Property & Marital Rights of Women in different religions in India' organised by National Commission for Women and Bhartiya Stree Shakti on 18th March 2017 at Wellingkar Institute.
- Completed Refresher Course in 'Human Rights and Social Inclusion (Interdisciplinary)' from 10th to 30th November 2016 and obtained Grade A at the UGC Human Resources Development Centre, University of Allahabad.
- Attended Second Term Training Programme for Extension Work Teachers and Students Manager of DLLE at H.J. College of Education on 7th December, 2016.
- Attended NAAC Sponsored National Conference on 'Quality Enhancement of Teaching and Learning Process in Higher Education' organized by Nagindas Khandwala College of Commerce, Arts and Management Studies on 13-14 February, 2017.
- Participated and Presented a Research Paper titled 'Continuous and Comprehensive Evaluation: Challenges in Teaching Learning and Evaluation Process in Indian Education System' organized by IQAC, K.B. College of Arts and Commerce for Women, Thane on 27th August, 2016.

Dr. Kiran Mane & Prof. Sachin Bansode

- Participated in Workshop on 'Capacity Building of Teachers to Meet New Challenges from Reform in Higher Education' jointly organized by Ramniranjan Jhunjhunwala College with BUCTU at Jhunjhunwala College, Ghatkopar, Mumbai.



Prof. Emelia Noronha & Prof. Subhashini Naikar

- Attended the Mumbai University College Principals' Association (MUCPA) One Day National Seminar On 'Sustainable Development of Higher Education in India' – Issues, Challenges and Solutions on Sunday, 26th March, 17 hosted by R.D. & S.H. National College and S.W.A. Science College.
- Attended Seminar on 'Maharashtra Public University Act, 2016 & recent amendment in API over UGC Notification 2010' on 9th April, 2017 held at DTSS College, Malad.

I would like to express my thanks to the Principal Dr. N. N. Pandey for his support during the year.

Prof. Sharada Gaitonde
HOD