

ಹಿಇಎಸ್ ಇನ್ಸ್ಟ್ ಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಕುವೆಂಮ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053084 8147053085

#### **PES Institute of Advanced Management Studies**

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

List of Activities Conducted under the MoU

of

## FICOM Engineering Private Limited, Bangalore for the

#### Academic Year 2018-19

S I No	Name of the Activity	Date	Number of Participants	
1	Invited Talk on Emergence of Corporate Governance in India and Role of Business Enterprises	16-01-2019	235	
2	Invited Talk on Role of Innovative Sales Promotion Techniques	20-12-2018	235	
3	Certificate course on Digital Marketing	05-08-2018 to 02-09-2018	137	
	Total			

#### PES IAMS

ಹಿಇಎಸ್ ಇನ್ಸ್ಟ್ ಟ್ಯಾಬ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಡ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟಡೀಸ್

(ಕುವೆಂತು ವಿಶ್ವವಿದ್ಯಾನಿಲಯರ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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Date: 16-01-2019

Report on Guest talk of

## Emergence of Corporate Governance in India and role of **Business Enterprises**

Corporate Governance guide lines ensure that the company is directed and controlled in a way so as to achieve the goals and objectives to add value to the company and also benefit the stakeholders in the long term. The high profile corporate governance failure scams like the stock market scam, the UTI scam, Ketan Parikh scam, Satyam scam, which was severely criticized by the shareholders, called for a need to make corporate governance in India transparent as it greatly affects the development of the country.

Mr. Sohankumar R.N., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Emergence of Corporate Governance in India and role of Business Enterprises organized on 16.01.2019 by Department of Commerce and Management, PESIAMS. He pointed out that the business enterprises should understand their responsibility towards Society, Government, law of the country and greater interest of stock holders and customers.



The informative session was started with a welcome note by Mr. Nagaraja S R, Coordinator, P G Department of Commerce. Dr Sudharshan G M HOD, Dept. of Commerce and Management proposed vote of thanks. At the end of the program Dr. K Sailatha, Principal, PESIAMS and staff members were present during the program.

> PES Institute of Advanced Management Studio NH 206, Sagar Road SHIVAMOGGA-577 204.



**ಎ**ಇವಿಪ್ ಇನ್ಫ್ಡ್ಆ್ಯೂಡ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟಡೀಸ್

(ಕಾರುವು ವಿಶ್ವವಿಧ್ಯಾನಿಲವದ ಸಂಯೋಜನೆಗೊಳವಲ್ಲದೆ ಮತ್ತು ಕರ್ನಾಲಕ ಸರ್ಕಾರದ ಮಾನ್ಯಕ ಘಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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Website: pestrust.edu.in/pesiams

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

#### List of Students (I Semester B.Com) Participated in program 2018-2019

st. No	Name of the Student	Sl. No	Name of the Student
1	ABHISHEK V K	28	MURALI G
2	ADARSH B	29	NIDHIJR
3	AISHWARYA B P	30	NIHARIKA BYRAPLY YATHIRAJU
4	ANKITHA B R	31	NITHIN M.C
5	ARSHU R	32	PALLAVI H.R
6	ASTHIK S	33	PARIMALA T
7	BINDU E.H	34	PRIYA C R
8	BINDU P E	35	RACHANA R VANDKAR
9	DARSHANNAIK	36	RAMYASHREE B
10	GANAVI B.M	37	SACHIN M M
11	GANESH K P	38	SAILAKSHMI K.R
12	HARSHITHA M	39	SAMPADA R.M
13	JATHIN KUMAR JAIN	40	SANATH K M
14	KEERTHI Y	41	SANJAY M M
15	LALITHSINGH PUROHITH	42	SHAMANTH B N
16	LUQMAN PASHA	43	SHARATH K
17	MAHAMMAYI D PRABHU	44	SHARATH PATIL N.G
18	MALLIKARJUNA M	45	SHAZIYA BANU
19	M AHTANULNAM	46	SHOIB AKTHAR
20	MANOHAR K S	47	SHWETHA L
21	MEGHA G	48	SINCHANA T N
22	MOHAMMED MASOOD	49	SNEHA S.K
23	MOHAMMED SHAHID	50	SUHANI A
24	MOHAN R	51	SUSHMITHA R.P
25	SWATHI M		

Principal

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# **ಎಇಎಸ್ ಇನ್**ಸ್ಟಿಟ್ಬೂಡ್ ಆಫ್ ಉಡ್ವಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮಂಡ್ ಸ್ಟಡೀಸ್

(ಕುಮೆಮ ವಿಸ್ತವಿದ್ಯಾನಿಲಯದ ಸುರ್ಮೋನನೇಕ್ ಪಟ್ಟಿಕೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

