



**GOKHALE EDUCATION SOCIETY'S
BYK (SINNAR) COLLEGE OF COMMERCE, NASHIK**

DEPARTMENT OF BUSINESS ADMINISTRATION

NAAC PRESENTATION.

BY
DR PRASAD KULKARNI
HEAD OF THE DEPARTMENT



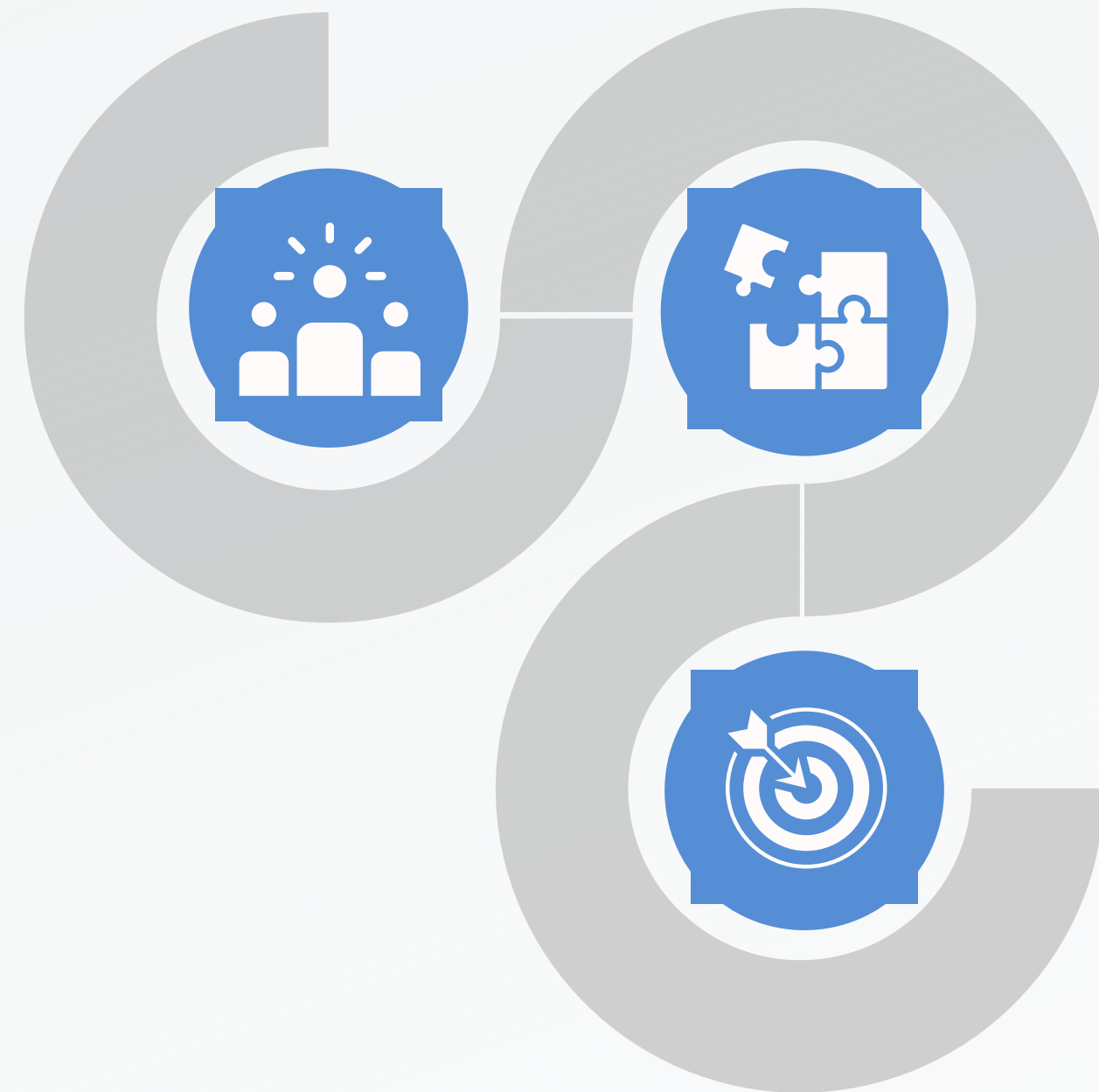


CONTENT

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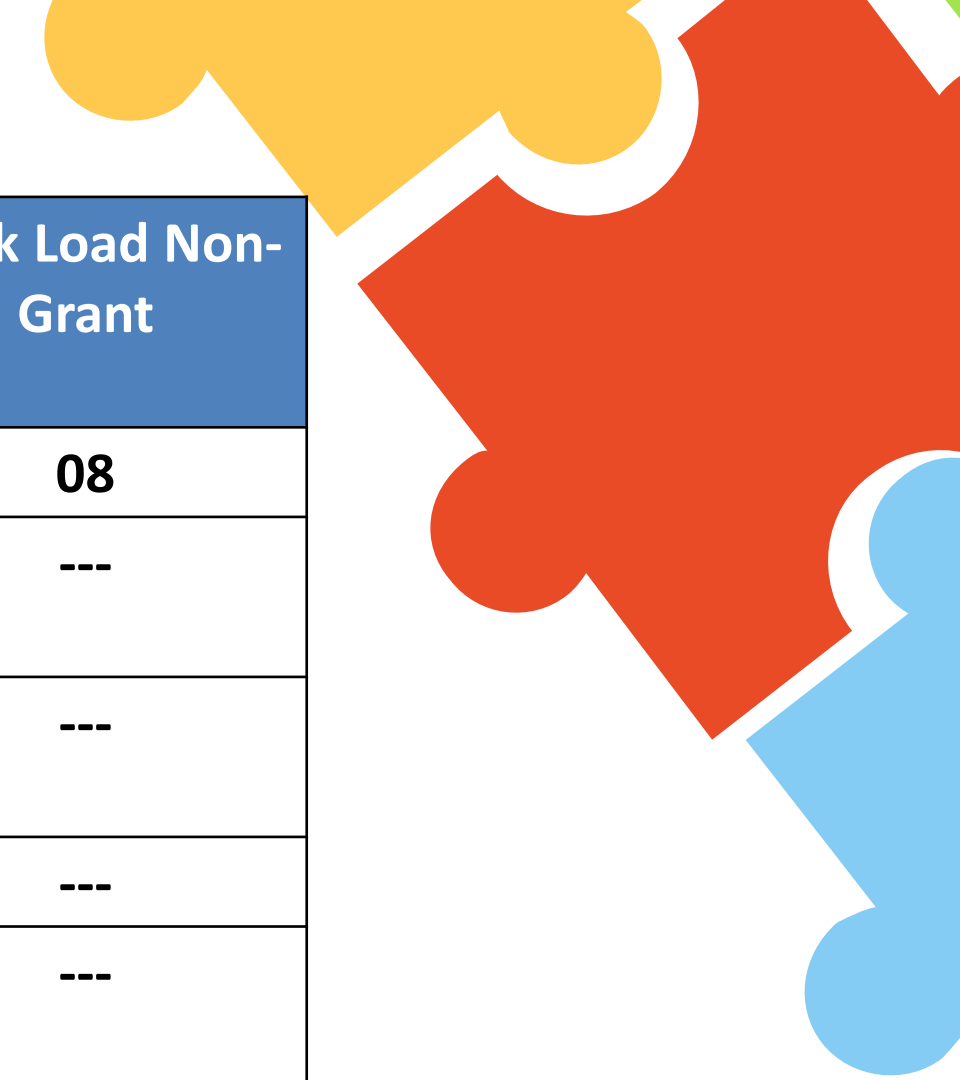
OBJECTIVES

- To build conceptual foundation in the area of Commerce and Management
- To Equip the students with administrative skills for seeking suitable career in commerce and management.
- To enhance independent, logical and analytical thinking among the students for successful career.
- To introduce the students with the concept of research and motivate them towards higher educations.



WORKLOAD

(CBCS 2019 PATTERN)



Sr. No	Class	Division	Subject	Optional/ Compulsory	Work Load Grant	Work Load Non-Grant
1	S.Y.B.Com	A,B,C,D,E,F	Business Management	Compulsory	24	08
2	S.Y.B.Com	Group – 1 &2	Public Relations and Mass Communication	Optional	08	---
3	T.Y. B.com	Group – 1 &2	Public Relations and Mass Communication	Optional	12	---
4	M.Com-1 Sem-1	A,B,C	Strategic Management	Compulsory	18	---
5	M.Com-1 Sem-1	C	Production and Operation Management	Optional	06	---
6	M.Com-1 Sem-1	C	Financial Management	Optional	---	---
7	M.Com-1 Sem-2	C	Business Ethics and Professional Value	Optional	06	---
8	M.Com-1 Sem-2	C	Elements of Knowledge Management	Optional	---	---
9	M.Com-2 Sem-2	C	Human Resources Management	Optional	06	---
10	M.Com-2 Sem-3	C	Organizational behavior	Optional	---	---
11	M.Com-2 Sem-4	C	Recent advances in Business Administration	Optional	06	---
12	M.Com-2 Sem-4	C	Project Work / Case study	Optional	---	---

TOTAL

86 8

**SUBJECTS TAUGHT
AT UNDERGRADUATE LEVEL**

