

#### List of Activities Conducted under the MoU

of

### FICOM Engineering Private Limited, Bangalore for the

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
	607		

### Academic Year 2018-19

PES JAMS

ಪಿಇಎಸ್ ಇನ್ ಸ್ಟಿಬ್ಯೂದ್ ಆಫ್ ಅದ್ದಾನ್ಸ್ ಮ್ಯಾನೆಂಟ್ ಮೆಂದ್ ಸ್ಟರಿಂಗ್ (សេវាភា ៦ ខ្លាំងជារុងមួយថា សារវាអាចសារទាំបូង ដាម្តា គណការ សារកាត ជារដ្ឋ៨ នាវ១៨)

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

Phone: 8147053084 8147053085

mail : principal ams@pestrust edu in : pesiams@pestrust.edu.in Website : pestruct edu in/pesiame

PES Institute of Advanced Management Studies (Atfiliated to Kuvempu University, Recognized by Govt. of Karnataka) N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

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 seam, the UTI seam, Ketan Parikh seam, Satyam seam, 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 Studie NH 206, Sagar Road SHIVAMOGGA-577 204.



## ಪಿಷವಿಷ್ ಇನ್ಸ್ಟಾಬ್ಯಾದ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಮ್ಯಾನೇಜ್ಮಂದ್ ಸ್ಥಡೀಪ್

(ಅದೆಯ ಕ್ರಾರಾಭಿಸುವರ ಸುಮಾನಗೋಲ್ಲಾರ ಮತ್ತು ಬುಗಟ್ ನಾಗರ ಮನ್ನಕ ಪಡಿದೆ) ಎಸ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ = 577 204 (ಕರ್ನಾಟಕ)

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Phone: 8147053085

## PES Institute of Advanced Management Studies

(Attilated to Kovempu University, Recognized by Govt. of Kamataka)

Website : postrust.edu in/posiams

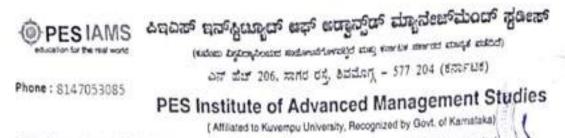
N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

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

SI, 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	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		

cipal

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Website : pestrust.edu.in/pesiama

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

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

SI, 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
1	0	CHANDANA V
1	11	CHARAN K G
1	12	CHINTANA N
	13	CHIRAG J JAIN
1	14	CHIRAG U JAIN
3	15	DARSHAN B
	16	DARSHAN N R
1	17	DHRUVAN D
1	18	FARAZ ANWAR
-	19	GOWRISHANKAR Y N
	20	GOWTHAM K
	21	
1	22	and the second
	23	KAVYA T.S
	24	KRISHNA JETTY R

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

# PESIAMS ಎಇಎಸ್ ಇನ್ ಸಿಲ್ಲಾರ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಮ್ಯಾನೇಜ್ ಮಂಡ್ ಸ್ಟರೀಪ್



(ಕನೆಯ ಕ್ರಾರವ್ಯಾರಿಯನ ಕುಮಾವರೋಪ್ಪರ ಮತ್ತು ಕರ್ಷಟ್ ಪಾಲರಾ ಮಾಧಕ ವಾರ್ಕ ಎನ್ ಪೆಟ್ 206, ಸಾಗರ ರಸ್ತೆ ಕಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕೆ)

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

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

SI. 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 VUAY
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

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Phone: 8147053085	PES Institute of Advanced Management Studies
Website : postrust.edu.in/pos	(Affiliated to Kurversony University, Recognized by Govt, of Kernenake)

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

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SL No	Name of the Student
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 5 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 ALL 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	RINCY KE
30	ROHAN R JAIN