## List of Students (I BBA) Participated in program 2018-2019

Sl. No		Name of the Student
	1	ABDUL SATTAR
	2	ABHISHEK B S
	3	ADITI DRAVID
	4	AFIYA
	5	AMOGHA T.K
	6	ANKITH S M
	7	ARCHANA G N
	8	BHUMIKA N.E
	9	BHUVAN R.P GINGAD
	10	CHANDANA V
	11	CHARAN K G
	12	CHINTANA N
	13	CHIRAG J JAIN
	14	CHIRAG U JAIN
	15	DARSHAN B
	16	DARSHAN N R
	17	DHRUVAN D
	18	FARAZ ANWAR
	19	GOWRISHANKAR Y N
	20	GOWTHAM K
	21	GURUSWAMY H.R
	22	HEMANTH JADHAV C
	23	
	24	KRISHNA JETTY R

Principal

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### **ಎ**ಇಎಸ್ ಇನ್ಸ್ಟ್ ಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟೆಡೀಪ್

(ಕವರಣಾ ಕಿಶ್ವರವ್ಯಾಸಿಂದದ ಸಂಮುಣವರ್ಗುಳಲ್ಲಾರ ಮತ್ತು ಕರ್ವಾಟ ಸರ್ಕಾರ ಮಾಧ್ಯಕ ವಸದಿಗೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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### List of Students (II B.Com) Participated in program 2018-2019

Sl. No	Name of the Student		
1	DARSHNA		
2	DEEKSHITH S JAIN		
3	DEEPESH M JAIN		
4	DHANUSH S SAGAR		
5	HARDIK P		
6	HARSH M MULANI		
7	HARSHINI K.M		
8	HARSHITHA K		
9	JAINI S		
10	JITHIN VIJAY		
11	KRIMPLE P BAFNA		
12	KUMAR S		
13	KUSHAL JAIN		
14	LAVANYA B H		
15	LUBNA		
16	MANASA C.D		
17	MILAN JAIN S		
18	MITHAN M		
19	MOHAMMED ANAS V K P		
20	MONISHA PATEL		
21	NAMEERA KHANAM		
22	NIKITHA S.R		
23	NISARGA R		
24	PALLAVI KIRAN		
25	PAVANA H K		
26	PAVITHRA T		
27	PRADEEP M		
28	PRAJWAL PRASAD C R		

Principal

Francipal

Francipal

Francipal

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# ಎನ್ಎಸ್ ಇನ್<sub>ಕೆ</sub>ಯ್ಯಾಡ್ ಆಫ್ ಅಶ್ಯವ್ಫ್ ಮ್ಯಾರೇಜ್ಯಾರಾಂಡ್ ಸೈಂಚ್

ಅವರು ಕರ್ನವಾರಿಸಲಾದ ಕುಮುಂದಿ ಎಂದು ಕ್ಷಾಂಟ ಕರ್ನಾಟ ಕಾರ್ಯ ಮಾಧ್ಯ ಕಾರ್ನನ್ನ ಎಸ್ ಹೆಚ್ 20%, ಸಾಗರ ರಸ್ತೆ, ಕಿರಮೊಸ್ಟ್ - 577 204 (ಕರ್ನಾಟಕೆ)

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### List of Students (III B.Com) Participated in program 2018-2019

4.46044	
AASIYA	
ABHILASH S	
AMULYA V S	
CHANDANA B.N	
CHANDRASHEKAR S	
DARSHAN N JAIN	
DEEPAK L	
DIVYA D	
FAIZA TANHEEM	
GANESH S BHAT	
KANKANALA VENKATA	
SUMADEEPTHI	
KHUSHBU B JAIN	
MALLIKARJUN NAGARAJ	
YALIGAR	
MANISHA R PATEL	
MANOJ V	
MEGHANA G K	
MEGHASHREE R	
MOHAMMED ALI F	
MOHAMMED ASIF	
MOHAMMED IHASAAN	
MOHAMMED RIZWAN	
NAFIYA KHANUM	
NAGARATHNA A.B	
POOJA L	
POOJA VISHWANATH	
GOWDA	
POORVIK N R	
PRERANA JAIN	
RASHMI M C	
RINCY K E	
ROHAN R JAIN	

Principal

Principal

AH 206, Sagar Reac



### ವಿಧವಿಸ್ ಧನ್ ಕ್ಷಿಟ್ಯೂಡ್ ಆಫ್ ಅಡ್ಡಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟಡೀಡ್

(ಕಾರಂಭ ವಿಶ್ವವಿರುವದ ಸಂಯೋಜನೆಗೊಳುತ್ತಾರೆ ಮತ್ತು ಕರ್ಮಲಕ ಸರ್ಕಾರ ಮಾಧಕ ಕಾತನಿಕೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

