



# COMMERCE DEPARTMENT

Jai Hind College

# FACULTY MEMBERS



**Dr. Hasina Sayed**  
Associate Professor & HOD  
Qualifications- Ph.D, M.Com, B.Ed.  
Experience- 31 years  
Specialisation- Management & Entrepreneurship



**Prof. Ashutosh Saxena**  
Assistant Professor  
Qualifications- M.Com, NET.  
Experience- 10 years  
Specialisation- Export Marketing



**Prof. Nital Kothari**  
Assistant Professor  
Qualifications- M.Com, M.Phil, NET.  
Experience- 9 years  
Specialisation- Advertising



**Prof. Saudah Khatri**  
Assistant Professor  
Qualifications- M.Com, M.M.M, SET.  
Experience- 3 years  
Specialisation- Marketing

# Commerce Courses across COMMERCE Faculty

Sr. No	Course Code	Class	Course Title	Credits	No. of Lectures
1	CCOM101	F.Y.B.COM	Introduction to Business	3	3
2	CCOM201	F.Y.B.COM	Introduction to Service Sector	3	3
3	CCOM301	S.Y.B.COM	Principles of Management	4	3
4	CCOM401	S.Y.B.COM	Fundamentals of Finance & Quality Management	4	3
5	CCOM302	S.Y.B.COM	Advertising I	3	3
6	CCOM402	S.Y.B.COM	Advertising II	3	3
7	CCOM303	S.Y.B.COM	Marketing Management	3	3
8	CCOM403	S.Y.B.COM	Marketing Strategies	3	3
9	CCOM501	T.Y.B.COM	Introduction to Marketing (MHRM)	4	3
10	CCOM601	T.Y.B.COM	Human Resource Development (MHRM)	4	3
11	CCOM502AC	T.Y.B.COM	Management & Organization Development I	5	4
12	CCOM602AC	T.Y.B.COM	Management & Organization Development II	5	4
13	CCOM503AC	T.Y.B.COM	Export Marketing I	3	3
14	CCOM603AC	T.Y.B.COM	Export Marketing II	3	3

# Commerce Courses across ARTS Faculty

Sr. No	Course Code	Class	Course Title	Credits	No. of Lectures
1	ACOM101	F.Y.B.A	Introduction to Business Organization	4	4
2	ACOM201	F.Y.B.A	Introduction to Business Sector	4	4
3	ACOM301	S.Y.B.A	Financial Management I	3	3
4	ACOM401	S.Y.B.A	Financial Management II	3	3
5	ACOM302	S.Y.B.A	Introduction to Marketing	3	3
6	ACOM402	S.Y.B.A	Marketing Management	3	3
9	ACOM501	T.Y.B.A	Introduction to Management	5	4
10	ACOM601	T.Y.B.A	Strategic Management	5	4
11	ACOM502	T.Y.B.A	Human Resource Management I	5	4
12	ACOM602	T.Y.B.A	Human Resource Management II	5	4
13	ACOM503	T.Y.B.A	Export Management I	4.5	3
14	ACOM603	T.Y.B.A	Export Management II	4.5	3

# Unique features of the Commerce Syllabus

- Regular updates in the course structure with valuable inputs from renowned members of Board of Studies.
- Unique teaching methodology with a practical and stimulated exposure.
- Builds “leaders of tomorrow” by exposing students to Entrepreneurial and intrapreneurial exposure.
- Encourages students to undertake research projects guided by the faculty.

# Opportunities offered by the Commerce Department

- To learn with innovative methodology & unique pedagogy.
- Syllabus linked with industry requirements using industry experts & industry linked projects.
- Manifesting the latent entrepreneurial spirit of the young students by encouraging them to think “out of the box” and apply this thinking in designing their daily activities.
- Start-ups and budding student entrepreneurs are nurtured and mentored throughout their entrepreneurial journey.
- Building intrapreneurial qualities by motivating students to take initiatives and thereby developing their leadership skills. This is culminated by students getting placed in companies & profiles of their choice.
- Research potential amongst students is encouraged by faculty motivating and guiding them to participate in Avishkar, a Mumbai University Research Competition.

# Pedagogy Used by the Commerce Department

- Guest lectures by industry specialist and well placed alumni.
- Teaching/Learning through the case study method.
- Students learning via management games, role plays, debates, group discussions, management book reviews, film screening followed by discussions & field visits.
- Peer to Peer learning/teaching/mentoring.
- Encouraging research outlook by giving research assignment and participation in class research competition.