Sr.no	Subject Code	Name of Subject	Class
1	236 (H) Res	Public Relations and Mass Communication – Sem -III	S.Y. B.COM
2	246 (H) Res	Public Relations and Mass Communication – Sem -IV	S.Y. B.COM
3	234	Business Management – Sem - III	S.Y. B.COM
4	244	Business Management – Sem - IV	S.Y. B.COM
5	355 (H) Res	Public Relations and Mass Communication – Sem -V	T.Y. B.COM
6	356-H Res	Project Methodology (PRMC) – Sem V	T.Y. B.COM
7	365 (H) Res	Public Relations and Mass Communication – Sem -VI	T.Y. B.COM
8	366-H Res	Project Work (PRMC) – Sem VI	T.Y. B.COM

**SUBJECTS TAUGHT
AT POST GRADUATE LEVEL**

Sr.no	Subject Code (NEP)	Name of Subject	Year	Semester
1	60118	Production and Operation Management	M.Com -1	Sem - I
2	60119	E- Commerce	M.Com -1	Sem - I
3	60120	Financial Management	M.Com -1	Sem - I
4	60127	Research Methodology - Compulsory	M.Com -1	Sem - I
5	60218	Business Ethics and Professional Value	M.Com -1	Sem – II
6	60219	Corporate Social Responsibility	M.Com -1	Sem – II
7	60220	Elements of Knowledge Management	M.Com -1	Sem – II
8	60202	Strategic Management - Compulsory	M.Com -1	Sem - II
9	60227	Field Projects	M.Com -1	Sem - II

**SUBJECTS TAUGHT
AT POST GRADUATE LEVEL**

Sr.no	Subject Code (NEP)	Name of Subject	Year	Semester
10	102	Strategic Management - Compulsory	M.Com -1	Sem –I
11	113	Production and Operation Management.	M.Com -1	Sem –I
12	114	Financial Management	M.Com -1	Sem - I
13	213	Business Ethics and Professional Value	M.Com -1	Sem – II
14	214	Elements of Knowledge Management	M.Com -1	Sem – II
15	313	Human Resources Management	M.Com -2	Sem –III
16	314	Organizational behavior	M.Com -2	Sem -III
17	413	Recent advances in Business Administration	M.Com -2	Sem -IV
18	414	Project Work / Case study	M.Com -2	Sem -IV

