

18-20

**SIES (NERUL) COLLEGE OF ARTS SCIENCE & COMMERCE**

**NOTICE**

**(BMS)**

Date: 4<sup>th</sup> December, 2019

This is to inform all Third Year BMS students that Workshop for Black Book Project Guidance is scheduled as per following details

Attendance is compulsory.

Date	Time	Subject
10 <sup>th</sup> December, 2019	12.15 pm to 3.15 pm	Black Book Project Guidance



Anamika Beniwal  
BMS Coordinator



Dr. Milind Vaidya  
Principal



**PRINCIPAL**  
S.I.E.S. (NERUL) COLLEGE OF  
ARTS, SCIENCE & COMMERCE  
Sri Chandrasekarendra Saraswathy  
Vidyapuram Plot No. 1-C Sector-V,  
Nerul, Nav Mumbai - 400 706.

Date:- 22/11/2019

To,  
The Principal,  
SIES Nerul Coll.  
Of Arts, Sci & Comm.

Sub:- Permission to Conduct Workshop for  
TY BMS Students for Black Book

Respected Sir,

BMS Department is planning to conduct  
a workshop for TY BMS students to guide  
them on prepare Project of 100 marks for  
Sem. VI

Details are as follows.

Date:- 10th Dec. 2019.

Time:- 12.15 to 3.15 (3 Hrs.)

Name of Expert:- Ms. Vijayalaxshmi Kannan

Remuneration:- ₹ 1500/- (₹ 500 x 3 Hrs)

Thanking

Yours faithfully

Anantika Benival  
(BMS - co-ordinator)



Principal

S.I.E.S. (NERUL) COLLEGE OF  
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Sri Chandrasekarendra Saraswathy  
Vidyapeetham, No. 1-C Sector-V,  
Nerul, Dist. Mumbai - 401 306.

# CURRICULUM VITAE

Vijayalakshmi Kannan

vijikannans@gmail.com

**Career Objective:** To evolve as a good teacher and an able academic administrator while enriching learning experience with a holistic approach enabling all round development.

Degree / Exam Passed	Year	University	Percentage %
B.Sc. (Computer Science)	1995	M.S. University	68.67
Master of Business Administration MBA (Marketing)	1999	Madurai Kamaraj University	57.10
National Eligibility Test NET (Management)	2012	UGC, Delhi	72.67

## **Certifications:**

- Microsoft Security Essentials & Ethical Hacking
  - Microsoft Office Specialist
  - Microsoft Office Digital Marketing
- Currently Pursuing **PhD** in *Commerce (Business Economics)* from Mumbai University at *Mulund College of Commerce Research Centre*.

## **Work Experience:**

No	Institute / Organisations	Period	Duration
1.	PTVA's Mulund College of Commerce, Mumbai	Since June 2011	8 Years
2.	R. J. College, Mumbai	Dec 2008 - May 2011	2.5 Years
3.	NES Ratnam College, Mumbai	June 2004 - Nov 2008	4.5 Years
4.	Royal College. Mumbai	June 2003 - May 2004	1 Year
5.	SSI, Thane	July 2000 - June 2001	1 Year
6.	Sterlite Copper, Tuticorin	Jan 1996 - Jan 2000	4 Years

- Currently working as **Co-ordinator - Management Studies & Mass Media** Departments at *Mulund College of Commerce*.



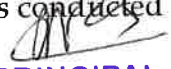
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Vidyaparam, Plot No. 1-C, Sector-V,  
Nerul, Navi Mumbai - 400 706.

