

CURRICULUM VITAE

AHMED FARHAN PATEL

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Career Objective: The desire to be a part of an educational institution with aim to grow with the organization by learning throughout my life.

Educational Qualification:

QUALIFICATION	INSTITUTE	UNIVERSITY/ BOARD	YEAR OF PASSING	PERCENTAGE OF MARKS
UGC-NET (MANAGEMENT)		UNIVERSITY GRANTS COMMISSION	DEC- 2012	64.57%
MBA (MARKETING)	ALLANA INSTITUTE OF MANAGEMENT SCIENCES, PUNE.	UNIVERSITY OF PUNE	2011	65.96 %
BMS	AKBAR PEERBHOY COLLEGE OF COMMERCE & ECO.	UNIVERSITY OF MUMBAI	2009	73 %
HSC	K.M.E.S JR. COLLEGE	MUMBAI BOARD	2006	67.33 %
SSC	K.M.E.S SCHOOL	MUMBAI BOARD	2004	51.73 %

Set of Skills:

- Good Team Player
- Good presentation and communication skills

Computer Skills:

- MS Word, MS Excel and MS Powerpoint.
- Considerable knowledge of Internet.

Work Experience: 10 years of teaching experience as Full -Time Faculty for BMS at K.M.E Society's G.M. Momin Women's College, Bhiwandi.

Approval:

Approved by University of Mumbai as a Full Time Assistant Professor in B.M.S. w.e.f. 12/06/2013.

Courses/ Subjects Taught (UG Level):

FYBMS: Semester-I : Business Communication-I

Semester-II: Principles of Marketing

SYBMS: Semester -III: Business Planning and Entrepreneurial Management

Strategic Management

Consumer Behaviour (Marketing Specialization)

Semester-IV: Production and Total Quality Management

Integrated Marketing Communication (Marketing Specialization)

TYBMS: Semester-V: Logistics and Supply Chain Management

Semester-VI: Brand Management (Marketing Specialization)

Retail Management (Marketing Specialization)

Examination Duties:

- Paper Setter and Examiner for FYBMS and SYBMS Examination.
- Appointed as examiner for TYBMS University of Mumbai Examination in the subject Logistics and Supply Chain Management and Retail Management.
- Appointed as External Examiner for Project Viva-Voce (Semester-V) of TYBMS Examination on 05-12-2013 and 06-12-2013 at B.N.N College, Bhiwandi.
- Appointed as External Examiner for Project Viva-Voce (Semester-V) of TYBMS Examination on 04-12-2014 at B.N.N College, Bhiwandi.
- Appointed as External Examiner for Project Viva-Voce (Semester-V) of TYBMS Examination on 14-12-2017 at Shri Mahadev Baburao Chaughule Mahavidyalaya, Bhiwandi.
- Appointed as External Examiner for Project Viva-Voce (Semester-VI) of TYBMS Examination on 15-04-2019 at Shri Mahadev Baburao Chaughule Mahavidyalaya, Bhiwandi.

Contribution in College Committees:

Convener of Aspire Club

Member Admission Committee

Member Alumni Association

Member Annual Prize Distribution Committee

Member Career Guidance and Placement Cell

Member Degree Distribution Committee

Member Documentation Committee

Member Examination Committee

Member Internal Academic Audit Committee

Member ISO Committee

Member IQAC

Class In-charge for SYBMS

Invited Lectures:

- Invited as a speaker in the workshop for Human Resource Management and Elements of Logistics and Supply Chain Management subjects for TYBMS Semester-V on 24th October 2013 at Mahatma Gandhi Mission's College of Commerce.
- Invited as a speaker for Elements of Logistics and Supply Chain Management subject for TYBMS Semester-V on 30th October 2013 at Malini Kishor Sanghvi College, Mumbai.
- Invited as Guest Lecturer for the subject Retail Management on 30th March 2014 at Sonopant Dandekar College, Palghar.
- Invited as a speaker for Elements of Logistics and Supply Chain Management subject for TYBMS Semester-V on 08th September 2015 at Swayam Siddhi Mitra Sangh's Degree College, Bhiwandi.
- Delivered a lecture on 'Office Etiquette' in Personality Development and Leadership Training Course on 18th July 2017 at G.M. Momin Women's College, Bhiwandi.
- Delivered a lecture on 'Workplace Etiquette' in Personality Development and Leadership Training Course on 27th August 2018 at G.M. Momin Women's College, Bhiwandi.
- Delivered a lecture on 'Workplace Etiquette' in Personality Development and Leadership Training Course on 22nd July 2019 at G.M. Momin Women's College, Bhiwandi.