# List of Students (III BBA) Participated in program 2018-2019

Sl. No	Name of the Student	
1	ABDUL KHADER JEELANI	
2	ADITYA G.D	
3	ASHWIL D SOUZA	
4	BALASUBRAMANYA S P	
5	CHANDAN J N	
6	CHETHANA S H	
7	DEEPAK UDANDKAR	
8	FATHIMA ZULFA	
9	HASEEBA MUTHAHERA	
10	HEMANTH B L	
11	JOYAL JOY	
12	KANCHANA N.S	
13	KAVYA N	
14	LAKSHMI D S	
15	MIZBA H	
16	MOHAMMED AFIF	
	SHARIEFF	
17	MOHAMMED FAIZAN	
	RAZA	
18	MOHAMMED IMRAN	
19	MOHAMMED SEAHAN	
20	MOHAMMED YUSHA	
21	NANDAN D	
22	NEHA SRIEE A D	
23	NIRANJAN B T	
24	NISARGA S M	
	HISANONSIN	

Principal

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# **ಎ**ಇಎಸ್ ಇವ್ಟ್ಬಾಟ್ ಆಫ್ ಅಡ್ವಾವ್ಪ್ರ್ ಮ್ಯಾನೇಜ್ಮಾಂಡ್ ಸ್ವರ್ಡಿಸ್

(ಕುವೆಂದು ವಿಭವಿಧಾನಿಂಯದ ಸಂಯೋಜನೆಗೊಳವಸ್ತಿದೆ ಮತ್ತು ಕರ್ಯಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯಕ ಪಡೆದಿದೆ)

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# List of Students (II BBA) Participated in program 2018-2019

Sl. No	Name of the Student	
1	ABDUL MANNAN	
2	ABDULLAH AAMIR	
2	USMANI	
3	AKHIL S	
4	AKHILESH C P	
5	AKSHAY M V	
6	ALOKA K R	
7	ANEES AHMED	
8	ANOOP B	
9	APOORVA K	
10	ARPITHA D.K	
11	CHANDANA J.S	
12	DHANANJAYA M.N	
13	GAGANKUMAR K	
14	HARISH KUMAR M	
15	HARSHA A V	
16	IRFAN KHAN N	
17	JUNAID AHMED	
18	KAVYA R	
19	KSHITIJ RISHAV	
20	KUSHAL PATEL S.G	
21	LEMUEL D SOUZA	
22	MALATHESH K M	
23	MALLESH M K	
24	MANOJKUMAR MANOJKUMAR	
25	MOHAMMED ALTAF MOHAMMED AQHEEL	
26	MOHAMMED FARDEEN	
27	MOHAWINED TARDELIN	
28	MOHAMMED ZAID MUDASSIR AHMED	
29		
30	NIRANJAN H.O	
31	NIROOP RAJ M B	
32	NISHANTH A.S	



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(National Department of Research Control of State (National Department of State (National Depart

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

# List of Students (M.Com) Participated in program 2018-2019

SI. No	Name of the Student	SI. No	Name of the Student
	AISHWARYA S	24	SHWETHA S GULGULE
	ANANDA N	25	SNEHA R CHAUHAN
3	ARCHANA M NAYAK	26	SOWMYA A.S
4	ASHWINI P	27	SUHAS G
5	CHANDANA G.P	28	SWATHI B J
6	CHANDANA JADAV	29	SWATHI R
7	CHETHAN R	30	SYEDA KAUNAIN
8	ESHWAR M PATEL	31	TASMIYA KOUNAIN
9	IMTIYAZ AHMED	32	UMME HANI
10	KARTHIK C M	33	ABHISHEK R
11	LEKHA P K	34	AMSHA S L
12	MADAN B K	35	APOORVA PATIL
13	MISBA TAJ	36	ARPITHA P
14	NETHRAVATHI B N	37	ASHITHA T S
15	NISCHITH S P	38	BANU K T
16	POOJA N	39	BHANUSHREE G M
17	RAKSHITHA N S	40	BHARANI R
18	SABIRA	41	DIVYA D.M
19	SANJAY C	42	GOURAVI S D
20	SAVYA D.S	43	KATHYAYANI S.K
21	SHAZIYA BANU	44	BANU K T
22	SHIVAKUMARA A S	45	BHANUSHREE G M
23	SHUBHA G S	46	BHARANI R

235 Students of BBA/Bram/M.com Students participated in the above quest talk.

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ಪಿಇವಿಸ್ ಇನ್ಸ್ಟ್ ಬ್ಯೂಬ್ ಅಫ್ ಅದ್ದಾನ್ಸ್ ಮ್ಯಾನೇಜ್ ಮೆಂಬ್ ಸ್ಟರ್ಡಿಸ್

(ಎರೆಂತು ವಿಕ್ಷವಿದ್ಯಾನಿಲಯರ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟರ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರ ಮಾನ್ಯತೆ ಪಡೆದಿರೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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N H-206, Sagar Road, Shlvamogga - 577 204 (Karnataka)

Date: 20-12-2018

Report on Guest talk

# Role of Innovative Sales Promotion Techniques

Sales promotion is needed to attract new customers to hold present customers, to counteract competition, and to take advantage of opportunities. Due to globalization and increased choice before the customers there is a need to discover new techniques of sales promotion.

