

DEPARTMENT OF COMMERCE

(B.COM & M.COM)

YEAR: 2023-24



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FACULTY ACHIEVEMENTS

DR. NOORUZIA QAZI - HEAD, DEPARTMENT OF COMMERCE

- Successfully completed online one week Faculty Development Programme on “National Education Policy-2020”, organized by Teaching Learning Centre Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching in collaboration with Cosmopolitan’s Valia Chhaganlal Laljibhai College of Commerce and Lilavantiben Chhaganlal College of Arts, from 3rd - 9th October, 2023 and obtained ‘A+’ Grade.
- Participated and completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) organized by UGC - MMTTC, Gujarat University, Ahmedabad, from 19th to 29th February, 2024.

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- Attended Seminar on ‘Women in Decision Making in the Corporate Sector’ organized by National Commission for Women in collaboration with FICCI Flo, Mumbai Chapter, on 14th July, 2023.
- Attended ‘The Women in Business Conclave 2024’ organized by FICCI Flo, Mumbai Chapter on 17th February, 2024.
- Invited for B.Com unaided section Interview Panel at Shri M. D. Shah Mahila College of Arts and Commerce.
- Invited as Jury member for the final round of Maharashtra Student Innovation Challenge at District Level held on 22nd December, 2023.
- Invited as External Examiner to conduct Research Dissertation Viva-Voce for MCom II SEM IV, students of Smt. Maniben M.P. Shah Women’s College of Arts and Commerce, Matunga, Mumbai, on 18th April, 2024.
- Board of Studies member of SNDT Women’s University and other Autonomous Colleges – St. Xavier’s College, NM College, Kirti M. Doongursee College of Arts, Science & Commerce and Hinduja College. Attended BOS meetings for approval of syllabus as per NEP 2020.
- Appointed as Subject Expert on Board of Studies in Department of Accounting and Finance of Autonomous College Sheth Nanjibhai Khimjibhai Thakkar Thanawala College of Commerce.
- Contributed in preparation of syllabus for International Marketing, and coordinated for Specialization Group C- Human Resource Management. And prepared syllabus for Leadership and Change Management.
- Participated and Coordinated the National Level Seminar on ‘Redefining the Role of IQAC in the Changing Scenario of Quality in Higher Education’ organized jointly by the IQAC of Shri M.D Shah Mahila College of Arts and Commerce and B.M Ruia Girls’ College on 28th March 2024.
- Participated in the Workshop on ‘NEP-2020 Implementation and NAAC Accreditation Process’ held on 2nd May, 2024, at Patkar Hall, SNDT Women’s University, Churchgate, Mumbai.

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- Recognition as Ph.D Guide in Commerce in SNTD Women's University, Mumbai on 3rd May, 2024.

DR. ANITA JACOB

- Published a paper titled 'Transitioning through Change: Leadership in Post Covid Era' in the Peer reviewed and Refereed International Journal of Advance and Innovative Research Vol 10, Issue 3(I) July- September,2023 (ISSN: 2394-7780).
- Was invited to set question paper for B. Com I Distance Education Examination 22-23 in the subject Business Environment and Environmental Studies.
- Was involved in finalizing two new certificate courses to be introduced under the Department of Commerce under BOS meeting held by Somaiya College on 6th November 2023.
- Was invited as a special invitee to attend the Online BOS Meeting in Commerce under the Faculty of Commerce and Management SNTD Women's University for the academic year 23-24 on 6th November,2023 with regards to discussion on implementation of NEP for the year 2024-25.
- Was invited to attend BOS meeting conducted by Somaiya College, Vidyavihar on 6th February 2024 in online mode.
- Was invited to attend BOS meeting conducted by Changu Kana Thakur Arts, Commerce & Science College,New Panvel (Autonomous) on 24th February, 2024 with regards to finalize the Syllabus according to NEP Requirement.
- Was invited to attend BOS meeting conducted by Changu Kana Thakur Arts, Commerce & Science College,New Panvel (Autonomous) on 22 nd April 2024 with regards to finalize the OE Courses as per revised NEP 2020.
- Was involved in preparing the curriculum and framing syllabus for Key People Management and Retention (Group C) under Human Resource Management Paper IV as per NEP Requirement for M.COM Semester IV and for the Subject Advanced Research Methodology(MCOM Sem 3 Part II) for P.G Program offered by SNTD University.