FACULTIES

ADDITIONAL RESPONSIBILITY
VICE PRINCIPAL, CEO OF THE COLLEGE
EXAMINATION DEPARTMENT

DR PRASAD KULKARNI

M.COM, SET, PH.D
HEAD OF THE DEPARTMENT
EXPERIENCE-28 YEARS

DR DEVENDRA BHAWARI
M.COM, SET, PH.D
ASSOCIATE PROFESSOR
EXPERIENCE- 15 YEARS

MRS MEGHA KHAIRNAR
M.COM, SET, NET, CWA
ASSISTANT PROFESSOR
EXPERIENCE- 13 YEARS

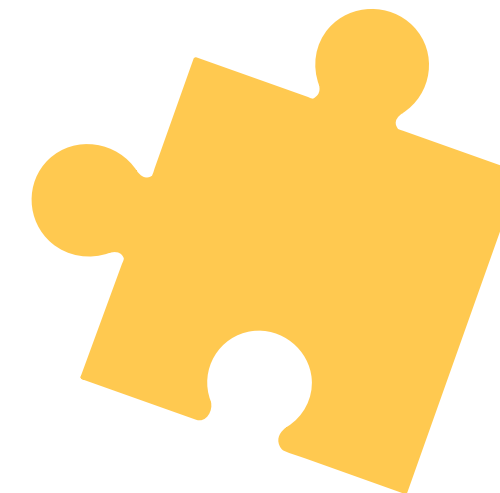
**ADDITIONAL
RESPONSIBILITY**
INCHARGE WOMEN
EMPOWERMENT CELL

ADDITIONAL RESPONSIBILITY
ASSOCIATE NCC OFFICER

MR SANTOSH BORASTE
M.COM, SET, DTL
ASSISTANT PROFESSOR
EXPERIENCE- 7 YEARS

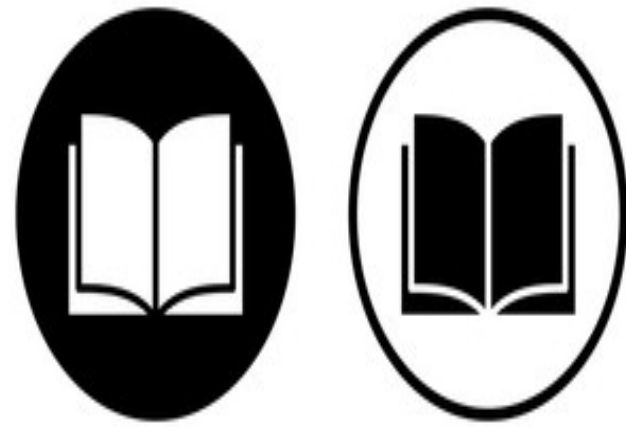
MR ADITYA GHARTE
M.COM
ASSISTANT PROFESSOR
EXPERIENCE- 1 YEAR

FACULTY RESEARCH AND DEVELOPMENT



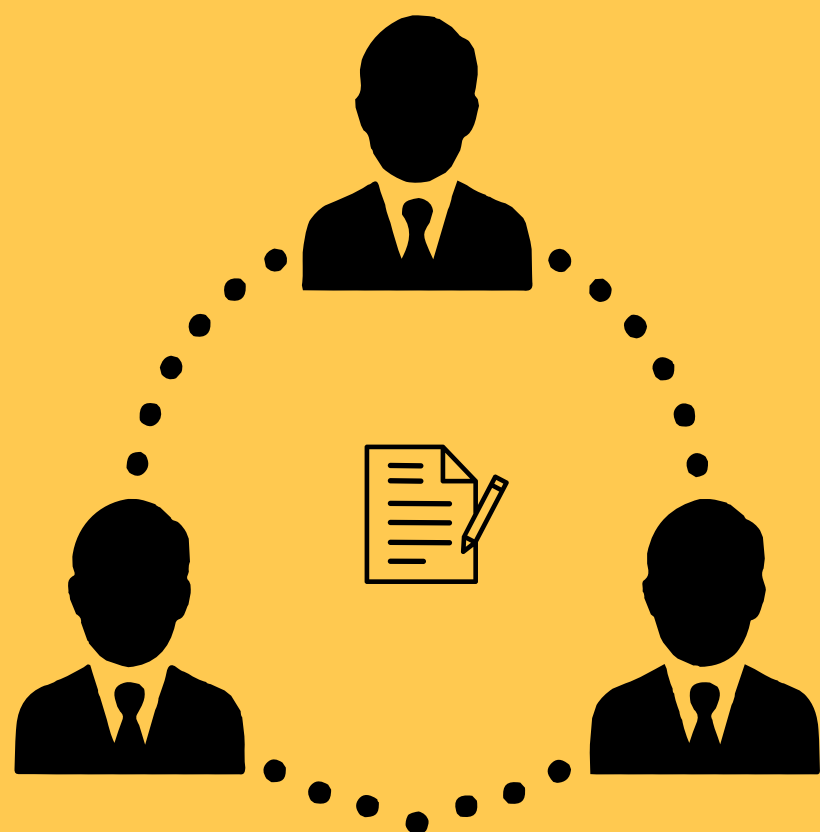
✓ SEMINAR ATTENDED	32
✓ ORIENTATION/REFRESHER COURSE/FDP ATTENDED	12
✓ PAPER PRESENTED	26
✓ PAPER PUBLISHED	24
✓ NO OF BOOKS PUBLISHED	07
✓ PH.D HOLDERS	02
✓ NET/SET QUALIFIED	04
✓ M.PHIL	01
✓ PH.D GUIDE	01