Mr. Krishnappa B.P., Founder and Director, FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Issues and Challenges in Project Management of MSMEs organized on 20.12.2018 by UG and PG Department of Commerce and Management, PESIAMS, Shivamogga. He indicated that Sales promotion letters, catalogues, point of purchase displays, customer service programmes, demonstrations, free samples, discounts, contests, sweepstakes, premiums and coupons are the commonly employed methods of sales promotion.





The inspiring session was started with a welcome note by Mr. Nagaraja S R. Coordinator. P G Department of Commerce. Mr. Harsha C Mathad, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program. Dr. K Sailatha, Principal, PESIAMS and staff members were present during the program.

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ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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# List of Students (M.Com) Participated in program 2018-2019

Sl. No	Name of the Student	Sl. No	Name of the Student SHWETHA S GULGULE
l	AISHWARYA S	24	SNEHA R CHAUHAN
2	ANANDA N	25	SOWMYA A.S
3	ARCHANA M NAYAK	26	
4	ASHWINI P	27	SUHAS G
5	CHANDANA G.P	28	SWATHI B J
6	CHANDANA JADAV	29	SWATHI R SYEDA KAUNAIN
7	CHETHAN R	30	TASMIYA KOUNAIN
8	ESHWAR M PATEL	31	UMME HANI
9	IMTIYAZ AHMED	32	ABHISHEK R
10	KARTHIK C M	33	AMSHA S L
11	LEKHA P K	34	APOORVA PATIL
12	MADAN B K	35	- POITLIA D
13	MISBA TAJ	37	TO TO
14	NETHRAVATHI B N	38	TANILLY T
15	NISCHITH S P	39	THE STANFICURE G. M.
16	POOJA N	40	DILADANI D
17	RAKSHITHA N S	43	THE PLANT OF MA
18	SABIRA	4:	GOURAVI S D
19	SANJAY C	4:	
20		4	4 BANUKT
21	SHAZIYA BANU	4	5 BHANUSHREE G M
22		4	6 BHARANI R
23	SHUBHA G S		

PES Institute of Advanced Management Studies NH 206, Sagar Road SHIVAMOGGA-577 204



## **ಎ**ಇಎಸ್ ಇನ್ಟ್ಟ್ರೀಟ್ಯಾಡ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟರ್ಡಿಸ್

(ಕುದೆಂದು ವಿಶ್ವವಿಧ್ಯಾನಿಲಯದ ಸಂಶೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ಣಟಕ ಸರ್ಣರದ ಮಾಧ್ಯಕ ಪಡೆದಿದೆ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053085

Website: pestrust.edu.in/pesiams

## PES Institute of Advanced Management Studies

( Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

### List of Students (II BBA) Participated in program 2018-2019

Sl. No	Name of the Student		
1	ABDUL MANNAN		
2	ABDULLAH AAMIR		
	USMANI		
3	AKHIL S		
4	AKHILESH C P		
5	AKSHAY M V		
6	ALOKA K R		
7	ANEES AHMED		
8	ANOOP B		
9	APOORVA K		
10	ARPITHA D.K		
11	CHANDANA J.S		
12	DHANANJAYA M.N		
13	GAGANKUMAR K		
14	HARISH KUMAR M		
15	HARSHA A V		
16	IRFAN KHAN N		
17	JUNAID AHMED		
18	KAVYA R		
19	KSHITIJ RISHAV		
20	KUSHAL PATEL S.G		
21	LEMUEL D SOUZA		
22	MALATHESH K M		
23	MALLESH M K		
24	MANOJKUMAR		
25	MOHAMMED ALTAF		
26	MOHAMMED AQHEEL		
27	MOHAMMED FARDEEN		
28	MOHAMMED ZAID		
29	MUDASSIR AHMED		
30	NIRANJAN H.O		
31	NIROOP RAJ M B		
32	NISHANTH A.S		

