



BUNTS SANGHA'S

S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI

IMC RBNQ Certificate of Merit

ISO 21001 : 2018 Certified

Activity Approval Form

Date: 27th July, 2022

Program: Certificate Course on “Digital Marketing & E-CRM”

Objective: To impart knowledge relating to Digital Marketing Techniques and Customer Relationship Management.

Content: Basic concepts of Marketing, Digital Marketing Techniques such as SEO, SEM, Viral Marketing, Buzz Marketing & e-CRM.

Duration: 16th Feb, 2023 to 11th Mar, 2023.

Resource Person:

- Mr. Rohit Salian
- Dr Vijay Vishwakarma
- Mr John Menezes
- Ms Priya Nadar
- MS Steffi Salve

Proposed by: CS Sandesha Shetty

Verified By: Dr. Sridhara Shetty



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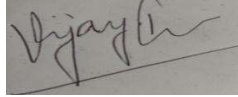
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Minutes of the Meeting

The Departmental meeting was held on 20th July at 12:30 pm. Following matters were discussed in the meeting:

1. Teachers were instructed to plan some events for the Department of Accountancy and Financial Management and suggestions were taken for the same.
2. It was decided that Department will be conducting a Certificate Course on "Digital Marketing and E-CRM" from 16th Feb, 2023 to 11th Mar, 2023.
3. It was discussed that Dr Vijay Vishwakarma will be the Convenor for the Certificate Course on Digital Marketing and E-CRM".
4. It was decided that
 - Mr. Rohit Salian
 - Dr Vijay Vishwakarma
 - Mr John Menezes
 - Ms Priya Nadar
 - MS Steffi Salve will be the resource person for the certificate course.

Teachers who attended the meeting:

Name	Signature
Asst Prof. CS Sandesha Shetty (Vice Principal & B.Com Coordinator)	
Asst Prof John Menezes – Member of Accountancy Department	
Asst Prof Vijay Vishwakarma – Member of Accountancy Department	



**Asst Prof. CS Sandesha Shetty
Vice Principal & B.Com Coordinator**



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BUDGET

BUNTS SANGHA'S
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT
STUDIES, POWAI, MUMBAI.

July 26, 2022

The Chairman
Bunts Sangha's
Powai Education Committee
Powai, Mumbai 400076.

Respected Sir,

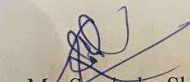
Subject: Permission to collect amount from students towards certificate course on Digital Marketing & E-CRM

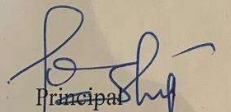
The Department of Accountancy & Financial management is organizing a certificate course on Digital Marketing & E-CRM for students from 10th August 22 to 30th August 22.

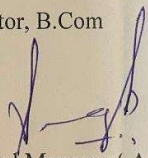
Amount of Rs.500/- need to be collected per student to cover the cost of the course.

You are requested to accord your approval for the same.

Thanking you,
Yours faithfully,


Mr. Sandesha Shetty
Vice-Principal & Co-ordinator, B.Com


Principal
27/7/2022


General Manager (A & A)


Treasurer

Secretary

Vice Chairman

Vice Chairman


Chairman.



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NOTICE

Dear Students,

The department of B.Com of Bunts Sangha's S. M. Shetty College, Powai

Organising

a 30 hours on campus certificate course on *DIGITAL MARKETING AND* *E*-*CRM* for the betterment of our students.

Aim- It will help students in learning various Digital Marketing & E-CRM tools which is the need of the hour for any business organization.

Registration fees- 500/-

Upon completion of the course, *Certificate* will be awarded to the students.

Registration link :

<https://forms.gle/V6rEmes1kjuaCFLr9>

WhatsApp group:

<https://chat.whatsapp.com/BkqYsPuf5Jr89azCGcNDPx>

For Further Details Contact-

Prof. Adya Bharati: 9552205722

(6th floor staff room)



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REPORT

Event: Certificate Course on Digital Marketing & E-CRM

Date: 16th Feb, 2023 to 11th Mar, 2023

Venue: AV Room

Scope: FY, SY and TY Students across all disciplines.

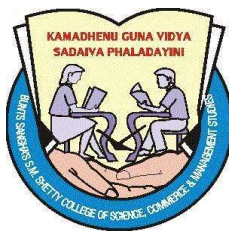
Objective: To educate students with various trends in Digital Marketing.

