



## Shireen Banu

**Lecturer -Community College Qatif**

### Personal Data

Nationality	Indian
Date of Birth	30-August -1980
Department	Business Administration Community college Qatif
Official UoD Email	smahaboob@uod.edu.sa
Office Phone No.	

### Language Proficiency

Language	Read	Write	Speak
Arabic	Yes	Yes	No
English	Yes	Yes	Yes
Urdu	Yes	Yes	Yes
Hindi	Yes	Yes	Yes
Others			

### Academic Qualifications (Beginning with the most recent)

Date	Academic Degree	Place of Issue	Address
April 2013	Master of Business Administration (Marketing & Human Resources)	Anantapur	Sri Krishnadeveraya University India
November 2011	Master of Laws (corporate & security laws)	Guntur	Acharaya Nagarjuna University India
September 2009	Master of Commerce	Anantapur	Sri Krishnadeveraya University India
April 2005	Bachelor of Laws (special)	Gulbarga	Gulbarga university India
April 2001	Bachelor of commerce	Anatapur	Sri Krishnadeveraya University India

### PhD, Master or Fellowship Research Title: (Academic Honors or Distinctions)



PhD	
Master	<ul style="list-style-type: none"> <li>• A Study “Focusing on Marketing Strategies of Hindustan Petroleum Company Limited”. Presented on 10 January 2012 in HPCL Sector India in Sri Krishnadeveraya University India.</li> <li>• A Study “Recent Trends in the Memorandum and Articles of Association” presented on 29 July 2010 in University of Guntur. India.</li> <li>• A Study “Recruitment and Selection in Human Resources management” Presented on 20 December 2008 in Sri Krishnadeveraya University India.</li> </ul>
Fellowship	

### Professional Record: (Beginning with the most recent)

Job Rank	Place and Address of Work			Date
Lecturer	Qatif	Business Administration Department, Community College Qatif, University of Dammam	Dammam, Saudi Arabia	2015=Till date
Lecturer	Guntakal	Commerce and Management in Sri shankaranandagiri swamy Degree Aided College, Guntakal.	Andhra Pradesh, India	2013=2014
Lecturer	Adoni	Commerce and Management in Dr. Jyothimai Degree and P.G College, Adoni.	Andhra Pradesh, India	2006-2011

### Administrative Positions Held: (Beginning with the most recent)

Administrative Position	Office	Date

### Scientific Achievements

#### Published Refereed Scientific Researches

(In Chronological Order Beginning with the Most Recent)

#	Name of Investigator(s)	Research Title	Publisher and Date of Publication

#### Refereed Scientific Research Papers Accepted for Publication

#	Name of Investigator(s)	Research Title	Journal	Acceptance Date
1	Shireen Banu	Proscribe on Currency (Bad Economics ) crash on Indian Business	International Journal of Applied Business and Economic Research Vol15(2017)	April 14 - 2017 under press



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### Scientific Research Papers Presented to Refereed Specialized Scientific Conferences

#	Name of Investigator(s)	Research Title	Conference and Publication Date

### Completed Research Projects

#	Name of Investigator(s) (Supported by)	Research Title	Report Date
1	Dr. S. Imran Ali	A Study "Focusing on Marketing Strategies of Hindustan Petroleum Company Limited".	10 January 2012
2	Dr. Khaleel Ahemed, Mohammed Shariff	A Study "Recent Trends in the Memorandum and Articles of Association".	29 July 2010
3	Dr. Krishnaiya	A Study "Recruitment and Selection in Human Resources management".	20 December 2008

### Current Researches

#	Research Title	Name of Investigator(s)
1	Conceptual research "A study on the impact of internal and external factors on entrepreneurial skills development in techno managerial students of Andhra Pradesh".	Dr Vara prasad
2	Conceptual research 'A study on DAGMAR in marketing'	Dr Vara Prasad

### Contribution to Scientific Conferences and Symposia

#	Conference Title	Place and Date of the Conference	Extent of Contribution

### Membership of Scientific and Professional Societies and Organizations

- AIRA American Indigenous Research Association
- IAARSA



## Teaching Activities

### Undergraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1	Principles of Marketing	MRKT 208	180 lectures
2	Principles of Business law		90 lectures
3	Life & Health insurance		45 lectures
4	Management concepts		45 lectures
5	Tort law		20 lectures
6	Civil & criminal law		16 lectures
7	Principles of Insurance	INSU209	45 lectures
8	Legal aspect of Insurance	INSU309	45 lectures

### Brief Description of Undergraduate Courses Taught: (Course Title – Code: Description)

1	Provides a general knowledge of marketing emphasizing marketing mix elements and target markets for consumer and industrial products, marketing strategies, customer behavior, market planning and promotion. Service marketing Prerequisites: management concepts.
2	Apply business Law principles to everyday business activities sound knowledge of the laws ( both statutory and common law)concepts underlying the uniform commercial code to provide an overview of various areas of the law including contracts, Torts civil criminal laws, sale of goods, intellectual property, Business organization, Business ownership.
3	This course aims to provide students with basic knowledge in life, health, and pension insurance both in commercial and social aspects. Topics include: life insurance needs analysis, economics of life and health insurance, nature of life, health, and pension insurance, types of life insurance policies, policy and ownership analysis, life and health insurance contract analysis, organization of commercial and social insurance framework, laws and regulations of life, health, and pension insurance, Health care system, etc.
4	Provide basic concepts of management planning, organizing, controlling, motivation, leadership and Business organizational structures etc.
5	This course provide the basic of tortuous liability, concepts of defamation nuisance, negligence
6	This course examines the constitutional, statutory and rule-based issues that arise in the formal processing of a criminal case, types of punishments, offences in relating to Human body and property relating punishments elements of crime, standard of proof and The civil law sets out the rights and duties of individuals and how civil claim can be brought for damages for negligence, in addition to any criminal prosecution.
7	The main fundament of principles of insurance types of insurance regulation of insurance and insurance intermediaries Agents Brokers and the government and Saudi Arabia



	insurance regulation.
8	Legal aspect of insurance fundamental principles and the concepts of insurable interest and insurance intermediaries duties and rights of an principal & agent claims property insurance on the bases of legal aspects.

### Postgraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1	Marketing Management		135 lectures
2	Commercial law and Business Law		180 lectures
3	Human Resources Management		90 lectures
4	Corporate law		45 lectures
5	Constitutional law		30 lectures

### Brief Description of Postgraduate Courses Taught: (Course Title – Code: Description)

1	Marketing emphasizing marketing mix elements and segmentation, target markets for consumer and industrial products, marketing strategies, customer behavior, market planning, marketing research and promotion tools integrated marketing communication. Service marketing etc
2	Basic Law principles to everyday business activities sound knowledge of the laws ( both statutory and common law)concepts underlying the uniform commercial code to provide an overview of various areas of the law including contracts, Torts civil criminal laws, sale of goods, intellectual property, Business organization, Business ownership.
3	This course examines the role of the human resource professional as a strategic partner in managing todays organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined. Implications of legal and global environments are appraised and current issues such as diversity training, sexual harassment policies, and rising benefit costs are analyzed. Best practices of employers of choice are considered.
4	It provides the company legal documentations, corporate administration ,provisions of appointing company Director, Remuneration and Removals and types of shares and share capital law relating to doctrine of ultra virus act of directors etc
5	The main themes of the Constitution, along with the development of constitutional law from the founding of law at present times. Topics covered might include the Constitutional rights. Separation of powers, taxing and spending power, regulation of commerce, accused rights and property rights. Basic techniques of constitutional interpretation will be explored and foundational cases will be examined in preparation for more specific constitutional law and relationship the federal government has with the states, as defined



by the Constitution. Particular focus will be given to the Supreme Court and its constitutional jurisprudence.

### Course Coordination

#	Course Title and Code	Coordination	Co-coordination	Undergrad.	Postgrad.	From	To
1	Principles of marketing MKRT208	Shireen Banu		YES	yes	2013	2017
2	Principles of Insurance INSU209	Shireen Banu		Yes	Yes	2016	2017
3	Legal Aspects of insurance	Shireen Banu		Yes	Yes	2016	2017
4	Principles of Business Law ADM205	Shireen Banu		YES	yes	2013	2017
5	Principles of Life and Health insurance INUS303	Shireen Banu		YES		2016	2017

### Guest/Invited Lectures for Undergraduate Students

#	Activity/Course Title and Code	Subject	College and University or Program	Date
1	Lecture for 2 weeks Principles of Business Law ADM205	Principles of Business Law	Community college of Dammam	September 2015

### Student Academic Supervision and Mentoring

#	Level	Number of Students	From	To
1	Level 5	12 students	2015	2016
2	Level 3	16 students	2016	2107

### Supervision of Master and/or PhD Thesis

#	Degree Type	Title	Institution	Date



### Ongoing Research Supervision

#	Degree Type	Title	Institution	Date

### Administrative Responsibilities, Committee and Community Service (Beginning with the most recent)

#### Administrative Responsibilities

#	From	To	Position	Organization

#### Committee Membership

#	From	To	Position	Organization
1	2016	2017	Assistant member of Quality Assurance office	Community college Qatif, University of Dammam
2	2016	2017	Member in scientific program development committee	Community college Qatif, University of Dammam
3	2016	2017	Team Member of Annual Program Report	Community college Qatif, University of Dammam
4	2016	2017	Team leader of self study committee	Community college Qatif, University of Dammam
5	2016	2017	Team Member of library committee	Community college Qatif, University of Dammam
6	2015	2016	Team Member of Course specification committee	Community college Qatif, University of Dammam
7	2015	2016	Team Leader of NCAAA committee	Community college Qatif, University of Dammam
8	2013	2014	Team member of Women Empowerment	Sri Shankaranandagiri swamy Aided Degree College Andhra Pradesh India

#### Scientific Consultations

#	From	To	Institute	Full-time or Part-time

#### Volunteer Work



#	From	To	Type of Volunteer	Organization
1	14-3-2017	14-3-2017	Short term Volunteer for Community service Activity conducted on Globalization of Market	Community Service in Community college Qatif
2	8-3-2017	8-3-2017	Short term Volunteer for Community service Activity conducted on Awareness on International Women's Day	Community Service in Community college Qatif
3	20-12-2016	20-12-2016	Short term Volunteer for Community service delivered lecture on Awareness of presentation on Business law	Community Service in Community college Qatif
4	2005	2016	Short term volunteer	Volunteering center

**Personal Key Competencies and Skills: (Computer, Information technology, technical, etc.)**

1	Accounting Package:	Tally 6.3
2	Office Auto:	Ms – Office, Fox Pro, Oracle SQL, Visual Basic.
3	Operating System :	Windows 98
4	Inter Net Technologies:	H.T.M.L, Photoshop, Web – Designing

**Last Update**

21/5 /2017