



# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

Date: 09/01/2020

## REPORT OF VALUE ADDED COURSES CONDUCTED FROM 23/12/2019 TO 09/01/2020 ON THE COURSE CALLED DIGITAL MARKETING

Resource Person Name : Ms. Mitchelli Dudani  
No of Students attended : 68.  
Course Duration : 30 Hrs  
Pre-Requisite : None

Digital marketing is a broad term that refers to the use of digital channels, platforms, and technologies to promote products, services, brands, or ideas to target audiences. Unlike traditional marketing methods, which often rely on print, television, or radio advertising, digital marketing leverages the internet and electronic devices to reach consumers where they spend much of their time – online.

### Objectives:

1. Educational Empowerment.
2. Skill Development.
3. Strategy Formulation.
4. Hands-on Experience.
5. Problem-solving Abilities.

### Course Content:

Module 1	<b>Fundamentals of Digital Marketing</b>
	Benefits of digital marketing for businesses
	Different digital marketing channels
	Case studies of successful campaigns
Module 2	<b>User Experience</b>
	Website design and user experience (UX)
	Content management systems (CMS)
Module 3	<b>Content Marketing</b>
	Importance of content in digital marketing
	Content creation strategies (blogging, infographics, videos)
	Content distribution channels (Social Media)
	Content marketing analytics
Module 4	<b>Search</b>
	SEO

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	SEM
	Keyword Research
	Optimization
Module 5	<b>Digital Tools</b>
	Mobile Digital Marketing
	Affiliate Marketing
	Email Marketing
	Analytics
	Trends

## Course Outcomes

Gain a comprehensive understanding of digital marketing concepts, tools, and strategies.

Analyze the digital marketing landscape and identify current trends.

Develop the ability to create and implement effective digital marketing plans.

Gain proficiency in key digital marketing tools and platforms.

Develop basic content creation skills for digital marketing.

Learn how to track and measure the performance of digital marketing campaigns.



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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

SL.NO	YEAR	REG NO	STUDENT NAME	STATUS
1	2019	MB191121	KEERTHAN K R	P
2	2019	MB191122	KHAN NABEEL ABDUL EJAZ	P
3	2019	MB191123	Khirod Kumar Naik	P
4	2019	MB191124	KOBIREDDY SAI NIKHIL REDDY	P
5	2019	MB191125	Lusy Pradhan	P
6	2019	MB191126	Mala N	P
7	2019	MB191127	MANJUNATH BASAPPA NIDAWANI	P
8	2019	MB191128	MEGHANA K S	P
9	2019	MB191129	MOHAMMED SYED IRFAN M	P
10	2019	MB191130	MOULI ROY	P
11	2019	MB191131	MUKUL DADHEECH	P
12	2019	MB191132	NANDISH B	P
13	2019	MB191133	NEERATI RAMYA	P
14	2019	MB191134	NILADRI DAS	P
15	2019	MB191135	NUTHAN KUMAR I	P
16	2019	MB191136	OOHA SENAPATHI	P
17	2019	MB191168	Soundarya C	P
18	2019	MB191169	SOURAV CHAKRABORTY	P
19	2019	MB191101	Abhishek Kumar Bharti	P
20	2019	MB191102	Alekya kondeti	P
21	2019	MB191103	Anirudra Ganguly	P
22	2019	MB191104	ANUSHA R	P
23	2019	MB191105	Aparajita Swain	P
24	2019	MB191106	ARJUN H R	P
25	2019	MB191107	BETHALA RAVI VARMA	P
26	2019	MB191108	BHIMIREDDY DIVYA	P
27	2019	MB191109	BRAJ BHUSAN CHOUDHURY	P
28	2019	MB191110	Chaitra.R	P
29	2019	MB191111	Chekka Praveen Kumar Yadav Th.	P
30	2019	MB191112	Darisi Venkata Satya Lakshmi Manasa	P