Paper Publication:

1. Role of Brand Elements in Building the brand and brand equity, Conference Proceeding The Catalytic Role of the Youth as Key Drivers in Global Development, Volume 1, ISBN:978-81-922978-5-9, Pg. No.259 to Pg. No. 273.
2. A Study on Understanding the Preference and Acceptability of e-tailing amongst Academicians in Bhiwandi. Journal of Business and Management, Vol.01, ISBN: 978-93-83072-23-1 Pg. No.79 to Pg. No. 90.
3. Reality Behind HR Outsourcing: A Study based on Literature Review, MNDC Journal of Arts & Sciences, ISSN:2394-1480 Vol.01 Issue 01, January 2015 Pg No.307 to Pg No.311
4. The Role of Advertisement in Developing Brand Equity- A Study Based on Literature Review, Royal – An International Multidisciplinary Half-yearly Research Journal, ISSN:2278-8158; Vol: VI; Issue: II; November 2017 Pg. No. 13 to Pg. No.16

Professional Development Activities:

- Participated in elocution competition organised by Konkan Muslim Education Society of Thane District. On 5th September 2011.
- Participated in the one day workshop on “Credit and Grading System for BMS.” On 27th July 2011 organized by Narsee Monjee College, Mumbai.
- Participated in the one day workshop on “Revised Question Paper Pattern for TYBMS Semester-V.” On 29th July 2013 organized by Narsee Monjee College, Mumbai.
- Participated in the one day workshop on “Revised Paper Pattern under CBSGS for TYBMS Sem-V.” On 12th August 2013 organized by Thakur College , Mumbai.
- Presented a paper titled ‘Leadership Styles and its Suitability in different Industries in India’ at National Conference organized by Nagindas Khandwala College, Mumbai. On 7th September 2013.
- Presented a paper titled ‘Role of Brand Elements in Building the brand and brand equity’ at National Conference organized by Thakur College, Mumbai. On 24th -25th September 2013.
- Presented a paper titled ‘A Study on Understanding the Preference and Acceptability of e-tailing amongst Academicians in Bhiwandi’ at National Conference organized by K.M.E Society’s G.M. Momin Women’s College, Bhiwandi. On 18th and 19th January 2014.
- Participated in the 92nd Orientation Programme at U.G.C. Academic Staff College Rani Durgawati Vishwavidyalaya, Jabalpur, M.P. from 14-10-2014 to 08-11-2014 and obtained Grade “A”
- Participated in Workshop on Powerpoint Presentation Technics on 8th December 2014 organized by G.M. Momin Women’s College in collaboration with New Dimensions.
- Participated in the one day workshop on “Revised Syllabus for SYBMS.” On 8th June 2015 organized by CHM College.
- Participated in Faculty Development Programme organized by IBS Business School on 11th July 2015.
- Participated in regional level workshop on ‘Global Scenario in Biotechnology’ organized by K.M.E Society’s G.M. Momin Women’s College, Bhiwandi. On 6th August 2015.