EDITED BOOKS



Sr No.	Title of the Book	Name of the Publisher	Month, Year	Name of the Author
1	Elements of Company Law-II	Prashant Publication	February 2021	Dr D K Bhawari
2	Business Regulatory Framework-I	Prashant Publication	September 2021	Dr D K Bhawari
3	Business Regulatory Framework-II	Prashant Publication	April 2022	Dr D K Bhawari
4	व्यवसाय नियामक कायदे	Prashant Publication	November 2021	Dr D K Bhawari
5	व्यापार कायदे-नियमात्मक रचना -II	Prashant Publication	April 2022	Dr D K Bhawari
6	Business Law and Taxation	Nirali	June 2000	Dr P.S. Kulkarni
7	Banking and Finance	Nirali	June 1998	Dr P.S. Kulkarni
8	Labour Laws	Nirali	June 2000	Dr P.S. Kulkarni

CURRICULUM DEVELOPMENT



Name of the Subject/Discipline	Course	Level of Course
Public Relations and Mass Communication C- Component in AY 2020-21	S.Y. B. Com 'C' Comp. (CBCS Pattern)	UG
Commerce-Public Relations and Mass Communication on 24th May 2021	T.Y. B. Com 'C' Comp. (CBCS Pattern)	UG
Research Methodology C- Component on 24th May 2021	T.Y. B. Com 'C' Comp. (CBCS Pattern)	UG

AWARDS



DR. PRASAD KULKARNI

- Awarded Ph.D. in the year May 2022.
- Awarded Best Teacher by Savana Nasik in the year Sep-2022.
- Awarded Best Accountability by B.Y.K.C.C for the year 2021.

DR. DEVENDRA BHAWARI

- Awarded with 'Best Teacher' by BYK College of Commerce in AY 2019-2020



RESEARCH PAPERS PUBLISHED	Sr No	Title of the Research Article	ISSN No	Year
	1	THE ROLE OF SIDBI IN DEVELOPING MSME IN INDIA	2320-2882	August -2020
	2	A STUDY OF SIDBI ROLE IN DEVELOPMENT OF MSME	2348-7143	Jan-2020
	3	A STUDY OF VARIOUS SCHEMES IN DEVELOPMENT OF MSME	2249-9016	Nov-2019
	4	A STUDY OF PERCEPTION OF WOMEN TOWARDS ONLINE SHOPPING WITH REFERENCE TO NASHIK	2349-8016	April -2022
	5	NEW EDUCATION POLICY AND ADVANCED OPPORTUNITIES AVAILABLE TO THE STUDENTS”	978-81-19998-40-1	Nov 2023
	6	An Empirical study on Key components challenges of Women empowerment on India		Dec-2023

Dr P S Kulkarni

RESEARCH PAPERS PUBLISHED Dr D K Bhawari	Sr No	Title of the Research Article	ISSN No	Publisher
	1	Impact of Goods and Service Tax on Trade and Industry	2394-5303	Printing Area- International Multilingual Research Journal
	2	Transformation of Tribes and Demographic Inequality among the Tribal and Non-Tribal Community in Nasik District of Maharashtra State	2277-5730	Ajanta- An International Multidisciplinary Quarterly Research Journal
	3	The Challenges of Voluntary Retirement Scheme and its Impact on Employees and Organisation with reference to BSNL/MTNL.	1548-7741	Journal of Information and Computational Science
	4	The Challenges of Demonetization and its Effect with reference to Unorganized Sector in Nasik	2394-3114	Studies in Indian Place Names
	5	E-Commerce and Rural India	0474-9030	Our Heritage Journal
	6	Impact of Covid-19 on the livelihood of tribals in India	2229- 4929	Akshar Wangmay
	7	An overview of the Contribution of Tribal Women in India with the study of selected Tribal Women	2278-9308	B.Aadhar Ultidisciplinary International Research Journal
	7	National Education Policy and Higher Education	2394- 0298	NIU International Journal of Human Rights
	8	A study of Challenges of Technology use and Integration in National Education Policy 2020	0974- 0066	Madhya Bharti
9	A study of Contribution of Women of Maharashtra in Trade and Industry during Post Independence Era	0974- 0066	Madhya Bharti	

RESEARCH PAPERS PUBLISHED Mrs M J Khairnar	Sr No	Title of the Research Article	ISSN No	Publisher
	1	Role of Marketing in entrepreneurship development	ISSN 2394-3114	March 2020
	2	'An Overview of E-Commerce as a Platform for Business'	ISSN 2394-3114	March, 2020.
	3	A Study of Buying Behaviour of College Youth for Two Wheelers.	'Aalochan Drishti'- UGC Care Listed Journal.	Dec-2021
	4	'A Study of Influencing Factors on Buying Behaviour of Women Consumers for Two Wheelers.'	'Vidyawarta' - Peer Reviewed Journal	July-September 2022
	5	Customer Relationship Management: A New Perspective'		Jan 2024

RESEARCH PAPERS PUBLISHED Mr Santosh Boraste	Sr No	Year	TITLE OF RESEARCH PAPER	STATE OR NATIONAL OR INT.NATIONAL LEVEL	ISSN NO. /ISBN NO.	UGC LIST ED	NAME OF THE COLLEGE
	1	2019	Role of Agricultural Tourism in Rural Development	State Level Seminar	2277-5730	YES	SAHAKARMAHARSHI BHAUSAHEB SANTUJI THORAT ARTS , SCIENCE AND COMMERCE, COLLEGE SANGAMNER,
	2	2019	Needs and Challenges of Self Help Group of Rural Women	National Level Seminar	978-93-5351-251-	-	K.V.N. NAIK ARTS AND COMMERCE COLLEGE, DINDORI
	3	2020	Importance of Social Media in Marketing and Business	International Level	2348-7143	-	SANGAMNER COLLEGE
	4	2020	Importance of Research in Daily Life	State Level	2249-2792		K.V.N. NAIK ARTS AND COMMERCE COLLEGE, DINDORI
	5	2020	Farmer Loan Waiver: Advantages of Farmer Loan Waiver and Adverse effects on economy of country.	National Level	1448-7741	YES	Rajur College