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- Participated and completed one week Faculty Development Program on ‘National Education Policy -2020’ organized by Teaching Learning Center Ramanujan College, University of Delhi under the aegis of PMMMMNMTT between 3rd October to 9th October 2023 and secured grade A+.
- Presented a paper titled ‘Women led Development: India’s Opportunity at G-20’ in the Multi-Disciplinary International Conference on G-20: Issues and Challenge by Vidya Vikas Mandal’s Arts and Commerce College Akkalkuwa and STKIP PGRI Bandar Lampung Indonesia on October 20,2023.
- Attended and Completed NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme of UGC Gujarat University, Ahmedabad from 19th February 2024 to 29th February 2024.
- Participated in the National Level Seminar on ‘Redefining the Role of IQAC in the Changing Scenario of Quality in Higher Education’ organized jointly by the IQAC of Shri M.D Shah Mahila College of Arts and Commerce and B.M Ruia Girls’ College on 28th March 2024.
- Participated in the Workshop on ‘NEP 2020 Implementation and NAAC Accreditation Process’ held on May 2nd, 2024, at Patkar Hall, SNDT Women’s’ University, Churchgate Campus, Mumbai 400020.
- Was appointed as Ph.D. Guide in Commerce, SNDT Women’s’ University Mumbai.

DR. KASHYAP GANATRA

- Published Paper titled “From Crisis to Recovery- Evaluating the Pandemic's Impact on Financial Performance in India's FMCG Industry” in International Journal Of Research And Analytical Reviews, An International Peer Reviewed & Refereed Journals, Open Access Journal. E-ISSN 2348-1269, P- ISSN 2349-5138. Impact Factor: 7.17. Published in 2023 IJRAR September 2023, Volume 10, Issue 3. Date of Publication: 10-September-2023.
- Presented Paper titled “The role of People’s Participation in Community Development” in International Conference - Community Participation in Social

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Development organized by Shri Kumarswami Mahavidyalaya, Ausa, Dist. Latur, MS, India,-Department of Sociology on 3rd January, 2024.

- Paper Setter, Examiner for PG and UG courses of SNDT Women's University Examination.
- Nomination as a Member of Board of Studies in Accountancy for Chetana's H. S. College of Commerce and Economics, Bandra, Mumbai.
- Nomination as a Member of Board of Studies in Accountancy for SNDT Women's University, Mumbai.
- Attended Online Short Term Course on NEP 2020 Orientation and Sensitization organized by UGC-MMTTC, Gujarat University from 18-03-2024 to 29-03-2024.
- Invited to moderate the B.Com and M.Com Examinations for subjects of Accountancy of Shri MMP Shah Women's College of Arts and Commerce Matunga.
- Authored a book titled "Startup Success Blueprint:Deciphering Legal and Financial Perceptions in Western India".

MS. NAMRATA BHALERAO

- Registered for Ph.D in Commerce in September 2023.
- Received "**Young Researcher Award**" at National Level Conference on "Role of Commerce, Management and Technology in Modern Era CMTM - 2023".
- Presented and Published Research Paper on "**A study on PM SVANidhi Yojana in India**" in RESEARCH JOURNEY, an International E-Research Journal "Special Issue - 329 (C) : Multidisciplinary Issue", a Peer Reviewed Journal with Impact Factor 6.625 and E-ISSN : 2348-7143.
- Guest Lecture on "**Working Capital Management**" at Department of Commerce, SNDT Women's University, Mumbai for Post Graduate students on 30th October, 2023.
- Participated in One Week National Level Research Workshop Cum Course on "**SPSS Software for Statistical Data Analysis (Basics to Advanced)**" conducted by ACT Academy, Tamilnadu from 25th October 2023 to 31st October 2023.

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- Participated in Six Days Workshop on “**Research Methodology: Anveshan**” organised by IQAC and RPC of Satish Pradhan Dnyanasadhana College, Thane in association with WRC - ICSSR from 4th March 2024 to 9th March 2024.
- Attended Finance Seminar organised by **Department of Commerce, SNDT Women’s University**, Churchgate on 26th October, 2023.
- Invited as an **External Examiner to conduct online Viva Voce for PG students** from Shri MMP Shah Women’s College of Arts and Commerce, Matunga, Mumbai in the subject Internship on 25th April 2024.
- Written Course Material of **Bachelors of Management Studies SEM I Principles of Management (1001), Principles of Marketing (1004) and SEM II Marketing Management (2001)** for Centre of Distance Education, SNDT Women’s University, Santacruz, Mumbai.

