



**Maharashtra Academy of Engineering and
Educational Research's**


**MIT Arts, Commerce and Science College,
Alandi (D) – 412 105.**

**Details of Experiential Learning of “TYBBA-Cases
in Finance/Marketing/Human Resource
Management Project”**

2014-15

MIT Arts, Commerce and Science College, Alandi, Pune
BBA and BBM(IB) Dept.
Academic Year 2014-2015
Class: TY BBA
LIST OF PROJECTS (Marketing Specialization)

Sr No.	Name of the Student	Title of the Project
1	GAIDHANI SHISHIR H	SMALL SCALE AND MEDIUM SCALE INDUSTRIES IN NAGPUR REGION
2	GANDEKAR PAYAL R	A Study on marketting strategies & customer satisfaction of Britania
3	SATPUTE SNEHA	A STUDY OF EVENT MANAGEMENT
4	BAFNA MAHAVIR PRADIP	To map brand performance & Strategy of videocon
5	BAND RAHUL	A Study of marketing strategy adopted by hero company
6	BHONDVE AKSHAY	REAL ESTATE MARKET RESEARCH
7	DHAYGUDE HARISHCHANDRA	A PROJECT REPORT ON MOTHER DAIRY COMPANY WITH RESPECT TO MARKETING STRATEGY
8	JADHAV HRUSHITA	A Study of advertising strategy adopted by Maruti Suzuki company
9	WARANGULE PRASHANT T	A Study of advertising strategy adopted by hero company


Prof. Sharad Kadam
Project Guide


Prof. Amol Mane
HOD BBA and BBM(IB)



MIT Arts, Commerce and Science College, Alandi, Pune

BBA and BBM(IB) Dept.

ACADAMIC YEAR 2014 -2015

Class: TY BBA

LIST OF PROJECTS (Finance Specialization)

SR NO.	Name of the Student	Title of the Project
1	KADAM ROHAN	COMPARATIVE STUDY OF E-BANKING SYSTEM
2	KUMARI ABHILASHA	PORTFOLIO MANAGEMENT AND MUTUAL FUND IDBI BANK
3	REDKAR MOSAMEE	WORKING CAPITAL MANAGEMENT IN ME ENERGY PVT LTD
4	DUBEY TANMAY	A DETAILED STUDY OF INDIAN CAPITAL MARKET & ITS OPERATION IN RELIGARE CAPITAL MARKET LTD.
5	AMIT ANDRE	STUDY OF INDIAN CAPITAL MARKET AND ITS OPERATION
6	ANJIKHANE PRATIK	A study on CANARA BANK Auto loan schemes
7	DHOKALE POOJA KAILAS	A study of IPO Process & analysis of selected companies IPOs
8	JADHAV AKSHADA NANDKUMAR	A COMPREHENSIVE STUDY OF WORKING CAPITAL & RATIO ANALYSIS OF J.K. CEMENT LTD
9	KHANDAVE SAMEER S.	A study of credit policy & credit risk management of COSMOS bank
10	GHARE SURAJ BAPUSAHEB	A study of credit policy & credit risk management of panjab national bank
11	SONU KUMAR	A Study of insurance sector in India

Prof. Mangesh Bhople
Project Guide

Prof. Amol Mane
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