



# DEPARTMENT OF MANAGEMENT STUDIES

# MARKETING STRATEGIES

FROM 2016 TO 2022

A stylized illustration of a woman with dark hair and glasses, wearing a blue sweater, sitting at a desk and working on a red laptop. She is holding a white card in her right hand and a yellow folder in her left. The background is filled with various digital marketing icons, including a smartphone, a laptop with a lightning bolt, a lightbulb, a camera, a briefcase, a calendar, a bar chart, a speech bubble, a heart, a plus sign, a cloud, a globe, and a gear. The overall theme is digital marketing strategies.

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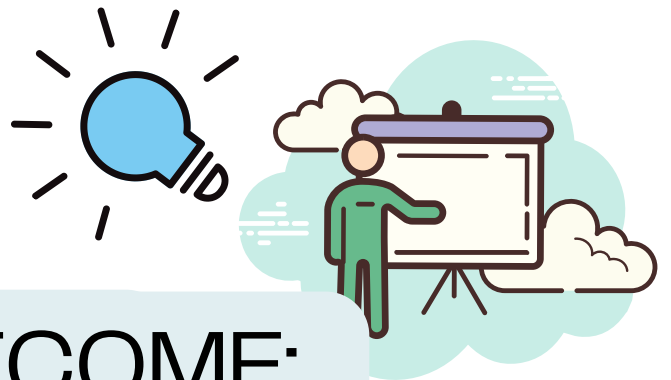
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# INTRODUCTION:

Management education is different today because of the requirement of soft skills, teamwork and collaborations. As the economy continues to flourish, the cost-conscious companies morph their HR strategies, becoming even more choosy in every dimension. This sets a platform for young entrepreneurs. Thus, we at L.S Raheja College of Arts and Commerce believe education is power.

- Our teaching methodologies strategically combine case analysis and true illustrations to strike a balance between the study of management and industry.
- The co-operative, collective and shared resources, continues to be our strength.
- Our top-notch faculty delivers modern and practical content to the students.



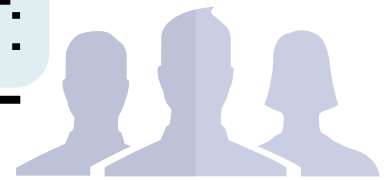
## PROGRAM OUTCOME:

- It provides learners with opportunity to obtain knowledge and skills required to secure managerial positions in a wide range of organisations.
- The programme makes the students industry ready by developing a solid foundation in the field of management, promoting innovative thinking for strategy designing and encouraging entrepreneurial skills.

## PROGRAM SPECIFIC OUTCOME:

- The programme allows students to seek in-depth academic as well as practical knowledge in specific areas of interest – finance, marketing or human resource management in domestic and global businesses.

# MEMBERS OF DEPARTMENT:



Name	Designation
Ms. Suvarna Raikar	Coordinator & Assistant Professor
Ms. Heta Parekh	Coordinator & Assistant Professor
Ms. Neha Nikam	Assistant Professor
Mr. Siddesh Hadkar	Assistant Professor

## COURSES OFFERED BY THE COLLEGE:

### Semester I – First Year

- Introduction to Financial Accounts
- Business Law
- Business Statistics
- Business Communication – I
- Foundation of Human Skills
- Foundation Course – I
- Business Economics – I

### Semester 2 – First Year

- Principles of Marketing
- Industrial Law
- Business Mathematics
- Business Communication – II
- Business Environment
- Principles of Management
- Foundation Course – II

### Semester 3 – Second Year

- Information Technology in Business Management – I
- Foundation Course (Environmental Management) – III
- Business Planning and Entrepreneurial Management
- Accounting for Managerial Decisions
- Strategic Management
- Introduction to Cost Accounting
- Equity and Debt Market
- Consumer Behaviour
- Advertising

### Semester 4 – Second Year

- Information Technology in Business Management – II
- Business Economics – II
- Business Research Methods
- Foundation Course (Ethics and Governance) – IV
- Production and Total Quality Management
- Financial Institutions and Markets
- Strategic Cost Management
- Integrated Marketing Communication
- Rural Marketing

### Semester 5 – Third Year

- Logistics and Supply Chain Management
- Corporate Communication and Public Relations
- Investment Analysis and Portfolio Management
- Wealth Management
- Risk Management
- Direct Taxes
- Services Marketing
- E-Commerce and Digital Marketing
- Sales and Distribution Management
- Customer Relationship Management