Highlights: Department of Accountancy and Financial Management conducted a Certificate Course on Digital Marketing and E-CRM from 16th Feb, 2023 to 11th Mar, 2023. The course saw good participation of students from various disciplines. All Resource Persons provided extensive knowledge to students on the course and also took practical assignments to enhance the skill sets of students on Digital marketing and E-CRM. The students were highly benefited from the course and gave very positive feedback for it.

Number of Participants: 34 (Male: 15 & Female: 19)

Resource Persons:

- Asst. Prof. Sandesha Shetty– Vice Principal and B.Com Coordinator
- Dr Vijay Vishwakarma- Convenor of the Course
- Mr. Rohit Salian - Resource person for the Course
- Dr Vijay Vishwakarma- Resource person for the Course
- Mr John Menezes- Resource person for the Course
- Ms Priya Nadar- Resource person for the Course
- MS Steffi Salve - Resource person for the Course



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Grading

Sr.No	NAME OF THE STUDENT	Grade	CLASS
1	Abhijeet Raju Sangade	A	FYBBI
2	Arya Jagdish Shetty	A	FYBMS
3	Vidhi Jagdale	A	FYBBI
4	Sarvesh shetty	B	FYBBI
5	Roshan sahuo	B	FYBBI
6	Ayman Mahmood Shaikh	A	FYBMS
7	TUSHAR PREMSHANKAR CHAURASIYA	B	SYBCOM
8	Shivanshi Tiwari	A	FYBBI
9	Kavya Shettigar	A	FYBBI
10	Uzma Shaikh	A	FYBBI
11	Natasha Ganesh Suthar	A	FYBBI
12	Janvi Pradhan	B	FYBMS
13	Harsh Kadam	B	FYBCOM
14	Mahesh Ravi Gowda	A	FYBCOM



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15	Jaineel Patel	B	FYBMS
16	Ankita Dharewa	B	FYBMS
17	Bhavya Bhaskar Shetty	B	FYBMS
18	Shreya salian	B	FYBMS
19	Sumit Naiya	B	FYBMS
20	Mohammad husain Muzammil Inamdar	B	FYBMS
21	Saniya Hasan Khan	A	SYBCOM
22	Akshay Suresh shetty	A	FYBBI
23	Krishni Shetty	A	FYBMS
24	Saimah Mohammed Sabir	A	SYBCOM
25	Khan sufiya parvez	B	SYBCOM
26	MaheshRajPurohit	B	SYBCOM
27	Gayatri pirappa Koli	B	SYBCOM
28	Kristina Diamonds V	A	SYBCOM
29	Ziaan Sameer Shaikh	B	FYBMS
30	Komal Singh	Fail	FYBMS



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31	Khushi Shetty	Fail	FYBMS
32	Mangal Bera	Fail	FYBBI
33	Saahil Shetty	Fail	SYBCOM
34	Anish Kotian	Fail	SYBCOM



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CERTIFICATE

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S.M. Shetty College of Science, Commerce and Management Studies, Powai.
(Permanently Affiliated to University of Mumbai)
ISO 21001:2018 CERTIFIED
IMC RBNQ CERTIFICATE OF MERIT 2019



Department of Accountancy & Financial Management

Certificate of Completion

This is to Certify that
Mahesh Raj Purohit of **SYBCOM**

has successfully completed 30 Hours Certificate Course on '**Digital Marketing & E-CRM**' conducted from **16th February, 2023** to **11th March, 2023** and has obtained '**B**' Grade.


Dr. Vijay Ashwakarma
CONVENOR




CS Sandesha Shetty
VICE PRINCIPAL


Dr. Sridhara Shetty
PRINCIPAL



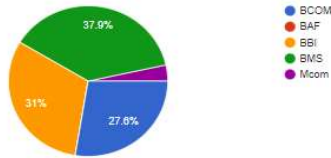
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FEEDBACK ANALYSIS

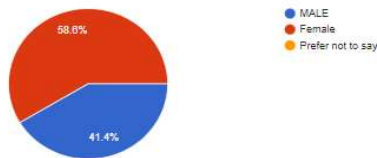
No of Respondents: 29

PROGRAM
 29 responses



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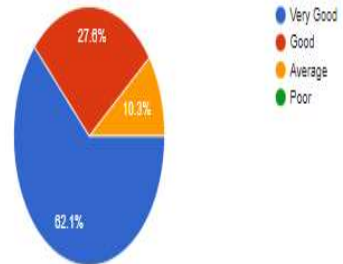
GENDER
 29 responses



Copy

How would you rate the content covered in the course.