REFRSHER COURSE/FDP ATTENDED DR D K BHAWARI	Sr No	Name of the course/ Summer School	Place	Duration	Sponsoring Agency	Name of the course/ Summer School
	1	2019	Refresher Course in Environment Education (Commerce)	KTHM College, Nashik	10/12/2018 to 30/12/2018	UGC-HRDC Pune
	2	2020	Short Term Faculty Development Programme on ICT in Teaching, Learning (Commerce)	MVP's College of Education, Nashik	11/03/2019 to 17/03/2019	UGC-HRDC Pune
	3	2020	Short Term Faculty Development Program on Open Educational Resources	School of Education ,YCMOU, Nashik	19/09/2019 to 28/09/2019	UGC-HRDC Pune
	4	2020	Short Term Faculty Development Programme on The Scenario of Commerce, Management & Economics Education After Covid-19	KTHM College, Nashik	29/06/2020 to 08/07/2020	UGC-HRDC Faculty Development Centre, Savitribai Phule pune University

REFRSHER

COURSE/FDP

ATTENDED

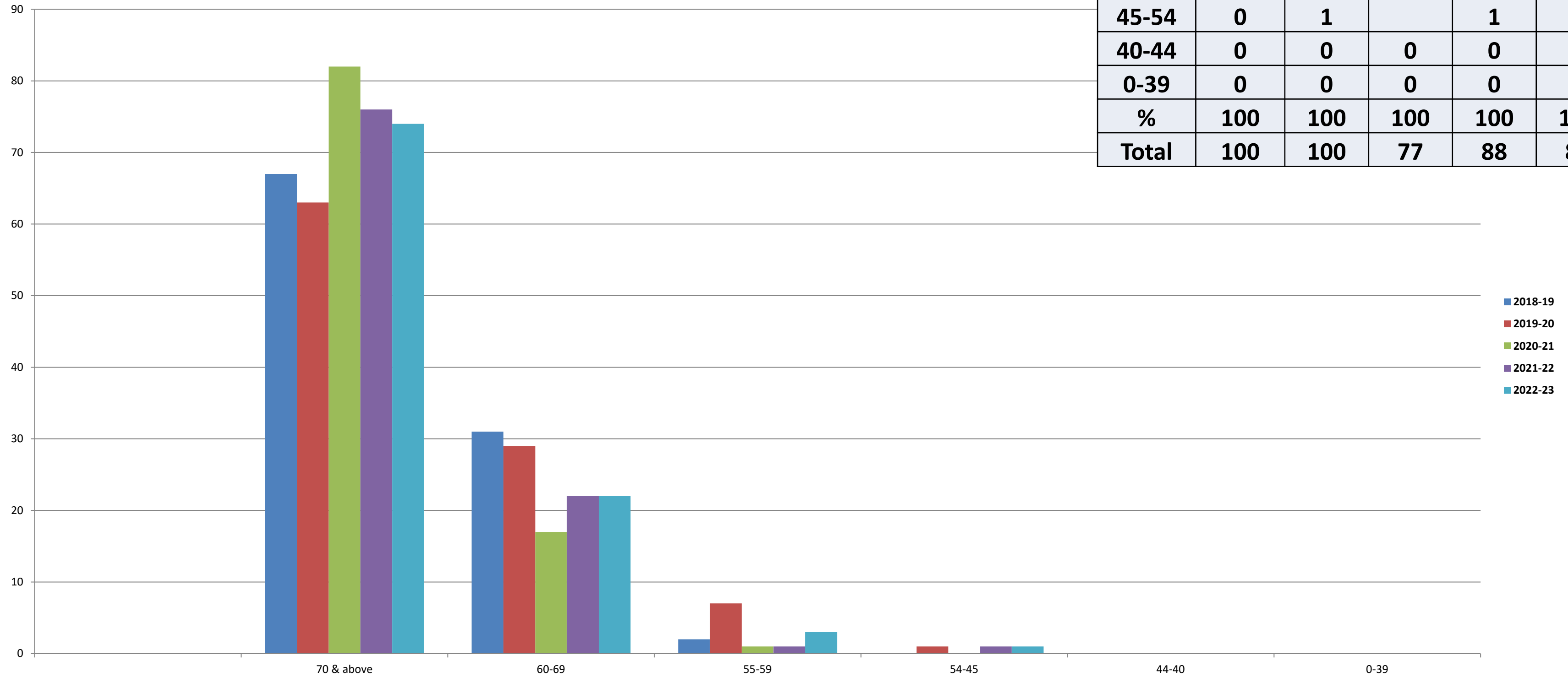
MRS M J
KHAIRNAR

Sr. No	Name of the course/ Summer School	Place	Duration	Sponsoring Agency
1.	Orientation Course	Sant Gadge Baba Amravati University, Amravati	16/07/2019 to 05/08/2019	UGC-HRDC
2.	Short-Term FDP on 'Effective ways to develop E-content for teaching learning'	MVP's KTHM College, Nashik	21/05/2020 to 30/05/2020	UGC-HRDC
3.	One week FDP on 'Open Source Tools for Research'	Teaching Learning Centre, Ramanujan College, University of Delhi	08/06/2020 to 14/06/2020	Ministry of Human Resource Development Pandit Madan Mohan Malviya National Mission on Teachers and Teaching
4.	Short-Term FDP on 'The Scenario of Commerce, Management & Economics Education After Covid-19'	MVP's KTHM College, Nashik	29/06/2020 to 08/07/2020	UGC-HRDC Faculty Development Centre, Savitribai Phule Pune University
5.	Seven Day National Workshop on 'Research Methods and Techniques'	Ramanand Arya D.A.V. College, Mumbai	04/05/2020 to 10/05/2020	University of Mumbai