Principal



Phone: 8147053085

Website: pestrust.edu.in/pesiams

# **ಎ**ಇಎಸ್ ಇನ್**ಸ್ಪಿಬ್ಯೂಡ್ ಆಫ್ ಅಡ್ವಾನ್ಪ್**ಡ್ ಮ್ಯಾನೇಜ್ಮಂದ್ ಸ್ಥಡೀಸ್

(ಕುವಂದು ವಿಶ್ವವಿರಾಮದ ಸಂಮೋಜನೆಗೊಳಪಟ್ಟಿನ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾಗ್ಗತ ಪಡೆದಿದೆ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ. ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

PES Institute of Advanced Management Studies

( Affiliated to Kuvempu University, Recognized by Govt. of Karnstaka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

# List of Students (I BBA) Participated in program 2018-2019

Sl. No		Name of the Student
01110	1	
		ABDUL SATTAR
	2	ABHISHEK B S
	3	ADITI DRAVID
	4	AFIYA
	5	AMOGHA T.K
	6	ANKITH S M
	7	ARCHANA G N
	8	BHUMIKA N.E
	9	BHUVAN R.P GINGAD
	10	CHANDANA V
	11	CHARAN K G
	12	CHINTANA N
	13	CHIRAG J JAIN
	14	CHIRAG U JAIN
	15	DARSHAN B
	16	DARSHAN N R
	17	DHRUVAN D
	18	FARAZ ANWAR
	19	GOWRISHANKAR Y N
	20	GOWTHAM K
	21	GURUSWAMY H.R
	22	HEMANTH JADHAV C
	23	KAVYA T.S
	24	KRISHNA JETTY R

Principal
PES Institute of Advanced Management
NH 206, Sagar Road
SHIVAMOGGA-577 204.



## **ಎಇಎಸ್ ಇನ್ಸ್ಟ್ ಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್ ಮ್ಯಾನೇಜ್**ಮೆಂಡ್ ಸ್ಟಡೀಸ್

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Phone: 8147053085 ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ. ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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( Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

# List of Students (I Semester B.Com) Participated in program 2018-2019

Sl. No	Name of the Student		trespated in program 2018-2019
1	ABHISHEK V K	Sl. No	Name of the Student
2	ADARSH B	28	MURALI G
3	AISHWARYA B P	29	NIDHI J R
4	ANKITHA B R	30	NIHARIKA BYRAPLY YATHIRAJU
5	ARSHU R	31	NITHIN M.C
6	ASTHIK S	32	PALLAVI H.R
7	BINDU E.H	33	PARIMALA T
8	BINDU P E	34	PRIYA C R
9	DARSHANNAIK	35	RACHANA R VANDKAR
10	GANAVI B.M	36	RAMYASHREE B
11	GANESH K P	37	SACHIN M M
12	HARSHITHA M	38	SAILAKSHMI K.R
13	JATHIN KUMAR JAIN	39	SAMPADA R.M
14	KEERTHI Y	40	SANATH K M
15	LALITHSINGH PUROHITH	41	SANJAY M M
16	LUQMAN PASHA	42	SHAMANTH B N
17	MAHAMMAYI D PRABHU	43	SHARATH K
18	MALLIKARJUNA M	44	SHARATH PATIL N.G
19	MANJUNATHA M	45	SHAZIYA BANU
20	MANOHAR K S	46	SHOIB AKTHAR
21	MEGHA G	47	SHWETHA L
22	MOHAMMED MASOOD	48	SINCHANA T N
23	MOHAMMED SHAHID	49	SNEHA S.K
24	MOHAN R	50	SUHANI A
25	SWATHI M	51	SUSHMITHA R.P
26	SYED AJMAL	_	
27	VARUN D H	-	
	VAILON D II		

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## **ಎ**ಇಎಸ್ ಇನ್*ಕ್ಷಿಟ್ಯೂಡ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್*ಡ್ ಮ್ಯಾನೇಜ್**ಮೆಂ**ಡ್ ಸೃಡೀಸ್

(ಕುವೆಂದು ವಿಶ್ವವಿರಾಧನಿಲಯದ ಪಂಡೋಚರ್ಗೋಪಟನೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾಸ್ತತ ಪಡೆದಿದೆ)

ಎನ್ ಹೆಚ್ 206. ಸಾಗರ ರಸ್ತೆ. ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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Website: pestrust.edu.in/pesiams N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

## List of Students (III B.Com) Participated in program 2018-2019

Sl. No	Name of the Student				
	AASIYA				
2	ABHILASH S				
3	AMULYA V S				
4	CHANDANA B.N				
5	CHANDRASHEKAR S				
6	DARSHAN N JAIN				
7	DEEPAK L				
8	DIVYA D				
9	FAIZA TANHEEM				
10	GANESH S BHAT				
11	KANKANALA VENKATA				
	SUMADEEPTHI				
12	KHUSHBU B JAIN				
13	MALLIKARJUN NAGARAJ				
	YALIGAR				
14	MANISHA R PATEL				
15	MANOJ V				
16	MEGHANA G K				
17	MEGHASHREE R				
18	MOHAMMED ALI F				
19	MOHAMMED ASIF				
20	MOHAMMED IHASAAN				
21	MOHAMMED RIZWAN				
22	NAFIYA KHANUM				
23	NAGARATHNA A.B				
24	POOJA L				
25	POOJA VISHWANATH				
	GOWDA				
26	POORVIK N R				
27	PRERANA JAIN				
28	RASHMI M C				
29					
30	ROHAN R JAIN				