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

SI. No	Name of the Student
	ABDUL KHADER JEELAN
2	ADITYA G.D
3	ASHWIL D SOUZA
4	BALASUBRAMANYA S P
5	CHANDAN J N
6	CHETHANA SH
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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(ಸಮದ ವಿಕ್ಷದಿರುವಂದ ಕುಡುಗಾನಗೊಳಪಟ್ಟಿದ ಮತ್ತು ಕರ್ಷಟಕ ನಾಗರದ ಮಾನ್ಯಕ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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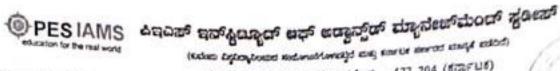
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4	AKHILESH C P				
5	AKSHAY M V				
6	ALOKA K R				
7	ANEES AHMED				
8	ANOOP B				
9	APOORVA K				
10	ARPITHA D.K				
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20	KUSHAL PATEL S.G				
21	LEMUEL D SOUZA				
22	MALATHESH K M				
23	MALLESH 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

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# 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
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
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/BLOW/M.com Students perficipated in the above guest talk.

Principal

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

#### ಪಿಇವಿಸ್ ಇನ್ ಸ್ಟಿಟ್ಯಾಬ್ ಅಫ್ ಅದ್ದಾನ್ಸ್ ಮ್ಯಾನೇಜ್ ಮೆಂಬ್ ಸ್ಟರ್ಡಿಸ್ (ຄະລະລະ ລຽວລາວເປັນສາງ ຄະສະຫະລຽບທາສົ່ງຊີ ລາຍ ຄະການາ ຄະກາວວ ລາຍຊາ ສາຊວດ) ಎಸ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ ಹಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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N H-206, Sagar Road, Shivamogga - 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.

 $\mathbf{p}$ PES Institute of Advanced Management Studies NH 206, Sagar Road SHIVAMOGGA-577 204



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		24	Sł	WETHA S GULGULE
Albittantita		25		NEHA R CHAUHAN
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6	CHANDANA JADAV	30	5	SYEDA KAUNAIN
7	CHETHAN R	31	1	FASMIYA KOUNAIN
8	ESHWAR M PATEL	32	T	UMME HANI
9	IMTIYAZ AHMED	33		ABHISHEK R
10	KARTHIK C M	34		AMSHA S L
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12	MADAN B K	36	-	ARPITHA P
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15	NISCHITH S P	39	1	BHANUSHREE G M
16	POOJA N	40	)	BHARANI R
17	RAKSHITHA N S	4:	1	DIVYA D.M
18	SABIRA	4	2	GOURAVI S D
19		4	3	KATHYAYANI S.K
20		4	4	BANUKT
21	SHAZIYA BANU	4	5	BHANUSHREE G M
22		4	6	BHARANI R
23	SHUBHA G S			

Principal

Charles,

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



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

SI. 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
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27	MOHAMMED FARDEEN
28	MOHAMMED ZAID
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30	NIRANJAN H.O
31	NIROOP RAJ M B
32	NISHANTH A.S

Principal

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(הכומה בקרבק לסוגה המושאולושיוסוןל בנואן אחרנה האירול בנואל בואליל)

Phone: 8147053085

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

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	15	DARSHAN B
	16	DARSHAN N R
	17	DHRUVAN D
	18	FARAZ ANWAR
-	19	GOWRISHANKAR Y N
	20	GOWTHAM K
	21	
	22	
	23	
	24	KRISHNA JETTY R

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

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Phone: 8147053085

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

PES Institute of Advanced Management Studies ( Attiliated to Kuvempu University, Recognized by Govt. of Kamataka)

Website : pestrust.edu in/pesiams

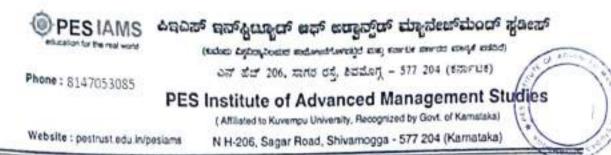
N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

