



Phone: 8147053084
8147053085

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
(ಉಪೇಶು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

PES Institute of Advanced Management Studies

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: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)
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			607



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.


Principal

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



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

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ABHISHEK V K	28	MURALI G
2	ADARSH B	29	NIDHI J R
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	MANJUNATHA M	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		
26	SYED AJMAL		
27	VARUN D H		

[Signature]
Principal
PES Institute of Advanced Management Studies
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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
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21	GURUSWAMY H.R
22	HEMANTH JADHAV C
23	KAVYA T.S
24	KRISHNA JETTY R



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ಪಿಇಎಮ್‌ಸಿ ಅಧ್ಯಯನ ಕೇಂದ್ರದ ಅಧ್ಯಯನ ಮತ್ತು ಸಂಶೋಧನೆ ಕೇಂದ್ರ

(ಉತ್ತಮ ಶಿಕ್ಷಣಕ್ಕಾಗಿ ಸಂಶೋಧನೆ ಮತ್ತು ಸಂಶೋಧನೆ ಕೇಂದ್ರ)

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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
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24	PALLAVI KIRAN
25	PAVANA H K
26	PAVITHRA T
27	PRADEEP M
28	PRAJWAL PRASAD C R


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

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1	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
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21	MOHAMMED RIZWAN
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25	POOJA VISHWANATH GOWDA
26	POORVIK N R
27	PRERANA JAIN
28	RASHMI M C
29	RINCY K E
30	ROHAN R JAIN



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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

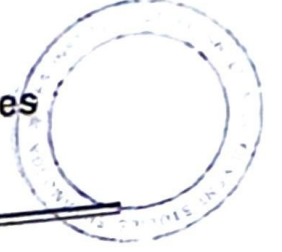


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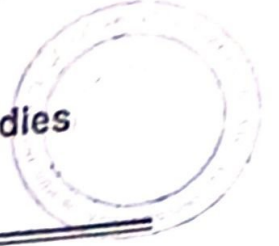
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2	ABDULLAH AAMIR USMANI
3	AKHIL S
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5	AKSHAY M V
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22	MALATHESH K M
23	MALLESH M K
24	MANOJKUMAR
25	MOHAMMED ALTAF
26	MOHAMMED AQHEEL
27	MOHAMMED FARDEEN
28	MOHAMMED ZAID
29	MUDASSIR AHMED
30	NIRANJAN H.O
31	NIROOP RAJ M B
32	NISHANTH A.S


Principal



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

Sl. No	Name of the Student	Sl. No	Name of the Student
1	AISHWARYA S	24	SHWETHA S GULGULE
2	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
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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/B.com/M.com students participated in the above guest talk.


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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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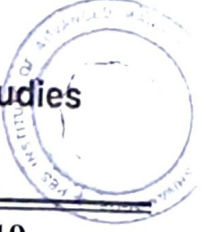


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List of Students (II BBA) Participated in program 2018-2019

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2	ABDULLAH AAMIR USMANI
3	AKHIL S
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32	NISHANTH A.S

B


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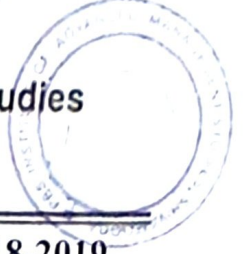


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2	ABHISHEK B S
3	ADITI DRAVID
4	AFIYA
5	AMOGHA T.K
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22	MOHAMMED MASOOD	49	SNEHA S.K
23	MOHAMMED SHAHID	50	SUHANI A
24	MOHAN R	51	SUSHMITHA R.P
25	SWATHI M		
26	SYED AJMAL		
27	VARUN D H		


Principal



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2	ABHILASH S
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5	CHANDRASHEKAR S
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30	ROHAN R JAIN



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(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜಿತವಾಗಿರುವ ವ್ಯಾಪಾರ ನಿರ್ವಹಣಾ ಅಧ್ಯಯನ ಕೇಂದ್ರ)

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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 students B.com/m.com & BBA
students participated in the
above prog.


