



ಪೆಸಿಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್  
(ಅರಬಿ ಮತ್ತು ಇಂಗ್ಲಿಷ್ ಭಾಷೆಗಳಲ್ಲಿ ಸಂಶೋಧನೆ ಮತ್ತು ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ನೀಡುವ ಸಂಸ್ಥೆ)  
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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8147053085

**PES Institute of Advanced Management Studies**

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: pesiams@pestrust.edu.in  
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List of Activities Conducted under the MoU

of

**FICOM Engineering Private Limited, Bangalore**

<b>S I No</b>	<b>Name of the Activity</b>	<b>Date</b>	<b>Number of Participants</b>
1	Invited Talk on Employability, Enterprise Skills and Career Opportunities in Sales and Marketing	03-05-2016	<b>279</b>
2	Invited Talk on Creative Thinking: Think Out of Box for Survival	17-08-2015	<b>276</b>
3	Certificate Course on Digital Marketing	06-09-2015 To 04-10-2015	<b>171</b>
<b>Total</b>			<b>726</b>



**PESIAMS**  
education for the real world

ಪಿಇಎಮ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್  
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)  
(ಇವೆಂಬ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ ಮತ್ತು ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ವ್ಯಾಪಕವಾಗಿ ನಡೆಸುತ್ತಿದೆ)

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**PES Institute of Advanced Management Studies**

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Date: 03-05-2016

Guest Talk  
on

### Employability, Enterprise skills and Career Opportunities in Sales and Marketing

Graduates with strong enterprise skills can spot an opportunity and use their initiative and a proactive approach to make the most of it. Graduates require entrepreneurial skills and huge knowledge of career opportunities and employability to become an entrepreneur and set up their own business. But employers often seek an entrepreneurial mindset in their employees. When addressing to the students of Commerce and Management Department on 05.07.2016, Shri. Krishnappa B.P, Founder and Director, Ficom Engineering Pvt. Ltd. said, Employability skills are the essential skills, personal qualities and values that enable you to thrive in any working environment and these are also called as 'enterprise skills', 'communication skills' or 'workplace skills' which helps you in boosting your employability skills. He gave valuable inputs to students for developing good communication skills, leadership qualities, enhancing reliability, improving team work quality, building patience and adaptability, skills such as emotional control and resilience. He suggested students to utilize these skills in developing career profile which provides huge value in identifying their skills when seeking job as a best candidate.



The informative session was started with the prayer song by the final year BBA students and inaugurated by lighting the lamp by all the dignitaries on the dais with few students in the seminar hall. At the end of the program, Mr. Praveen B, Asst. Professor, Dept. of Commerce and Management provided an honor of gratitude for the inspiring session and showered with vote of thanks from institution for providing valuable informative session. The Principal and staff members were present during the program.

  
Principal 03/5/16

PES Institute of Advanced Management Studies  
NH 206, Sagar Road  
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**List of Students (I BCA) Participated in program 2015-2016**

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ADITHYA K	30	MOHAMMED BURHAN
2	ADNAN AHMED	31	NAYANA G
3	AISHWARYA R	32	NEHA TARANNUM
4	AKSHAY KUMAR S R	33	NERGIS QURESHI
5	ANIL KUMAR C.S	34	PAVAN J.C
6	ANOOP VIDYADHAR HEGDE	35	PAVITHRA SHAGLE N.J
7	ANUSHREE M V	36	PRIYANKA B.B
8	BHAVANA N B	37	PUSHPA U S
9	CHAITRA A R	38	RACHANA R
10	CHAITRA C	39	RAHUL T R
11	CHANDANA H	40	RAKSHITHA H B
12	DARSHAN T.H	41	RAKSHITHA N
13	DEVARAJ	42	RAMYA H B
14	DIVYASHREE M	43	RASHMI H.H
15	DIXITH G	44	RENUKA PRASAD B
16	HAFEEZA BANU K	45	ROHAN REVANKAR M
17	HALESH B.G	46	SACHIN S
18	HARSHA H.V	47	SHAMANTH S
19	HARSHITHA P	48	SHARATH KUMAR R
20	INDIRA V JOIS	49	SHASHIKALA D S
21	JAYANTH A S	50	SHEETAL M M
22	JEETHANA V	51	SHEETHAL S
23	JYOTI RUDRAMUNI HULAMANI	52	SHWETHA R
24	KARTHIK P	53	SPOORTHI H S
25	KAVYA G N	54	SPOORTHI KANGOD
26	KAVYA S N	55	SUJAN K.R
27	KHAMAR TAJ	56	SUMANTH J P
28	LOHIT R	57	SWATHI B N
29	MANISH RAJ B	58	TEJASH B
59	THANUJA H.S	59	VIMALA BISHNOI
60	THANUSHREE	60	WASIM AKRAM
61	ABHISHEK S	61	POOJA R