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

1ABHISHEK V KSt. NoName of the Student2ADARSH B28MURALI G3AISHWARYA B P30NIHARIKA BYRAPLY YATHIRA4ANKITHA B R31NITHIN M.C5ARSHU R31NITHIN M.C6ASTHIK S32PALLAVI H.R7BINDU E.H34PRIYA C R8BINDU P E35RACHANA R VANDKAR9DARSHANNAIK36RAMYASHREE B10GANAVI B.M37SACHIN M M11GANESH K P38SAILAKSHMI K.R12HARSHITHA M39SAMPADA R.M13JATHIN KUMAR JAIN40SANATH K M14KEERTHI Y41SANJAY M M15LALITHSINGH PUROHITH42SHAMANTH B N16LUQMAN PASHA43SHARATH PATIL N.G18MALLIKARJUNA M45SHAZIYA BANU19MANJUNATHA M46SHOIB AKTHAR20MANOHAR K S47SHWETHA L21MEGHA G48SINCHANA T N22MOHAMMED MASOOD49SNEHA S.K23MOHAMMED SHAHID50SUHANI A	SL No	Name of the Student		compared in program 2018-2
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18     MALLIKARJUNA M     45     SHARATH PATILIN.G       19     MANJUNATHA 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	17	17 MAHAMMAYI D DD 10000 43		Second Second Second
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20     MANOHAR K S     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	19			
21     MEGHA G     48     SINCHANA T N       22     MOHAMMED MASOOD     49     SNEHA S.K       23     MOHAMMED SHAHID     50     SUHANI A				
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PCS institute of Advanced Management Studies NH 206, Sagar Road SHIVAMIDGGA-577 204

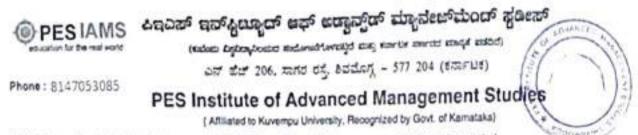


# List of Students (III B.Com) Participated in program 2018-2019

SI. No	Name of the Student	
1	AASIYA	
2	ABHILASH S	
3	AMULYA V S	
1	CHANDANA B.N	
5	CHANDRASHEKAR S	
5	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 ALL F	
19	MOHAMMED ASIF	
20	MOHAMMED IHASAAN	
21	MOHAMMED RIZWAN	
22	NAFIYA KHANUM	
23	NAGARATHNA A.8	
24	POOJA L	
25	POOJA VISHWANATH	
	GOWDA	
26	POORVIK N R	
27	PRERANA JAIN	
28	RASHMI M C	
29	RINCY K E	
30	ROHAN R JAIN	

Principal

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

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

SI. 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 VUAY
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

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Phone: 8147053085

# PES Institute of Advanced Management Studies

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Website : pestrust edu in/pesiams

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

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

l. No	Name of the Student
	ABDUL KHADER JEELANI
2	ADITYA G.D
3	ASHWIL D SOUZA
4	BALASUBRAMANYA S P
5	CHANDAN J N
6	CHETHANA SH
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
17	MOHAMMED FAIZAN RAZA
18	MOHAMMED IMRAN
19	MOHAMMED SEAHAN
20	MOHAMMED YUSHA
21	NANDAN D
22	NEHA SRIEE A D
23	NIBANJAN B T
24	NISARGA S M

235 students B.com/m.com & BBA Students parti iparteal in the above prog.

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#### ಪಿಷವಿಹ್ ಇವ್ ಕ್ಷಿಯ್ಯಾದ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಮ್ಯಾನೇಜ್ ಮಂದ್ ಸೋಸ್

(ಕುರೆಯಾ ವಿಶ್ವವಿದ್ಯಾರಿಯದ ಸಂಮೋಜನಗೋಪಟ್ಟಿದ ಮತ್ತು ಕರ್ಶರಿಕ ಸರ್ಕಾರದ ಮಾನ್ಯಕ ಪಡಿದರೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗದ ರಸೆ, ಶಿವಮೊಗ್ರ - 577 204 (ಕರ್ನಾಟಕ)

Phone : 08182 - 640772 08182 - 640812 08182 - 640805

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

PES Institute of Advanced Management Studies

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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.

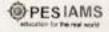
#### **Objectives:**

- 1. Exploring the emerging tools offered by the internet.
- 2. Understand and estimate the mindset of the online consumer.
- Design tools to enhance online consumer experiences.
- 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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For Ficom Engineering Pvt. Limited sed Signatories.