MS. REENA PRAJAPATI

- Attended a One Day National Seminar on “Bhartiya Gyan Parampara, Bhakti Sahitya aur Tulsidas ka Ramcharitamanas” organized by Hindi Department’s IQAC of B.M Ruia Girls’ College, in coordination with the Maharashtra State Hindi Literature Academy on 19th December,2024
- Presented a Research Paper on “Women’s Entrepreneurship and Empowerment in India: Insights from case studies” in International virtual conference on International Women’s Day organized by IQAC, K.J. Somaiya College of Arts and Commerce on 9th March 2024.
- Joined a National Level Seminar on “Redefining the Role of IQAC in the Changing Scenario of Quality in Higher Education” organized by Shri M.D Shah Mahila College of Arts and Commerce in collaboration with B.M Ruia Girls’ College on 28 March,2024.
- Participated and presented a Research Paper on “The Evolution of Educational Policies Influencing Access, Quality, Equity and Inclusivity in India” in International Virtual

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Conference on Access, Equity and Equality in Higher Education Relevance of Dr. Ambedkar's Vision in NEP 2020 organized by Equal Opportunity Cell, St. Andrew's College of Arts, Science and Commerce on 15th April, 2024.

- Awarded 'Best Paper Presenter Award' for presentation of Research Paper titled "The Evolution of Educational Policies Influencing Access, Quality, Equity and Inclusivity in India" at International Virtual Conference on Access, Equity and Equality in Higher Education Relevance of Dr. Ambedkar's Vision in NEP 2020 organized by Equal Opportunity Cell, St. Andrew's College of Arts, Science and Commerce on 15th April, 2024.

MS. SHIBA SIDDHIQUI

- Attended One Day National Level Seminar organised by Maharashtra State Hindi Sahitya Academy in association with B. M. Ruia Girls' College on "भारतीय ज्ञान परंपरा, भक्ति साहित्य और तुलसीदास का रामचरितमानस"
- Attended One Day Seminar on "Redefining the Role of IQAC in the changing scenario of Quality in Higher Education" organised by B. M. Ruia Girls' College, Gamdevi and Shri. M. D. Shah Mahila College, Malad.

MS. NIKITA GHARAT

- Attended One Day National Level Seminar organised by Maharashtra State Hindi Sahitya Academy in association with B. M. Ruia Girls' College on "भारतीय ज्ञान परंपरा, भक्ति साहित्य और तुलसीदास का रामचरितमानस"
- Attended One Day Seminar on "Redefining the Role of IQAC in the changing scenario of Quality in Higher Education" organised by B. M. Ruia Girls' College, Gamdevi and Shri. M. D. Shah Mahila College, Malad.

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REPORTS

27TH AUGUST, 2023 - ONLINE WORKSHOP ON “BRANDING AND MARKETING STRATEGIES

On 27th August, 2023 Department of Commerce, Entrepreneurship, Innovation and Incubation Cell in association with Internal Quality Assurance Cell (IQAC) organised online workshop on “**Branding and Marketing Strategies**” for students across BA, BCOM, BMS, BAMB, BCA and PG department of B. M. Ruia Girls’ College and Sitaram Deora Institute of Management Studies. **Mr. Ameya Mondkar** was the eminent speaker for the session. Students preparing for Ideathon competition attended the session. He provided training and guidance on pitching their ideas, making effective presentations, estimating market size, SWOT analysis, feasibility of the product and other marketing strategies.

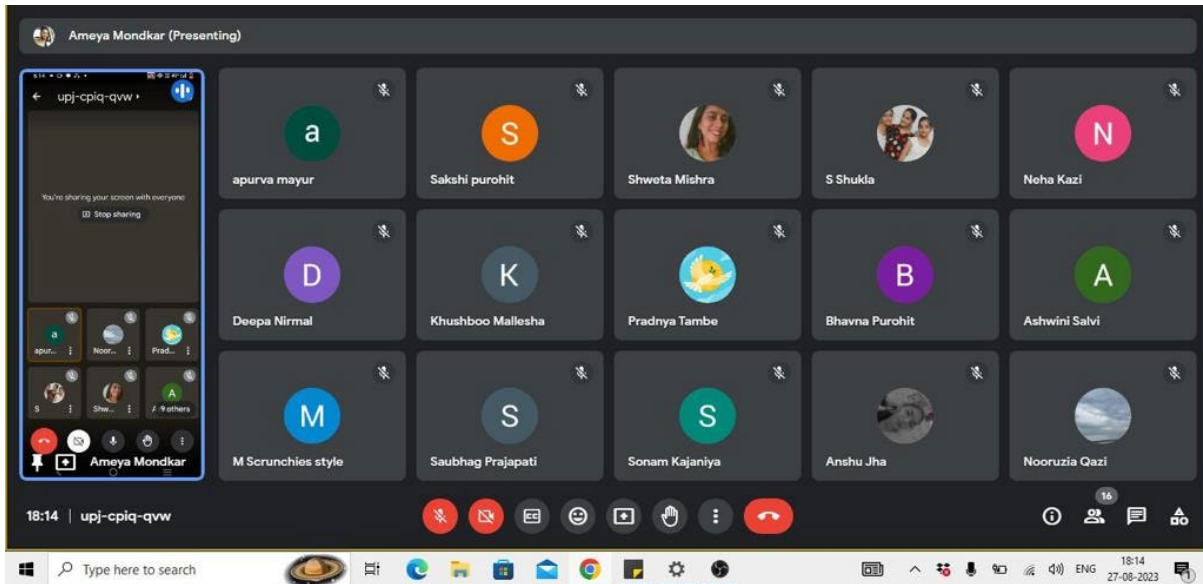
The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Hawk eye view - SWOT Analysis". The slide is divided into four quadrants: Strengths, Weaknesses, Opportunity, and Threats. The Strengths quadrant lists: Customisation, Authentic & Traditional method of making masala, The existing user base, and Resilience on e-commerce subsidies. The Weaknesses quadrant lists: Market penetration, Retail entrance, Brand Ambassador, Brand building, Lack of a well planned marketing strategy, and one-to-one interaction. The Opportunity quadrant lists: B2B partnerships, Expansion in product range, Small one time use packs, Ready to cook segment, and Newer market acquisition. The Threats quadrant lists: Increasing competition, Entry by giants in the market as well as the existing homegrown brands, Policy changes by government, Increase in cost of raw materials, and Method and technology used as an increasing substitute.

