

3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship in 2021-22:

(1) Report on Entrepreneurial Skills and Soft Skills

The Student Council Committee Organized a Seminar on Entrepreneurial Skills and Soft Skills on 22nd March 2021 in association with Asian Institute of Family Managed Business. Mr. Gaurav Kothari Managing Director & Third Generation Entrepreneur of Mukesh Cloths Pvt Ltd was the chief guest for the seminar. Mr. Gaurav Kothari is also a serial entrepreneur having ventures in various industries like real estate, FMCG, F&B, Hospitality.

The Seminar Started with the welcome speech given by the host Mr. Aaron Fernandes. Consequently, Vice-Principal Dr. Mani Iyer, Dr, Aashish Jani and Dr. Shreekumar Menon Head of the Student Council spoke on importance of entrepreneurship and & urged upon the students to take maximum benefit from the Programme as well as the resource person

The Seminar Mainly Aimed on Giving Information to Build Skills, Develop Knowledge, Attitude and Strive for Excellence In the Business World. Mr. Kothari spoke on several Topics right from Communication Skills, Managerial Skills to Building a strong network. Information on leadership, critical thinking and time management was also provided to the students. The Seminar was extremely engaging and informative. During the seminar the resource person also answered Q&A by the student participants.

Student Council Members Present During the Webinar –

- 1) Nikita Ramrakhiani**
- 2) Jash Joshi**
- 3) Aaron Fernandes**
- 4) Snehal Sawant**
- 5) Arpita Vaviya**
- 6) Deeksha Poojary**



Total attendance 71 students

(2) Report on ‘How to Prepare Quality Research Paper?’

A virtual workshop is conducted by College on ‘How to Prepare Quality Research Paper?’ on 5th August 2021 under theme: Jnana - Knowledge. The session was for one hour from 10.15 am to 11.15 am. The Honorable Resource person for the workshop was, eminent personality, Dr. M. Z. Farooqui, Ex-Principal of Rizvi College of Arts, Commerce and Science.

The session started with the prayer song “Saraswati Vandana”, in keeping up with the tradition of our college. Thereafter, our respected Principal, Dr. CA. Kishore Peshori Sir inaugurated the workshop by saying few heart-warming words. Then, Vice Principal Asha Bhatt spoke few gracious words to the participants. Moving ahead, Dr. Sandeep Sahu introduced the Resource person for the day, Dr. M. Z. Farooqui sir to everyone.

Farooqui Sir began the workshop in a very enthusiastic manner. He provided every aspect on how to prepare a quality research paper. He spoke about preliminary research, data collection i.e. primary data and secondary data, research hypothesis, process of making thesis etc. He also talked about providing acknowledgement at the end of research paper or project. According to him, students should choose correct sample size among the available sampling universe of the topic. Overall, he elaborated on every little detail regarding research paper or project at it’s best. After Farooqui sir was done speaking, students were free to ask their doubts. Each and every question of the students were answered by Farooqui sir in detail.

Overall, the session covered topics ranging from fundamentals of research to the analytical aspects by very knowledgeable and experienced resource person and the entire session was informative as well as interactive for the participants.

Dr. C.A Kishore S. Peshori
(I/C Principal)

Dr. Aashish Jani
(Vice Principal)

Dr. Vishal R. Tomar
(Diamond Jubilee Coordinator)

Dr. Sandeep R. Sahu
(Theme Incharge)

Student Co-ordinators:
Mr. Aaron Fernandes
Ms. Sharwari Kadam

Meet - eqx-yqz-maa x +

https://meet.google.com/eqx-yqz-maa

REC MMK College Official is presenting

HOW TO WRITE A GOOD RESEARCH PAPER

Dr. M. Z. FAROOQUI
 Ex-Principal
 Rizvi College of Arts, Commerce & Science, Bandra (W)

10:36 AM | eqx-yqz-maa

30°C AQI 61

10:36 05-08-2021

Meet - eqx-yqz-maa x +

https://meet.google.com/eqx-yqz-maa

REC

10:31 AM | eqx-yqz-maa

30°C Light rain

10:31 05-08-2021

(3) Report on ‘Copywriting and Campaign Analysis Tools – Building Blocks to Digital Marketing’

Smt. MMK College of Commerce & Economics has conducted a three days workshop on “Copywriting and Campaign Analysis Tools – Building Blocks to Digital Marketing” from 15th to 17th July 2021. This was conducted as joint initiative by Department of Business Management & Department of Bachelors in Mass Media & Communication of the College. Each session was of two hours between 3pm to 5pm The Resource person were persons of eminence in their respective fields. The FDP was inaugurated by the Principal Dr. CA Kishore Peshori. Vice Principal Asha Bhatt, Golden Jubilee coordinator Dr.Vishal Tomar , Mr.Shrinivas Aiyar, Dr Sandeep Sahu including student coordinators Mr. Sevansh Gupta, Ms Gauri Gopale, Ms Qureshi Sauda & Mr Garvit along with 66 attended the sessions. As it was designed, as a paid workshop, the college collected nominal fees of Rs 50 per participant.

