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TOLANI COLLEGE OF COMMERCE (AUTONOMOUS)

150-151, Sher-E-Punjab Society, Guru Gobind Singh Road, Andheri (E), Mumbai – 400 093

College NAAC Code No. MHCOGN10577
AQAR 2022 – 2023

CRITERION II-Teaching - Learning and Evaluation

2.3 Teaching - Learning Process

Metric No.	Key Indicator	Page No.
2.3.4	Preparation and adherence to Academic Calendar and Teaching Plans by the institution:	
	Additional Information	
	Documentary Evidence	
	1. Proposed Academic Calendar for Degree College of the Academic Year 2022-2023	1-6
	2. Sample of Teaching Plan:	
	a. F.Y.B.M.S.- Principles of Management Semester II of Academic Year 2022-2023	7-8
	b. S.Y.B.Com.- Advertising - Semester III of Academic Year 2022-2023	9-12
	3. Sample pages of Academic Diary	13-18





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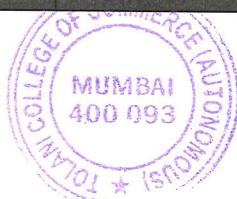
TOLANI COLLEGE OF COMMERCE (AUTONOMOUS)

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AQAR 2022 – 2023

Academic Calendar for A.Y. 2022-2023

June 2022 16 instructional days	June 10	<ul style="list-style-type: none">Admissions for in-house students to B.Com. programme begins.
	June 13	<ul style="list-style-type: none">Academic Year 2022-2023 commences.Lectures for Semester III and V for UG programme and Second year of PG programme commence.
	June 20	<ul style="list-style-type: none">Topics for project work displayed for UG and PG learners of Semester III.
	June 21	<ul style="list-style-type: none">Celebration of the International Day of Yoga.
	June 25	<ul style="list-style-type: none">Results of Semester II UG and PG examinations held in May 2022 declared.
July 2022 26 instructional days	July 4-July 7	<ul style="list-style-type: none">Orientation programme for UG learners and parents of Semester I.
	July 8	<ul style="list-style-type: none">First term lectures of Semester I for UG programme commences.
	July 14	<ul style="list-style-type: none">Additional/ATKT examinations for UG-PG Semester II of A.Y. 2021-22 commence.
	July 15	<ul style="list-style-type: none">Topics for project work displayed for learners of Semester I UG programme.
	July 25	<ul style="list-style-type: none">ATKT examination Semesters I to IV (non-autonomous) commence.
	July 22	<ul style="list-style-type: none">Results of Additional/ATKT examinations for UG-PG Semester II of A.Y. 2021-22 declared.
August 22 instructional days		<ul style="list-style-type: none">
	August 8-13	<ul style="list-style-type: none">Independence Day Week Celebrations.
	August 9	<ul style="list-style-type: none">Holiday: Muharram
	August 15	<ul style="list-style-type: none">Independence Day Celebrations.
	August 16	<ul style="list-style-type: none">Holiday: Parsi New Year
	August 19	<ul style="list-style-type: none">Holiday: Gopalkala
	August 31	<ul style="list-style-type: none">Holiday: Sri Ganesh Chaturthi





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AQAR 2022 – 2023

September 2022 22 instructional days	September 1-3	• Mid-Term Break
	September 9	• Holiday: Anant Chaturdashi
	September 12-13	• Submission of project reports by UG learners of Semester III to their respective course teachers.
	September 20-21	• Submission of project reports by UG learners of Semester I to their respective course teachers.
	September 27-29	• Continuous Evaluation Component: MCQ based test for learners of Semester III of UG programmes and Second Year of PG programmes.
October 2022 16 instructional days	October 7	• Results of Continuous Evaluation.
	October 10-17	• Semester End Examination of Semester III of UG programs and Second Year of PG programmes.
	October 21-November 6	• Diwali Vacation
November 2022 20 instructional days	November 8	• Holiday: Guru Nanak Dev Birth Anniversary
	November 29	• Results of Semester III UG and PG examination held in October 2022 declared.
	December 2-10	• Semester End Examination of Semester I of UG programs and First Year of PG programmes commences.
	November 17-24	• Additional/ATKT examinations for UG-PG Semester III of A.Y. 2022-2023 commence.
	November 21	• Topics for project work displayed for UG and PG learners of Semester II and IV.
	November 26	• The Constitution Day Celebrations.
December 2022 20 instructional days	December 1	• Annual Sports Day.
	December 16	• Talenzzia: Inter-collegiate cultural event.
	December 23-24	• Razzmatazz: intra-college cultural event.
	December 25-31	• Winter break





