

Department of Un-Aided Courses

In the year 2013-14, our Department marched ahead with 2923 students enrolled for all the Courses and with 33 full-time faculties and 43 visiting faculties.

Guest lectures by eminent people from the industry as well as academic field were organised in both the Semesters, for all Courses in this academic year too.

Industrial visits were arranged for all F.Y., S.Y. and T.Y. classes to industries and plants located at Mumbai, Pune, Navi Mumbai etc.

The Annual Inter-collegiate Management Event of the Department, 'Chrysalis' was successfully conducted this year on 29th and 30th January 2014 under the able Chairmanship of Asst. Prof. Mrs. Namrataa Srivastav and her team of 'Chrysalites' – Student Volunteers.

In the month of July 2013, 'Shravanrang', an exclusive Newsletter prepared by T.Y.B.M.M. (Marathi) was released by Rajesh Powale – Chief Sub-Editor, Popular Marathi Daily, 'Saamna'.

National Award-winning Film Director Shri. Viju Mane delivered a lecture on 'Creativities and Technicalities of Film Making'. Renowned Critic and Journalist Mr. Dilip Thakur guided B.M.M. students on 'Entertainment Journalism' and on 'Writing Skills in Script'. Chief Editor of a popular Marathi News Channel IBN-Lokmat and Senior Journalist Nikhil Wagle delivered a Lecture on 'Role of Media in Shaping Public Opinion'. Renowned cartoonist,

Acuman Group and Rupeesed Financing Ltd. The Fourth Workshop was organised on 'Angles of Financial Markets by Mr. Yogesh Sharma, Vice-President, Baroda Poineer Mutual Fund. Shri. Kirtan Shah, Director, Ambition Learning Solutions shared his views on 'Financial Planning - A Way Ahead' and on 'Careers like CFP, CFA, CCRA'. Shri. Priyesh Shah, Director, Ambition Learning Solutions, shared his views on 'Careers in Banking, Investment Banking and Credit Research'.

A half-day Workshop on 'Career Opportunities in Banking Sector' was conducted for the T.Y.B.B.I. students by CA Mr. Kedar Prabhudesai, Asst. Vice-President, SBI Capital Market. Ltd. 'A Workshop on 'Revised Paper Pattern for Financial Management and Special Studies in Finance' was conducted by Asst. Prof. Pawan Jhabak on 26th September 2013. A Workshop on 'Career Trends in Finance' was conducted by Mr. Kirtan Shah. A Workshop on 'Credit-based System- Revised Paper Pattern' for BMM Teachers was conducted by BOS Members Dr. Kamal Rajiv, Prof. Anita Mandrekar, Dr. Shikha Dutta and Prof. Vrunda Moghe-Dev on 21st September 2013. Another Workshop for students on 'Revised paper-pattern of CBGS' was conducted by BOS Members Prof. Anita Mandrekar, Prof. Hanif Lakdawala and Prof. Mithun Pillai on 7th April 2014.

This academic year stands out mainly due to the following achievements of the staff:

Asst Prof. Mugdha Keskar presented a paper titled 'Financial Inclusion by Adoption of New Technologies' at the International Conference held in Joshi-Bedekar College. She also presented a Paper titled 'Green Buildings in India' at the International Conference held in Alkesh Dinesh Modi Institute. She has also acquired Fellow Membership of Institute of Cost Accountants of India (which is considered equivalent to Ph.D.)

Asst. Prof. Sangita S. Mohanty presented a paper titled 'Awareness of Human Rights Among Women and Role of Media' in the International Seminar on 'A Turbulent Voyage of Rights for Humanity' organized by K.B. Women's College of Arts and Commerce, Thane. She presented another paper titled 'Challenges Faced by Domestic Servants in Thane City' in International Peer-Reviewed Journal IJAER/Oct-Nov.2013/Vol.2/Issue 6/pp 629-638 (ISSN 2278-9677)

Asst. Prof. Mrunmayee Thatte presented a Paper titled 'Bancassurance in Indian Context: A Case Study of Axis Bank and Max Life Insurance' in International Conference. Her Research Paper was published in International Journal of Scientific and Research Publications, Volume 4, Issue 3, March 2014 titled 'Consumer Perception of Food Franchise: A Study of McDonald's and KFC'.