## Professional Development Activities:

### *Workshops / Training Programs Conducted:*

- After the overwhelming response from the faculties for the "E-Learning and E-Content Development with Google Class Rooms" workshop at Mulund College of Commerce, conducted sessions at Lala Lajpat Rai College, NKT College, NSS College, & Pillai College for the faculties of various colleges of Mumbai University.
- Resource person for "E-learning & Presentation using PREZI" for the faculties of NKT College, Thane.
- Completed and submitted the Minor Research Project on "A Structural Equation Model of Customer Experience and Service Quality in agglomerated Retail Stores at Thane City" funded by University of Mumbai in the year 2016-17.
- Member of Syllabus Revision Committee for SYBMS (University of Mumbai).
- Resource person for the Guidance lecture for NAAC preparation for the faculties arranged by IQAC of NSS College, Mumbai.
- Guided and helped for the preparation of NAAC for IQAC & Various Departments for many colleges of Mumbai University.
- Was appointed as a Subject Expert - VC Nominee for the Panel Interview at SIES College, Nerul.
- Co-Authored two books namely Services Marketing & E-Commerce & Digital Marketing and published by Himalaya Publication.
- Was invited as Resource Person for Expert Series and Subject Guidance lectures for Services Marketing, E-Commerce & Digital Marketing & Retail Marketing for TYBMS Students & Principles of Marketing for FYBMS Students in various colleges of Mumbai University.
- Panelist for the Investopreuner Competition for Smt. Sulochanadevi Singhania IB School, Thane.
- Judge for the Intra Collegiate "PPT Fiesta" conducted by V.G.Vaze College, Mulund.
- Panelist for the "Wings to Vision" - Business Plan Competition at PTVA's Institute of Management, Mumbai.
- Invited as a Judge for several Inter College and Intra College events conducted by various departments of Mulund College of Commerce.



  
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 Nerul, Navi Mumbai - 400 706.

- As a CAP-Coordinator for University exam coordinated with Examiners and moderators for facilitating timely completion of assessment.

**RESEARCH PAPERS**

No.	Topic	Organised by	Level
1.	"Economic Women Empowerment & Self Help Groups"	Shailendra College, Dahisar, Mumbai	State
2.	"Green Marketing - Opportunities & Challenges"	SIES College, Nerul	National
3	Micro Finance - Economic Empowerment of Women through SHG'S	Maniben Nanavathi College, SNDT, Juhu	National
4	E-Tailing - on our way	Syddenham, Mumbai	National
5	E-Learning - An Emerging Reality	R.A.Podar, Mumbai	National
6	MIS - A tool to enhance organisational effectiveness	NES Ratnam College, Mumbai	International
7	CXM-Paradigm to keep customers happy	CIMSR, Mumbai	International
8	New Trends for Customer satisfaction in Retailing	V.G.Vaze college	National
9	Customer Experience Mapping	Symbiosis, Pune	International
10	FDI in Retail - a SWOC analysis of Walmart in India.	Pragati, Dombivili,	National
11	Bridging the digital divide - E- Info -Era	SIA, Dombivili	State
12	Academic Excellence - Current Challenges	SriNarayana Guru, Mumbai	National
13	E-Learning initiatives for Excellent Delivery & Evaluation at Higher Education Institutes	KPB Hinduja, Mumbai	International
14	Green Retailing - Sustainable Development	Mulund College, Mumbai	National
15	An Empirical Assessment of CXM in Retail Stores in Thane City	Alkesh Dinesh Modi Institute, Mumbai	International
16	An Empirical Assessment & CFA of Customer Experience.	AVISHKAR Research Convention, Mumbai university	State

**Awards & Recognition:**

- Awarded and Felicitated with "**Thane Gunijan Award**" from Thane Municipality Corporation for the contribution in the field of society advancement & Education on 1 October 2015.
- Got the Best Paper award in E-Learning Category in the National Level Conference held at R.A. Podar College
- Got the Best Paper Presenter award at the National Level Conference at NSS College Tardeo.

Permanent Address :

Vijayalakshmi Kannan  
 307, Drewberry, Everest World,  
 Kolshet Road, Thane - 400 607.  
 Phone: 9869110787



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Vijayalakshmi Kan



**SIES**

**RISE WITH EDUCATION**

(Nerul) College  
of Arts, Science  
& Commerce

NAAC REACCREDITED - "A" GRADE • ISO CERTIFIED COLLEGE: 9001:2015 • AFFILIATED - TO UNIVERSITY OF MUM

Ref No.:

Date :

Date: 9<sup>th</sup> December, 2019

To,

Ms. Vijayalakshmi Kannan  
Mulund College of Commerce  
Mulund , Mumbai.

