



Nagar Yuwak Shikshan Sanstha Airoli
NEW HORIZON COLLEGE OF COMMERCE

Plot No.5, Sector -13, Airoli, Navi Mumbai 400 708.

Phone: 91 22 20871721

AFFILIATED TO UNIVERSITY OF MUMBAI

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(University Affiliation No. Aff./Recog - 1/2049 of 2011 dated 06.05.2011)

Problem solving methods:-

1. Project-based learning is mostly used for self-learning to improve the learning ability of students and to reinforce knowledge received during research..

2. Students are asked to prepare 1 project which is the part of the curriculum of Mumbai University, semester VI it consist of 75 marks (Blackbook) and 25(Viva voca) marks which are mandatory in addition to their regular subjects with a clear concept of the principles learned.

3. Project method is extensively used to provide practical evidence of the theory learned. This enhances the problem-solving skill of the students.

4. The teacher guides the students at various stages of developing the project, further giving timely inputs during the preparation of the project work.

5. To motivate the students to enhance their practical problem-solving ability which they will encounter in their professional life.

Inclusion of project work in the course curriculum of the Bachelor of Management Studies , Bachelor of Accounting and Finance & Bachelor of Banking And Insurance is one of the ambitious aspects in the programme structure. The main objective of inclusion of project work is to inculcate the element of research analyze and scientific temperament challenging the potential of learner as regards to his/her eager to enquire and ability to interpret particular aspect of the study. It is expected that the guiding teacher should undertake the counseling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.

• There are two modes of preparation of project work

1. Project work based on research methodology in the study area

2. Project work based on internship in the study area

Guidelines for preparation of Project Work

1. General guidelines for preparation of project work based on Research Methodology

The project topic may be undertaken in any area of Elective Courses.

Each of the learner has to undertake a Project individually under the supervision of a teacher-guide.

The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.

• University/college shall allot a guiding teacher for guidance to the students based on her / his specialization.



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PROJECT WORK / INTERNSHIP - 2022-23

Sr. No.	Title	Name of the Student	Course
1	A COMPARATIVE STUDY ON THE CONSUMER PREFERENCES OF LUXURY CARS WITH RESPECT TO BMW & AUDI	BALAN ADITYA	TYBMS (MARKETING)
2	A STUDY ON COMPARISON OF SALES STRATEGY WITH RESPECT TO LODHA AND HIRANANDANI DEVELOPERS	BANE ATHARVA	TYBMS (MARKETING)
3	A STUDY ON IMPACT OF MARKETING STRATEGIES ON CUSTOMER PREFERENCES WITH RESPECT TO FLIPSIDE MEDIA WORKS PVT. LTD.	BARI YASH	TYBMS (MARKETING)
4	MARKET DEVELOPMENT & SALES ANALYSIS OF LATENT VIEW ANALYTICS LTD.	GAMI HARSHIL	TYBMS (MARKETING)
5	MARKET DEVELOPMENT & SALES ANALYSIS OF INDIAN POWER EXCHANGE LTD	GUDULKAR KAJAL	TYBMS (MARKETING)
6	MARKET DEVELOPMENT & SALES ANALYSIS OF TVS MOTOR COMPANY LTD.	HASWANI RONIT	TYBMS (MARKETING)
7	MARKET RESEARCH & SALES/DISTRIBUTION OF HALDIRAM PRODUCTS	JAIN BHAVESH	TYBMS (MARKETING)
8	MARKET DEVELOPMENT & SALES ANALYSIS OF TVS MOTOR COMPANY LTD	KENI ROHAN	TYBMS (MARKETING)
9	SALES ANALYSIS & MARKET DEVELOPMENT OF INFO EDGE (INDIA) LTD	KHANVILKAR KRUTIKA	TYBMS (MARKETING)
10	THE STUDY OF MARKET DYNAMICS OF HOME LOAN PROVIDERS WITH SPECIFIC MENTION OF HDFC LTD & LIC HOUSING FINANCE LTD	MADHAVI OMKAR	TYBMS (MARKETING)
11	CUSTOMER SATISFACTION & STUDY OF PROMOTIONAL ACTIVITIES FOR DRIVING IN CUSTOMERS TO RELIANCE TRENDS.	NIKITA JADHAV	TYBMS (MARKETING)
12	TO STUDY MARKET DEVELOPMENT & SALES ANALYSIS OF MARUTI SUZUKI INDIA LTD	MANGLE SHRAVANI	TYBMS (MARKETING)
13	CONSUMER PERCEPTION TOWARDS ONLINE ADVERTISING FOR STUDYING ABORAD	MASURKAR YASH	TYBMS (MARKETING)
14	STUDY & PROMOTION OF STATUTORY COMPLIANCE ACTIVITIES DONE BY A.K.CONSULTANCY SERVICES	NERURKAR CHAITANYA	TYBMS (MARKETING)