 Principal 31/05/16





62	AISHWARYA A		
61	ABHISHEK S		
62	AISHWARYA A		
63	AKASH G.R		
64	ANUKSHA P		
65	BI BI MARIUM		
66	CHAITHRA P.M		
67	CHANDANA M		
68	CHANDANA R		
69	DARSHAN H V		
70	FOUZIYA BANU		
71	KARTHIK K M		
72	KIRAN P H		
73	KOTRESH K		
74	LAVANYA M.R		
75	LIKITH R K		
76	MEGHANA T		
77	MOHAMMED SUHEL		
78	POOJA B		
79	RADHA B P		
80	RAJATH S PATIL		
81	RAKESH K		
82	RENUKA R		
83	ROHITH KUMAR M		
84	ROHITH S		
85	RUKHSAR KHANUM		
86	SAHANA S.D		
87	SANJANA B.R		
88	SHWETHA J		
89	SPANDANA S		
90	SPOORTHY M.S		
91	SUSHMITHA G		
92	UPENDRA M.M		

  
Principal 08/05/16

**List of Students (III BCA) Participated in program 2015-2016**

96	AISHWARYA P.C	127	RANJITHA R
97	AKANKSHA M JAIN	128	RASHID AHMED
98	ANUSHA M G	129	RASHMI M.A
99	ANUSHA N	130	ROHIT N
100	ANVITHA S.B	131	SAHANA B.O
101	ARPITHA M	132	SALMAN KHAN S
102	BASAVARAJ M.P	133	SATHVIK KUMAR K
103	BHAGYASHREE B.S	134	SHANKAR K.S
104	BHAVANA B.S	135	SHANON D'SOUZA
105	CAROL FERNANDIS	136	SHWETHA DIWANJI
106	CHAITHRA H.V	137	SINCHANA N
107	DARSHAN S	138	SPOORTHI NARAYAN
108	DEEPALI N R	139	SUHANA TASNİ
109	DOMINIC SUNDEEP RICHARD	140	SUJITH KUMAR E.P
110	HARSHITHA S	141	SUNIL KUMAR S.P
111	KALASHREE K M	142	SURESH S
112	KAVYA N.E	143	SUSHMA B.G
113	LAVANYA L.M.S	144	TEJASWINI B.G
114	LISHA P	145	VENKATESH G.N
115	MADHURI S NADIG		
116	MAHIN RIYAZ		
117	MANASA V		
118	MAYURA S.M		
119	NAVYA SHETTY		
120	PAVITHRA S.M		
121	PRADEEPA M.K		
122	PRIYADARSHINI M.K		
123	PRIYANKA S		
124	RAMAKANTH NAYAKA K.R		
125	RAMYA G R		
126	RANJEETH A		

  
Principal 23/05/16



**List of Students (I M.Com) Participated in program 2015-2016**

Sl. No	Name of the Student
146	ANITHA M.P
147	ANUSHA N.C
148	ANUSHA S
149	BHARATH KUMAR G
150	BHAVANA P
151	CHAITHRA S.D
152	CHEZHAN S
153	DADAPEER A
154	DIVYA V.G
155	FARHANA F
156	KESHAVA NAIK
157	MALLOJIRAO M.R
158	MANJUNATHA M.S
159	MEENAZ AFSHAN
160	MEGHA G.M
161	MEGHANA M.R
162	NANCY FERNANDES
163	PADMASHREE N.MIRASHI
164	PRANUTHA D
165	RADHA A.R
166	RAKESH N
167	RANJITHA P
168	ROOPA M
169	SACHIN HEGADE
170	SHYLAJA M
171	SOWMYA R
172	SOWMYA S.K
173	SUMA G.M
174	SUMA R
175	VEENAMANJARI S.G