### ಪಿಣವಿಸ್ ಣನ್ನೊಬ್ಬಾದ್ ಅಫ್ ಅಡ್ಡಾವ್ಸ್ಡಡ್ ಮ್ಯಾನೇಜ್ಮ್ ಮಂಡ್ ಸ್ವರೀಪ್

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#### PES Institute of Advanced Management Studies (Affiliated to Kovernou University, Recognized by Govi, of Kamataka)

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#### Syllabus

	Digital Marketing - An Overview and Introduction : ( 6 Hours)
Unit – 1	Introduction, The changing face of advertising, the technology behind digita marketing. Key terms and concepts, What is marketing? What is digital marketing Understanding marketing strategy, the building blocks of marketing, Search Engin 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 Interne Audience Profiling Case study
	Mobile Marketing Practitioner (6 Hours)
Unit – 3	Introduction, Key terms and concepts, the role of mobile in persona communication, Mobile messaging channels, Location and mobile, Mobile commerce, Integrating mobile into online and Pay per Click Practitioner
	Social Media Channels: ( 6 Hours)
Unit – 4	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.
	Email Marketing ( 6 Hours)
Unit – 5	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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Page 2 of 2



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Phone: 8147053085

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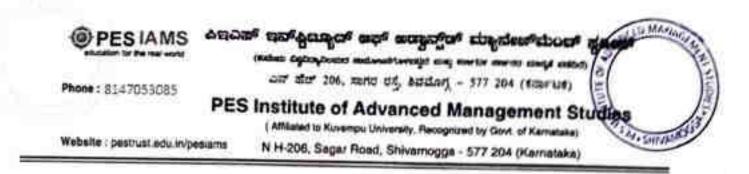
N H-206, Segar Road, Shivernogga - 577 204 (Karnetakar

## 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 digita 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? Ar 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
490(90)2010	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



Frincipal **VES institute of Advanced Management Studies** NH 206, Sagar Road SHIVAMOGGA-577 204



## 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	CHETHAN R	
5	IMTIYAZ AHMED	
6	MADAN B K	
7	MISBA TAJ	
8	NETHRAVATHEBN	
- 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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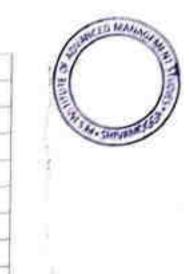
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35	ANKITHSM	
36	ARCHANA G N	
37	BRUMIKANE	
38	BHUVAN R.P. GINGAD	
39	CHANDANA V	
40	CHARAN K G	
41	CHINTANA N	9
42.	CHIRAG LIAIN	
43.	CHIRAG U JAIN	
44	DARSHAN B	
45:	DARSHANNR	
46	DHRUVAN D	
47	FARAZ ANWAR	
48	GOWRISHANKAR Y N	·····+
49	GOWTHAM K	
50	GURUSWAMY H.R.	
51	HEMANTH JADHAV C	
52	KAVYATS	
53	KRISHNA JETTY R	
54	KUSHI P.B	
55	LOHITHHK	
56	MADHU DYAVAKKALAVAR	4
57	MAHAMAD KAIF	-
58	MOHAMMED ARFAD	
59	MOHAMMED IBRAHIM	_
60	MURUGENDRA KUMAR B	
61	NITEESH GOWDA M M	
62	PAVANM	_
63	POOJA T S	
64	PRAMOD DRAVID N H	7
65	PRATHEEK K	
66	PREETHAM R B	
67	RANJITH REDDY T R	
68	RASHMIN	
69	ROHAN B Y	

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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	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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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.
 ADETE DRAVED
 of IBBA
 has successfully completed

 the 30 Hours of Certification Course on
 DEGETAL MARKETENG
 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.

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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. <u>SAVYA D.8</u> of <u>I M. Com</u> has successfully completed the 30 Hours of Certification Course on <u>DIGITAL MARKETING</u> held during <u>os-os-2018</u> to <u>02-07-2015</u> conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.

K Soilatha Principa

RESIAMS

COL ADVANO

Principal PES Institute of Advanced Management Studies

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