



ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಉಪೇಶು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

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

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**PES Institute of Advanced Management Studies**

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List of Activities Conducted under the MoU

of

**FICOM Engineering Private Limited, Bangalore for the  
Academic Year 2017-18**

S I No	Name of the Activity	Date	Number of Participants
1	Invited Talk on Effect of Quality on Productivity in Manufacturing Industries	04-08-2016	168
2	Certificate course on Digital Marketing	17-09-2017 to 22-10-2017	88
<b>Total</b>			<b>256</b>



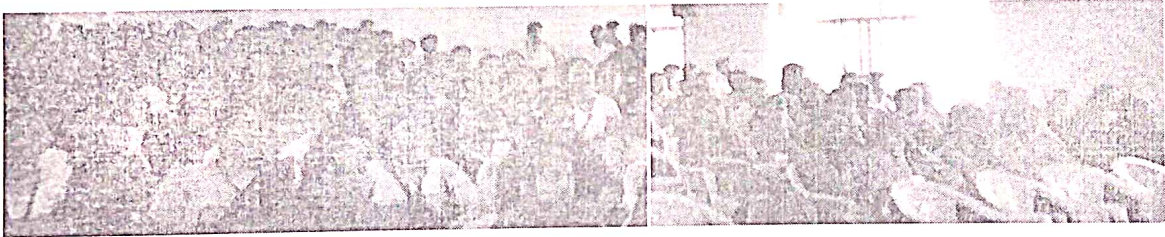
Guest Talk  
on

Date: 15/12/2017

### Effect of Quality on Productivity in Manufacturing Industries

Low productivity of workers is the most significant factor behind delivery slippages in manufacturing industries. Since manufacturing is a laborer predominant industrial sector low productivity also affect total cost. In today's competitive environment the mere success and survival of any enterprise whether it is a small scale unit or large scale enterprise depends upon the achievement and maintenance of a satisfactory level of quality, productivity, and at the same time at reasonable price with the optimum use of the all the factors of production, not just one of them.

Mr. Sohankumar R.N., Co-founder, Ficom Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Effect of Quality on Productivity in Manufacturing Industries organized by Department of Commerce and Management, PESIAMS, Shivamogga on 15.12.2017. He concluded that an enterprise is productively efficient when it is producing its product or service at the lowest unit cost that it can.



The enlightening session was started with the prayer song by the final year B. Com students and inaugurated by the dignitaries. The Coordinator, PG Department of Commerce & Management started the session with a welcome note. Mr. Sathish V, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program. Mr. Nagaraja S R, Principal, PESIAMS and staff members were present during the program.

  
Principal 15/12/17

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NH 206, Sagar Road  
SHIVAMOGGA-577 204.





**List of Students (M.Com) Participated in program 2017-2018**

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ANUJNYA K	31	NEEHA KOUSAR
2	ANUPKUMAR K R	32	POOJA N
3	ISHWARYA J	33	PRASHKILA T S
4	KAVYA B P	34	PRIYANKA V
5	LEKHA B	35	RAJINI O
6	LOHITH KUMAR B R	36	RAMESH M R
7	MANOJ J C	37	RUMANA
8	MANU D R	38	SHREYA B R
9	MEGHANA M	39	SINCHANA U K
10	PRASANNA KUMAR B C	40	SUCHITHRA K S
11	PRIYA M K	41	SWEETY GOUR
12	PRUTHVIKA G H	42	VARSHA K R
13	RASHMI A S	43	VARSHA M
14	SALMA A	44	ABHISHEK R
15	SANTHOSH KUMAR N M	45	APOORVA PATIL
16	SHALINI S	46	ARPITHA P
17	SHARATH	47	BHARANI R
18	SHILPASHREE N B	48	DIVYA D.M
19	SHYNI ROBERT	49	GOURAVI S D
20	SMITHA A	50	POOJA KHATAVKAR N B
21	SUPRITHA J	51	RAMYA M
22	SYED SHEERAZ	52	ROHINI S
23	VARSHA S V	53	ROSLIN MASCARENHAS
24	AMSHA S L	54	SANGHAVI D S
25	ASHITHA T S	55	SANIHA E K
26	BANU K T	56	SHAGUFTHA
27	BHANUSHREE G M	57	SHAHEEN TAJ
28	KATHYAYANI S.K	58	SINDHU NYAMATI
29	KAVYA G R	59	SOUJANYA K
30	NARASAMMA V	60	SRIHARI M KOLEKAR