  
Principal 02/05/16





**List of Students (III Semester B.Com) Participated in program 2015-2016**

Sl. No	Name of the Student	Sl. No	Name of the Student
176	AANAM AMREEN	209	MOHAMMED AFTAB
177	ABDUL QADIR.	210	MONICA DIAS
178	ABDUL WAHAB	211	MUZAMIL PASHA
179	ABHJITH S	212	NEHA J JAIN
180	ADARSH M	213	NIKHIL N JAIN .
181	ADESH V.S. NAIR	214	NITHESH S .
182	AKSHAY D KOTHARI	215	NITHIN S PATIL .
183	ALISHA AKTHER	216	PAYAL S JAIN
184	ALISHA JAIN	217	POOJA G .
185	ANKUSH JAIN A	218	POORNIMA M.M
186	ARUN KUMAR K.G	219	PRANAY M JAIN
187	ASHISH S RAO	220	PRAVEEN R
188	BHAGYALAKSHMI C R .	221	PRIYA D PATEL
189	BHOOMIKA J JAIN	222	PRUTHVI RAJ D.J
190	CHAITHANYA S	223	RAKSHITHA KAWAD
191	CHAITHRA K.M	224	RAMYASHREE P
192	CHAITRA .H	225	RUCHIKA V JAIN
193	CHAITRA G	226	SANTHOSHKUMAR S
194	CHANDRIKA S JAIN .	227	SHARATH U .
195	DARSHAN SHAH	228	SHARATHKUMAR H.S .
196	FATHIMA KHATHUN H	229	SHEETHAL R PATEL
197	GOURAV R JAIN .	230	SHREYANS H
198	JATIN BHARATH MULANI		
199	KARAN L .		
200	KARTHIK JAIN P		
201	KRUTHIK KUMAR A .		
202	KRUTIKA A KHATRI		
203	LEKHANA S JAIN		
204	MADAN MUDLER M .		
205	MADHU V .		
206	MAYUR T.R		
207	MEGHA C K		
208	MEGHANA C		

  
Principal 05/11/16



**List of Students (III Semester BBM) Participated in program 2015-2016**

Sl. No	Name of the Student
231	ABHINANDAN PK
232	AISHWARYA BS
233	ALIYA MOULALI SHAIKH
234	ANUSHA K
235	ARCHANA V
236	BHARAT B
237	DARSHAN NG
238	FARMAN JAZEEB
239	HARSHA S PATIL
240	IFTEQAR AHMED P
241	KUSHAL J
242	MEHA A KHATRI
243	NAVYA KG
244	NISHA J JAIN
245	PRATHAMA PRABOL
246	RACHAN K S
247	SAGAR K V
248	SAHANA AN
249	SAIMA YASMEEN
250	SALEEM BASHA
251	SAMEENA
252	SANDEEP S
253	SHASHIDHAR S SAVANUR
254	SHIVAPRASAD RAJU KP
255	SHIVARAMA KRISHNA S P
256	SHRAVAN KUMAR K G
257	SNEHA R BAFNA
258	SYED REEHAN RAZA

  
Principal 23/10/16





**List of Students (III BBM) Participated in program 2015-2016**

Sl. No	Name of the Student
259	CHEZHAN L
260	DIKSHITHA JAIN
261	GANESHA L RATHOD
262	GEETHA K
263	MAHESH M
264	MEGHANA K.C
265	MOHAMMED RAAHID A
266	NIVEDITHA B
267	PRIYANKA CHIKKANNA
268	SACHINGOWDA S
269	SACHIN.T
270	SALMAN QURESHI
271	SAMPRITH D.G
272	SURABHI JOSHI
273	THANOJ D.R
274	VEENA R V
275	VILAS S.L
276	VINAYAKA S.S
277	YASHAS GOWDA A.J
278	YASHWANTH M C
279	MOHAMMED SALEH KHAZI.