- Participated in regional level workshop on ‘Career Advancement Scheme’ organized by K.M.E Society’s G.M. Momin Women’s College, Bhiwandi. On 11th September 2015.
- Participated in the Two Day Zonal Workshop on “Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013 and Related Issues, jointly organized by WDC University of Mumbai and K.M.E Society’s G.M. Momin Women’s College, Bhiwandi. On 14th and 15th December 2015.
- Participated in the one day workshop on “BMS Syllabus Revision Workshop.” On 30th June 2016 organized by SIES College.
- Participated in Faculty Knowledge Programme organized by IBS Business School on 09th July 2016.
- Participated in the one day workshop on “Revised Syllabus of FYBMS- Semester I & II of BMS.” On 23rd July 2016 organized by CKT College.
- Participated in Evolution of Scientific Terminology in Marathi/Hindi programme organised by Commission for Scientific and Technical Terminology at G.M. Momin Women’s College. On 13th and 14th October 2016.
- Participated in National Seminar on “Trends in Mysticism” organized by K.M.E Society’s G.M. Momin Women’s College, Bhiwandi. On 10th December 2016.
- Participated in a Seminar on “Emerging Trends in Information Technology and Management on 6th February 2017.
- Participated in the one day workshop on “SYBMS Syllabus Revision Workshop Semester III & IV.” On 28th June 2017 organized by SIES College.
- Participated in One Day Workshop on New Amendments in API organized by G.M. Momin Women’s College on 23rd September 2017.
- Presented a paper titled ‘The Role of Advertisement in Developing Brand Equity- A Study based on Literature Review.’ At International Multidisciplinary Conference. Organized by St. Joseph College, Virar in association with Indo Global Chamber of Commerce Industries and Agriculture. On 29th September 2017.
- Participated in Workshop on ‘NAAC Related Quality Culture Development’ organized by G.M. Momin Women’s College on 29th November 2017.
- Participated in One day training program on ‘Developing E-Content for Effective Teaching Organized by G.M. Momin Women’s College in association with Asian Centre for Research and Training, Pune on 4th December 2017.

- Participated in Training Course on Google Drive Operation on 18th December 2017.
- Participated in seminar on ‘Digital Marketing’ organized by G.M. Momin Women’s College on 15th February 2018.
- Participated in the One day State Level Workshop on ‘Women Empowerment Through Education and Legal Awareness organized by G.M. Momin Women’s College on 27th February 2018.
- Participated in One Day Syllabus Revision Workshop for TYBMS organized by SEMT’s M.B. Harris College of Arts and A.E. Kalsekar College of Commerce & Management on 5th July 2018.
- Attended Two Day Training Course on “Documentation, Internal Audit and Transition to Quality Management System as per IS/ISO 9001:2015” held during 12-13 July 2018. Conducted by BIS, WRO, Mumbai.
- Participated in training course on IPR: Patent and its Filing on 25th August 2018.
- Participated in the Workshop on “Avishkar Research Convention: 2018-19 organized by Department of Students’ Development, University of Mumbai at G.M. Momin Women’s College on 5th September 2018.
- Participated in one day state level seminar on ‘Gender Awareness & Motivation’ Jointly organized by G.M. Momin Women’s College and University of Mumbai on 20th August 2019.
- Participated in One day State level Awareness Workshop on ISO 9001:2015 and 21001:2018(BIS) organized by G.M. Momin Women’s College on 28th November 2019.
- Participated in one day state level seminar on ‘Know your Rights’ Jointly organized by G.M. Momin Women’s College and Majlis on 10th December 2019.
- Participated in 5 Day International level Online Faculty Development Programme on “How to Train Media Students to Handle Pandemics like Covid-19” organized by Nirmala Memorial Foundation College in association with Griffith University, Australia from 4th May to 8th May 2020.
- Participated in Webinar on ‘IFRS Overview Standards Recognition to De-recognition Journey!’ held on 4th May 2020 organized by L.S. Raheja College.
- Participated in Webinar on ‘How to Choose the right Equity Mutual Fund to Invest in’ held on 5th May 2020 organized by L.S. Raheja College.