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AQAR 2022 – 2023

January 2023 25 Instructional days	January 3	<ul style="list-style-type: none">Savitribai Phule Birth Anniversary: Quiz competition on her life and work.
	January 7	<ul style="list-style-type: none">Results of Semester End Examination of Semester I of UG programmes and First Year of PG programmes declared.
	January 14	<ul style="list-style-type: none">Talk on 'Careers in Stock Market'.
	January 18	<ul style="list-style-type: none">Talk on Financial Literacy for girl learners and their mother.
	January 19	<ul style="list-style-type: none">A seminar by Indian Institute of Gems and Jewellery.
	January 23	<ul style="list-style-type: none">Marathi Bhasha Sanvardhan Pandharwada: "Mhani Olkha".
	January 25	<ul style="list-style-type: none">Valedictory Function Valedictory function of Short-term certificate courses in Stock trading and Mutual Fund Pathshala.
	January 25- 31	<ul style="list-style-type: none">Thematic Display of Books as part of Republic Day Celebrations.
	January 26	<ul style="list-style-type: none">Republic Day Celebrations.
	January 30	<ul style="list-style-type: none">On the occasion of Marty's Day: Descriptive story on Mahatma Gandhiji.
January 31	<ul style="list-style-type: none">FINORG: Organised by BAF Programme.	
February 2023 23 Instructional days	February 2	<ul style="list-style-type: none">Sale of articles by differently abled inmates of Cheshire Home.BBI Programme Bank Summit.
	February 3	<ul style="list-style-type: none">CE-ATKT Examination for Semesters I & III of UG and PG Programmes.
	February 6	<ul style="list-style-type: none">Orientation programme on Project UNNATI by Kotak Education Foundation.BFM Department Fest.Short Term Certificate Course Orientation conducted by FinX.
	February 7	<ul style="list-style-type: none">Orientation of Halp- Study Abroad Workshop.





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AQAR 2022 – 2023

	February 7	<ul style="list-style-type: none">• ATKT Examination for Semester I of UG and PG Programmes.
	February 15	<ul style="list-style-type: none">• Institutional Research Day
	February 16	<ul style="list-style-type: none">• BMS Department Fest.
	February 18	<ul style="list-style-type: none">• Holiday: Mahashivratri
	February 23-25	<ul style="list-style-type: none">• Second Year Semester IV (CE) Examination.
	February 20	<ul style="list-style-type: none">• Celebration of Chhatrapati Shivaji Maharaj Jayanti.
	February 24	<ul style="list-style-type: none">• Information Technology Day & Technotronics 2022-23.
	February 27	<ul style="list-style-type: none">• Ignite – B.Com Festival.• Celebration of Marathi Bhasha Gaurav Din- guest talk.
March 2023	March 6	<ul style="list-style-type: none">• CommuniCon - A fun communication fest of BBA Logistics Programme.
24	March 7	<ul style="list-style-type: none">• Holiday: Holi
Instructional days	March 8	<ul style="list-style-type: none">• International Women's Day Celebrations.
	March 9-17	<ul style="list-style-type: none">• Second Year Semester IV (SEE) Examination of UG and PG Programmes.
	March 11	<ul style="list-style-type: none">• Self Defence Camp for the College girl students and for women and girls of the neighbourhood.
	4 th March to 06 th March	<ul style="list-style-type: none">• First Year Semester II (CE) Examination of UG and PG Programmes.
	March 22	<ul style="list-style-type: none">• Holiday: Gudi Padwa
	March 30	<ul style="list-style-type: none">• Holiday: Ram Navami
	March 31	<ul style="list-style-type: none">• Orientation on "Campus to Corporate Careers Programme" by TNS India foundation.
April 2023	April 4	<ul style="list-style-type: none">• Holiday : Mahavir Jayanti
	April 5	<ul style="list-style-type: none">• B.Com Semester V & VI Examination.• B.M.S Semester V Examination.





