

Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Activity Approval Form 2016-17

Department: Mass Media & Communication Skills

Program: BMM

Objectives: The Digital Marketing course will help the students to understand the new media which is an imperative for any media student, considering that the reach and impact of the medium.


Need: Digital Marketing Skills

Content: Google –Certified Program in Digital Marketing


Resource Person: ATS Solutions, Microsoft Partners

Date: 18th – 26th Feb 2017 Time: 11 am Venue: IT Lab 6th Floor

Cost/Budget: Registration Cost per student 2500/-

Proposed by: 

Asst. Prof. Kalpana R Menon

Verified by: 
Principal

Dr. Sridhara Shetty

Bunt's Sangha's

S.M. Shetty College of Science, Commerce & Management Studies, Powai, Mumbai - 400 076

Minutes of the meeting – BMM

Date: 9th February, 2017 Time: 1:00pm – 1:25pm

Members Present:

1. Kalpana Rai Menon – HOD
2. Neena Sharma
3. Nitin Singh

Agenda:

- ATS – Digital Marketing Certificate Program

Discussions:

- The department will be conducting a Google certified certificate program of 24hrs on Digital Marketing by ATS solutions.
- Program to be conducted from 18th Feb onwards on weekends
- Notice to be shared with the students and teachers to encourage students to register for the same.
- Per student fee amount will be Rs.2500/-



Asst. Prof. Kalpana Rai Menon
HOD

31/1/17

To,
The Principal,
SM Shetty Degree College

Sub: Collection of fess for Google certified program

Dear Sir,

The Department of Mass Media & Communication Skills is conducting a Google certified program in Digital Marketing. The program is for 24 hrs, and will be conducted on weekends in the college premises. The fees for the course is Rs. 2500/-


We require your permission to collect the fees from the students undertaking the program.

Regards,



Kalpana Rai Menon
HOD - Department of Mass Media & Communication Skills

HOD
Department of Mass Media and
Communication Skills
Bunts Sangha's
S.M. Shetty College of Science,
Commerce & Management Studies
Powai, Mumbai - 40

O.K.

1/2/2017


1/2/2017

Bunts Sangha's
S.M. Shetty College of Science, Commerce and Management Studies
Opp. Jalvayu Vihar, Hiranandani, Powai, Mumbai- 400076

3rd Jan 2017

To,
The Chairman,
Powai Education Committee,
Powai, Mumbai.

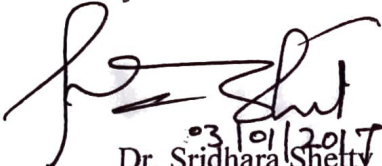
Dear Sir,

The department of IT is going to conduct Microsoft Certification training on JSP, CSS, HTML5 and Android Applications for B.Sc.I.T students, in association with ATS Learning Solutions – Microsoft Academy from 13th to 15th January 2017.

- Number of students expected : 70
- Training Charges : Rs.3100/-
- The college share per student Rs.500/- : **35000**

The above amount will be collected and deposited into college bank account on 17th Jan 2017.

Thanking you,

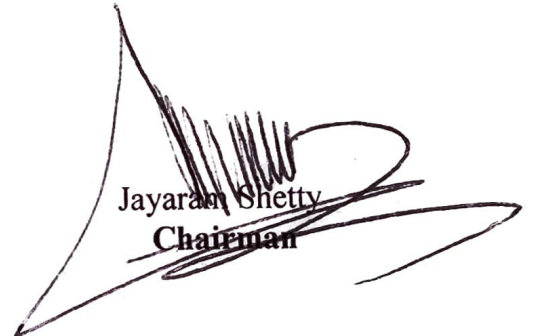

Dr. Sridhara Shetty
Principal


CA Dinesh Shettigar
Accounts Manager


Praveen B. Shetty
Treasurer


Nityanand Hegde
Secretary


Ratnakar Shetty Mundkur
Vice-Chairman


Jayaram Shetty
Chairman

Bunt's Sangha's

S.M. Shetty College of Science, Commerce & Management Studies, Powai, Mumbai - 400 076

NOTICE – BMM

This is to inform the students that a Google certified program on Digital Marketing will be conducted from 18th February onwards on weekends. The program will continue until 26th Feb 2017. All interested students from the department are required to register for the same. The fee for the Digital Marketing program is Rs. 2500/- per student.



Asst. Prof. Kalpana R Menon
HOD

DIGITAL MARKETING - MICROSOFT ADS - GOOGLE CERTIFICATION.

Sr. no	Roll no	Name	Sign.	Paud ¹⁰⁰⁰	Balhi ⁵⁰⁰	Sign.
1	30	Paami Bondhe		1000	1500	
2	66	Aqsa Khan		1000	1500	
3	5	Bhanushali Bhakti		1000	1500	
4	50	Riakita Salian		1000	1500	
5	59	Sakshi Shrivastav		1000	1500	
6	13	Jincy Edakalathoor		1000	1500	
7	18	Meghna Gambhir		1000	1500	
8	68	Richa Shetty		1000	1500	
9	14	Bernard Fernandes		1000	1500	
10	37	Rushikesh Mhamunkar		1000	1500	
11	34	Shriya Malwankar		1000	1500	
12	20	Akanksha Gowda		1000	1500	
13	54	Gaurav Sharma		1000	1500	
14	31	Shruti Mahadik		1000	1500	
15	11	Harshita Dharra		1000	1500	
16	32	Harsh Malia		1000	1500	
17	1	Pranav Prakashan		1000	1500	
18	3	Pranita Achrekar		12000	1500	
19	10	Akshay Dhanoki		1000	1500	
20	9	Deepali Derbere		1000	1500	
21	22	Shifali Gurbani		1000	1500	
22	53	Zamar Shaikh		1000	1500	
23	65	Amitra Banerjee		1000	1500	
24	44	Dhanashree Patil		1000	1500	
25	43	Devmitra Pandey		1000	1500	
26						
				25000	4500 = 29500	