Editor and author Mr. Vivek Mhetre guided students about 'Cartooning in Journalism'. Shri. Rajesh Powale, Chief Sub-Editor of daily Saamna spoke on 'Newspaper Making'. Mr. M. P. Joshi, Director, Ad. Factor PR. Co. delivered a lecture on Public Relations. Prof. Shyamkant Surve gave a lecture on 'Adoption and Diffusion Process among Consumers' and on 'Branding'. Mr. Vinayak Prabhu, Media Planner spoke on the topic 'Advertisers'. A Guidance Lecture by CA Abhijeet Deshpande on 'Advanced Auditing – III – T.Y.B.A.F. Semester - VI' was organised for the students. The Guest Lectures arranged for T.Y.F.M. students were on topics like- Customer Relationship Management in Financial Services, Mutual Fund Management and Risk Management. A Guest Lecture on 'Special Studies in Marketing' by Asst. Prof. Deepa Makkad, Resource Person was organised. Another Guest lecture on 'Service Sector Management' was conducted by Asst. Prof. Vijayalaxmi Kannan. Guest lecture on 'Trends in HRM' was conducted by Kiran Kappula

Workshops:

A Workshop on 'Investment in Commodities and Gold' was arranged for the students of F.Y., S.Y., and T.Y. Financial Market by CA Dr. Jinesh Shah. The Second Workshop was conducted on 'Implications in Derivatives Markets' by Mr. Kirtan Shah to T.Y.F.M. students. The Third Workshop on 'Awareness on NCFM Exams - How to Crack the Various Modules?' was conducted by Mr. Sandeep I, Director,

Asst. Prof. Neelam Shaikh completed MBA in Finance from IGNOU. She presented a paper titled 'Challenges and Innovations in Financial Management Sector with Respect to MNC's' winning the Best Paper Award in the International Commerce and Management Conference organised by the Department of Commerce, University of Mumbai. She also presented a paper titled 'Inclusive Growth in Financial Sector with Respect to Global Perspective' in a National Conference on 'New Horizons in Business, Economic and Management' organised by S.I.E.S. College, Nerul.

Asst. Prof. Vinod Chandwani completed M.B.A. in H.R. with first class. He presented a paper at International Research Conference on 'Innovative Strategies in Commerce, Management, Engineering, Technology and Social Science', in International Conference on 'Changes and Challenges in Commerce, Engineering, Technology and Social Science', in International Research Conference on 'Recent Trends and Issues in Commerce, Humanities and Social Science' and in International Conference on 'Paradigm Shift Commerce and Social Science'.

Asst. Prof. Nitin Pagi presented a paper titled 'Opportunities and Challenges in Banking Sector with reference to Human Resources' in an International Conference on 'Paradigm Shift in Commerce, Engineering and Technology'.

Asst. Prof. Akshata Joshi and co-presented a paper titled 'A Study of Changing Phase of Banking with Adoption of E-Marketing at Banks' in National Seminar on 'Social Aspects in Marketing Management for 21st Century' at Karnataka State Women's University, Bijapur.

Asst. Prof. Archana Nair presented a paper titled 'Exchange Traded Funds – In Indian Stock Market' in International Management Research Conference. She also presented a paper titled 'A Study of Middle-Management in Banks' in CII-SMS HR Conference 2014 by School of Management Studies, Lucknow and Confederation of Indian Industry.

Asst. Prof. Urmila Gawde presented a paper titled 'Rural Entrepreneurship in India' at an International Conference on Extension Education and Rural Communities (ICERC-2013) DLLE organised by University of Mumbai. She also presented a paper titled 'Green Marketing: An Emerging Market Opportunity in India' at VIT University, Vellore, Tamil Nadu, for an International Conference on 'Emerging Markets and Issues in Management'. She also presented a paper titled 'Work Life Balance among Employees at Middle-Level Management in Corporate Sector' at SIES College, Nerul, for a National Conference, INNOVA 2014.

Asst. Prof. Sadhana Singh presented a paper titled 'A Contemporary Study – Customer Satisfaction with E-Banking' in a National Seminar on 'Recent Trends in Commerce and Management and Research' organised by DCRC at Grammonati Mandal's Arts, Commerce and Science College.

Asst. Prof. Mahesh Patil presented a paper at National Conference on Indian Economy in 21st Century: Issues and Challenges held at Smt. Janakibai Rama Salvi College, Kalwa, on the topic of 'Population Education'.