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15	BRAND MANAGEMENT OF BOOK MY SHOW	NIJAMPURKAR YASH	TYBMS (MARKETING)
16	A STUDY OF WORKING MODEL & CHALLENGES & POSSIBLE FUTURE INITIATIVES OF ROTARACT CLUB WITH RESPECT TO NAVI MUMBAI REGION	PANDEY BHARGAV	TYBMS (MARKETING)
17	STUDY & ANALYSIS OF STATE BANK OF INDIA	PARDESHI OMKAR	TYBMS (MARKETING)
18	STUDY ON CUSTOMER SATISFACTION TOWARDS TATA NEU & OTHER E-COMMERCE SITES	PATHAK SHIVANSH	TYBMS (MARKETING)
19	STUDY ON MARKETING STRATEGIES OF BOOK MY SHOW	PATIL SHRADDHA	TYBMS (MARKETING)
20	THE STUDY OF THE AUTOMOBILES INDUSTRY IN INDIA MAHINDRA AND MAHINDRA	PAWAR RANJANA	TYBMS (MARKETING)
21	INDIA'S PREPAREDNESS TO FULFILL RENEWABLE ENERGY NEEDS BY THE YEAR 2030	POOJARY MANAS	TYBMS (MARKETING)
22	MARKET ANALYSIS & SALES DEVELOPMENT OF SAREGAMA INDIA LTD	RANA SUNISH	TYBMS (MARKETING)
23	STUDY ON INFLUENCER MARKETING	SHAH BHAVYA	TYBMS (MARKETING)
24	A STUDY OF MARKETING & SALES ANALYSIS OF INDIA MART	SHARMA ADITYA	TYBMS (MARKETING)
25	MARKET ANALYSIS & SALES DEVELOPMENT OF EICHER MOTORS	SHARMA RHEA	TYBMS (MARKETING)
26	TO STUDY ON MARKET DEVELOPMENT & SALES ANALYSIS OF RAYMOND INDIA LTD	SHARMA VISHAL	TYBMS (MARKETING)
27	A STUDY OF STOCK MARKET & ITS TECHNICAL ANALYSIS	SINGH CHIRAG	TYBMS (MARKETING)
28	A STUDY ON ECO-TOURISMS & ITS SUSTAINABILITY IN INDIA	WARDE RAJ	TYBMS (MARKETING)
29	MARKETING ANALYSIS OF RED BULL IN COMPARISON WITH PEPSI	ZADE OM	TYBMS (MARKETING)
30	A COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES OF HDFC BANK AND ICICI BANK	AMBADE PRANEET	TYBMS (FINANCE)
31	BLACK MONEY & TAX EVASION CHALLENGES IN INDIA & ITS OUTCOMES.	AARYA YADAV	TYBMS (FINANCE)
32	A STUDY ON INDIA'S PREPAREDNESS FOR FULFILLING NET ZERO CARBON EMISSIONS BY 2070	BHERE BHAVESH	TYBMS (FINANCE)
33	COMPARATIVE ANALYSIS OF PERFORMANCE EQUITAS SMALL FINANC BANK LTD., & UJJAIN SMALL FINANCE BANK LTD.	JADHAV OM	TYBMS (FINANCE)