  
Principal 03/05/16

PES Institute of Advanced Management Studies  
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Guest Talk

**Creative Thinking: Think Out of Box for Survival**

A motivational session was organized on 17<sup>th</sup> August, 2015 for the students of PESIAMS on Creative Thinking. The session was started by lighting the lamp by the dignitaries in the seminar hall. Mr. Mohan D, Asst. Professor, Dept of Commerce & Management, PESIAMS welcomed the gathering. The programme was presided by Mr. Nagaraja S R, Principal, PESIAMS, who addressed students with the use of developing the ability of creative thinking and introduced the resource person.

Shri. Sohankumar R.N, Co-founder, Ficom Engineering Pvt. Ltd. said, the ability of looking at things differently and finding new ways of to solve it, is called Creative thinking. Everyone can benefit from creative thinking from time to time. Creative thinking can help in developing the ability to consider something in a new way which could be a new approach to a problem, a resolution to a conflict, or a new result from the same resources. He said how creative thinking helps in developing the ability of analyzing things in different ways, broadly considering the problem in different ways for solving it and builds good communication ability. Many tools and techniques can be cultivated to stimulate creative thinking such as brainstorming, drawing techniques like mind-mapping and rich pictures, and role-play techniques.



He concluded with a note for students that creative thinkers can look at things in new, unorthodox ways and can come up with solutions no one previously thought of. So, Creativity is what drives innovation and progress in work. Mr. Mohan D, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program.

  
Principal 17/08/15



**List of Students (M.Com) Participated in program 2015-2016**

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ANITHA M.P	31	ANIL C
2	ANUSHA N C	32	ANKUTHA A R
3	ANUSHA S	33	ARPITTHA U J
4	BHARATH KUMAR G	34	ASHWINI S.E
5	BHAVANA P	35	AVINASH V
6	CHAITHRA S.D	36	BHAVYASHREE
7	CHETHAN S	37	DIVYA D KATKAR
8	DADAPEER A	38	DIVYA U
9	DIVYA V G	39	GOUTHAM K S D
10	FARHANA F	40	KAVITHA
11	KESHAVA NAIK	41	KRUTHI K
12	MALLOJIRAO M R	42	MAMATHA P S
13	MANJUNATHA M S	43	MEGHANA H.M
14	MEENAZ AFSHAN	44	NAVYASHREE M
15	MEGHA G.M	45	NIVEDITA B
16	MEGHANA M.R	46	PAVITHRA C
17	NANCY FERNANDES	47	POOJA U.KAMATH
18	PADMASHREE N MIRASHI	48	POONAM SIDDANNA DODDAMANI
19	PRANUTHA D	49	PRAVEEN D.P
20	RADHA A R	50	RADHA R
21	RAKESH N	51	RAKESH PATEL M.P
22	RANJITHA P	52	RAMYA M SONDUR
23	ROOPA M	53	RANJITHA R. S
24	SACHIN HEGADE	54	RASHMI H L
25	SHYLAJA M	55	SANDHYA U
26	SOWMYA R	56	SHRASWATHI C S
27	SOWMYA S K	57	SEEMA B R
28	SUMA G.M	58	SHALINI K B
29	SUMA R	59	SHREYAS B
30	VEENAMANJARI S G	60	SHRIKANTH S R

  
Principal 7/08/15





**List of Students (I BBA) Participated in program 2015-2016**

Sl. No	Name of the Student	92	PRABHANJAN VAMANACHAR ARCHAK
61	ABDUL SAHIL	93	PRATEEK L
62	ABHISHEK K	94	RAHUL J.R
63	ABRAR PASHA	95	RAMYA B R
64	AMULYA H C	96	ROHITH B
65	ARPITHA S.R	97	SACHIN N
66	AYESHA NAIYARA	98	SACHIN S
67	BABU S	99	SACHIN S K
68	BHARGAVI V	100	SANIYA KOUVEN
69	BHATTI OM PRAKASH		
70	BI BI RUQAIYA		
71	CHARAN T.B		
72	DAYANASREE K R		
73	DIGANTH K S		
74	FARHEEN TAJ		
75	FAWAZ AHMED		
76	GURUPRASAD B		
77	KALLADAKA ADNAN		
78	KARTHIK R		
79	KASHIF SAJID AHMED KHATIB		
80	KAVYA U B		
81	LOHITH S		
82	MANJU SHREE D DESAI		
83	MEDHA BHAVE		
84	MEGHANA H S		
85	MOHAMMED ADNAN T.N		
86	MOHAMMED ANWER KHAN		
87	MOHAMMED SAFWAN		
88	MOHSINA FATHIMA		
89	NAMRATHA S.D		
90	NIDHA		
91	NITHIN B S		