S.NO	Roll.No	Name	Amount	Pending	Sign
1.	84	Surbhi			
2.	84	Jaini	1000	1500	Jaini
3.	84	Shubham	1000	1500	Shubham
4.	TY	Dixshitha shetty	1000	1500	Dixshitha
5.	TY	Harsh Shah	1000	1500	Harsh
6.	TY	Bhargu Dwivedi	1000	1500	Bhargu
7.	TY	Rachayita Agrawal	1000	1500	Rachayita
8.	TY	Tejas Sawant	1000	1500/-	Tejas
9.	TY	Yashashree Ramelherne	1000	1500/-	Yashashree
10.	TY	Aaditya Korgaonkar.	1000	1500/-	Aaditya
11.	TY	Pranav Gaikwad	1000	1500.	Pranav
12.	TY	Gaurangi Adhikari	1000	1500.	Gaurangi
13.	TY	Abhishek Nayak.	1000	1500.	Abhishek
14.	TY	Evan Varkey.	1000	1500.	Evan
15.	TY	Sanyal Shaikh	1000	1500/-	Sanyal
16.	TY	Yash Lapasia	1000	1500.	Yash
17.	TY	Swaroop Advankar.	1000	1500.	Swaroop
18.	84	Ayush	1000	1500/-	Ayush
19.	84	Vrajop	1000	1500/-	Vrajop
20.	84	Sonia	1000	1500.	Sonia
21.	84	Anjaneya	1000	1500/-	Anjaneya
22.	84	Reyanka.	1000	1500/-	Reyanka
23.	84	Archana	1000		Archana
24.	84	Shamith.	1000		Shamith
25.	TY	Linda Fernandes	1000	1500.	Linda
26.	TY	Vaashnav Therat	1000	1500	Vaashnav
27.	TY	Amritanshu Sharma	1000	1500.	Amritanshu
28.	TY	Sohan Thakkar.	1000*	1500/-	Sohan
29.			28000		

Dept. of Mass Media & Communication Skills

Report on Google –Certified Program in Digital Marketing for students of Mass Media & Communication Skills Dept.

Event: Google –Certified Program in Digital Marketing.

Speakers: ATS Solutions, Microsoft Partners

Date: on 18,19, 25, 26 Feb 2017

Venue: IT Lab, SM Shetty College, Powai Thane.

Attended by: 51 FY, SY & TY students of Dept. of Mass Media & Communication Skills

Learning Outcome:-

51 students got trained on Digital Marketing by Microsoft Service Partners ATS Solutions.

The students will be certified by GOOGLE. This course will help the students to understand the new media which is an imperative for any media student, considering that the reach and impact of the medium.



Asst. Prof. Kalpana Rai Menon

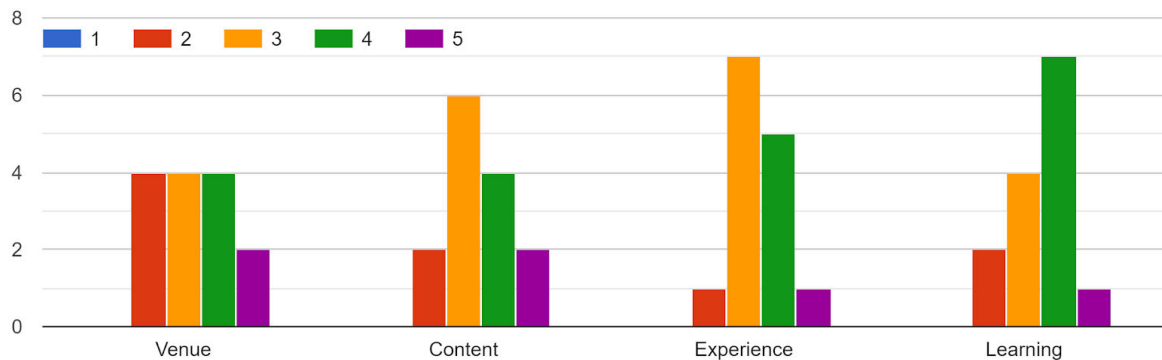
HOD

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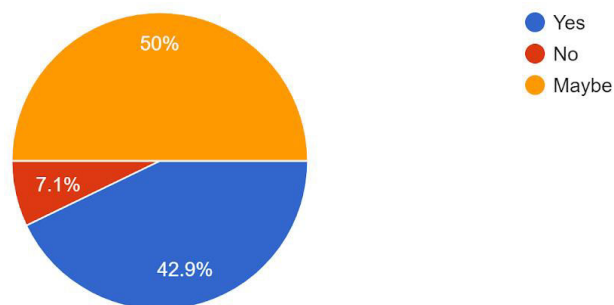
FEEDBACK – BMM PATHWISE

Rate the following (1 being the lowest and 5 being the highest)



Would you like to attend similar workshop in the future?

14 responses



Suggestions

Workshop should be more in detail about digital marketing
Want something more to learn and really in detail each and everything more content and more workouts..
Business management and accounts handling.
Could be more interactive.

Action Taken Report

The department will continue to conduct Digital Marketing course for the future as the students gained skills on Digital marketing as it also is the need of the hour from the industry perspective

A handwritten signature in black ink, appearing to read 'Kalpana R Menon', with a horizontal line underneath it.

Asst. Prof. Kalpana R Menon'

HOD