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21 Instructional days	April 7	• Holiday : Good Friday
	April 8	• Talk on 'Prevention of Sexual Harassment at workplace'.
	10 April to 18 April	• First Year Semester II (SEE) Examination of UG and PG Programmes.
	April 12	• B.Sc. IT- Semester VI Examination as per University.
	April 14	• Holiday : Dr. Babasaheb Ambedkar Jayanti
	April 22	• Holiday : Ramzan-Id
May 2023	May 1	• Maharashtra Day Celebrations in the College.
	May 2 to June 12	• Summer Vacations.

Verified & Found Correct

Bandita Singh

Prepared by
Ms. Bandita Singh

Shubha Chaubal
Internal Committee For Data Verification & Validation
Of Commerce (Autonomous), Mumbai-93

Teacher In-charge
Ms. Shubha
Chaubal

Dr. Ansari Mehrunnisa
Checked by
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I.Q.A.C. Co-ordinator

Vijaya Krishna
Dr. Vijaya Krishna
Principal





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**LESSON PLAN FOR THE SUBJECT OF
PRINCIPLES OF MANAGEMENT (F.Y.B.M.S.)
SECOND TERM OF ACADEMIC YEAR 2022-2023**

Name of Instructor: Ms. Reshma Rajput

Learning Objective		To build a base for management education i.e., Understanding of management theory, which will aid the understanding of other management topics like marketing management, financial management and others.
Learning Outcomes		By achieving these learning objectives, Learners will be able to distinguish the characteristics and skills of proper management by identifying what successful managers do and how they do it.
MONTH	WEEK	TOPICS
December	3	MODULE I: Management: Concept, Significance, Role & Skills, Levels of Management
December	4	Concepts of PODSCORB, Managerial Grid, Evolution of Management thoughts.
January	1	Contribution of F.W Taylor, Henri Fayol and Contingency Approach. Case Studies of Management Gurus.
January	2	MODULE II: Planning: Meaning, Importance and Elements
January	3	Process, Planning: Limitations and MBO Meaning
January	4	Importance and Process of MBO, Techniques of Decision Making
January	5	MODULE III: Organizing: Concepts, Structure Formal & Informal, Organizing: Structure Line & Staff and Matrix
February	1	Meaning, Advantages and Limitations. Departmentation: Meaning, Basis and Significance
February	2	Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization and Delegation: Authority





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AQAR 2022 – 2023

February	3	Presentations and textual case study discussion
February	4	MODULE IV: Directing: Meaning and Process, Leadership: Meaning and Styles.
March	1	Qualities of Good Leader and Co-ordination as an Essence of Management
March	2	Controlling: Meaning, Process and Techniques.
March	2	Recent Trends: Green Management and Corporate Social Responsibility.
March	3	General Case studies related to Planning, Decision Making and Directing aspect.
March	4	Revision of all units

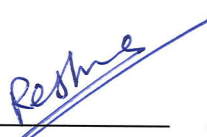
References:


1. Principles of Management, Ramasamy, Himalaya Publication, Mumbai.
2. Management Text & Cases, VSP Rao, Excel Books, Delhi.

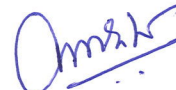
Websites:

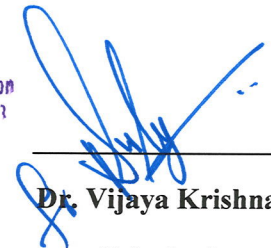
- <https://lilhaeducationcentre.in/wp-content/uploads/2020/05/CHAPTER-2-CASE-STUDIES-1.pdf>
- <https://www.ncertabhyas.in/2021/07/case-study-principles-of-management.html>

Verified & Found Correct


Prepared by
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Rajput


Teacher In-charge
Ms. Shubha
Chaubal


Checked by
Dr. Ansari Mehrunnisa
I.Q.A.C. Co-ordinator


Principal





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AQAR 2022 – 2023

LESSON PLAN FOR S.Y.B.COM.