Below the slide, the Zoom meeting controls are visible, showing a grid of participant avatars. The names of the participants are: apurva mayur, Sakshi purohit, Shweta Mishra, Nirma Purohit, 11 others, and Nooruzia Qazi. On the right side, a "People" panel is open, showing a search bar and a list of participants under the heading "IN MEETING". The list includes: Nooruzia Qazi (You), Ameya Mondkar, Anshu Jha, apurva mayur (Meeting host), Ashwini Salvi, Bhavna Purohit, Deepa Nirmal, and Khushboo Mallesha. A "More actions" button is visible next to Ashwini Salvi's name.

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5 SEPTEMBER, 2023 -ACCOUNTING AND FINANCE QUIZ COMPETITION

On 5 September, 2023 Department of Commerce and Accountancy conducted an Accountancy Quiz to test the knowledge and understanding of fundamental accounting principles and concepts among its students. The quiz aimed to promote accounting literacy and encourage students to excel in the field of accountancy.

The quiz witnessed enthusiastic participation from students across various departments and academic years. It showcased the diverse range of students interested in understanding and mastering the world of accounting.

Format of the Quiz:

The Accountancy Quiz consisted of three rounds: in which participants attempted a set of multiple-choice questions related to basic accounting concepts, principles, and terminology. Each level wise, they faced more in-depth questions and accounting scenarios.

Quiz Topics:

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The questions covered a wide range of topics, including but not limited to:

Fundamental Accounting Equations

Assets, Liabilities, and Equity

Accrual vs. Cash Basis Accounting

Trial Balance and Journal Entries

Revenue Recognition and Expenses

Depreciation and Amortization

Double-Entry Accounting

Financial Statements

The Accountancy Quiz organized by was a resounding success, not only in terms of participation but also in promoting a better understanding of accounting fundamentals among students. It provided an excellent platform for students to test their knowledge, learn from their peers, and kindle their interest in the field of accountancy. The Accountancy Quiz was a testament to the importance of accounting education and its role in shaping the future financial professionals.

26 SEPTEMBER, 2023 -MANAGEMENT GAMES AND JUST-A-MINUTE COMPETITION

On 26th September, 2023 Department of Commerce organised JAM Activity, Management Pictionary and Business Strategy Game for students across BA, BCOM, BMS, BAMB, BCA students. There were more than 50 students took active part in the various competitions along with 8 teachers.

27 SEPTEMBER, 2023 - MOCK STOCK INVESTMENT

On 27 September, 2023 Department of Commerce & Accountancy organized a Mock Stock Activity as part of its efforts to provide students with hands-on experience in financial markets and investments. It was aimed to enhance students' financial literacy, improve their understanding of stock trading, and introduce them to the complexities of the financial world.

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The Mock Stock Activity garnered significant interest among students from various academic backgrounds, including business, finance, and economics. This diverse participation showcased the widespread curiosity and enthusiasm for gaining practical insights into the stock market.

The Mock Stock Activity was designed to simulate real stock trading in a controlled environment. Participants were provided with virtual money to invest in a selection of stocks based on real-world market data. They were given access to a trading platform that mirrored the actual stock market, allowing them to buy and sell stocks, monitor their portfolio, and make informed investment decisions.

Participants had the opportunity to build and manage their investment portfolios throughout the activity. This activity included basic training on fundamental and technical analysis and trading in stocks for helping students understand how to evaluate and trade in stocks.

The trading platform provided real-time updates on stock prices, allowing participants to react to market movements. Students learned about the importance of diversification and risk management in investment strategies.

