

Bachelor of Commerce in Digital Strategy

About the Department

At Jai Hind College, our intensive 3-year Bachelor of Commerce in Digital Strategy program aims to develop skilled professionals capable of leading online businesses. With a robust curriculum covering essential digital modules and soft skills, this program ensures accelerated career advancement and prepares students for modern brand requirements. It also enables traditional family businesses to transform into cutting-edge online enterprises. The program includes multiple internships aligned with NEP guidelines, providing industry knowledge and practical experience. The mandatory internship integrated into the curriculum ensures that students are well-equipped even before graduation.

About the HOD:

Dr. Rakhi Sharma : Head of Department



Qualifications: MBA, PhD (UGC NET-JRF), LLB

Specialization: Marketing, Finance, Entrepreneurship

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Message from the HOD:

The Bachelor's in Digital Strategy program adopts a dynamic approach to education, to create a practical learning experience and ensure that our students are industry-ready, to focus on all-round skills development.

Our curriculum emphasizes on honing critical future skills like digital marketing, AI and so on with the help of our faculties who are Industry experts and deliver valuable insights while making learning more dynamic.

Industry professionals share their experience and train our students during Super Sessions. We strongly encourage participation in competitions and college societies to promote collaborative learning.

Our program is committed to supporting students throughout their journey, with tools like mock interviews, resume evaluation and 1-on-1 mentoring sessions we thrive to cultivate a passion in students for a bright future in the digital marketing industry.

Faculty Details

Name: Mr. Karan Shah, Founder & CEO of IIDE

Qualifications: Post Graduation in E Commerce (Harvard), BBA.

Name: Mr. Kishu Daswani

Qualifications: (LLB, LLM) Corporate Lawyer

Experience: 30 years

Name: Dr. Vinay Pandit

Qualification: M.Sc in Mathematical Science, Executive MMS in Human Resource Development.

Experience: 20 years

Name: Mr. Yash Chandiramani, Founder and Chief Strategist of Admatazz.

Qualifications: BMS

Experience: 14 Years

Name: Nimit Kathuria

Qualification: MBA (PGP) from ISB, Hyderabad BBS from Shaheed Sukhdev College of Business Studies, University of Delhi

Experience: 13 years

Name: Mrs. Upasana Loya

Qualification: Chartered Accountant, formerly with KPMG.

Experience: 10 years

Name: Mr. Nishant Patkar

Qualification: Postgraduate in Business Marketing, New Zealand, Bachelor in Mass Media (Advertising), Mumbai

Experience: Industry - 10 years, UG - 5 years, PG - 1 year

Name: Mr. Sean Andrade

Qualification: Bachelors in Mass Media

Experience: Industry - 10 years, UG - 6 years, PG - 4 years

Name: Mr. Jaspreet Singh

Qualification: Bachelors in Business Administration, Symbiosis

Experience: Industry - 10 years, UG - 7 years, PG - 4 years

Name: Mr. Aditya Shah

Qualification: (Co-founding partner at Qian Insurance Broking LLP)

Experience: 9 years

Name: Mr. Yash Dugar

Qualification: (CFO, Panchratna Arts Ltd)

Experience: 7 years

Name: Amreen Kaur Luthra

Qualification: BCom, MBA

Experience: 6 years

Program Offered

Cell/Societies Under Department

1) Talaash

Faculty Advisor - Dr. Rakhi Sharma

Talaash, hosted by Jai Hind College's BMS department, is one of the biggest management fests in Mumbai. Over 24 years, it has evolved into a major intercollegiate event showcasing student talents.

Talaash 2023-2024 featured management challenges, informal events, and sports, along

with music, drama, talent shows, and a fashion show judged by esteemed personalities. This year added a unique twist to cultural activities, celebrating student creativity and passion with support from sponsors.

2) Jai Hind Business Conclave (JBC)

Faculty Advisor - Dr. Rakhi Sharma

One of the only committees on campus that blends business with culture, the best of both worlds. The Jai Hind Business Conclave, a BBA (Bachelors of Business Administration) initiative, is a thrilling two-day corporate event packed with management games, speaker sessions, panel discussions and engaging podcasts. This committee aims at bridging the gap between classroom learning and the real world and provides a unique platform for industry leaders, business heads and the policymakers of our country to drive forward innovative ideas and foster a shared vision for a better, brighter and rejuvenated idea. From pre events at the National Stock Exchange to interaction with the head honchos at Dr. Vaidya, Kellogs, Deloitte, SBI Mutual Funds and more, JBC has it all.

3) Incubator & Accelerator Centre

Faculty Advisor - Dr Rakhi Sharma

Founded in the year 2020, the Jai Hind College Incubator & Accelerator Centre is a dedicated space for student startups to thrive. They offer:

- Personalized mentoring by industry experts
- Modern co-working spaces
- Specialized programs to develop entrepreneurial skills
- Opportunities to pitch to investors

Their flagship event, "The Startup Exposition, offers a platform for startups to showcase their ideas and connect with potential investors. "Intellectus" sessions educate startups on intellectual property rights, while their collaboration with the "Wadhvani Foundation" offers comprehensive support through online and offline programs.

4) Entrepreneurship Cell & Skill Hub

Faculty Advisor - Dr Rakhi Sharma

Since its inception, Jai Hind College (Autonomous) has fervently advocated for fostering an entrepreneurial ecosystem within our society. In line with this vision, the "Entrepreneurship Cell and Skill Hub," was introduced and digitally inaugurated by our Hon'ble Prime Minister, Shri Narendra Modi. This initiative is dedicated to empowering job-seekers to become tomorrow's job-makers through continuous reskilling and hands-on learning experiences. With a keen focus on revitalizing the startup economy, our goal is to bolster the nation's economic growth. Our vision is to provide aspiring

entrepreneurs with the essential platforms and resources needed to transform their innovative ideas into leading businesses of the future, paving the way for groundbreaking advancements and sustainable success.

5) Family Managed Business Hub (FMB)

Faculty Advisor - Dr Rakhi Sharma

The Family Managed Business Hub provides a centralized platform for collaboration, knowledge-sharing, and networking among family-owned enterprises. It serves as a supportive ecosystem where these businesses can address common challenges, exchange insights, and foster synergies. Such a hub facilitates the continuity and growth of family businesses by offering resources, mentorship, and a sense of community. Additionally, it contributes to the preservation of family values and legacies, creating a robust network for mutual support and shared success.

6) Enactus Jai Hind College

Faculty Advisor - Dr. Rakhi Sharma

Enactus Jai Hind College, part of the global Enactus network since 2015, focuses on social and environmental entrepreneurship. Notable projects include Project Ekta (2021-2022), which addresses textile waste by upcycling discarded clothes into products like tote bags and laptop sleeves. Tech-Siksha provides education to over 100 underprivileged children and strives to improve their quality of life.