First day of the session started with the prayer to 'Saraswati Vandana in keeping up with tradition of our college. Then, the Resource person took the platform and started the session on the topic of copywriting elements like USP, Big Idea. She explained the techniques of Copy writing, Carrer& professional opportunities in the field and then, Evaluation of some digital advertising & Social Media Ads are explained. Then she shared her personal experience of a wooden toy company. A doubt session was conducted & the students were answered for their queries. She gave a tips to the students on how to follow favorite commercial pages & check how often should the ads be posted. Topics Like USP, Big Ideas & insights. taught by presenting a power point presentation. She gave a detailed note on social media strategies. Again, a doubt session was conducted. Again, Resource person- Ms. Pawani Dubey told students to note down the ideas in their mind & pen down in a diary to make a commercial of 20-30 sec of their ideas and that can be done in any language. She requested to keep making notes in the diary to bring out perfect outcomes from reading, writing, listening & observing An Activity at 4:30 pm was given to student about presentation for one product of their choice & get it reviewed. After the activity Question and Answer session was held on the end Dr. Megha Somani and Ms. Sana Dhanani Mam thanked Ms. Pawani Dube Mam for her time and knowledge that she has shared with students & teachers.

The second day of workshop was on 16th July. That was the day of assignment where participants were asked to work on the following series. • Select any brand as per their choice for digital Ad 2 • Give brief outline of brand of specific product or service to be advertised • Identify USP 4 Outline a Big Idea for digital campaign. • Create 7 post as a part of digital campaign for brands social media platform • Write content for brand's website, online portal, SMS and direct mails.

The third day was on 17th July 2021 the Resource person was an alumni of MMK college “Mr. Huzaiifa Amin merchant”. Resource person was quite happy and excited about being in MMK a once again. The topics for 17th July was Digital Media Space, impact of digital India to Ad, how to create target audience, Power of google Facebook, case study which are media led, Email marketing & how to generate Strategic Insights He started with a presentation the topics of session. He asked questions to the students & all the students wisely answered him. AIDA model was taught in a new way. Doubt session was conducted where students asked their doubts After that a poll vote was done for practical work The more vote was for sneakers and then Reach, frequency, Engagement, CTR etc. were taken as example of Sneakers.

A debate about whether it easy to sell product to existing customer or new customer took place. How to create Business Facebook account was taught to the students with the tips on how to attract customers through our ads. Case Study of Lenovo was explained It also showed how the company has grown up their company in covid norms. A detail discussion on media strategy & data was took up by him. In last doubt session was conducted & queries were asked by students The winners of the assignment was announced by him The winners were - Teckchand Anoop and Mohammed Mehtab of Second year B.Com.

After the announcement a student of MMK- Qureshi Sauda offered a vote of thanks to the resource person continued by Ms. Sana Dhanani. She encouraged all the students saying “It is not about winning but always about participation “ matters in the life. She once again thanked everyone and the meeting was ended. Success factors of the Workshop- ➤ Interdisciplinary workshop enlightened new and novel ideas from other disciplines and gave a exotic way to understand the e- content writing ➤ Three day workshop strengthen the each minute area of study with hands on practice. ➤ online presentments and collective team work helped to get into better resultants. Students learnt the content creation and campaign analysis with media placement in detail.

Dr. Megha Somani - HOD, Business Management

Ms. Sana Dhanani - Coordinator, BMCC





(4) Report on 'Changing Face of Market Research in Face of Data Analytics'

The event was a Guest Lecture on the topic of 'Changing Face of Market Research in Face of Data Analytics'. *The speaker was Mr. Utsav Mamoria*, who is the 'Insights Head' in InMobi Technologies. He explained to the students, how exactly market research is done in current times, using automation and data analytics. He gave in-depth knowledge about the pros and cons of using technology in market research. With the help of a client example (Swiggy) he also explained the exact working of how data is collected and how it is then used to conduct surveys for companies, via cell phones of consumers. **BMS DEPARTMENT** The session was well received by students and the speaker also answered various questions of the students.

(5) Report on 'Stock Analysis from a Trader's Perspective'

The FINECO CLUB of the college organized a Guest Lecture for the benefit of the students of 2nd and 3rd year. *The speaker Mr. Sachin Nachnani*, is a Trader in the stock markets and he explained the nuances of effective stock picking to the students. He focused on all 3 types

of analysis from Fundamental to Technical to Derivatives and Options Trading. He explained how to pick the right kind of stocks by using various technical charts. He also explained how to use various ratios effectively depending on the industry. He also shared his analysis table for various industries with the students to enable them to start at a very basic level in picking the right stocks in the market. He also stressed on the need to gain an understanding and focus on certain industries, rather than trying to assess a large number of industries. Students learnt a lot through this session and were quite enthused in understanding the area further.

(6) Report on 'Technical Analysis'

The session was organized for SY & TY students of **BMS & BFM department**. The *speaker of the event was Mr. Ravi Nathani*. The session gave a basic idea about technical analysis and the indicators used in technical analysis. The students were made clear about the right time to enter and exit a particular stock. Students were also made aware about the importance of investing in stock markets by showing them the returns generated through markets for a period of years compared to the returns provided by the various other investment avenues.

(7) Report on 'Stock Bazigar'

Stock Bazigar is a mock trading game organized by the club to enhance the trading skills in share market among its various participants. There were in total 5 rounds and a quiz which was played by various participants. Top 3 winners were finalized depending upon who gain the highest total profit in all 5 rounds. The purpose of the game was to make students

improve their analytical and trading skills and boost confidence to trade in actual market. The session was organized for SY & TY students of **BMS & BFM department**.