Results and Insights:

The Mock Stock Activity led to valuable insights and learning outcomes for the participants. Many students expressed their surprise at the complexities of stock trading and the impact of various factors on stock prices. Some key takeaways included:

The importance of research and analysis in making informed investment decisions.

The role of emotions in trading and the need for discipline.

The significance of diversification to manage risk.

The understanding that stock market investments carry both potential gains and losses.

The Mock Stock Activity successfully provided students with a practical understanding of stock trading and investment strategies. It offered a glimpse into the dynamic world of finance and equipped students with valuable skills and knowledge that can be applied in their academic

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pursuits and future careers. The Mock Stock Activity was an important step toward preparing students for the financial challenges they may encounter in their professional lives.

10TH OCTOBER, 2023 VISIT TO NISM

Educational visit to National Institute of Securities Markets (NISM), Patalganga Campus was organized during the World Investors Week on 10th October, 2023. 45 Students and 2 teachers visited NISM Campus. An overview about NISM the campus tour was given by Ms. Rupali Mhatre. The Simulation session on 'Stock Market Trading' was conducted. Session on Introduction to products and intermediaries in securities markets, SEBI Regulations, and its importance, Career Opportunities in the Capital market were also conducted.



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**11 OCTOBER, 2023 -INVESTOR AWARENESS PROGRAMME -
SESSION ON MUTUAL FUNDS**

Department of Commerce, in association with the Internal Quality Assurance Cell, organized the Investor Awareness Programme - Session on Mutual Funds' on 11th October, 2023, as part of an initiative by the Securities Exchange Board of India (SEBI), in collaboration with Franklin Templeton, Asset Management Company.

The Resource Person for the session was Ms. Neha Goyani, Sales Manager, Franklin Templeton. The thrust of the Investor Awareness Programme was "A smart investor does not act on unsolicited investment offers. "

Resource Person Ms. Neha Goyani addressed the audience by introducing the Regulatory Body, the Securities and Exchange Board of India (SEBI). She spoke and informed the students about the role of SEBI in spreading investor awareness, especially in making informed decisions while investing in various investments.

She also briefed about different sources of investment like Fixed Deposits, where the interest rate is around 7% or 7.5%, and spoke in length about options like Gold exchange-traded funds (ETF) and Gold Bonds.

She said mutual funds are very cost-efficient, easy to invest in, and should be invested longer. Because for a more extended period you invest lesser the risk. Mutual funds are considered one of the best available investments compared to others. Because here we have to invest, and the portfolio managers will work on it to earn higher profits. She guided the students about about SIP investment (Systematic Investment Plan) and Lumpsum investment.