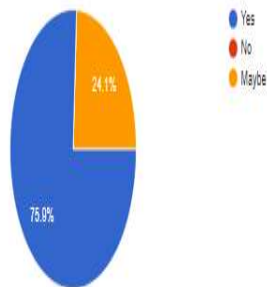
29 responses



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Do you believe that course helped you to learn many practical aspects on Digital marketing and CRM.

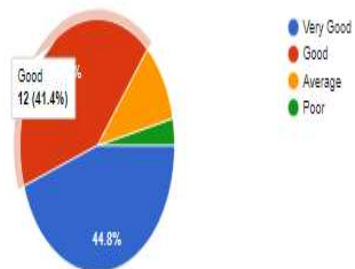
29 responses



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How would you rate the Presentation of Resource Person.

29 responses



Copy



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ACTION TAKEN REPORT

Name of the Program: Certificate Course on "Digital Marketing and E-CRM"

FEEDBACK RECEIVED	ACTION TAKEN
Students gave positive feedback. Most of them were happy and satisfied with the course.	It was decided that this course will be continued in future as well.



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Question Paper

All Questions are compulsory:

7. Which of the following is the correct depiction of Digital Marketing? *

Mark only one oval.

- E-mail Marketing
- Social Media Marketing
- Web Marketing
- All of the above

8. Which of the following is the correct depiction of Digital Marketing? *

Mark only one oval.

- Digital marketing can only be done offline
- Digital marketing cannot be done offline.
- Digital marketing requires electronic devices for promoting goods and services.
- In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing

https://docs.google.com/forms/d/1T81r_0mCvwdRF1YsENrKF1dXRZXP8bFuw3k8OWPY/edit

2/8

9. Which of the following is the correct depiction of Digital Marketing? *

Mark only one oval.

- Digital marketing can only be done offline
- Digital marketing cannot be done offline.
- Digital marketing requires electronic devices for promoting goods and services.
- In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing

10. Which of the following is involved in the digital marketing process? *

Mark only one oval.

- RSA
- Voice Broadcasting
- Podcasting
- All of the above

11. What is considered while creating a front page of the website or homepage? *

Mark only one oval.

- References of other websites
- A brief elaboration about the company
- Logos portraying the number of awards won by the web designer
- None of the above



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6/20/23, 12:24 AM

ASSESSMENT CUM FEEDBACK DIGITAL MARKETING COURSE 2022-23

12. What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems? *

Mark only one oval.

- Internet Marketing
 Direct Marketing
 Electronic Marketing
 Interactive Marketing

13. What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems? *

Mark only one oval.

- Internet Marketing
 Direct Marketing
 Electronic Marketing
 Interactive Marketing

14. Which of the following factors are responsible for leaving an impact on the Google PageRank? *

Mark only one oval.

- The text depicting inbound links to a page of a website.
 A total number of inbound links to a website's page.
 The subject matter of the site providing the inbound link to a page of a website.
 The number of outbound links on the page that contains the inbound link to a page of a website.

6/20/23, 12:24 AM

ASSESSMENT CUM FEEDBACK DIGITAL MARKETING COURSE 2022-23

15. Name the features offered by LinkedIn for paid business accounts. *

Mark only one oval.

- Facilitate posting pictures
 Facilitate to connect directly and send messages to people
 Ability to post in Groups and create a Group
 Ability to block users

16. In the email campaign, _____, delivers the advertisements into the group of targeted customers. *

Mark only one oval.

- Spoofing
 Indirect email marketing
 Direct email marketing
 Spamming

17. Which of the following is the most common delivery channel in terms of mobile marketing? *

Mark only one oval.

- Graphic
 Text
 Voice call
 Search engine marketing



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BRIDGE, 12/01/20

ASSESSMENT LUM FEELEAPUR GENERAL MARKETING COURSE 2020/21

18. In what ways can you beat your customer's expectations? *

Mark only one oval.