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31	2019	MB191113	DASARI HEMASUNDAR REDDY	P
32	2019	MB191114	GODAVARTHI N S R K S S HEManth	P
33	2019	MB191115	GOLLAPUDI SAI KRUPA	P
34	2019	MB191116	GOURAB MUKHERJEE	P
35	2019	MB191117	JEETHENDRA K	P
36	2019	MB191118	KARETI POOJITHA	P
37	2019	MB191119	karthik g	P
38	2019	MB191120	Kavita	P
39	2019	MB191137	PARTHO BANERJEE	P
40	2019	MB191138	PASAGADUGULA DURGAPRASAD	P
41	2019	MB191139	Pavankumar k g	P
42	2019	MB191140	Payal Pandey	P
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45	2019	MB191144	Pranati Sangiri	P
46	2019	MB191145	PRIYANKA GUHA ROY	P
47	2019	MB191146	Rahul kumar	P
48	2019	MB191147	RAJDEEP SAHA	P
49	2019	MB191148	RAJESH KUMAR MISHRA	P
50	2019	MB191149	Ritesh kumar pandey	P
51	2019	MB191150	RITTIK CHATTERJEE	P
52	2019	MB191151	RITURAJ GHOSH	P
53	2019	MB191152	Rohit Gupta	P
54	2019	MB191153	Rumela Chakraborty	P
55	2019	MB191154	SAGNIK BHADURI	P
56	2019	MB191155	SAIF AHMED	P
57	2019	MB191156	Saptaparna Mondal	P
58	2019	MB191157	SARAVANA PRAKASH E	P
59	2019	MB191158	SATYAM PRASHAR	P
60	2019	MB191159	SAYANTI MUKHERJEE	P
61	2019	MB191160	SHAIK MOHAMMED AFRIDI	P
62	2019	MB191161	SHARADA G	P
63	2019	MB191162	SHASHANK G N	P
64	2019	MB191163	Sheikh Tahesin Tabbasum M RAFIK	P

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65	2019	MB191164	Shinde Rashmi Vijayanand	P
66	2019	MB191165	Shreya Mukherjee	P
67	2019	MB191166	SNEHA SASMAL	P
68	2019	MB191167	Sooraj a v	P



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Date: 18/12/2019

## REPORT OF VALUE ADDED COURSES CONDUCTED FROM 03/12/2019-18/12/2019 ON THE COURSE CALLED E-COMMERCE

Resource Person Name: Dr. Ernst

No of Students attended: 68.

Course Duration : 30 Hrs

Pre-Requisite : None

This course will equip the learner to develop and execute data-driven digital marketing campaigns that achieve their marketing goals. E-commerce is a broad field with many facets. Here are some potential topics covered here:

### Introduction to E-commerce:

Setting Up an Online Store  
Product Selection and Sourcing  
Website Design and User Experience  
Payment Processing and Security  
Digital Marketing Strategies  
Inventory Management  
Customer Service and Support  
Legal and Regulatory Considerations  
Analytics and Optimization

### Course Content

Module 1	<b>Fundamentals of E-Commerce</b>
	E-Commerce Landscape
	Setting up an on-line store
	Case studies of successful campaigns
Module 2	<b>E-commerce marketing</b>
	Digital Marketing Strategies
	Conversion Rate Optimization
	Analytics and Reporting
Module 3	<b>Capabilities</b>
	Product Management
	Logistics
	Payment
	Security

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Module 4	<b>Tools and Platforms</b>
	Marketing Tools
	Customer Service Tools
	Search and Review
	Analytics
Module 5	<b>Legal and Case Studies</b>
	2 Contemporary Case studies
	Guest Lectures from Industry Experts
	Legal and Ethical

## Course Outcomes

Gain a thorough understanding of the e-commerce landscape, current trends and, different e-commerce business models

Analyze the impact of e-commerce on businesses and consumers.

Develop the ability to plan and implement a successful e-commerce strategy.

Apply digital marketing principles to attract and retain customers in the e-commerce environment.

Understand customer behavior online and develop strategies for online conversion

E-commerce analytics and data-driven decision making..