RESULTS Analysis – T.Y.B.Com

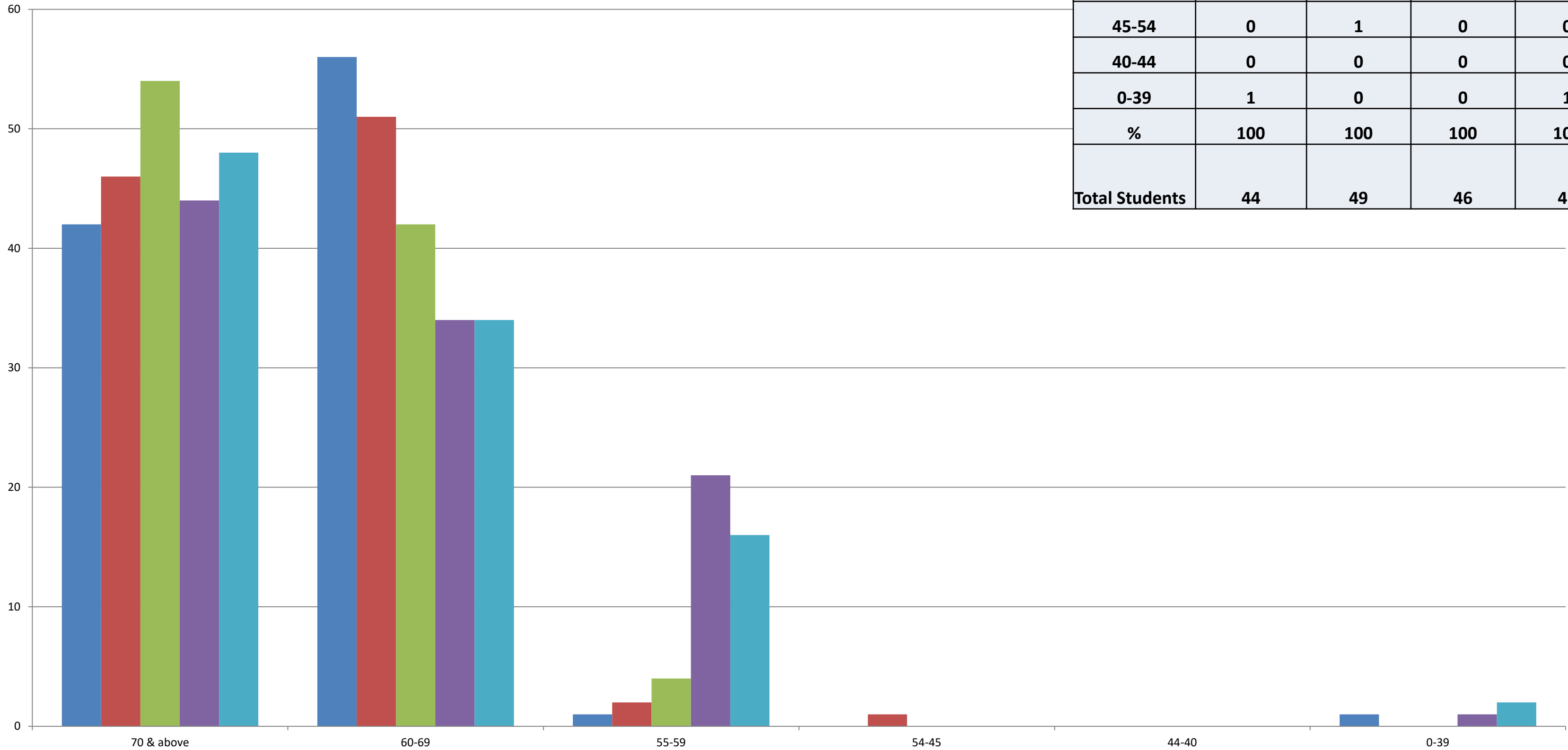
PUBLIC RELATIONS-PRACTICES AND APPLICATION

Year	2018-19	2019-20	2020-21	2021-22	2022-23
70 & above	67	63	82	76	74
60-69	31	29	17	22	22
55-59	2	7	1	1	3
45-54	0	1		1	1
40-44	0	0	0	0	0
0-39	0	0	0	0	0
%	100	100	100	100	100
Total	100	100	77	88	82