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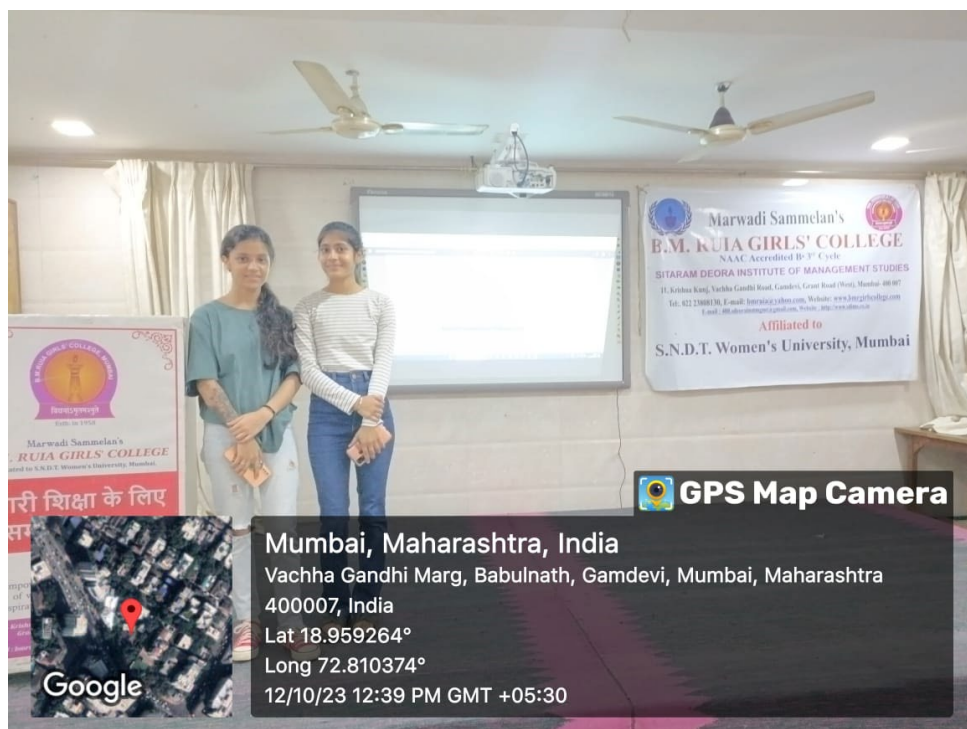
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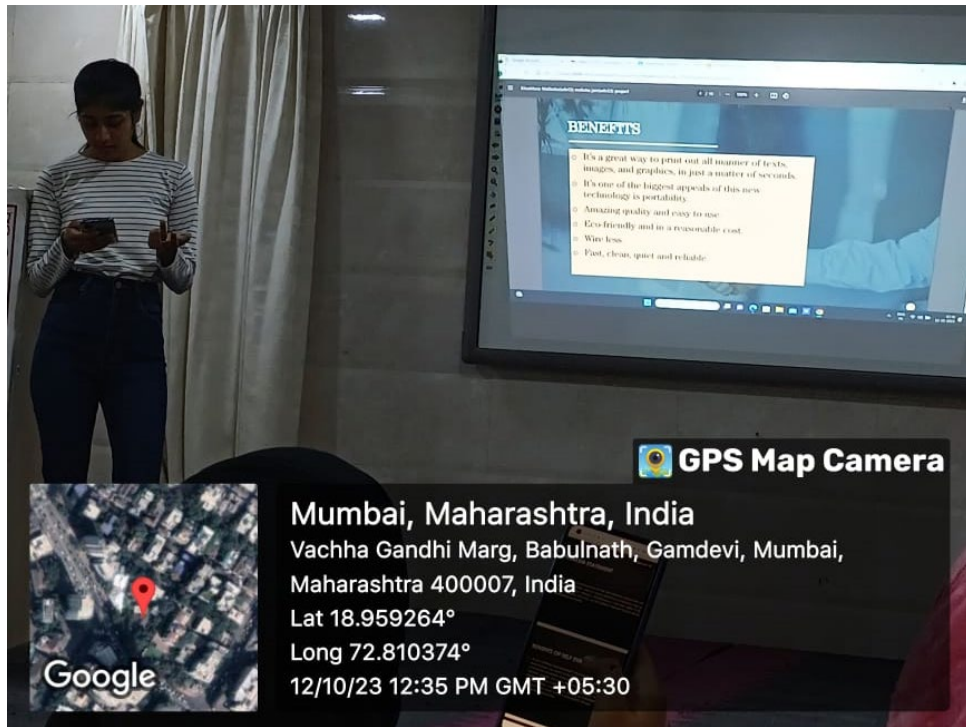
**12 OCTOBER, 2023 'BUSINESS TALENT SHOW' - STARTUP
INNOVATION CHALLENGE FOR BUDDING ENTREPRENEURS**



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14 OCTOBER, 2023 - STREET PLAY COMPETITION ON FINANCIAL LITERACY



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19TH OCTOBER, 2023 -PAPER PRESENTATION COMPETITION on

→ G-20: Reinforcing the Spirit of ‘Vasudhaiva Kutumbakam’

→ Implementing Indian Knowledge System- Management Lessons from Chanakya

Research Cell and Department of Commerce, in association with Internal Quality Assurance Cell, organized Paper Presentation Competition on 19th October, 2023.

21 Teams of 44 students from BCom, BA (Economics), and BMS presented papers.

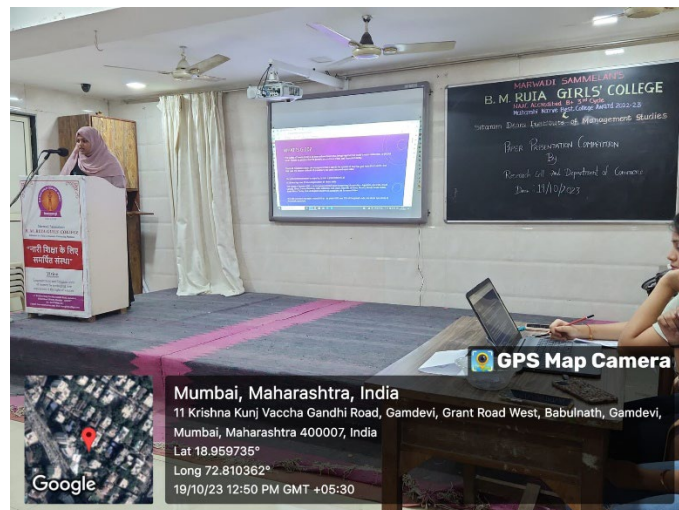
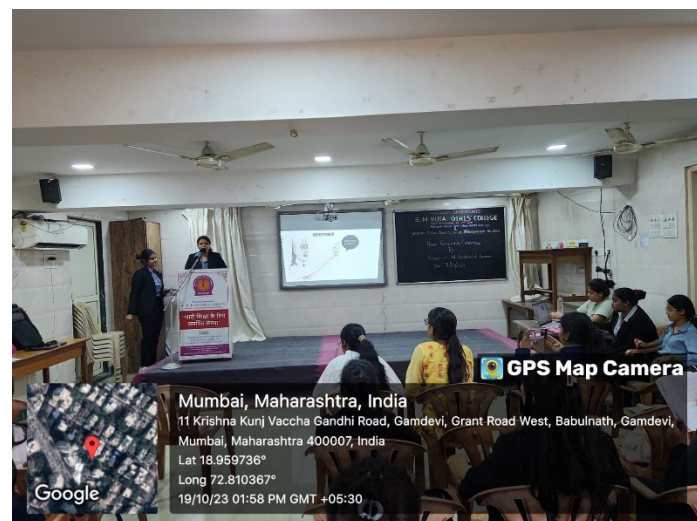
Topics for Paper Presentation Competition