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34	A COMPARATIVE STUDY OF VARIOUS PAYMENT & SETTLEMENT METHODS IN INDIA	KIRAN DAS	TYBMS (FINANCE)
35	A STUDY OF INVESTORS PREFERENCE & SATISFACTION TOWARDS THE FINANCIAL PRODUCT OFFERINGS PROVIDED BY ANGEL BROKING LIMITED	KAPOOR KHUSHI	TYBMS (FINANCE)
36	COMPARATIVE FINANCIAL & ANALYSIS OF INDUS BANK & AXIS BANK	KOYANDE ARCHIT	TYBMS (FINANCE)
37	RURAL LENDING CHALLENGES FACE BY ICICI BANK & BANK OF INDIA	KOYANDE HARSH	TYBMS (FINANCE)
38	PRDICATAVE ANALYSIS OF FIANCIAL FARUD DETECTION IN INDIAN BANKS	LOKHANDE RATNASHREE	TYBMS (FINANCE)
39	COMPARATIVE ANALYSIS OF THE PERFORMANCE OF CHENNAI PETROLEUM CORPORATION LIMITED & MANGLORE REFINERY & PETROCHEMICAL LIMITED	MADHAVI ESHA	TYBMS (FINANCE)
40	EMERGENCE OF BAD BANKS IN INDIA	OZA PREETI	TYBMS (FINANCE)
41	STUDY ON BAJAJ FINSERV IN CONSUMER FINANCE	PUNGTYAL SAHIL	TYBMS (FINANCE)
42	A STUDY ON MERGER AND ACQUISIYIONS IN BANKING SECTOR	RANA RAKHI	TYBMS (FINANCE)
43	A STUDY OF HOW ARE WE PREPARED TO WELCOME EV	YARADETTIN AASHISH	TYBMS (FINANCE)
44	A STUDY ON RECRUITMENT & SELECTION PRACTICES OF DIVESTMENT CONSULTANCY WITH RESPECT TO PHILIP CAPITAL.	BALMIKI JAY	TYBMS (HR)
45	A STUDY ON RECRUITMENT & SELECTION PRACTICES OF HR RECRUITMENT CONSULTANCY WITH RESPECT TO CAREER ONE SOLUTION	BHALERAO SHREYA	TYBMS (HR)
46	A STUDY OF WORK-LIFE BALANCE OF FEMALE EMPLOYEES WTH RESPECT TO J.P. MORGAN	BHANUSHALI KRISHA	TYBMS (HR)
47	A STUDY ON TRAINING AND DEVELOPMENT STRATEGY WITH RESPECT TO L & T CONSTRUCTIONS LTD.	BHOR HRISHIKESH	TYBMS (HR)
48	A STUDY ON IMPACT OF EMPLOYEE ENGAGEMENT STRATEGIES ON EMPLOYEE SATISFACTION WITH RESEPECT TO AIR INDIA LTD.	BORSE GAURAV	TYBMS (HR)
49	COMPENSATION MANAGEMENT AT THE DIGITAL WAREHOUSE, MALAD	JAMDAR ANUSHKA	TYBMS (HR)
50	RECRUITMENT STRATIES OF CSK, MI, REAL MADRID, FC BARCELONA	KAMBLE SIDDHESH	TYBMS (HR)
51	ANALYSIS OF EMPLOYEES TRAINING NEEDS IN ICICI BANK	KHAN ZEENAT	TYBMS (HR)