RESULTS Analysis – T.Y.B.Com

PROJECT WORK



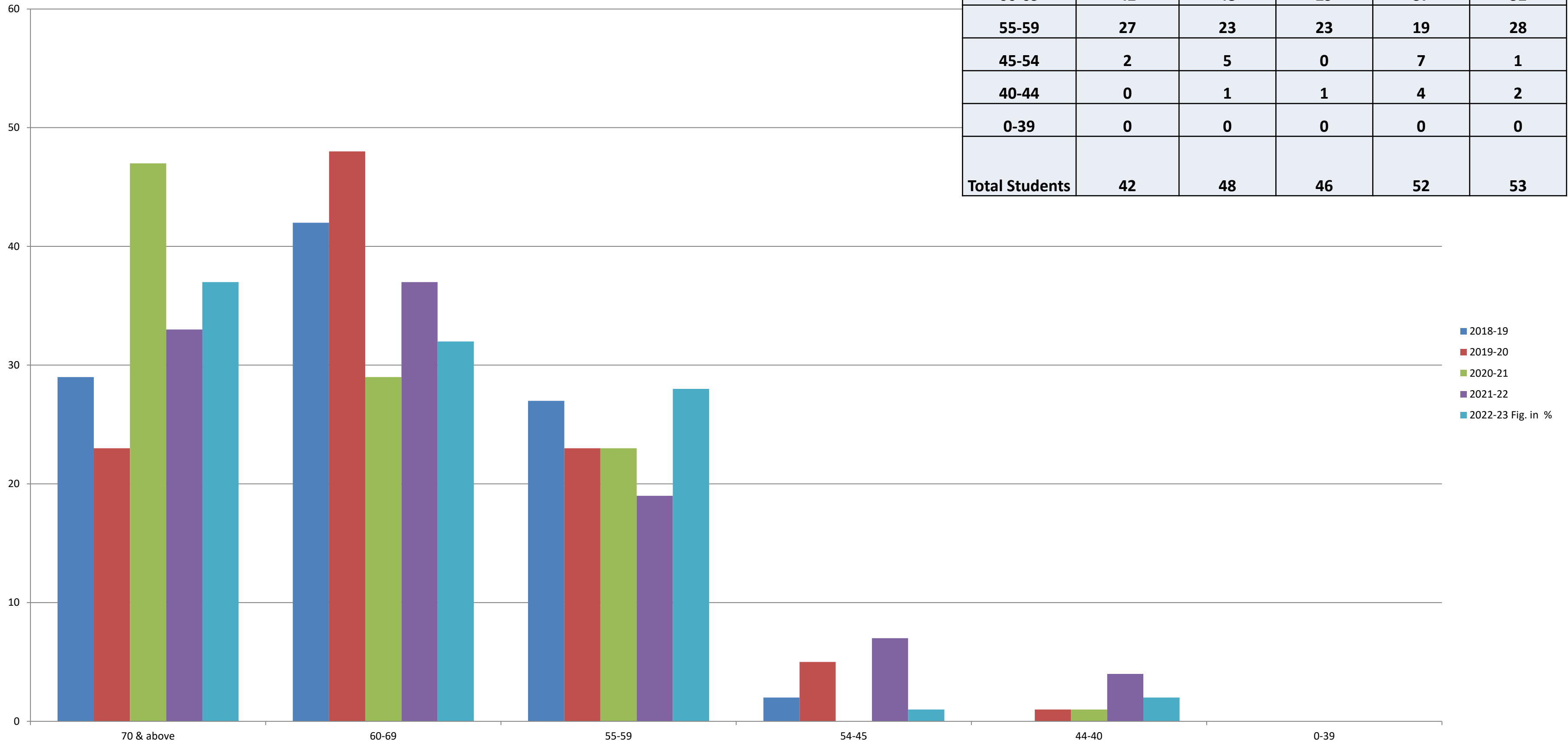
Year	2018-19	2019-20	2020-21	2021-22	2022-23
					Fig. in %
70 & above	42	46	54	44	48
60-69	56	51	42	34	34
55-59	1	2	4	21	16
45-54	0	1	0	0	0
40-44	0	0	0	0	0
0-39	1	0	0	1	2
%	100	100	100	100	100
Total Students	44	49	46	41	53

- 2018-19
- 2019-20
- 2020-21
- 2021-22
- 2022-23 Fig. in %

RESULTS Analysis – M.Com

RECENT ADVANCES IN BUSIENESS ADMINISTRATION

Year	2018-19	2019-20	2020-21	2021-22	2022-23
					Fig. in %
70 & above	29	23	47	33	37
60-69	42	48	29	37	32
55-59	27	23	23	19	28
45-54	2	5	0	7	1
40-44	0	1	1	4	2
0-39	0	0	0	0	0
Total Students	42	48	46	52	53



**PROJECT WORK
& INTERNSHIP**

SR NO	ACADEMIC YEAR	TOTAL NO OF STUDENTS COMPLETED PROJECT WORK	TOTAL NO OF STUDENTS COMPLETED INTERNSHIP
1	2018-19	100	NIL
2	2019-20	100	NIL
3	2020-21	77	NIL
4	2021-22	88	88
5	2022-23	82	82

DEPARTMENTAL ACTIVITIES FOR STUDENTS

36 students of MCOM with Business Administration specialization participated and presented Research Paper at One Day State Level Seminar on “Public Administration, Rural Development & Public Welfare” on 29th January 2019.



GUEST LECTURES 2018-2023

The students of M Com part I and part II, Business Administration, attended guest lectures conducted for Skill Development

SR NO.	TOPIC	SPEAKER
1.	Human Rights: Basic Concepts and Perspectives of Rights and Duties	Mrs. Asmita Vaidya, Principal NBT Law College
2.	Cyber Security: Overview of Networking concepts and Information Security Concepts	Mrs. Pradnya Bapat, Senior Faculty, BYK College of Commerce
3.	United Nations and Human Rights	Mrs. Asmita Vaidya, Principal NBT Law College
4.	Cyber Security- Security Threats and Vulnerabilities	Mrs. Suvarna Mulay, Senior Faculty, BYK College of Commerce
5.	Human Rights: Terminology and Legal Instruments	Dr.S.N.Kulkarni, Retired HOD Department of Business Law, B.Y.K. College of Commerce, Nashik

DEPARTMENTAL ACTIVITIES FOR STUDENTS

GUEST LECTURES 2018-2023

SR NO.	TOPIC	SPEAKER
6.	Cyber Security: Cryptograohy/Encryption	Dr. Leena Bhat, HOD Department of Computers, B.Y.K. College of Commerce, Nashik
7.	Functions and Principals of Banking, Role of Bank in Commercial Environment & Functions of Bank	Shri S.V. Sindekar
8.	Cyber Security: Access Control & Instrusion Detection	Mr. deep Singh Ranal
9.	KYC Norms & Principles of Customer Identification	Shri Sanjay Chapalgaonkar
10.	Cyber Security: Server Management & Firewalls	Mrs. V. Joshi
11.	Bank Products, Features, Application & User group	Mr. Shiva Bhamre
12.	Cyber Security: Security for VPN and Next Generation Technologies	Mrs. Durga Panhiraj