  
Principal 17/06/15

PES Institute of Advanced Management Studies

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**List of Students (II Semester BBM) Participated in program 2015-2016**

Sl No	Name of the Student
101	BHUVANESHWARI V
102	CHEHAN L
103	DIKSHITHA JAIN
104	GANESHA L RATHOD
105	GEETHA K
106	MAHESH M
107	MEGHANA K.C
108	MOHAMMED RAAHID A
109	NIVEDITHA B
110	PRIYANKA CHIKKANNA
111	SACHINGOWDA S
112	SACHIN.T
113	SALMAN QURESHI
114	SAMPRIETH D.G
115	SURABHI JOSHI
116	THANOJ D.R
117	VEENA R V
118	VILAS S.L
119	VINAYAKA S.S
120	YASHAS GOWDA A.J

  
Principal *A/08/15*

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



**List of Students (III BBM) Participated in program 2015-2016**

Sl. No	Name of the Student
121	ABHINANDAN PK
122	AISHWARYA BS
123	ALIYA MOULALI SHAIKH
124	ANUSHA K
125	ARCHANA V
126	BHARAT B
127	DARSHAN NG
128	FARMAN JAZEEB
129	HARSHA S PATIL
130	IFTEQAR AHMED P
131	KUSHAL J
132	MEHA A KHATRI
133	NAVYA KG
134	NISHA J JAIN
135	PRATHAMA PRABOL
136	RACHAN K S
137	SAGAR K V
138	SAHANA AN
139	SAIMA YASMEEN
140	SALEEM BASHA
141	SAMEENA
142	SANDEEP S
143	SHASHIDHAR S SAVANUR
144	SHIVAPRASAD RAJU KP
145	SHIVARAMA KRISHNA S P
146	SHRAVAN KUMAR K G
147	SNEHA R BAFNA
148	SYED REEHAN RAZA

  
Principal

PES Institute of Advanced Management Studies  
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SHIVAMOGGA-577 204.





**List of Students (II B.Com) Participated in program 2015-2016**

Sl. No	Name of the Student	Sl. No.	Name of the Student
149	ABHILASH H	182	KEERTHANA G KOTIAN
150	AISHWARYA ATAD	183	LAVANYA R
151	AISHWARYA DOLLY SEQUIERA	184	LIFAM LIFZA
152	AISHWARYA SUNIL	185	MANOJ H.P
153	AJITH B	186	MANOJ KUMAR B
154	AKARSHA V.S NAIR	187	MANOJ KUMAR G
155	AKASH NAYAKA T S	188	MEGHANA S.K
156	AKASH S.N	189	MEGHASHREE S
157	AKSHAY N	190	NAGA VENI Y
158	AKSHATHA B	191	NAVEEN D
159	AMRUTHA H.L	192	PRAJNA P KUMAR
160	ANKITHA BHANSALI	193	PRAJWAL U S
161	ANKITHA H.C	194	PRAMODH D HANCHINAMANI
162	ANUSHA A P	195	PRANITH SONDA
163	APOORVA G.S	196	PRARTHANA G KOTIAN
164	ARAVIND G	197	PREETHISHREE M
165	ARPITHA H	198	PRERANA PRAKASH
166	ARPITHA M GOWDA	199	PUNEETH R JAIN
167	AVINASH H L	200	RAKSHA JAIN
168	BHARATH G	201	RAMYA N PATEL
169	BHARATH S.P	202	RASHMI
170	CHANDAN M N	203	RISHAB SHARMA
171	CHARVEE R JAIN	204	ROHITH S
172	CHELA RAM	205	ROOPA S M
173	DARSHAN KUMAR D B	206	RUSHYANTH HEGDE N.M
174	DAYANA M	207	SANGEETHA S
175	DEEKSHA G.N	208	SANJAY B
176	DHANRAJ M S	209	SANJAY M
177	DIKSHITH A JAIN	210	SANNIDHI K.R
178	DRUPADHA D	211	SHARANYA M
179	EMMANUEL RAJEEV	212	SHEETAL S JAIN
180	JHANVI GUPTA	213	SHEETHAL KUMAR JAIN S S
181	KANCHANA K	214	SHREYAS T R