Dear Madam,

We would like to invite you to conduct a workshop for TYBMS Students on 10<sup>th</sup> December, 2019 at 12.15p.m. Black Book Project of Semester – VI.

Kindly confirm if the above date & time are convenient to you.

Thanking you,

Yours truly,

*Milind Vaidya*  
10/12/19  
Dr. Milind Vaidya  
Principal

*Blas*  
10/12/19



*Blas*  
**PRINCIPAL**  
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**SIES (NERUL) COLLEGE OF ARTS, SCIENCE & COMMERCE**  
Sri Chandrasekarendra Saraswathy Vidyapuram, Plot 1-C, Sector V, Nerul, Navi Mumbai - 400 706.

• Tel: 2770 8371 / 6119 6402 / 6119 6415 • Fax : 2771 3356

• E-mail : siesascn@yahoo.in / ascnsies@sies.edu.in



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Date :

Ref No.:

Date: 10<sup>th</sup> December, 2019

To,

Ms. Vijayalakshmi Kannan  
Mulund College of Commerce  
Mulund , Mumbai.


Dear Madam,

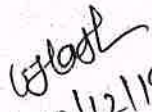
We extend our gracious thanks for conducting workshop for TYBMS Students on 10<sup>th</sup> December, 2019 at 12.15p.m. Black Book Project of Semester – VI.

The session was well appreciated by the students & we look forward to an extended association with you in the future.


Thanking you,

Yours truly,

  
Dr. Milind Vaidya  
Principal

  
10/12/19



  
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Vidyapuram Plot No. 1-C Sector-V,  
Nerul, Nav Mumbai - 400 706.

# BMS - REPORT

10/12/2019

## BLACK BOOK WORKSHOP

The Guidance for Black Book Project was given by guest faculty from Mulund College of Commerce on 10th December 2019 in SIES (Nerul) College of Arts, Science & Commerce. The faculty explained various checks conducted during submission of project. Faculty explained the significance of both research and internship projects. A brief introduction of how a project has to be done was given. Various myths about projects were cleared off.

### Research Project


Guidelines for doing research project were explained systematically. The format for research project was given. It has to be done in accordance to the research methods and process explained in business research methodology subject of BMS course. Various insights about research projects were told. Title selection was the important step for any project quoted by faculty.

### Internship Project

It was said that Internship project has more scope in terms of authenticity and efforts because of its practical approach. Various doubts regarding internship project were cleared by faculty. Different approaches to preparation of internship project were explained. It was even explained that how different specialisation students can proceed with their project work. Overall the workshop was quite useful and gave broader perspective of importance of project in final semester of degree college as well as for further studies.

Faculty Name: Date:



  
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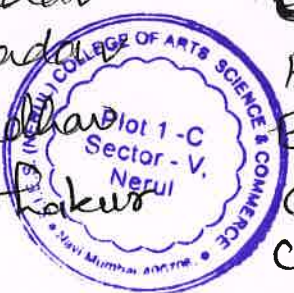
COLLEGE OF  
COMMERCE  
Saraswathy  
Sector  
Nerul, Navi Mumbai - 400 706.

# Black Book      workshop

10/12/19

Sign.