Asst. Prof. Iyer Seethalaxmi B. presented a paper titled 'Role of Job Stress in Labour Turnover in Education Sector' at National Conference on 'Dynamics of Commerce in Contemporary Business Scenario in India' by St. Xavier's College, Mumbai. Her paper titled 'Impact of Service Quality on Customer Satisfaction in Retail Banks' was published at a Peer Reviewed Open Access International E-Journal in International Serial Directories named International Journal of Research in Commerce and Management with ISSN: 0976-2183 in Vol. 4 (2013), Issue 06 (June). She also presented a paper titled 'Role of Job Stress in Labour Turnover in Insurance Sector' at Peter F. Drucker Memorial National Conference on 'Business Innovation, Economics and Management' by Siliguri Institute of Technology, West Bengal. The paper has been published in SIT Peer-Reviewed E-Journal of Management, December 2013 Issue ISSN 2278-9111. Her paper titled 'E-Commerce in Public Sector Banks' was published at a Monthly Double-Blind-Peer Reviewed Open Access International E-Journal included in International Journal of Research in Commerce, IT & Management. ISSN: 2231-5756 in Vol. 4 (2014), Issue II (Feb). Her paper titled 'Factors Influencing Double Income No Kids Culture in the City of Mumbai' was published at *Abhinav* National Monthly Peer Reviewed Journal of Research in Commerce & Management. ISSN: 2277-1166 in Vol. 3 (2014), Issue II. She, along with Nitesh Chutani T.Y.B.Com. (Banking and Insurance), co-presented a paper titled 'Use of E-Commerce in Banks' in a National Conference on 'Innovative Trends in Information Processing and Management' by Maharaja Surajmal Institute, New Delhi. She cleared Company Secretary Examination.

Asst. Prof. Jharna Tolani presented a paper titled 'Informative Advertising' in an International Conference by Alkesh Dinesh Mody Institute of Management, University of Mumbai. She also presented a paper titled 'Corporate Governance in Banks' in a Finance Conference by K. J. Somaiya Institute of Management Studies.

Asst. Prof. Tanvi Raut qualified UGC-NET and SET examinations in English.

Asst. Prof. Mohini Kulkarni qualified SET examination in Mathematical Science.

Asst. Prof. Bhalchandra Karbhari presented a research paper in titled 'Renewable Energy Market- A new Financial Market for Global Investment' in an International Conference organised by V.P.M.'s Joshi-Bedekar College, Thane. He also presented a paper named as 'A Study of Consumer Behavior in Organised Retailing with special reference to Kalyan City' in National Conference by MET, Nashik.

Asst. Prof. Shraddha Bhome has written three text books titled 'Customer Relationship Management in Banking and Insurance', for S.Y.B.B.I. Sem -3, 'Innovations in Banking and Insurance', 'Financial Management Paper – II' and 'Financial Markets – Equity, Debt, Forex and Derivatives' for S.Y.B.B.I. Sem- IV. She has also written Text book on 'Financial Economics' for M.Com. - I for Gujarat, Kutch, Kadi and D.D. University. She has also co-authored the text book on 'Auditing – Introduction Planning Paper – I' for F.Y.B.A.F. Sem-I. She has also authored one reference book on 'Customer Relationship Management – A Theory and Practice to Manage and Retain Customers' for MBA and MMS courses. She is selected on the Editorial Board of International Journal of Management with Journal Impact Factor (2013) 6.9071, International Journal of Advance Research in Management with Impact Factor (2013) 4.7271, International Journal of Marketing and Human Resource Management with Impact Factor (2013) 4.6901 published Bi-Monthly by IAEME, Tamil Nadu. Also, she is placed on the Editorial Board of SPARK: Research Journal of Commerce and Management published Bi – Annually by J.J.T. University, Rajasthan, also on Entire Research and Variorum a multi-disciplinary Research Journal published bi-monthly by *Gruha Sanstha*, Thane, Maharashtra.

Her research paper titled 'Customer's Preference towards ATM Services in Co-Operative Banks in Thane City' was published at International Research Journal of Commerce, Business and Social Sciences' in Vol. I, Issue 12 (III), March 2013 ISSN: 2277-9310. Her research paper titled 'A Study of Green Banking Trends in India' was published at *Abhinav* International Monthly Journal of Research in Management and Technology in Volume II, Issue V, May 2013, ISSN: 2320-0073 with Impact Factor 0.0812. A paper titled 'A Study of CRM - as a Strategic Tool Adopted by Banks with Reference to Axis Bank in Thane City' was published at Indian Journal of Applied Research, Gujarat, (International) in Vol: 3, Issue:5, May 2013, ISSN:2249-555x with Impact Factor 0.8215. A paper titled 'A Study of Role of ICT in School Education and University Level' was published at Golden Research Thoughts Journal with ISSN: 2231-5063 In Vol: 2, Issue: XI, May 2013, with Impact Factor 0.1870. A paper titled 'Micro-Finance for Women