- By making your product more appealing
- By providing unique services to your customer
- By providing great deals in terms of discounts to your customer
- By getting appropriate and relevant reviews from your customers on your website

19. What is the full form of SEO? *

Mark only one oval.

- Search Engine Optimal
- Social Engine Optimization
- Search Engine Optimization
- Social Engine Optimal

20. What is the full form of SEM? *

Mark only one oval.

- Social Engine Marketing
- Search Engine Marketing
- Search Engine Management
- Social Engine Management



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SMS/390

February 1, 2023

To,

CS.Sandesha Shetty
Vice-Principal

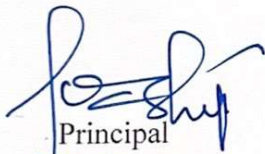
Respected Sir,

We are pleased to inform you that you have been appointed as **Chairperson of Board of Studies** for syllabus setting as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment,
please email at college@smshettyinstitute.org.

Regards,


Principal

PRINCIPAL
Bunts Sangha's S. M. Shetty College
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Powai, Mumbai - 400 076.





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SMS/390-1

February 1, 2023

To,

Dr. Vijay Vishwakarma
Asst. Professor

Respected Sir,

We are pleased to inform you that you have been appointed as **Curriculum Design Head** for syllabus setting and **Resource person** as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment,

Please email at college@smshettyinstitute.org.

Regards,

Principal
PRINCIPAL

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SMS/390-2

February 1, 2023

To,

Mr. John Menezes
Asst. Professor

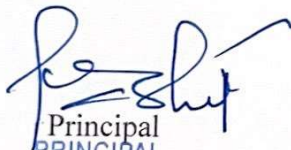
Respected Sir,

We are pleased to inform you that you have been appointed as **Member of Board of Studies** for syllabus setting and **Resource person** as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment, please email
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Regards,


Principal
PRINCIPAL

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SMS/390-4

February 1, 2023

To,

Mr. Rohit Salain
Asst. Professor

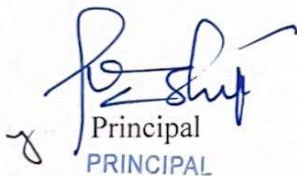
Respected Madam,

We are pleased to inform you that you have been appointed as **Expert in Board of Studies** for syllabus setting and **Resource person** as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment, please email at college@smshettyinstitute.org.

Regards,


Principal
PRINCIPAL

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SMS/390-3

February 1, 2023

To,

Ms Priya Nadar
Asst. Professor


Respected Sir,

We are pleased to inform you that you have been appointed as **Member of Board of Studies** for syllabus setting and **Resource person** as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment, please email
at college@smshettyinstitute.org.

Regards,


Principal
PRINCIPAL

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SMS/390-5

February 1, 2023

To,

Ms. Steffi Salve
Asst. Professor

Respected Madam,

We are pleased to inform you that you have been appointed as **Resource person** as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

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Regards,


Principal

PRINCIPAL

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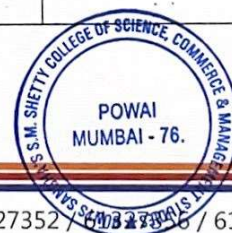
Certificate Course in Digital Marketing and E-CRM

Certificate Course

LETTER OF APPOINTMENT

FOR MEMBER OF BOARD OF STUDIES (BOS) AND/ OR RESOURCE PERSON

NAME	ADDRESS	ROLE	CONTACT / EMAIL ID
CS Sandesha Shetty Vice-Principal	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Chairperson of BOS	sandeshas@smshettyinstitute.org
Dr. Vijay Vishwakarma Asst. Professor	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Course Framing- Head, Member of BOS & Resource Person	vijayv@smshettyinstitute.org
Mr. John Menezes Asst. Professor	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Resource Person	johnm@smshettyinstitute.org
Mr. Rohit Salian	Digital Marketing Expert	Member of BOS & Resource Person	
Ms. Priya Nadar	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management	Resource Person	priyan@smshettyinstitute.org






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	Studies, Powai		
Ms. Steffi Salve	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Resource Person	steffis@smshettyinstitute.org


Principal
Bunts Sangha's S. M. Shetty College
of Science, Commerce & Management Studies
Powai, Mumbai - 400 076.