Principal

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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:

1. Exploring the emerging tools offered by the internet.
2. 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.
6. Benefit the marketers through better consumer segmentation, forecasting consumer trends and consumer analytics.



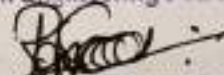
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PES Institute of Advanced Management Studies

NH 206, Sagar Road

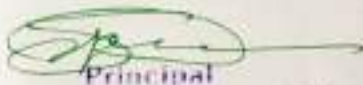
SHIVAMOGGA-577 204

For Ficom Engineering Pvt. Limited


Authorized Signatories

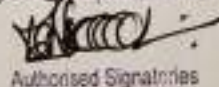
Syllabus

Unit - 1	Digital Marketing – An Overview and Introduction : (6 Hours) 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
Unit - 2	Content Marketing (6Hours) 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
Unit - 4	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


Principal

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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 messaging 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



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

Sl. No.	Name
1	ANANDA N
2	CHANDANA G.P
3	CHANDANA JADAV
4	CHEZHAN R
5	IMTIYAZ AHMED
6	MADAN B K
7	MISBA TAJ
8	NETHRAVATHI B N
9	POOJA N
10	RAKSHITHA N S
11	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	SANJAY C
26	SHWETHA S GULGULE
27	SWATHI B J
28	SWATHI R
29	UMME HANI
30	ABDUL SATTAR
31	ABHISHEK B S
32	ADITI DRAVID
33	AFIYA
34	AMOGHA T.K


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35	ANKITH S M
36	ARCHANA G N
37	BHUMIKA NE
38	BIHUVAN R P GINGAD
39	CHANDANA V
40	CHARAN K G
41	CHINTANA N
42	CHIRAG J JAIN
43	CHIRAG U JAIN
44	DARSHAN B
45	DARSHAN N R
46	DHRUVAN D
47	FARAZ ANWAR
48	GOWRISHANKAR Y N
49	GOWTHAM K
50	GURUSWAMY H R
51	HEMANTH JADHAV C
52	KAVYA T S
53	KRISHNA JETTY R
54	KUSHI P B
55	LOHITH H K
56	MADHU DYAVAKKALAVAR
57	MAHAMAD KAIF
58	MOHAMMED ARFAD
59	MOHAMMED IBRAHIM
60	MURUGENDRA KUMAR B
61	NITEESH GOWDA M M
62	PAVAN M
63	POOJA T S
64	PRAMOD DRAVID N H
65	PRATHEEK K
66	PREETHAM R B
67	RANJITH REDDY T R
68	RASHMI N
69	ROHAN B Y

KSK



70	SAFIYA NOORAIN S
71	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	VIKAS H M
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	BINDU P E
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
112	PRIYA C R
113	RACHANA R VANDKAR
114	RAMYASHREE B
115	SACHIN M M
116	SAILAKSHMI K.R
117	SAMPADA R.M
118	SANATH K M
119	SANJAY M M
120	SHAMANTH B N
121	SHARATH K
122	SHARATH PATIL N.G
123	SHAZIYA BANU
124	SHOIB AKTHAR
125	SHWETHA L
126	SINCHANA T N
127	SNEHA S.K
128	SUHANI A
129	SUSHMITHA R.P
130	SWATHI M
131	SYED AJMAL
132	VARUN D H
133	VIMARSHA D
134	VISHAL K
135	YASHWANTH C R
136	PRABHUGOUDA U MUDIGOUDRA
137	VARDHAN A.V


Principal



PESIAMS

PES Institute of Advanced Management Studies, Shivamogga

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

&

M/S FICOM Engineering Private Limited, Bangalore

CERTIFICATE

This is to certify that Mr./Ms. ADITI DRAVID of I BBA has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 05-08-2018 to 02-09-2018 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.


Principal


Principal
PES Institute of Advanced Management Studies
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Director

PES Institute of Advanced Management Studies, Shivamogga

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

&

M/S FICOM Engineering Private Limited, Bangalore

CERTIFICATE

This is to certify that Mr./Ms. SAVYA D. S of I M. Com has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 05-05-2018 to 02-07-2018 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.


Principal


Principal
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Director