Principal

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Website: pestrust.edu.in/pesiams

**ಎಇಎಕ್ ಇನ್**ಸ್ಟಿಡ್ಬಾದ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟಡೀಸ್

(ಕುಮೆಯ ವಿಶ್ವವಿರಾಭವಿರುವದ ಸಂಮೋಜನೆಗೊಳವಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪರದಿದೆ)

ಎನ್ ಹೆಚ್ 206. ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

## List of Students (II B.Com) Participated in program 2018-2019

Sl. No	Name of the Student
1	DARSHNA
2	DEEKSHITH S JAIN
3	DEEPESH M JAIN
4	DHANUSH S SAGAR
5	HARDIK P
6	HARSH M MULANI
7	HARSHINI K.M
8	HARSHITHA K
9	JAINI S
10	JITHIN VIJAY
11	KRIMPLE P BAFNA
12	KUMAR S
13	KUSHAL JAIN
14	LAVANYA B H
15	LUBNA
16	MANASA C.D
17	MILAN JAIN S
18	MITHAN M
19	MOHAMMED ANAS V K P
20	MONISHA PATEL
21	NAMEERA KHANAM
22	NIKITHA S.R
23	NISARGA R
24	PALLAVI KIRAN
25	PAVANA H K
26	PAVITHRA T
27	PRADEEP M
28	PRAJWAL PRASAD C R

Principal

DOWAVIA

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204



# **ಎ**ಇಎಸ್ ಇನ್ಸ್ಟ್ ಟ್ಯೂಡ್ ಆಫ್ ಅಡ್ವಾನ್ಟ್ ಮ್ಯಾನೇಜ್ ಮಂಡ್ ಸ್ಟಂಡ್

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Phone: 8147053085

# PES Institute of Advanced Management Studies

( Affiliated to Kuvempu University, Recognized by Govt. of Karnstaks)

Website: pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

# List of Students (III BBA) Participated in program 2018-2019

Sl. No	Name of the Student		
1	ABDUL KHADER JEELANI		
2	ADITYA G.D		
3	ASHWIL D SOUZA		
4	BALASUBRAMANYA S P		
5	CHANDAN J N		
6	CHETHANA S H		
7	DEEPAK UDANDKAR		
8	FATHIMA ZULFA		
9	HASEEBA MUTHAHERA		
10	HEMANTH B L		
11	JOYAL JOY		
12	KANCHANA N.S		
13	KAVYA N		
14	LAKSHMI D S		
15	MIZBA H		
16	MOHAMMED AFIF		
	SHARIEFF		
17	MOHAMMED FAIZAN		
	RAZA		
18	MOHAMMED IMRAN		
19	MOHAMMED SEAHAN		
20	MOHAMMED YUSHA		
21	NANDAN D		
22	NEHA SRIEE A D		
23	NIRANJAN B T		
24	NISARGA S M		

235 Student B. com/M. com & BBA Student participanted in the above prog.

Principal PES Institute of Advanced Management Studie NH 206, Sagar Road

SHIVAMOGGA-577 204.



#### **ಎಇಎಸ್ ಇನ್ಟ್ರಾಟ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್**ಮೆಂಡ್ ಫೋಸ್

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ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

Phone: 08182 - 640772

08182 - 640812

PES Institute of Advanced Management Studies

08182 - 640806

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Website: pestrust edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

No.

#### Certificate Course offered by M/S FICOM Engineering Pvt. Ltd.

on

#### Digital Marketing to BBM/B.Com/BCA/M.Com Students - AY-2015-16

This course is designed for practical learning, where students will be expected to work with marketing datasets, dummy display ads, virtual website optimization, SEO based on instructions in lectures and class discussions. At the end of this course, the participants will understand various channels and activities essential to plan to implement and manage an effective digital marketing strategy for their businesses. The course also empowers students with the right skills required to be professional digital marketers.

#### Objectives:

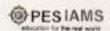
- Exploring the emerging tools offered by the internet.
- Understand and estimate the mindset of the online consumer.
- 3. Design tools to enhance online consumer experiences.
- 4. Monitor, evaluate and iterate traffic-building activities for marketers.
- 5. Evaluate internet-marketing metrics and identify KPI.
- Benefit the marketers through better consumer segmentation, forecasting consumer trends and consumer analytics.