  
Principal



ಪಿಇಎಂಐಎಸ್ ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಅಭಿವೃದ್ಧಿ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ವರೂಪ

(Kuvempu University Road, Shivamogga - 577 204 (Karnataka))

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

Phone : 8147053085

### PES Institute of Advanced Management Studies

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

Website : pestrust.edu.in/pesiams

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215	SHWETHA M Y		
216	SHWETHA S.H		
217	SIMRAN		
218	SRIRAKSHA S P		
219	SUMANA R S		
220	SUMANTH H.S		
221	SYED SADIQ		
222	THANUJA B.R		
223	THILAK S		

  
Principal 7/05/15

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



**List of Students (III B.Com) Participated in program 2015-2016**

Sl. No	Name of the Student	Sl. No	Name of the Student
224	RAMYASHREE P	257	MOHAMMED AFTAB
225	ABDUL QADIR.	258	MONICA DIAS
226	ABDUL WAHAB	259	MUZAMIL PASHA
227	ABHIJITH S	260	NEHA J JAIN
228	ADARSH M	261	NIKHIL N JAIN .
229	ADESH V.S. NAIR	262	NITHESH S .
230	AKSHAY D KOTHARI	263	NITHIN S PATIL .
231	ALISHA AKTHER	264	PAYAL S JAIN
232	ALISHA JAIN	265	POOJA G .
233	SHARATHKUMAR H.S .	266	POORNIMA M.M
234	ARUN KUMAR K.G	267	PRANAY M JAIN
235	ASHISH S RAO	268	PRAVEEN R
236	BHAGYALAKSHMI C R .	269	PRIYA D PATEL
237	BHOOMIKA J JAIN	270	PRUTHVI RAJ D.J
238	CHAITHANYA S	271	SHREYANS H
239	CHAITHRA K.M	272	SHREYAS S
240	CHAITRA .H	273	RUCHIKA V JAIN
241	CHAITRA G	274	SANTHOSHKUMAR S.
242	CHANDRIKA S JAIN .	275	SHARATH U .
243	DARSHAN SHAH	276	SHEETHAL R PATEL
244	FATHIMA KHATHUN H		
245	GOURAV R JAIN .		
246	JATIN BHARATH MULANI		
247	KARAN L .		
281	SHWETHA S GULGULE		
282	SIMRAN SHAIKH		
283	SINDHU A.N		
284	SHRILAKSHMI B G		
285	SONAM S JAIN		
286	SOWMYA A.S		
287	SPOORTHI C.N		
288	SUFIYA SAMREEN NOOR .S		
289	SUJAY M .		

*Principal P.05/15*



No.

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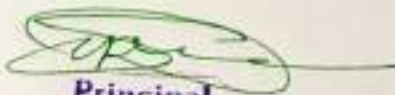
on

**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.



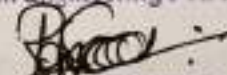
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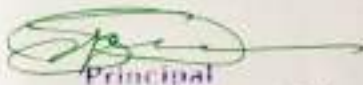
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Authorized Signatories

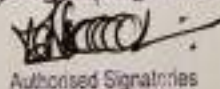
**Syllabus**

<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 – 2015-16**

Date	TIME	CONTENT OF THE COURSE
06-09-2015	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
13-09-2015	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
20-09-2015	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
27-09-2015	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
04-10-2015	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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(ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಧಿಕಾರವಹಿಸಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅನುಮೋದನೆ ಪಡೆದಿದೆ)