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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

SL.NO	YEAR	REG NO	STUDENT NAME	STATUS
1	2019	MB191152	Rohit Gupta	P
2	2019	MB191153	Rumela Chakraborty	P
3	2019	MB191154	SAGNIK BHADURI	P
4	2019	MB191155	SAIF AHMED	P
5	2019	MB191156	Saptaparna Mondal	P
6	2019	MB191157	SARAVANA PRAKASH E	P
7	2019	MB191158	SATYAM PRASHAR	P
8	2019	MB191159	SAYANTI MUKHERJEE	P
9	2019	MB191166	SNEHA SASMAL	P
10	2019	MB191167	Sooraj a v	P
11	2019	MB191168	Soundarya C	P
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16	2019	MB191104	ANUSHA R	P
17	2019	MB191105	Aparajita Swain	P
18	2019	MB191106	ARJUN H R	P
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22	2019	MB191110	Chaitra.R	P
23	2019	MB191111	Chekka Praveen Kumar Yadav Th.	P
24	2019	MB191112	Darisi Venkata Satya Lakshmi Manasa	P
25	2019	MB191113	DASARI HEMASUNDAR REDDY	P

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26	2019	MB191114	GODAVARTHI N S R K S S HEMAnth	P
27	2019	MB191115	GOLLAPUDI SAI KRUPA	P
28	2019	MB191116	GOURAB MUKHERJEE	P
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32	2019	MB191120	Kavita	P
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53	2019	MB191141	Payel Roy	P
54	2019	MB191143	PRAFUL KUMAR K R	P
55	2019	MB191144	Pranati Sangiri	P
56	2019	MB191145	PRIYANKA GUHA ROY	P
57	2019	MB191146	Rahul kumar	P
58	2019	MB191147	RAJDEEP SAHA	P
59	2019	MB191148	RAJESH KUMAR MISHRA	P
60	2019	MB191149	Ritesh kumar pandey	P
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65	2019	MB191162	SHASHANK G N	P
66	2019	MB191163	Sheikh Tahesin Tabbasum M RAFIK	P
67	2019	MB191164	Shinde Rashmi Vijayanand	P
68	2019	MB191165	Shreya Mukherjee	P



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Date: 27/11/2019

## REPORT OF VALUE ADDED COURSES CONDUCTED FROM 11/11/2019-27/11/2019 ON THE COURSE CALLED ERP TALLY

Resource Person Name: Prof. Mr. Shiv  
Course Duration : 30 Hrs  
No of Students attended : 68.  
Pre-Requisite : Basic Excel Understanding

Tally ERP helps streamline business operations, maintain accurate financial records, and comply with regulatory requirements.

### Here are some key objectives:

Streamlining Financial Operations  
Accuracy and Reliability  
Compliance  
Inventory Management  
Cost Control  
Data Security  
Scalability  
Facilitating Decision Making

### OUTCOMES:

Overall, Tally ERP aims to be a comprehensive solution for managing all aspects of financial and accounting operations, ultimately contributing to the success and sustainability of businesses.

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2	2019	MB191153	Rumela Chakraborty	P
3	2019	MB191154	SAGNIK BHADURI	P
4	2019	MB191155	SAIF AHMED	P
5	2019	MB191156	Saptaparna Mondal	P
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8	2019	MB191159	SAYANTI MUKHERJEE	P
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11	2019	MB191162	SHASHANK G N	P
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14	2019	MB191165	Shreya Mukherjee	P
15	2019	MB191169	SOURAV CHAKRABORTY	P
16	2019	MB191137	PARTHO BANERJEE	P
17	2019	MB191138	PASAGADUGULA DURGAPRASAD	P
18	2019	MB191139	Pavankumar k g	P
19	2019	MB191140	Payal Pandey	P
20	2019	MB191141	Payel Roy	P
21	2019	MB191143	PRAFUL KUMAR K R	P
22	2019	MB191144	Pranati Sangiri	P
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24	2019	MB191146	Rahul kumar	P
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26	2019	MB191148	RAJESH KUMAR MISHRA	P
27	2019	MB191149	Ritesh kumar pandey	P
28	2019	MB191150	RITTIK CHATTERJEE	P
29	2019	MB191151	RITURAJ GHOSH	P
30	2019	MB191121	KEERTHAN K R	P
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47	2019	MB191102	Alekya kondeti	P
48	2019	MB191103	Anirudra Ganguly	P
49	2019	MB191104	ANUSHA R	P
50	2019	MB191105	Aparajita Swain	P
51	2019	MB191106	ARJUN H R	P
52	2019	MB191107	BETHALA RAVI VARMA	P
53	2019	MB191108	BHIMIREDDY DIVYA	P