### Semester 6 – Third Year

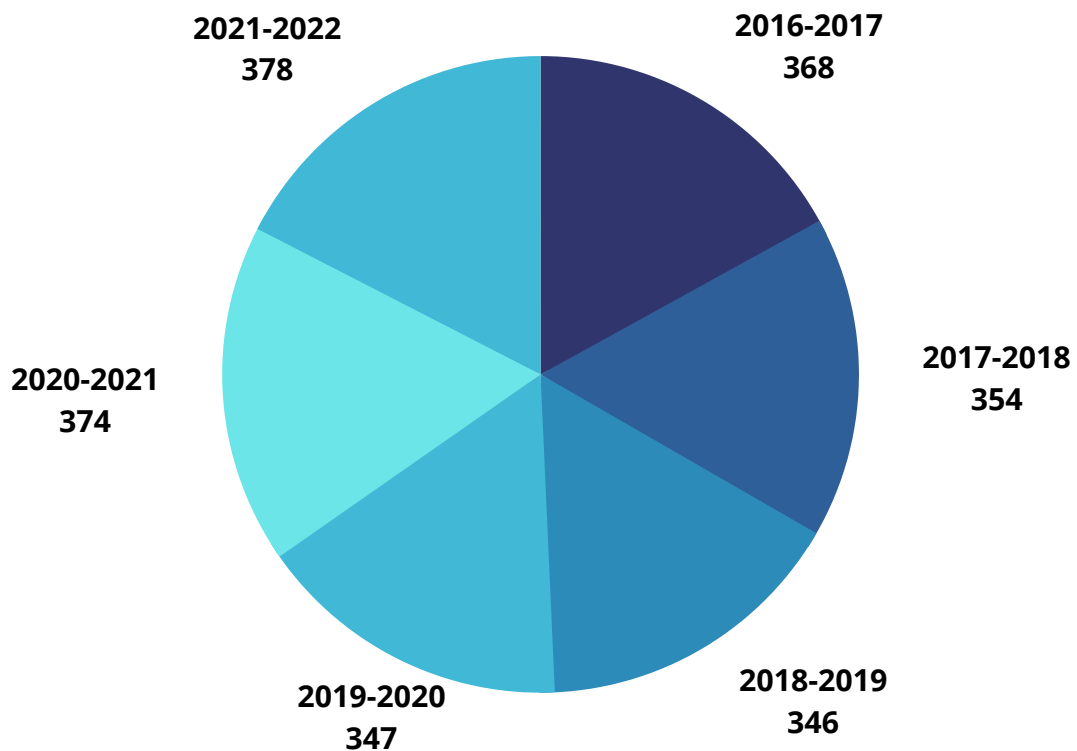
- Operation Research
- Project Work
- International Finance
- Innovative Financial Services
- Project Management
- Strategic Financial Management
- Brand Management
- Retail Management
- International Marketing
- Media Planning and Management

## ADD-ON COURSES:

Name of Course	Year	Duration	No. of Participants
IIDE	2017-18	5 Days	21
Certificate Course on Basic of Financial Analysis	2021-22	30 Hours	132

## STUDENT DATA:

2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
368	354	346	347	374	378







# BEST PRACTICE

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**Entrepreneurship Cell** – Entrepreneurship Cell is established in association The Asian Institute of Family Managed Business (AIFMB), a non-profit company with the objective to catalyse the 1st and 2nd Generation Entrepreneurship in Asia. The objective of Entrepreneurship Cell is to create awareness and promote Entrepreneurship amongst students and to enlighten them on the issues concerning Entrepreneurship. The idea of the cell is to inculcate and enhance entrepreneurial skills amongst students and to motivate them to enter into start-ups.

**MYOB** – BMS Intra collegiate Management Fest “MYOB – Manage Your Own Business” The objective of the fest is to help students to understand and get hands on experience in the business management skills. There are various management events that are conducted and students from all across programmes of our college participate. The winners and the participants are been rewarded with trophies and certificates

**NEXUS** – BMS Intra departmental fest “Nexus – unit beyond Limits” The main objective of the session is to increase the interaction amongst the BMS students of different years along with gaining knowledge.

**BMS ALMANAC** – Plan Practice Perform – BMS chronology of events every month throughout a year to provide a platform to students filled with range of activities to explore their learning beyond classrooms.

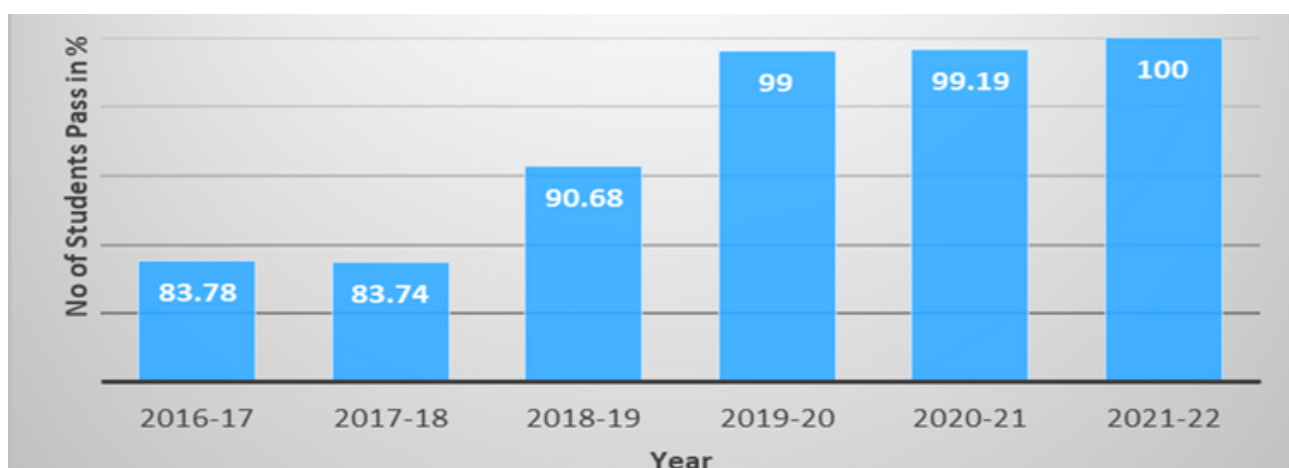
## TEACHING/LEARNING METHODS USED:

