

Farhat Hasan

Assistant Professor of Commerce & Management

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SUMMARY

Accomplished Assistant Professor of Commerce & Management with over 10 years of teaching experience across undergraduate and junior college levels. Specialized in Innovation, Business Operations, and Digital Marketing. SET-qualified, with a proven record of curriculum innovation, entrepreneurship training, and applied business education. Published researcher in SCOPUS-indexed journals and an advocate of technology-integrated, outcome-driven instruction.

EXPERIENCE

Assistant Professor

Rizvi College of Arts, Science and Commerce, Mumbai

Jan 2023 – Apr 2025

- Taught Commerce, Advertising, Marketing, Management, and Introduction to Business.
- Conducted a college-level Startup Idea PPT Competition involving 40+ students.
- Designed and led a Social Media Marketing course aimed at enabling students to start online businesses.
- Organized industrial visits, student seminars, and mentorship activities.
- Responsible for paper setting, assessment, and moderation.
- Fostered interactive and applied learning environments for industry readiness.

Assistant Professor

Manjunatha College of Commerce, Mumbai

Jan 2022 – Jan 2023

- Delivered courses in Management Application, Advertising, Marketing Management, and Consumer Behaviour.
- Contributed to curriculum planning and participated in faculty meetings.
- Supervised student research and hosted seminars to enhance academic depth.

Assistant Teacher

DRT Junior College (State Board), Mumbai

Jan 2016 – Jan 2022

- Taught Business Studies and Economics with creative lesson planning.
- Maintained academic records and provided student counseling.
- Created content on YouTube for enhanced student engagement: PowerFacts Channel

Assistant Teacher

Noble PU College (CBSE Board), Bangalore

Jan 2010 – Jan 2012

- Instructed Accountancy and Economics using real-life scenarios.
- Designed adaptive and practical lesson plans tailored to diverse student needs.

EDUCATION

- Master of Commerce (M.Com)
Bedekar College, Thane – University of Mumbai, Apr 2007
Specialization: Organizational Behaviour, International Marketing, Entrepreneurship Management
- SET Qualified
Savitribai Phule Pune University, Jan 2018
State Eligibility Test for Assistant Professorship (Commerce)
- Bachelor of Education (B.Ed)
MCES College, Mumbra
Specialization: Commerce and Economics
- Diploma in Computer Applications
Foresight Technical Education Centre, Thane, Jun 2006
Grade: A+

CERTIFICATIONS (SELECTED)

- Data Analysis using MS Excel – 36 hours, Feb 2025
- Social Media Marketing – The Global Studio, Jun 2024
- NEP 2020 Orientation – Malaviya Mission Teachers Training, May 2024
- National Level Teachers Training Program – AIMPA
- English Proficiency Certificate – EF SET, Mar 2025

SKILLS & COMPETENCIES

- Education: Curriculum Design, Applied Teaching, Online Tools (Zoom, LMS)
- Research: Academic Writing, Publication, Applied Research
- Business: Innovation & Entrepreneurship, Business Operations, Digital Marketing
- Technology: MS Office, Data Analytics (Excel), YouTube Content Creation
- Interpersonal: Communication, Mentorship, Academic Advising

RESEARCH PUBLICATIONS

- "Data Analytics: A Game Changer for Better Business Decisions and Results"
Journal for Reattach Therapy and Development Diversities (SCOPUS Indexed), Vol. 6 Special Issue 6, Jun 2023, ISSN: 2589-7799
- "Psychological Determinants of Buy Now, Pay Later Adoption"
Excel's International Journal of Social Science and Humanities, Nov 2024, Vol. 3 No. 34, ISSN: 2277-7539
- "Impact of Instant Refund Policies on Online Purchase Decisions"
International Journal of Research, Vol. 14(1), Jul–Dec 2024, ISSN: 2231-6124
- "Cryptocurrency Use in Small Business Transactions: Insights from Mumbai"
European Economic Letters (EEL), Vol. 15, Issue 2, Jan 2025, ISSN: 2323-5233

APPLIED PROJECTS & INITIATIVES

- Led a Startup Idea PPT Competition to develop student entrepreneurship skills.
- Designed and delivered a Social Media Marketing Certificate Course for aspiring online entrepreneurs.
- Mentored students in preparing business plans and conducting market analysis.
- Organized seminars and industrial visits for practical business exposure.