# Skill bases Courses by the Department

<b>Sr No.</b>	<b>Course Name</b>	<b>Credits Offered</b>	<b>Nature of the course</b>	<b>Number of hours</b>
<b>1.</b>	Elementary Entrepreneurship Course	15	Interdisciplinary	30
<b>2.</b>	Advanced Entrepreneurship Course	20	Interdisciplinary	40



# Activities Conducted by the Commerce Department

- Workshop on Consumer Perception & Branding by Mr. Ali Asgar Merchant Ex-Brand Manager of Go-Air and Ginger Group of Hotels.
- Guest Lecture on Mutual Funds and SIP by an Industry Expert Mr. Sandeep Ohri of April Broadcast Pvt. Ltd.
- Workshop on “Competency Mapping-Gen Y” conducted by the Indo-French company ‘Popshot’.
- Lecture on workforce diversity by Mihir Redij, a Commerce alumnus who spoke about the diversity issues in the corporate sector referring to his projects in different countries during his 7 year tenure with Google.
- Qualities of an Entrepreneur Class activity for students of FYBCOM where they were made to understand the concept of Entrepreneurship and the qualities/mindset of an entrepreneur by an engaging group class exercise.
- Inter-Class Research Competition Students of FYBCom & FYBA participated in an Inter-class Research Competition where they presented their research work on ‘International Trade.’
- A field visit was organised to the Star Market Retail Store for the students of FYBA on 14th January, 2020. The students got a practical exposure to various retailing operations, followed by an interactive session with the Operations In-charge Mr. Dinesh Sonar.

# Student Achievements

- Asian Institute of Family Managed Business (the FMB arm of S.P. Jain Global Institute of Management) hosted an Inter-collegiate Entrepreneurship Simulation Competition on January 24, 2019 where 6 teams from the B.Com and B.A faculty participated. One of the JHC teams stood third in the Competition.
- Siddhant Dastoor from FYBcom Entrepreneur of a Salon Cafe was a very impressive panelist at faculty development programme with ministry of HRD-Innovation Cell on 6th December, 2019. Siddhant's impressive start-up was given a half page coverage in Mid-day tabloid of 17<sup>th</sup> Dec 2019.
- Preeti Sethia and Sarthak Bhansali TYBcom Management students were mentors & judges of the 'Idea Generation & Opportunity Evaluation' workshop & competition at St.Peter's School (ICSE) Mazgaon, Mumbai on 9th Dec 2019.
- Our teams of Abhishek and Sarthak from FYBCom and a 5 member women team –Deepika, Vaishnavi, Anushka, Namasvi, & Krithika from SYBA (commerce) reached to the semi finals after many rounds of selection at the “Connecting Dreams” competition conducted by Atal Incubation Centre where they worked with rural villagers and brought about an enterprising change amongst them along with empowering them to be self reliant and financially independent.
- Ninad Vyas, a student from the SYBCom Management class secured 2 Silver Medals in Kickboxing at the National Level in Haryana. (Kurukshetra)

# Activities conducted during the Lockout Period

- Doubt solving Activity-CRs were asked to inform the class to contact teachers via email regarding doubts in the various Commerce subjects.
- Members of the Student Council were sent an email regarding online zoom lectures in case of doubts or any discussion. Students were encouraged to write answers and email them for getting them evaluated.
- Zoom lecture conducted with active participation of students on Consumer Behavior during this Pandemic by Prof. Saudah Khatri.
- Zoom lecture conducted on Unorganized Retail with active participation of students by Prof. Saudah Khatri.
- Encouraging B.com students to register on Coursera and take up courses of their interest.
- Invited all students via Student Council to attend the 2 part zoom session of Ismail Akbani on Neuro Linguistic Programming.
- Case studies given to students for practice.
- Prof. Ashutosh Saxena submitted research paper for NSS College Mumbai Central National conference in May 2020 on theme' Supply of Daily Essentials :The Daily Challenge for common man.
- Prof. Ashutosh Saxena registered for webinar at Sant Ghadge Maharaj college on 'Be ready for corporate world' from 14th - 16th April.
- Online Session by Board of Studies Member Mr. Purav Shah on “How sustainability is re-shaping the multi-billion dollar industry.”
- Online Session on “Interview Skills” by Board of Studies Member Mr. Zubin Patel.

Thank You