ADVERTISING (Semester – III) 2022-23

INSTRUCTOR	Jyoti S. Ghosh
DIVISION	S.Y.B.COM. A and B
LEARNING OBJECTIVES	<ol style="list-style-type: none">1. To orient the learners towards the fundamentals of advertising and to understand the developments and issues concerning contemporary advertising.2. To highlight the role of advertising in the success of brands and its importance within the marketing function of a company.3. To acquaint the learners with the regulatory framework of advertising.
LEARNING OUTCOMES	<p>On completion of the course, the learners will be able to :</p> <ul style="list-style-type: none">• Understand the basic concepts of advertising.• Consider advertising as a potential option for a career.• Have a basic understanding of various laws and enactments concerning Advertising in India and the issues concerning Advertising in India.• Economic and social impact of advertising.

WEEK	LECTURE	TOPIC
JUNE 2022 : III WEEK	Lecture 1	Syllabus Discussion Module I : Introduction to Advertising – IMC
	Lecture 2	IMC – Concept & Features
	Lecture 3	IMC – Objectives & Elements
IV WEEK	Lecture 1	Role of Advertising in IMC & Distinguish between Advertising & Publicity
	Lecture 2	Advertising – Meaning & Features
	Lecture 3	Features & Evolution





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AQAR 2022 – 2023

JULY 2022 : I WEEK	Lecture 1	Evolution & Active participants
	Lecture 2	Benefits of Advertising to Business Firms
	Lecture 3	Benefits of Advertising to Consumers
II WEEK	Lecture 1	Classification of Advertising – Area & Audience
	Lecture 2	Classification of Advertising – Media, Functions & Stages
	Lecture 3	Module II : Advertising Agency – Meaning & Features
III WEEK	Lecture 1	Features of Ad agency
	Lecture 2	Structure & Services of Ad agency
	Lecture 3	Structure & Services of Ad Agency
IV WEEK	Lecture 1	Types of Ad Agency
	Lecture 2	Agency Selection Criteria & Agency Compensation
	Lecture 3	Agency – Client Relationship
AUG. 2022 : I WEEK	Lecture 1	Client Turnover – Meaning & Reasons
	Lecture 2	Ways to Avoid client turnover
	Lecture 3	Creative Pitch
II WEEK	Lecture 1	Careers in Advertising – Skills Required & Options Available
	Lecture 2	Module III : Economic Impact of Advertising
	Lecture 3	Impact of Advertising on Consumer Demand
III WEEK	Lecture 1	Impact of Advertising on Monopoly and Competition & Consumer prices
	Lecture 2	Social Aspects of Advertising – Ethical Issues
	Lecture 3	Social & Cultural Issues
IV WEEK	Lecture 1	Positive & Negative Influence on Indian Culture
	Lecture 2	Pro Bono Advertising





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	Lecture 3	Social Advertising through DAVP
SEPT. 2022 : II WEEK	Lecture 1	Self – Regulation Laws
	Lecture 2	ASCI
	Lecture 3	Module IV : Brand Building & Special Purpose Advertising – AIDA Model
III WEEK	Lecture 1	Communication Process & Role of Advertising in Developing Brand Image
	Lecture 2	Brand Equity
	Lecture 3	Managing Brand Crisis
IV WEEK	Lecture 1	Special Purpose Advertising – Rural Advertising & Political Advertising
	Lecture 2	Advocacy Advertising & Corporate Image Advertising
	Lecture 3	Green Advertising
OCT. 2022 : I WEEK	Lecture 1	Trends in Media, Ad spends, Ad Agencies and Trends in Execution of Ads
	Lecture 2	Revision
	Lecture 3	Revision

Note: The lesson plan is only indicative and may be subject to changes.

References :

Advertising Management - Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004

Advertising Management – Jaishree Jethwaney and Shruti Jain, 2nd Ed. Oxford University Press, 2012

Advertising and Promotion, An Integrated Marketing Communications Perspective Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003

Advertising and Sales Promotions Kazmi S. H. H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004





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AQAR 2022 – 2023

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Advertising, Principles and Practice Wells William, Moriarty Sandra & Burnett John, 7th ed. Pearson Education Inc., 2006 Kleppners

Advertising Procedure W. Ronald Lane, J. Thomas Russell, Karen Whitehill King 16th Ed., Pearson Education India, 2008 Integrated

Advertising, Promotion and Marketing Communications Clow Kenneth E. and Baack Donald, Pearson Education Inc., 2002 Strategic Brand Management Keller Kevin L., 2nd ed., Pearson Education Inc., 2007