Empowerment: A Boon for India's Development' was published at International Research Journal of Commerce, Business and Social Sciences In Vol. II, Issue 3, June 2013. ISSN: 2277-9310. A paper titled 'A Study of Impact of Use ICT in Co-Operative Banks w.r.t. Employees Satisfaction in Thane City' was published at Variorum Multi-Disciplinary E-Research Journal in Vol.,-04, Issue-II, November 2013. A paper titled 'A Study of Customers Preference towards Various Mutual Fund Schemes in Thane City' was published at International Journal of Management in Vol. 5, Issue 5, December- January, 2013-14, ISSN 0976-6502 with Impact Factor 6.9071. A paper titled 'A Study of Customer's Preference towards ATM Services in Co-Operative Banks in Thane City' has been published at Variorum Multi-Disciplinary E-Research Journal in Vol.-05, Issue-I, February 2014. A paper titled 'Analysis of Customer's Opinion about Mobile Banking w.r.t. Mumbai Region' has been published in Indian Journal of Applied Research (International) in Vol: 4, Issue: 2, Feb 2014, ISSN: 2249-555x With Impact Factor 0.8215.

A paper titled 'A Study of Green Banking Trends in India' was presented at 3rd International Conference on 'Green India: Vision 2020' at TSSIA House, Thane, by JJTU, and Awarded Best Paper in Track III. A paper titled 'Mobile Banking Services: User's Criteria for Adoption w.r.t. Thane District' was presented at International Conference, Deogiri Management Institute, Aurangabad. A paper on 'Micro Finance for Women Empowerment: A Boon for India's Development', was presented at International Conference at Indira Gandhi Technological and Medical Sciences University, Goa, A paper titled 'A Study of Customers' Awareness about Internet Banking in Thane City' at National Conference S.P.D.M. Arts, Commerce and Science College, Shirpur, Dist. Dhule (M.S.).

She was invited as a Resource Person for the Workshop of University of Mumbai – Community College (Smart Course) for the Subject 'Customer Relationship Management'.

Asst. Prof. Mrs. Aditi Patgaonkar cleared MBA in IT. She along with, Asst. Prof. Shefali Kondewar, presented a paper on 'The Role of ICT in Rural India' in International Conference, Amlani College, Vile Parle.

Asst. Prof. Nomita Kolnoorkar presented a paper in International Journal of Linguistics and Literature titled 'Merging of National History and Individual History in the Novel' with Impact Factor (JCC) – 2-13 – 2.1672 and Index Copernicus Value (ICV) – 2013 – 2.4. Her article titled 'Need for Integration of Soft Skills Training in Higher Education of India' was published in a Reference Book titled 'Higher Education in India' (ISBN – 978-81-8152-331-0).

Asst. Prof. Suchita Joshi's paper on 'Impact of Television Advertisements on Teenagers in Thane City' was published in an International Journal of Business, Management and Social Sciences: Vol. II Issue 9 (1) May 2013. ISBN: 2249-7463.

Asst. Prof. Vimukta Raje presented a paper titled '*Jagatikikarnachya Pariprekhyatun Samkalin Marathi Kavitetil Vanchitanche Padsad*' in the International Conference of K.M. Agrawal College at Kalyan. Her papers '*Samarthanacha Prabodhanacha Jagar*' and '*Samarthanachi Samwadmay Shaili*' were published in a Research Journal titled '*Aksharvaidarbhi*' in the February and April issues.

F.Y.B.A.F. student Vallari Bukane was the winner of Badminton Women's Singles and Doubles' at Open-State Tournament. She won Silver Medals in Under-19 Girls Doubles Badminton at 1st, 2nd and 3rd State Selection. She won Silver Medal in Mixed Doubles too in the same tournament. She won Gold Medal in Mumbai-University Inter-Collegiate Tournament in both individual and Team Championship. She also won Gold Medal in Team Championship in West Zone Inter-University held at Kota, Rajasthan. She won Silver Medal in Inter-University National in Team Championship held at Bhubaneswar, Orissa. She also won Silver Medal in Women's National in the same. She represented Maharashtra Team in Seniors, Juniors and Women's Team Championship.

F.Y.B.B.I. student Pritesh Gaonkar won Bronze Medal in Mumbai University Inter-Collegiate Judo Tournament. He participated in National-level Junior Judo Championship held at Dehradun. He won Gold Medal in Junior National Kurash Championship at District as well as State level. He achieved 6th place at the National level held at Delhi.

T.Y.F.M. students Tanuja Kolhe and Swati Khadbade cleared 'Capital Market Dealers' Module Exam conducted by NCFM, Mumbai. And T.Y.F.M. students Trupti Borhade and Pujanti Waikar cleared 'Financial Markets – Beginners' Module' by NCFM, Mumbai.

B.M.M. Marathi students Amol More, Kinnari Jadhav, Mira Rajgude, Anuraag Jadhav and Bhavesh Koli won prizes in various competitions such as elocution, debate, storywriting, and storytelling at State and University- level.

Asst. Prof. D. M. Murdeshwar
Co-ordinator