- Participated in National Webinar on Understanding HR in HR held on 9th May 2020 organized by Pragati College, Dombivli.
- Participated in National Webinar on How to Start Business Startup & Entrepreneurship held on 10th May 2020 organized by M.B. Harris College.
- Participated in International Webinar on Application of Chanakya Niti in Modern Education held on 11th May 2020 organized by Anna Leela College.
- Participated in Webinar on Youtube- An effective asset for teaching and learning held on 12th May 2020 organized by Public Night Degree College, Mumbai.
- Participated in National Webinar on Value Investing- Key to create Long Term Wealth held on 13th May 2020 organized by St. Andrew's College.
- Participated in National Webinar on Product Development and Consumer Psychology- The Key Drivers held on 14th May 2020 organized by Maharashtra College.
- Participated in National Online Workshop on Research Ethics and Plagiarism Control held on 15th May 2020 organized by Anna Leela College.
- Participated in National Webinar on Role of Marketing Management for Economic Development Post Covid-19 held on 18th May 2020 organized by M.B. Harris College.
- Participated in Webinar on Investment: Mutual Funds and Equities held on 19th May 2020 jointly organized by ASP College, Devrukh and Guru Nanak College, Mumbai.
- Participated in International Webinar on Atmanirbhar Bharat: A Dawn of New Economic Reforms held on 23rd May 2020 organized by Anna Leela College.
- Participated in Webinar University Guidelines: Examinations and Promotions in view of Covid-19 Pandemic held on 23rd May 2020 organised by Ramanand Arya D.A.V. College in association with University of Mumbai.
- Participated in National Webinar on Impact of Covid-19 on MSME in India held on 13th June 2020 organized by Swyam Siddhi Degree Night College.
- Participated in Online Multidisciplinary International level conference on "Atmanirbhar Bharat Abhiyan: Opportunities and Challenges" held on 27th June 2020. Organised by Swyam Siddhi College of Management and Research, Bhiwandi.
- Participated in National Webinar on Outcome Based Education held on 4th July 2020 organized by S.M. Shetty College.

- Participated in online session on Investment in stock market pre and post covid 19 held on 10th July 2020 organized by Sahyog College of Management Studies.
- Participated in Online National Webinar on “Avoid Plagiarism in Research: Why and How?” organized by G.M. Momin Women’s College on 19th August 2020.
- Participated in Online Guidance Lecture on “Guidelines for Peer Team Visit for NAAC” organized by G.M. Momin Women’s College on 23rd October 2020.
- Participated in State Level Webinar on Awareness on Cyber Bullying organized by G.M. Momin Women’s College on 26th November 2020.
- Participated in two day National Webinar on Quality Management in Education on 10th August and 11th August 2021.

Appreciations:

- Certificate of Appreciation by G.M. Momin Women’s College for Qualifying NET Examination in December-2012 UGC-NET Exam.
- Certificate of Appreciation by G.M. Momin Women’s College for producing 100% result in the subjects of HRM, Retail Management and Entrepreneurship in the University examinations held in March/April 2012.
- Certificate of Appreciation by Konkan Muslim Education Society of Thane District. For achieving 100% result in TYBMS exam March 2013.
- Certificate of Appreciation by G.M. Momin Women’s College for producing 100% result in the subjects of Logistics and SCM, Retail Management and Entrepreneurship in the University examinations held in 2013-2014.
- Certificate of Appreciation by Konkan Muslim Education Society of Thane District. For achieving 100% result in TYBMS exam 2015.
- Certificate of Appreciation by G.M. Momin Women’s College for producing 100% result in the subjects of Retail Management and Entrepreneurship in the University examinations.

- Certificate of Appreciation by Konkan Muslim Education Society of Thane District. For achieving 100% result in Retail Management subject TYBMS exam March/April 2019.
- Certificate of Merit for guiding a research project Titled Analyzing the role of service gap model in eliminating service gaps in Health Care Sector in Selection round of 13th Inter-Collegiate Avishkar Research Convention :2018-19 and the project was selected for Final Round of 13th Inter-Collegiate Avishkar Research Convention :2018-19.

Internship / Project undertaken during Academics:

- Company: M square Mall Marketing & Management Pvt. Ltd.
- Duration: 20th May 2010 to 20th July 2010
- Project Title: Customer Satisfaction Study for Mega Mall Members in Mumbai City with Reference to Services provided to them.

Personal details:

Nationality: Indian

Date of Birth: 14th Feb. 1989.

Address: 13/A Amin Dhuru Building, Bunder Road, Near Narli Talav Municipal School, Bhiwandi, Thane, Maharashtra - 421308

Gender: Male.

Marital Status: Married

Languages known: English, Hindi, Marathi.

Hobbies: Singing, playing Table tennis.