Principal

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NH 206, Sagar Road SHIVAMOGGA-577 204 For Ficom Engineering Pvt. Limited

Authorised Signatories



#### ಪಿಣವಿಸ್ ಇಸ್ಟ್ರೌಯ್ಯಾರ್ ಅಫ್ ಅರ್ಡ್ಡಾಫ್ಡ್ ಮ್ಯಾನೇಜ್ಮ್ ಪುಂಡ್

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Phone: 08182 - 640772

08182 - 640812 08182 - 640806 PES Institute of Advanced Management Studies

( Affiliated to Kyvempu University, Recognized by Govt, of Kamataka)

Website : postrust.edu.in/pesiame

N H-206, Sagar Fload, Shivamogga - 577 204 (Karnataka)

#### Syllabus

	Digital Marketing - An Overview and Introduction : ( 6 Hours)
Unit – 1	Introduction, The changing face of advertising, the technology behind digital marketing. Key terms and concepts, What is marketing? What is digital marketing Understanding marketing strategy, the building blocks of marketing, Search Engine Optimization Practitioner
	Content Marketing ( 6Hours)
Unit – 2	Why content? - An overview, The growth of content marketing in the digital age, Technical and architectural strategies: Content strategies: Offsite optimization strategies, Click-through and site conversion strategies: Social Media and Internet Audience Profiling Case study
Unit - 3	Mobile Marketing Practitioner ( 6 Hours)
	Introduction, Key terms and concepts, the role of mobile in personal communication, Mobile messaging channels, Location and mobile, Mobile commerce, Integrating mobile into online and Pay per Click Practitioner
	Social Media Channels: ( 6 Hours)
	Introduction, Key terms and concepts, Social media channels, Social networking, Content creation, Bookmarking and aggregating, Location and social media, Tracking social media campaigns Social media marketing: Rules of engagement Tools of the trade Advantages and challenges.
Unit – 5	Email Marketing ( 6 Hours) Introduction, Key terms and concepts, Email strategy and planning, Step-by-step process Tools of the trade, Advantages and challenges, Display Advertising, Digital Brand Strategies Other important elements of DM channels

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### ಎಣಎಸ್ ಣಸ್ಟ್ರಾಟ್ಕೂಲ್ ಆಫ್ ಅರ್ಡ್ಬಾಗ್ಡೆಡ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟರೀಸ್

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ಎನ್ ಜೆಟ್ 206, ಸಾಗರ ರಸ್ತೆ ಶಿವನ್ನೊ - 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053085

## PES Institute of Advanced Management Stiedles

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N H-206, Segar Road, Shivernogga - 577 204 (Karnataka)

### Course Time Table - 2018-19

Date	TIME	CONTENT OF THE COURSE		
05.08.2018	10.00AM - 1:00 PM	Digital Marketing – An Overview and Introduction – The changing face of advertising, the technology behind digital marketing. Key terms and concepts		
	2.00 PM ~ 5.00 PM	What is marketing? What is digital marketing? Understanding marketing strategy, the building blocks of marketing Search Engine Optimization Practitioner		
12.08.2018	10.00 AM - 1.00 PM	Content Marketing – Why content? An Overview, The growth of content marketing in the digital age, Technical and architectural strategies		
	2.00 PM - 5.00 PM	Content strategies: Offsite Optimization strategies, Click-through and site conversion strategies: social media and Internet audience Profiling Case study		
19.08.2018	10.00 AM - 1.00 PM	Mobile Marketing Practitioner: introduction, key terms and concepts, the role of mobile in personal communication, mobile messing channels		
	2.00 PM - 5.00 PM	Location and mobile commerce, integrating mobile into online and pay per click practitioner		
26.08.2018	10.00 AM - 1.00 PM	Social Media Channels: introduction, key terms and concepts, social media channels, social networking, content creation, book marking and aggregating		
	2.00 PM - 5.00 PM	Location and social media, tracking social media campaigns, social media marketing; rules of engagement, tools of the trade, advantages and challenges		
02.09.2018	10.00 AM - 1.00 PM	Email Marketing: introduction, key terms and concepts, email strategy and planning, step by step process, tools of the trade, advantages and challenges		
	2.00 PM - 5.00 PM	Display Advertising, Digital Brand Strategies Other important elements of DM channels		

Principal

Principal

\$25 institute of Advanced Management Studies

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### ಎಣವಿತ್ ಇನ್ ಕ್ಷಿಬ್ಯೂಡ್ ಆಫ್ ಅಡ್ಡಾನ್ಟ್ಡ್ ಮ್ಯಾನೇಜ್ಯ್ ಪ್ರಕ

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053085

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Website : pestrust.edu.in/pesiams