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

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Website : [pestrust.edu.in/pesiams](http://pestrust.edu.in/pesiams)

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

**List of Students (III M.Com/V B.Com/BBM/BCA) Participated in Digital Marketing Certificate Program AY 2015-16**

Sl. No.	Reg. No.	Name
1	PC141201	ANIL C
2	PC141202	ANKUTHA A R
3	PC141203	ARPITHA U J
4	PC141204	ASHWINI S.E
5	PC141205	BHAVYASHREE
6	PC141206	DIVYA D KATKAR
7	PC141207	DIVYA U
8	PC141208	GOUTHAM K S D
9	PC141209	KAVITHA
10	PC141210	KRUTHI K
11	PC141211	MAMATHA P S
12	PC141212	MEGHANA H.M
13	PC141213	NAVYASHREE M
14	PC141214	NIVEDITA B
15	PC141215	POOJA U KAMATH
16	PC141216	POONAM SIDDANNA DODDAMANI
17	PC141217	PRAVEEN D.P
18	PC141218	RADHA R
19	PC141219	RAKESH PATEL M.P
20	PC141220	RAMYA M SONDUR
21	PC141221	RANJITHA R. S
22	PC141222	RASHMI H L
23	PC141223	SANDHYA U
24	PC141224	SARASWATHI C S
25	PC141225	SEEMA B R
26	PC141226	SHALINI K B
27	PC141227	SHREYAS B
28	PC141228	SHRIKANTH S R
29	PC141229	SHYALAJ S.D

  
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30	PC141230	SUCHITRA DEVI PRASAD
31	PC141231	SUSHMITHA M SHET
32	PC141232	VEENA L K
33	PC141233	VEERESH R D
34	C1331802	AKSHAY H M
35	C1331803	AKSHAY R JAIN
36	C1331804	AKSHAYKUMAR NB
37	C1331805	AKSHIT KUMAR M JAIN
38	C1331806	ANTHISHA A
39	C1331807	ANUSHKA R SHAH
40	C1331809	APSHA TABASSUM
41	C1331810	BHAVIK M JAIN
42	C1331811	BI BI FATHIMA
43	C1331812	CHARANSINGH T
44	C1331814	DIVYA HR
45	C1331816	GANESH RAO M
46	C1331817	GOVINDARAJ H K
47	C1331818	GURUNATH V
48	C1331819	HARISH J JAIN
49	C1331822	IFFATH JAHAN
50	C1331824	JUGGESH N
51	C1331825	KAVYA GR
52	C1331826	KOMAL M JAIN
53	C1331827	KUNAL A JAIN
54	C1331828	KUSHBOO
55	C1331829	LAKSHMI H
56	C1331830	LEKHA B
57	C1331831	LEPANA TN
58	C1331832	MEGHA B A
59	C1331833	MEGHANA T H
60	C1331835	MUTTHURAJ K
61	C1331837	NAMRATHA P JAIN

  
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62	C1331838	NEHA DATH
63	C1331839	NIDHI MK
64	C1331841	PAVAN KR
65	C1331842	PAYAL R JAIN
66	C1331843	PRABHU S
67	C1331844	PRAJWAL P
68	C1331846	PRATHIK KA
69	C1331847	PRAVEEN R NAIR
70	C1331849	RAHUL KOCHAR
71	C1331850	RAJANI KS
72	C1331851	RAKESH BT
73	C1331852	RAKESH KM
74	C1331853	RAKESH SP
75	C1331854	RASHMI KM
76	C1331855	RENUKAPRASAD H R
77	C1331856	SHANKAR SATISH SEERWANI
78	C1331858	SHRINGAR S
79	C1331859	SHRIYA MEHTA
80	C1331860	SIMRAN A JAIN
81	C1331861	SUMAN S BOHRA
82	C1331862	SUMANA N
83	C1331863	SWARNAMAYE CS
84	C1331864	SYED SAFWAN
85	C1331865	TEJASWI CHATRA N
86	C1331866	VARSHASV
87	C1331868	VINEETHA JAIN
88	C1331869	VIPUL JAIN
89	C1331870	YASHASWINI D
90	C1331871	SHILPA TS
91	BM138901	ABHINANDAN PK
92	BM138902	AISHWARYA BS