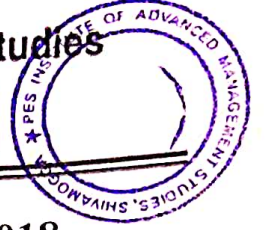
  
Principal 2/15/17

## List of Students (III B.Com) Participated in program 2017-2018

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ABHILASH H	34	NAGAVENI Y
2	AISHWARYA ATAD	35	PRAJNA P KUMAR
3	AISHWARYA DOLLY SEQUIERA	36	PRAJWAL U S
4	AISHWARYA SUNIL	37	PRANITH SONDA
5	AKARSHA V.S NAIR	38	PRARTHANA G KOTIAN
6	AKASH NAYAKA T S	39	PREETHISHREE M
7	AKASH S.N	40	PRERANA PRAKASH
8	AKSHAY N	41	PUNEETH R JAIN
9	AKSHATHA B	42	RAKSHA JAIN
10	AMRUTHA H.L	43	RAMYA N PATEL
11	ANKITHA BHANSALI	44	RASHMI
12	ANKITHA H.C	45	RISHAB SHARMA
13	ANUSHA A P	46	ROHITH S
14	APOORVA G.S	47	ROOPA S M
15	ARAVIND G	48	RUSHYANTH HEGDE N.M
16	ARPITHA H	49	SANGEETHA S
17	ARPITHA M GOWDA	50	SANJAY B
18	AVINASH H L	51	SANJAY M
19	BHARATH G	52	SANNIDHI K.R
20	BHARATH S.P	53	SHARANYA M
21	CHANDAN M N	54	SHEETAL S JAIN
22	CHARVEE R JAIN	55	SHEETHAL KUMAR JAIN S S
23	DAYANA M	56	SHREYAS T R
24	DHANRAJ M S	57	SHWETHA M Y
25	DRUPADHA D	58	SHWETHA S.H
26	EMMANUEL RAJEEV	59	SIMRAN
27	JHANVI GUPTA	60	SRIRAKSHA S P
28	KANCHANA K	61	VIKAS U CHIKKERI
29	KEERTHANA G KOTIAN	62	YASHWANTH S
30	LAVANYA R	63	SAPNA K IYER
31	LIFAM LIFZA	64	RUKMINI K.V
32	MANOJ H.P	65	PRANIL RAJ
33	MEGHASHREE S	66	SURYANARAYANA C

  
Principal 15/12/17





**List of Students (III BBA) Participated in program 2017-2018**

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ABDUL SAHIL	31	ROHITH B
2	ABHISHEK K	32	SACHIN N
3	ABRAR PASHA	33	SACHIN S
4	AMULYA H C	34	SACHIN S K
5	ARPITHA S.R	35	SANIYA KOUVEN
6	AYESHA NAIYARA	36	SEEMA N.V
7	BABU S	37	VARUNI J
8	BHARGAVI V	38	VIJAYALAKSHMI A
9	BI BI RUQAIYA	39	SACHIN M R
10	CHARAN T.B	40	AISHWARYA V
11	DAYANASREE K R	41	PAVAN G
12	DIGANTH K S	42	PRIYANKA CHIKKANNA
13	FARHEEN TAJ		
14	FAWAZ AHMED		
15	KALLADAKA ADNAN		
16	KARTHIK R		
17	KASHIF SAJID AHMED KHATIB		
18	KAVYA U B		
19	LOHITH S		
20	MEDHA BHAVE		
21	MEGHANA H S		
22	MOHAMMED ADNAN T.N		
23	MOHAMMED ANWER KHAN		
24	MOHAMMED SAFWAN		
25	NAMRATHA S.D		
26	NIDHA		
27	NITHIN B S		
28	PRATEEK L		
29	RAHUL J.R		
30	RAMYA B R		

168

*Principal* 15/11/17

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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.