1. G-20: Reinforcing the Spirit of ‘Vasudhaiva Kutumbakam’
2. Implementing Indian Knowledge System- Management Lessons from Chanakya

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11TH JANUARY, 2024 -SEMINAR ON “CAREER PROSPECTS IN BANKING SECTOR”

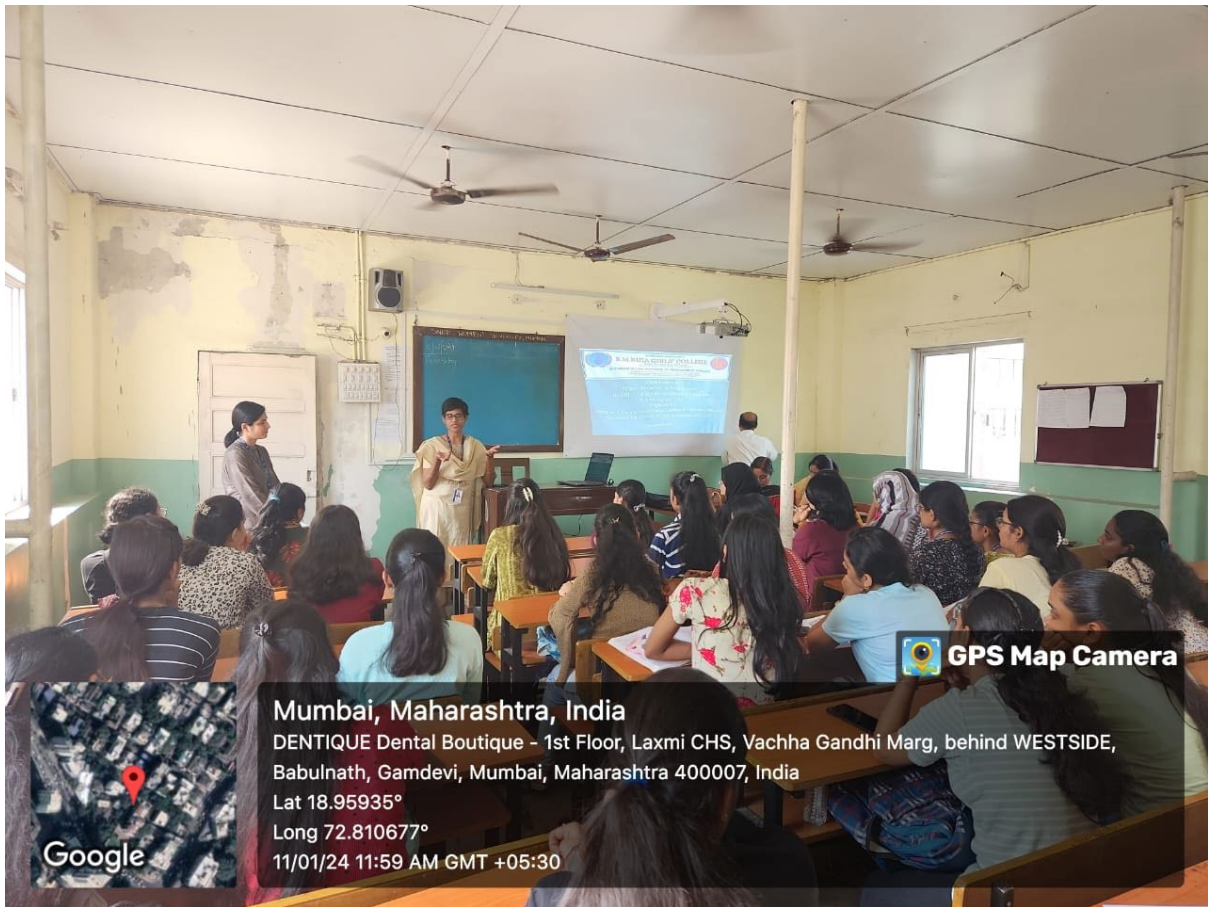
On 11th January, 2024 Department of Commerce and Placement Cell in association with Internal Quality Assurance Cell (IQAC) organised a seminar on “**Career Prospects in Banking Sector**” for students across BA, BCOM, BMS, BAMB, BCA and PG department. Two officers from Mumbai regional Office Head, Reserve Bank of India (RBI), Maharashtra Human Resource Development (MHRD) came and give useful insights on different jobs available in banking industry due to digitalisation. Also they explained the procedure for applying fir Grade B officers in RBI and documents required. They also resolved various questions asked by students. It was an interactive session and was full of information.