Name	Roll No	see	Sign.
Blessy sippora	A-28	A	<u>Blessy</u>
2 Sandhya suresh	48	B	<u>Sandhya</u>
3 Siddhartha Duara	A-53	A	<u>SDuara</u>
4 Rohan lad	C-24	C	<u>Rohan lag</u>
5 Nishtha Upadhyay	B38	B	<u>Nishtha</u>
6 Dheeraj Shetty	B-46	B	<u>Shetty</u>
7 Ameeta Shukla	B-01	B	<u>Ameeta</u>
8 Pranita Rewale	A-37	A	<u>Pranita</u>
9 Pranali Belgaukar	C-05	C	<u>Pranali</u>
10 Kritika Kotian	A-22	A	<u>KVK</u>
11 Yash Chauhan	A-10	A	<u>Y.C</u>
12 Rutika Madhavi	C-42	C	<u>Rutika</u>
13 Mahima Rao	C-38	C	<u>Mahima</u>
14 Shweta Chawthang	B-8	B	<u>Shweta</u>
15 Vannaraja Yadav	B-55	B	<u>Vannaraja</u>
16 Omkar Undale	C-67	C	<u>Omkar</u>
17 Dhruv Rawal	C-71	C	<u>Dhruv</u>
18 Shubham Yadav	C-76	C	<u>Shubham</u>
19 Umair Ranther	A-40	A	<u>Umair</u>
20 Pranali Pal	C-35	C	<u>Pranali P</u>
21 Shreye Naidu	C-29	C	<u>Shreye</u>
22 Sukanya Yadav	B-54	B	<u>Sukan</u>
23 Sundari Yadav	B-54	B	<u>Sundi</u>
24 Purna S. Jadhav	B-17	B	<u>Padhav</u>
25 Rutika S. Thakur	C-48	C	<u>Rutika</u>
26 Mansi Patil	C-31	C	<u>Mansi</u>
27 Sona Gowndar	B-51	B	<u>Sona</u>



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Nerul, Navi Mumbai-400706.

S.No	Name	Roll No	Sec	Sig
28	Ninsha	B-37	B	<i>Ninsha</i>
29	Ritika	C-40	C	<i>Ritika</i>
30	Aarushi	A-02	A	<i>Aarushi</i>
31	Lavanya	C-25	C	<i>Lavanya</i>
32	Prachiti Mainkette	C-79	C	<i>Prachiti</i>
33	Preeti Prasad	C-69	C	<i>Preeti</i>
34	Subhasri Chari	B-06	B	<i>S. Subh</i>
35	Ketna Maddiboina	C-19	C	<i>Ketna</i>
36	Sumathi Yadav	B-53	B	<i>S.Y</i>
37	Piyusha J. Tandel	B-52	B	<i>Piyusha</i>
38	Megha Suresh	B-30	B	<i>M-S</i>
39	Devangi Patel	A-31	A	<i>Devangi</i>
40	Chetan Pardeshi	A-11	A	<i>Chetan</i>
41	Pushkar Nalk	<del>B-18</del> C-30	<del>B</del> C	<i>Pushkar</i>
42	Jahnavi Dhanurkar	B-18	B	<i>Jahnavi</i>
43	PREM DUBAISAJ	C-36	C	<i>PREM</i>
44	Elakkiya	A-06	A	<i>Elakkiya</i>
45	Supitha Flangovan Y.	A-58	A	<i>Supitha</i>



*[Signature]*  
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Nerul, Navi Mumbai - 400 706.

Black Book workshop

10/1  
10/1

Name	Roll No	Sec	Sig
Ajreen Basha	01	C	Ajreen
2 Shabina Shaikh	43	'A'	Shabina
3 SAMEER-AUHAD	05	A	Sameer
4 Shaikh Riaz Ahmed	46	C	Riya
5 Rutika Doiphode	10	B	Rutika
6 Komal .P. Chimane	08	'A'	Kchimane
7 Sanjana Varekar	57	A	Sanjana
8. Nishat Khan	16	A	Nishat
9. Neha Ganesh Juvarkar	18	C	Juvarkar
10. Aarshi Rangnath Kad.	21	B	Akshad
11. Sriskant Pillai	34	A	Shankar
12. Harsh Pohekar	35	A	Harsh
13. Omkar Pote	36	A	Omkar
14. Akul. Shinde	62	A	Akul
15. Muskan Garg	12	A	Muskan
16. Akshata. chavam	9	A	Akshata
17) Ganesh. Iyer	16	A	Ganesh
18) Shinasubramoni	21	A	Shin
19) Nitin Panikar	30	A	Nitin
20) AKansha Gubain	03	C	AKansha Gubain
21) Siddharth Subramanian	52	C	Siddharth
22) Pamithraa Natarajan	33	C	Pamithraa
23) Kuntika. Patel	56	B	Kuntika
24) Tanav. Kandhari	57	C	Tanav