DEPARTMENTAL ACTIVITIES FOR STUDENTS

GUEST LECTURES 2018-2023

The students of SY BCOM & TY BCOM with specialization Public Relations (PUBR) have attended following guest lectures

SR NO.	TOPIC	SPEAKER
13.	Print Media as a platform for PR	Mr. Vishwas Deokar
14.	Role and scope of Public Relations as a tool of Modern Management	Shri. Anant Yeolekar
15.	Uses of Social Media in Public Relations	Mr. Vikram Bodke
16.	Radio as a traditional platform of Mass Media	Mr. Abhishek Wadekar
17.	Study of various programmes for PR with respect to FM Radio channel	Mr. Bhushan Matkari
18.	Study of various parts of Newspaper with respect to PR	Shri Anant Yeolekar



DEPARTMENTAL ACTIVITIES FOR STUDENTS

VISITS CONDUCTED 2018-2023

The students of S.Y.BCOM & T.Y.Bcom offering subject Public Relations (PUBR) visited the following organisations:

SR NO.	NAME OF THE ORGANISATION
1.	Maharashtra State Electricity Board, Dwarka, Nashik
2.	Lokmat Papers, Nashik
3.	A&S Engineering Works, MIDC, Ambad, Nashik
4.	AB Engineering Services, MIDC, Ambad, Nashik
5.	Income Tax Department, Settu Office, Nashik
6.	Nashik Municipal Corporation, Rajiv Gandhi Bhavan, NAshik
7.	Jankalyan Blood Bank, Gangapur Road, Nashik
8.	State Bank of India, Dwarka Bank, Nashik
9.	LIC Office, Gadkari Chowk Branch, Nashik
10.	Vedh News Channel, N.D. Patel Road, Nashik
11.	Radio Mirchi
12.	My FM
13.	Beyondfurni, Nashik



DEPARTMENTAL ACTIVITIES FOR STUDENTS

VISITS CONDUCTED 2018-2023

The students of S.Y.BCOM & T.Y.Bcom, offering subject Public Relations (PUBR) visited the following organisations:



STUDENT'S ACHIEVEMENTS

- **M.Com part II Miss Tarjana Agarwal and Miss Purva Sharma students participated in research paper presentation competition organised by K.V.N.Naik College, Dindori. The title of the research paper was: 'Effective Communication: A Tonic for Healthy Corporate Relations'. This paper was appreciated by judges.**
- **Miss Priyanka Katewa from Mcom has placed at Federal Bank as a Officer cadre, with 9.8 Lakhs package**
- **Miss Priya Jain is a voice over artist, working as RJ in Radio Vishwas and directed for various dramas and one act play.**
- **Mansi Kothawade working in WNS, Nashik.**
- **Miss Sakshi Andewad working in Revenue Department, Niphad as a Talathi.**
- **Miss Sakshi Dhage working as a Commercial Officer (Logistics) in Samsonite South Asia Private Limited.**

STUDENT'S ACHIEVEMENTS

- Mast Rishu Pandey has received various awards at different State Level and National Level Competitions



SWOC ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	CHALLENGES
EXPERIENCED FACULTY	AVAILABILITY OF FACULTY	COLLABORATIVE PROGRAMMES	ADAPTING TO CHANGE
COMPREHENSIVE CURRICULUM	PRACTICAL EXPOSURE	TECHNOLOGY INTEGRATION	BUDGET CONSTRAINTS
REPUTATION FOR QUALITY		SPECIALISATION TRACKS	STUDENT ENGAGEMENT
PRACTICAL APPLICATION		PROFESSIONAL CERTIFICATES	ACCREDITATION STANDARDS
RESEARCH OPPORTUNITIES		GLOBALISATION INITIATIVES	COMPETITIVE LANDSCAPE

PROGRAMME SPECIFIC OUTCOMES (PSO's)

1. CONCEPTUAL UNDERSTANDING:

GRADUATES ARE ABLE TO DEMONSTRATE A STRONG CONCEPTUAL FOUNDATION IN THE AREAS OF COMMERCE AND MANAGEMENT, ENABLING THEM TO UNDERSTAND AND APPLY THEORETICAL FRAMEWORKS TO REAL-WORLD BUSINESS CHALLENGES.

2. ADMINISTRATIVE PROFICIENCY:

STUDENTS ACQUIRE ADMINISTRATIVE SKILLS ESSENTIAL FOR PURSUING CAREERS IN COMMERCE AND MANAGEMENT, INCLUDING BUT NOT LIMITED TO, PLANNING, ORGANIZING, COORDINATING, AND CONTROLLING VARIOUS BUSINESS FUNCTIONS.

3. CRITICAL THINKING SKILLS:

GRADUATES ABLE TO DEVELOP INDEPENDENT, LOGICAL, AND ANALYTICAL THINKING ABILITIES, ALLOWING THEM TO CRITICALLY EVALUATE INFORMATION, SOLVE COMPLEX PROBLEMS, AND MAKE INFORMED DECISIONS IN DIVERSE BUSINESS CONTEXTS.

4. RESEARCH ORIENTATION:

STUDENTS ARE INTRODUCED TO THE CONCEPT OF RESEARCH METHODOLOGIES AND TECHNIQUES, FOSTERING AN APPRECIATION FOR THE IMPORTANCE OF RESEARCH IN ADVANCING KNOWLEDGE IN COMMERCE AND MANAGEMENT. FURTHERMORE, THEY ARE SEEN MOTIVATED TO PURSUE HIGHER EDUCATION AND ENGAGE IN RESEARCH ACTIVITIES TO CONTRIBUTE TO THE FIELD.

The image features a white background with decorative elements in the corners. In the top-right and bottom-left corners, there are overlapping shapes in blue and yellow. The blue shapes are triangular and have rounded corners, while the yellow shapes are more complex, resembling stylized human figures or abstract forms. The text "THANK YOU" is centered in the middle of the page.

THANK YOU