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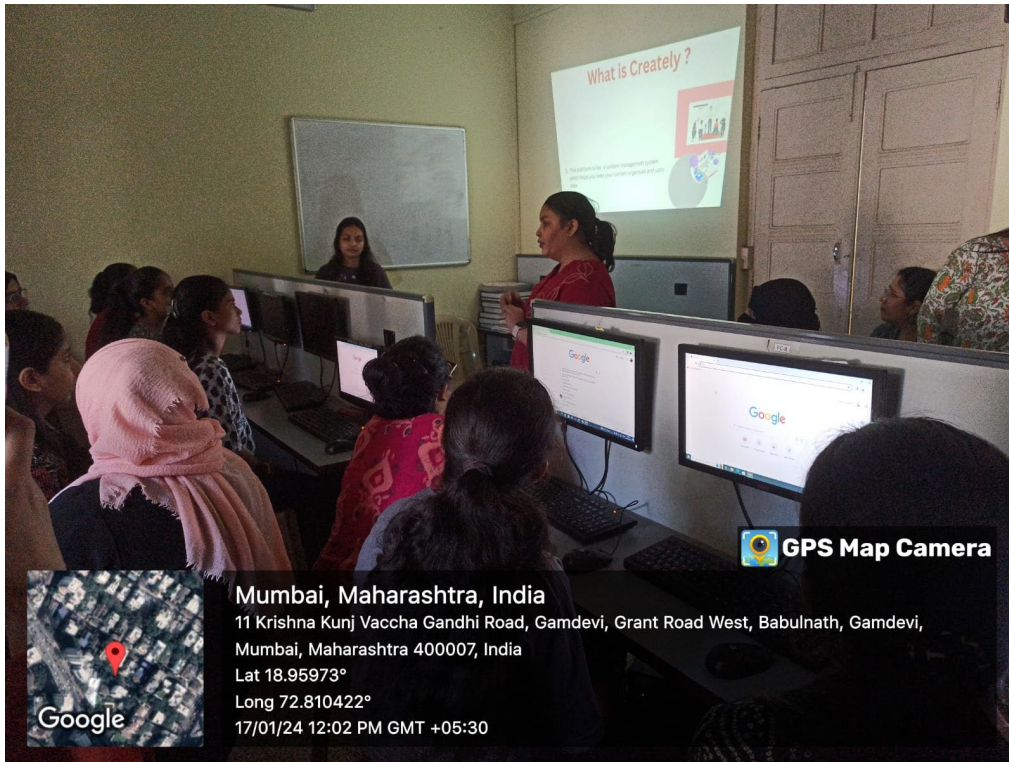


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17TH JANUARY, 2024 -WORKSHOP ON CREATELY



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29th January, 2024 -Seminar on 'How to be a Wise Consumer and Smart Investor'

On 29th January, 2024 Department of Sociology and Department of Commerce in association with Internal Quality Assurance Cell (IQAC) organised workshop on “**Consumer Guidance and Financial Literacy**” for students across BA, BCOM, BMS, BAMB, BCA and PG department. **Mr. Suresh Kamat** and **Mr. Dhrupad Gaikwad**, Members, Consumer Guidance Society of India were the eminent speakers for the seminar. They gave insights on different rights that consumer has and various acts government has introduced to protect and save consumers from any kind of fraud or illegal activity. Also they made students aware on different financial aspects and ways to save money wisely and invest rather to keep.

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9TH MARCH, 2024-WORKSHOP ON 'PRAGATI' EMPOWERING WOMEN THROUGH FINANCIAL LITERACY

On 9th March, 2024 Department of Commerce and Entrepreneurship Cell in association with Internal Quality Assurance Cell (IQAC) organised workshop on “Pragati - Empowering Women through Financial Literacy” for the students across BA, BCOM, BMS, BAMB, BCA and PG department. Ms. Sushma Das, SEBI Empanelled SMART (Securities Market Trainer).



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