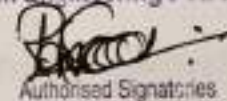
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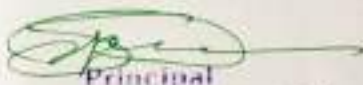
SHIVAMOGGA-577 204

For Ficom Engineering Pvt. Limited

  
Authorized Signatories

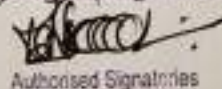
**Syllabus**

<b>Unit - 1</b>	<b>Digital Marketing – An Overview and Introduction : ( 6 Hours)</b> 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
<b>Unit - 2</b>	<b>Content Marketing ( 6Hours)</b> 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
<b>Unit - 3</b>	<b>Mobile Marketing Practitioner ( 6 Hours)</b> 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
<b>Unit - 4</b>	<b>Social Media Channels: ( 6 Hours)</b> 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.
<b>Unit - 5</b>	<b>Email Marketing ( 6 Hours)</b> 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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**Course Time Table - 2017-18**

Date	TIME	CONTENT OF THE COURSE
17-09-2017	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
24-09-2017	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
08-10-2017	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
15-10-2017	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
22-10-2017	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

  
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(Kuvempu University Development and Welfare Trust's under patronage)

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**List of Students (I M.Com/III B.Com/BBA) Participated in Digital Marketing Certificate Program AY 2017-18**

Sl. No.	Name
1	AMSHA S L
2	ASHITHA T S
3	BANU K T
4	BHANUSHREE G M
5	KATHYAYANI S.K
6	KAVYA G R
7	NARASAMMA V
8	NEEHA KOUSAR
9	POOJA N
10	PRASHKILA T S
11	PRIYANKA V
12	RAJINI O
13	RAMESH M R
14	RUMANA
15	SHREYA B R
16	SINCHANA U K
17	SUCHITHRA K S
18	SWEETY GOUR
19	VARSHA K R
20	VARSHA M
21	ABHISHEK R
22	APOORVA PATIL
23	ARPITHA P
24	BHARANI R
25	DIVYA D.M
26	GOURAVI S D
27	POOJA KHATAVKAR N B
28	RAMYA M
29	ROHINI S

  
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30	ROSLIN MASCARENHAS
31	SANGHAVI D S
32	SANIHA E K
33	SHAGUFTHA
34	SHAHEEN TAJ
35	SINDHU NYAMATI
36	SOUJANYA K
37	SRIHARI M KOLEKAR
38	SULTANA KHANUM
39	VEEKSHITHA A R
40	VINAY KUMAR G.B
41	ABDUL KHADER JEELANI
42	ADITYA G.D
43	ASHWIL D SOUZA
44	BALASUBRAMANYA S P
45	CHANDAN J N
46	CHETHANA S H
47	DEEPAK UDANDKAR
48	FATHIMA ZULFA
49	GULNAZ BEGUM
50	HASEEBA MUTHAHERA
51	HEMANTH B L
52	JOYAL JOY
53	KANCHANA N.S
54	KAVYA N
55	LAKSHMI D S
56	MIZBA H
57	MOHAMMED AFIF SHARIEFF
58	MOHAMMED FAIZAN RAZA
59	MOHAMMED IMRAN
60	MOHAMMED SEAHAN
61	MOHAMMED YUSHA

  
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62	NANDAN D
63	NEHA SRIEE A D
64	NIRANJAN B T
65	NISARGA S M
66	NITHIN R
67	NITHIN S
68	PRIYANKA B H
69	RAKSHA JAIN
70	SAAD AHMED SHARIFF
71	SADIYA AHMADI
72	SAMREEN FATHIMA
73	SAYED ZEBA HYDER
74	SIMRAN PARVEEN
75	SINDHU S
76	SMARAN S.C
77	SOMASHEKHARA G.H
78	SUMANTH S.M
79	UZAIR S.M
80	VANDANA BEEJADI VENKATESHA
81	VARSHITHA G S
82	VIPUL D PATEL
83	AASIYA
84	ABHILASH S
85	AMULYA V S
86	CHANDANA B.N
87	CHANDRASHEKAR S
88	DARSHAN N JAIN

This is to certify that above students of  
I M.com, III B.com, and IV BBA students  
 participated in certificate program in Digital Marketing  
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&

## Vishnu Techsoft Private Limited, Bangalore

# CERTIFICATE

This is to certify that Mr./Ms. Amsha S. L. of I M. Com has successfully completed the 30 Hours of Certification Course on Digital Marketing held during 17-09-2017 to 22-10-2017 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with Vishnu Techsoft Private Limited, Bangalore.

  
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Principal

  
Director





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&

## Vishnu Techsoft Private Limited, Bangalore

### CERTIFICATE

This is to certify that Mr./Ms. Balasubramanya S.P. of III Sem BBA has successfully completed the 30 Hours of Certification Course on Digital Marketing held during 17-09-2017 to 22-10-2017 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with Vishnu Techsoft Private Limited, Bangalore.

  
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PES Institute of Advanced Management Studies  
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Director