  
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Unit  
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93	BM138903	ALIYA MOULALI SHAIKH
94	BM138904	ANUSHA K
95	BM138905	ARCHANA V
96	BM138906	BHARAT B
97	BM138908	DARSHAN NG
98	BM138909	FARMAN JAZEEB
99	BM138910	HARSHA S PATIL
100	BM138911	IFTEQAR AHMED P
101	BM138912	KUSHAL J
102	BM138915	MEHA A KHATRI
103	BM138918	NAVYA KG
104	BM138920	NISHA J JAIN
105	BM138921	PRATHAMA PRABOL
106	BM138923	SAGAR K V
107	BM138924	SAHANA AN
108	BM138926	SALEEM BASHA
109	BM138927	SAMEENA
110	BM138928	SANDEEP S
111	BM138931	SHIVAPRASAD RAJU KP
112	BM138932	SHIVARAMA KRISHNA S P
113	BM138933	SHRAVAN KUMAR K G
114	BM138935	SNEHA R BAFNA
115	BM138937	SYED REEHAN RAZA
116	BM138940	VIKRAM KM
117	BM138971	MOHAMMED ATIF SHARIEFF
118	BC130902	AISHWARYA P.C
119	BC130903	AKANKSHA M JAIN
120	BC130904	ANUSHA M G
121	BC130905	ANUSHA N
122	BC130906	ANVITHA S.B
123	BC130907	ARPITHA M

  
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124	BC130908	BASAVARAJ M.P
125	BC130909	BHAGYASHREE B.S
126	BC130910	BHAVANA B.S
127	BC130911	CAROL FERNANDIS
128	BC130912	CHAITHRA H.V
129	BC130913	DARSHAN S
130	BC130914	DEEPALI N R
131	BC130915	DOMINIC SUNDEEP RICHARD
132	BC130916	HARSHITHA S
133	BC130917	KALASHREE K M
134	BC130918	KAVYA N.E
135	BC130919	LAVANYA L.M.S
136	BC130920	LISHA P
137	BC130921	MADHURI S NADIG
138	BC130922	MAHIN RIYAZ
139	BC130923	MANASA V
140	BC130924	MAYURA S.M
141	BC130925	NAVYA SHETTY
142	BC130926	PAVITHRA S.M
143	BC130927	PRADEEPA M.K
144	BC130928	PRIYADARSHINI M K
145	BC130929	PRIYANKA S
146	BC130931	RAMAKANTH NAYAKA K.R
147	BC130932	RAMYA G R
148	BC130933	RANJEETH A
149	BC130934	RANJITHA R
150	BC130935	RASHID AHMED
151	BC130936	RASHMI M.A
152	BC130937	ROHIT N
153	BC130938	SAHANA B.O
154	BC130939	SALMAN KHAN S

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155	BC130940	SATHVIK KUMAR K
156	BC130941	SHANKAR K.S
157	BC130942	SHANON D'SOUZA
158	BC130943	SHWETHA DIWANJI
159	BC130944	SINCHANA N
160	BC130945	SPOORTHI NARAYAN
161	BC130946	SUHANA TASNI
162	BC130947	SUJITH KUMAR E.P
163	BC130948	SUNIL KUMAR S.P
164	BC130949	SURESH S
165	BC130950	SUSHMA B.G
166	BC130951	TEJASWINI B.G
167	BC130952	VENKATESH G.N
168	BC130953	VISHWAS S RAIKAR
169	BC130954	YAMUNA R
170	BC130955	YASHASWINI T.J
171	BC130320	VARSHITHA N

This is to certify that above mentioned students have successfully completed the Certificate Program in Digital Marketing.

 06/10/2016

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# CERTIFICATE

This is to certify that Mr./Ms. PRAVEEN D.P. of III Sem M. Com has successfully completed the 30 Hours of Certification Course on DIGITAL MARKETING held during 06-09-2015 to 04-10-2015 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with M/S FICOM Engineering Private Limited, Bangalore.

  
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