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25.	Aditya P	A-03	A	
26.	Yash Kelkar	A-19	A	42
27	Dhruv Subramanian	C-13	C	b
28	Rohan Koyande	A-23	A	for
29	Sanyukta Koli	B-28	B	SK
30	Snehal Thakur	49	C	<del>ST</del>
31	Sueha Kalasola	50	B	SS
32	Sanjana Pawar	34	C	SP
33	Apoorva Gaikwad	B-13	B	Agikwa
34.	Parika Ovhal	39	B	Parhal
35.	Divya Poojari	C-74	C	Divyani
36.	Aliya Anchan	C-4	C	Aliya
37	Jadhav Smitarani	C-68	C	
38.	Kajal Hunge	B-23	B	Kajal
39.	Ajinkya Shejwal	A-48	A	
40.	Shifali Patil	C-32	C	Patil
41.	Nariya Shaikh	B-36	B	Shaikh
42	Sanobh Shaikh	A-45	A	Sanobh
43	Mrunmayee S. Parab	C-72	C	MsParab
44	Vedika Wakade	A-18	A	W
45	Tejaswini Kadam	B-22	B	Tejaswini
46	Joye Maria Sunny	B-20	B	Joye
<del>47</del> 47	Aishwarya Gupta	C-14	C	Aishwarya
48	Ayush Verma	A-61	A	Ayush
49	Shwomya	A-50	A	Shwomya
50.	Shwani Pundher	A-19	A	Shwani
51	Bharath Pyer	C-17	C	B.S.P
52	Mugdha Khairnar	C-21	C	Mugdha



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Miyapuram, Plot No. 1-C, Sector-V,  
Nerul, Navi Mumbai - 400 766.

# Black Book workshop 10/1

No.	Name	Roll No	See
1	Bhargavi. Sabbavarapu	C - 07	B
2	Jayalaxmi. Bangera	A - 07	J.K
3	Shreya. Santosh	A - 51	Q
4	Amudika Kumbale	A - 24	Amudika
5	Thamanna Shihab	C - 50	T.S
6	Bhavna Murthy	C - 8	BM
7	Shreya Bapna	C - 77	Shreya
8	Samruddhi Raigude	A - 38	Raigude
9	Sakshi Senathi	B - 41	Senathi
10	NIRALI GRALA	B - 15	Nwali
11	Veetesh. Dase	C - 12	Dase
12	Madhavan Konas	A - 20	Madha
13	Jessin. VO	C - 73	Jessin
14	Prem Gajjal	B - 14	Prem
15	Ponnan Koyande	A - 23	Ponnan
16	Dhruv Subramanian	C - 13	Dhruv
17	Aditya Pathan	A - 0	Aditya
18	Yash Kelkar	A - 19	YK
19	Siddhesh Subramanian	A - 52	Siddhesh
20	Muskan Garg	A - 53	Muskan
21	Akshata Chavan	A - 1	Akshata
22	Shirashubramani	A - 21	Shirashu
23	Nitin Penikar	A - 30	Nitin



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 Nerul, Navi Mumbai - 400708

S.No	Name	Roll No	Sec	
S.No	Name	Roll No	Sec	
25.	AKANSHA GUSAIN	03	C	A
26.	TANAV KANDHARI	57	C	Kan
27.	PURUJIT NADAR	27	A	POR
28	ROHAN RISHIKUMAR	41	C	
29	Anand Iyer	263	A	dra
30	Janmesh Bhoir	9	C	J.F
31	Vrutesh Dave	12	C	U.V
32	Mitsu Shah	41	A	M.
33	Sandeep Samson	22	B	S.
34	Aryen Sharma	47	A	
35	Rithika Kini	27	A	
36	Aarti Sangale	44	B	
37	Divya Beude	6	C	
38	Bidduth Das	33	B	
39	Shabaaz Shaikh	62	C	
40	Prityanka Kishore	37	C	
41	Ananya Shetty	45	B	
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51				



Principal

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