- Experiential learning
- Interactive methods
- Brain storming
- Teacher centered learning
- Student centered learning
- Role plays & Simulations
- Cooperative learning
- Problem based learning



## RESULT ANALYSIS:

YEAR	O	A+	A	PASS
2016-2017	3	-	26	83.78
2017-2018	1	-	39	83.74
2018-2019	0	12	29	90.68
2019-2020	0	7	25	99.00
2020-2021	0	17	47	99.19
2021-2022	0	39	47	100.00



# LIST OF ACTIVITIES THROUGHOUT THE YEARS

- Orientation programmes, Fresher's Party, Farewell for the First years and Third Years are organised on a yearly basis.

## **Academic Year 16-17**

- Seminars on "Work Culture Abroad" and "Marketing and Communication" were conducted.
- Workshop on Professional Resume Writing and Basic Communication Skills were conducted.

## **Academic Year 17-18**

- Seminars like "First Step towards Entrepreneurship", "Communication Skills", "Social Media Marketing", "Career Planning" and "Career Placement & Planning" were conducted.
- Workshop on "Basic English Course" and "Stress Management" were conducted.
- "Entrepreneurship Cell" was inaugurated by BMS department in association with AIFMB.
- Students visited the Reserve Bank of India, Sheth Publishing House at Palghar and Pearl Academy for "Open House" premises for a visit.
- Guest Lecture on "Process of Publishing a Book" was conducted.

## **Academic Year – 18-19**

- Seminars like Digital Marketing, "How companies can increase their productivity from computers", "How to master skills and the development of self", and "Importance of developing your Personality" were conducted.
- Entrepreneurship Cell organised a "Mentoring Session", "How to build your personal Leadership Brand" for students aspiring to become entrepreneurs. Entrepreneurship cell organized a "Mentor Interaction" session.
- Project Work Exhibition on "Service Marketing and Corporate Communication and Public Relations", International Marketing, Brand Management and Innovations in the Financial Sector by TYBMS Marketing students.
- Group Discussion and Personal Interview competition was organised by the department on 20th March, 2019 for the FYBMS students
- Industrial Visit to Chandigarh was organised.
- MYOB – Manage Your Own Business, the academic festival of BMS department was introduced.
- Project work exhibition was organised on 3rd April, 2019 for the TYBMS Marketing and Finance students.



### **Academic Year – 19-20**

- Seminar on “Importance of Grooming in Personality Development”, “Careers after Graduation” and “Importance of Soft Skills Development” were conducted.
- Session on “Family Managed Business” was conducted by the Entrepreneurship Cell on 16th, December, 2019
- TYBMS participated in the Entrepreneurship Development Programme (EDP) named “Vision to wings” This programme was organised by the Entrepreneurship Cell of Dahanukar College from 16th – 18th January, 2020.
- Industrial Visit to Mussoorie, JimCorbett and Nainital was organised.
- Parents –Teachers Meeting (PTM) was organised for the FY, SY and TY BMS students.
- Aptitude test was conducted by IMS for SYBMS students on 25th February, 2020
- BMS Intra collegiate Management Fest “MYOB – Manage Your Own Business” was organized.
- “Food Festival” under Entrepreneurship Cell was conducted.
- Orientation for ad-on courses for Digital Marketing was organized by IIDE for BMS students.

### **Academic Year – 20-21**

- Webinars on “Commerce Means Business: You can, Let’s do it”, “Mentoring Session” For the Aspiring Entrepreneurs Within You, “Financial Literacy”, “Awareness of Cancer”, “Crisis in a start-up and its management”,
- Organized and hosted their first Intra Department Virtual Festival called NEXUS.
- BMS in association with IQAC, and BBI organised a webinar on on 21st October
- Virtual Parents – Teachers Meeting was organised for the FY, SY and TYBMS students.
- Intra collegiate Management Virtual Fest “MYOB – Manage Your Own Business” was organized.
- Virtual prize distribution ceremony was organised for all the students who participated in MYOB on 21st May, 2021
- Academic Year – 21-22
- Entrepreneurship Cell & BMS Department organized a “Business Mentoring Program”.
- Webinar on “Investors’ Awareness Program” was organized.
- BMS Intra departmental fest “Nexus – unit beyond Limits” was organized.
- Online Parents – Teachers Meeting was organized for the SYBMS and TYBMS students.