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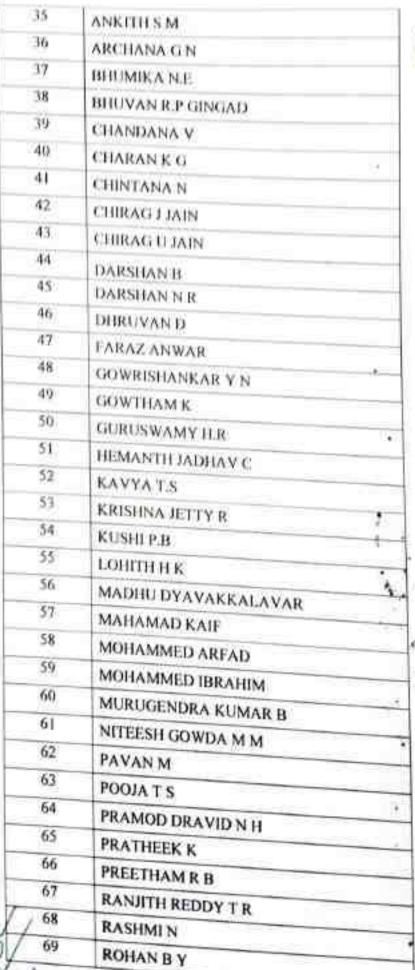
#### List of Students (I M.Com/I B.Com/BBA) Participated in Digital Marketing Certificate Program AY 2018-19

St. No.	Name					
(1)	ANANDA N					
2	CHANDANA G.P					
3	CHANDANA JADAV					
4	CHETHAN R					
5	IMTIYAZ AHMED					
6	MADAN B K					
7	MISBA TAJ					
8	NETHRAVATHI B N					
9	POOJA N					
10	RAKSHITHA N S					
П.	SAVYA D.S					
12	SHAZIYA BANU					
13	SHIVAKUMARA A S					
14	SNEHA R CHAUHAN					
15	SOWMYA A.S					
16	SYEDA KAUNAIN					
17	TASMIYA KOUNAIN					
18	AISHWARYA S					
19	ARCHANA M NAYAK					
20	ASHWINI P					
21	ESHWAR M PATEL					
22	KARTHIK C.M					
23	LEKHA P K					
24	SABIRA					
25	SANJAYC					
26	SHWETHA'S GULGULE					
27	SWATHIBJ					
28	SWATHIR					
29	UMME HANI					
30	ABDUL SATTAR					
31	ABHISHEK B S					
32	ADITI DRAVID					
33	AFIYA					
34	AMOGHA T.K					



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70	SAFIYA NOORAIN S
7.1	SAHANA P
72	SANJAY GAIKWAD D
73	SATHVIK B.S
74	SHAIK SUHEL AKRAM
75	SHASHANK N DASAR
76	SHIVRAJ K R
77	SONIYA R
78	SUMANA NAZ
79	SUMITH S JAIN
80	SWAMY A.B
81	SYED ARBAZ
82	SYED TOUSIF
83	VIKASHM
84	VISHWAS H M
85	ABHISHEK V K
86	ADARSH B
87	AISHWARYA B P
88	ANKITHA B R
89	ASTHIK S
90	BINDU E.H
91	BINDUPE
92	DARSHANNAIK
93	GANAVI B.M
94	GANESH K P
95	HARSHITHA M
96	JATHIN KUMAR JAIN
97	KEERTHI Y
98	LALITHSINGH PUROHITH
99	LUQMAN PASHA
100	MAHAMMAYI D PRABHU
101	MALLIKARJUNA M
102	MANOHAR K S
103	MEGHA G
104	MOHAMMED MASOOD



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105	MOHAN R	
106	MURALI G	-
107	NIDHI J R	
108	NIHARIKA BYRAPLY YATHIRAJU	-
109	NITHIN M.C	-
110	PALLAVI H.R.	
111	PARIMALA T	1
112	PRIYA C R	_
113	RACHANA R VANDKAR	
114	RAMYASHREE B	
115	SACHIN M M	-
116	SAILAKSHMI K.R	(4
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(Affiliated to Kuvempu University and Recognized by Govt. of Karnataka)

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M/S FICOM Engineering Private Limited, Bangalore

# CERTIFICATE

This is to certify that I	Mr./Ms. ADI	TI DRAVED	of I BBA	has successfully complete
the 30 Hours of Certif	fication Course on	DIGITAL MARK	ETING	held during 05-08-2018
to 02-09-2018	_conducted by PE	S Institute of Advanced Mana	gement Studies, Shivamogg	ga in association with M/S FICOM
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This is to certify that Mr./Ms	SAN	174 D.8	of <b>I</b>	n. Com	as successfully completed
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Engineering Private Limited, Bar	ngalore.				

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