Supplements of Newspapers

Economic Times – Brand Equity – every Wednesday

Financial Express – Brandwagon – every Tuesday

Useful sites:

www.afaqs.com

www.ascionline.org

www.campaignindia.in

www.exchange4media.com

www.tamindia.com

Verified & Found Correct



Prepared by

Ms. Jyoti Ghosh



Teacher In-charge

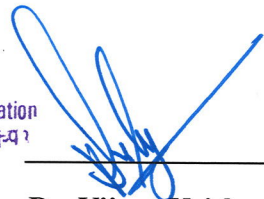
Ms. Shubha
Chaubal



Internal Committee For Data Verification & Validation
Tolani College Of Commerce (Autonomous), Mumbai-93

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I.Q.A.C. Co-ordinator



Dr. Vijaya Krishna

Principal





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॥ श्री गणेशाय नमः ॥

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PERSONAL INFORMATION

Name	DR. HEMA P. MEHTA
Designation	ASSOCIATE PROFESSOR
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Date of Joining TCC	10 th June, 2004
Date of Approval & Approval Letter Number	CONCOL/SA/6569 of 2006.
Convenor/Member of Committees/Associations	1) Admission Committee 2) Examination Committee 3) member, Research Cell. 4) Discipline Committee 5) MIS 6) member, ICAC Add, if Convenor/Member of any more 7) member, CDC 8) Convenor, EOC 9) Academic Advisory Report - Preparation 10) Alumni Association (1) Cyber cell (2) Sindhi Linguistic minority Committee





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Details of Orientation/Refresher/Short Term Courses: (Previous Years and Current Year)

Sr. No.	Orientation/Refresher/Short Term Course	Organising Institution	Duration

Details of Paper Presentations/Publications: (Current Year)

Sr. No.	Title of the Paper/Book/Chapter	Name of the Journal/Conference	Published/Organised by	Date	ISSN/ISBN No.	Impact Factor
1.	Learning of Humanities is much needed to be part of primary education in the 21 st century.	UGC Care Approved, Peer Reviewed and refereed journal (Uttal Historical Research Journal)	Dept of B.A. in collaboration with IQAC, M.L. Dahanukar College of Commerce, Vile - Parle - East	March 2023	09766-2132	-
Participation of FDPs						
1.	Name of the FDP/ Workshop	Theme	Organized by	Date		
1.	One Day National Online FDP	"Impressive Social Etiquette (Manners of management and matters)"	Indian Institute of management and Commerce	November 04, 2022		
2.	Workshop on NEP 2020	"Promotion of Indian knowledge Systems."	UGC, HRDC, Goa	February 17, 2023		
3.	Workshop	18 th Anvishkar Research Convention 2023-24	Department of Students Development University of Mumbai	April 21, 2023		





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AQAR 2022 – 2023

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Details of Seminars/Workshops Organised/Attended (Current Year)

Sr. No.	Name of the Workshop/Seminar/Conference	Organized by	Participated/Resource Person	Date
1.	Two days Workshop on 'IPR'	B-Voc Dep. & Ass with R.T. Innovation and Incubation Cell.	Resource Person	August (1-2), 2022
2.	Online session on 'Constitution of India'	R.T. College Nature Club of Sant Gadge Maharaj College of Commerce	Resource Person	August 18, 2022
3.	Talk on 'Changing Human Values' 'IPR'	D.J.S.S. College	Resource Person	August 25, 2022.
4.	Gender Awareness & Awareness of Men's rights	One week Online STC on Gender Sensitization	Resource Person	September 06, 2022.
5.	Online Workshop on 'IPR' legal aspects	Bharat's College	Resource Person	September 07, 2022
6.	Online workshop on 'IPR'	Katavastri Kashibai Mahilal Patel College	Resource Person	February 16, 2023
7.	Online Workshop on 'IPR'	Bharat's College	Resource Person	February 24, 2023
8.	Guest Lecture on 'IPR'	R.D. National College	Resource Person	February 25, 2023
9.	One day workshop on 'IPR'	P.D. Lions College	Resource Person	March 1 st , 2023
10.	Seminar on 'IPR'	Jaypee Ganga College	Resource Person	March 6 th , 2023
11.	Seminar on 'Shaping a positive learning environment'	" " "	Resource Person	March 6 th , 2023
12.	National level Discussion on "Let's get Gender Right"	Nirmala Memorial College	Resource Person	March 8 th , 2023
13.	Seminar on 'IPR'	JES College	Resource Person	March 17, 2023
14.	National level webinar on 'IPR'	A.E. Kalkar's College	Resource Person	March 21, 2023
15.	National seminar on 'IPR'	Vikas College of Arts, Science & Commerce	Resource Person	April 15 th , 2023
16.	National webinar on "The intersection of IPRs with Academic writings and literary works."	S.S.S.M. College	Resource Person	April 28, 2023