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52	PRODUCTIVITY IN RELIANCE EMPLOYEE DURING WORK FROM HOME	MAKASARE SAAKSHI	TYBMS (HR)
53	A STUDY ON HR LAWS IN IT SECTOR	NARKHEDE GAURI	TYBMS (HR)
54	A STUDY ON WORKLIFE BALANCE AT WIPRO LTD.	PATIL GAURAV	TYBMS (HR)
55	COMPENSATION & BENEFITS OF INFOSYS COMPANY	PATIL VIKRAM	TYBMS (HR)
56	WORK LIFE BALANCE OF WOMEN EMPLOYEE IN IT INDUSTRY	POOJARY SHOBIT	TYBMS (HR)
57	EMERGING TRENDS IN HR POLICIES	RAUT VISHAL	TYBMS (HR)
58	A STUDY ON EMPLOYEE TRAINING NEEDS IN ICICI PRUDENTIAL LIFE INSURANCE	SHINDE RUTIKA	TYBMS (HR)
59	A STUDY OF FINANCING & RISK MANAGEMENT OF SMALL SCALE / MARGINAL FARMERS IN INDIA WITH RESPECT TO NBFC	AMBRE PRATHAM	TYBAF
60	WORKING CAPITAL MANAGEMENT OF TITAN COMPANY	BINDRA HARSIMRAN	TYBAF
61	STUDY OF HOUSING FINANCE COMPANIES LEADING TO AFFORDABLE HOUSING FINANCE SECTOR WITH RESPECT TO LIC HOUSING FINANCE.	GHARATKAR NITESH	TYBAF
62	A STUDY OF HOUSING LOAN GIVE BY NBFC & THEIR CRITERIA FOR GIVING HOUSING LOAN	KELUSKAR UNMESH	TYBAF
63	DEMAT & INSURANCE REPOSITORY - CHALLENGES & PROJECTS WITH RESPECT TO CDSL	MANE PRAJAKTTA	TYBAF
64	VARIOUS PRODUCTS OFFERING OF BOMBAY STOCK EXCHANGE	MATHANE GANESH	TYBAF
65	ASSET DEPOSITION OF UJJIVAN SMALL FINANCE BANK & EQUITAS SMALL FINANCE BANK	MUKHERJEE MOULI	TYBAF
66	COMPARATIVE ANALYSIS OF NON PERFORMING ASSETS (NPA) OF SBI & HDFC BANK	PALLAR SARVANAN	TYBAF
67	BUSINESS MODEL OF ZOMATO LTD	PATIL SHRUTI	TYBAF
68	A STUDY ON DIGITAL MONEY OF UPI PAYMENT	SAKPAL PRATIK	TYBAF
69	A STUDY OF INVESTOR PROTECTION WITH A CASE STUDY OF SEBI VS SAHARA REAL ESTATE INDIA LTD.	SARKAR SUDESHNA	TYBAF
70	A STUDY ON COMPENSATION & BENEFITS OF INFOSYS PVT. LTD.	SAWANT RITU	TYBAF
71	IPO STUDY BASED ON INDIAN COMPANIES WITH RESPECT TO ZOMATO, PAYTM AND NYKAA	SHAIKH SANA	TYBAF
72	A COMPARATIVE STUDY ON FINANCIAL STATEMENT ANALYSIS OF HINUDSTAN UNILEVER LTD. & GODREJ CONSUMER PRODUCTS LTD	SHARDUL ADITYA	TYBAF
73	DETAILED STUDY OF FUNCTIONING OF ONLINE BANKING	SHIRKE OM	TYBAF



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74	HDFC BANK AND HDFC LIMITED AND ITS MERGER	SOMNATHAN AKSHATA	TYBAF
75	BUSINESS MODEL OF PAYTM	YADAV AMARCHAND	TYBAF
76	GLOBAL IMPACT ON OIL PRICE DYNAMICS POST RUSSIA UKRAINE WAR	YELKAR ANUJA	TYBAF
77	A STUDY OF CSR ACTIVITIES UNDERTAKEN BY VARIOUS BANKS	SAAKSHI MAGDUM	SY M.COM
78	IMPACT OF COVID 19 TO MIDDLE INCOME GROUP	JANVI PATIL	SY M.COM
79	STUDY ON BANCASSURANCE	SURAKSHA POOJARY	SY M.COM
80	AMUL BRAND & PRODUCTS - A COMPARATIVE STUDY	SHIVANGI VARMA	SY M.COM
81	INTERNSHIP -ECLERX	RAJ JADHAV	SYBMS
82	INTERSHIP - ECLERX	SHARON RAJU	SYBAF



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