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Date: 22nd July 2022 Day: Friday
Timings: 6.47 am To 1.12 pm

Lec.	Subject/Course	Class	Div.	In Person/Online/Hybrid lecture	Topic
1)	Business Law	S.Y.B.com	D	In Person	Revised Free Consent - V.I, Coercion, Fraud
2)	Business Law	S.Y.B.com	C	In Person	" "
3)	Business Law	S.Y.B.com	B	In Person	" "
4)	Business Law	S.Y.B.com	A	In Person	" "
5)					

Lectures Allotted 03 Lectures Taken 04

Other Activities/Meetings/Student Guidance:

- ① Online Quiz - 1 - Contract Act, 1872
- ② Informed about IPK session on 1st Aug & 2nd Aug
- ③ Spoken about Internal Assessment





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Date: 20th January 2023 Day: Friday
Timings: 6-48am to

Lec.	Subject/Course	Class	Div.	In Person/Online/Hybrid lecture	Topic
1)	Business Law	sy Blom	D	In Person	Types of Companies
2)	—	—	—	—	—
3)	Business Law	sy Blom	A	In Person	
4)	Business Law	sy Blom	D	In Person	Types of Companies Public v/s Private
5)					

Lectures Allotted Lectures Taken

Other Activities/Meetings/Student Guidance:

- (1) Submitted 1 set of ATKIT (Bus Law - I, Sem III) 100 marks along with solution to Shubha nam
- (2) Sindhi Price list.
- (3) EOC → Basic Computer
- (4) CAP work.
- (5) AAR
- (6) Alumni List
- (7) Leave applied (24 Jan 2023 to 31 Jan 2023 - 06 half pay)





Knowledge is Supreme

TOLANI COLLEGE OF COMMERCE (AUTONOMOUS)

150-151, Sher-E-Punjab Society, Guru Gobind Singh Road, Andheri (E), Mumbai – 400 093

College NAAC Code No. MHCOGN10577
AQAR 2022 - 2023

TOLANI COLLEGE OF COMMERCE (Autonomous)

Date: 20th February 2022
 Timings: 6-49 am TO 1-53 pm
 Day: Monday

Sl. No.	Subject/Course	Class	Div.	In Person/Online/Hybrid lecture	Topic
1)	CSP	Sy/Blom	D	In Person	Benefits to Various Stakeholders
2)	Business Law	Sy/Blom	C+D	In Person	Registration of Copyright & Patent right
3)	—	—	—	—	—
4)	Business Law	Sy/Blom	A+B	In Person	Registration of Copyright & Patent right
5)	—	—	—	—	—

Lectures Allotted Lectures Taken

Other Activities/Meetings/Student Guidance:

- (1) Question papers ready — 3 sets of Business Law - II & 3 sets of CSP - II + their respective solution sets.
- (2) Participated in Shri. Jayanti Celebrations from 10-45 am TO 12-00 pm
- (3) CAP (ATKT)
- (4) BOS Meeting preparation.
- (5) Project checking and marks attend
- (6) Quizzes.

Verified & Found Correct

Hema P. Mehta

Shubha

Ansari

Vijaya Krishna

Prepared by
Dr. Hema Mehta

Teacher In-charge
Ms. Shubha
Chaubal

Internal Committee For Data Verification & Validation
TOLANI COLLEGE OF Commerce (Autonomous), Mumbai-93
for Dr. Ansari Mehrunnisa
I.Q.A.C. Co-ordinator

Checked by
Dr. Vijaya Krishna
Principal