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54	2019	MB191109	BRAJ BHUSAN CHOUDHURY	P
55	2019	MB191110	Chaitra.R	P
56	2019	MB191111	Chekka Praveen Kumar Yadav Th.	P
57	2019	MB191112	Darisi Venkata Satya Lakshmi Manasa	P
58	2019	MB191113	DASARI HEMASUNDAR REDDY	P
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66	2019	MB191166	SNEHA SASMAL	P
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68	2019	MB191168	Soundarya C	P



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Date: 19/09/2019

## REPORT OF VALUE ADDED COURSES CONDUCTED FROM 03/09/2019 TO 19/09/2019 ON THE COURSE CALLED INTERPERSONAL SKILLS

Resource Person Name: Prof. Tapas

No of Students attended: 68.

Course Duration : 30 Hours

Pre-Requisite : None

Interpersonal skills refer to the abilities that individuals use to interact with others effectively. These skills are crucial in various aspects of life, including personal relationships, professional environments, and social interactions.

### Course Content:

- Effective Communication
- Improving Your Active Listening Skills
- Transactional Analysis – An Introduction
- Emotional Intelligence: Cultivating Immensely Human Interactions
- Successful Negotiation: Essential Strategies and Skills
- Handling Objections with Emotional Intelligence
- Attitude and Behaviour

### Outcomes of Interpersonal skills

Leadership and Influence  
Enhanced Personal and Professional Development  
proved Conflict Management  
Increased Collaboration and Teamwork  
Better Customer Relations

Overall, the objectives and outcomes of interpersonal skills development revolve around improving communication, building relationships, resolving conflicts, enhancing emotional intelligence, fostering leadership, facilitating personal and professional growth, and promoting collaboration and teamwork. These skills are indispensable for success in both personal and professional life.



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SL.NO	YEAR	REG NO	STUDENT NAME	STATUS
1	2019	MB191101	Abhishek Kumar Bharti	P
2	2019	MB191102	Alekya kondeti	P
3	2019	MB191103	Anirudra Ganguly	P
4	2019	MB191104	ANUSHA R	P
5	2019	MB191105	Aparajita Swain	P
6	2019	MB191106	ARJUN H R	P
7	2019	MB191107	BETHALA RAVI VARMA	P
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15	2019	MB191115	GOLLAPUDI SAI KRUPA	P
16	2019	MB191116	GOURAB MUKHERJEE	P
17	2019	MB191117	JEETHENDRA K	P
18	2019	MB191118	KARETI POOJITHA	P
19	2019	MB191119	karthik g	P
20	2019	MB191120	Kavita	P
21	2019	MB191121	KEERTHAN K R	P
22	2019	MB191122	KHAN NABEEL ABDUL EJAZ	P
23	2019	MB191123	Khirod Kumar Naik	P

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24	2019	MB191124	KOBIREDDY SAI NIKHIL REDDY	P
25	2019	MB191125	Lusy Pradhan	P
26	2019	MB191126	Mala N	P
27	2019	MB191127	MANJUNATH BASAPPA NIDAWANI	P
28	2019	MB191128	MEGHANA K S	P
29	2019	MB191129	MOHAMMED SYED IRFAN M	P
30	2019	MB191130	MOULI ROY	P
31	2019	MB191131	MUKUL DADHEECH	P
32	2019	MB191132	NANDISH B	P
33	2019	MB191133	NEERATI RAMYA	P
34	2019	MB191134	NILADRI DAS	P
35	2019	MB191135	NUTHAN KUMAR I	P
36	2019	MB191136	OOHA SENAPATHI	P
37	2019	MB191137	PARTHO BANERJEE	P
38	2019	MB191138	PASAGADUGULA DURGAPRASAD	P
39	2019	MB191139	Pavankumar k g	P
40	2019	MB191140	Payal Pandey	P
41	2019	MB191141	Payel Roy	P
42	2019	MB191143	PRAFUL KUMAR K R	P
43	2019	MB191144	Pranati Sangiri	P
44	2019	MB191145	PRIYANKA GUHA ROY	P
45	2019	MB191146	Rahul kumar	P
46	2019	MB191147	RAJDEEP SAHA	P
47	2019	MB191148	RAJESH KUMAR MISHRA	P
48	2019	MB191149	Ritesh kumar pandey	P
49	2019	MB191150	RITTIK CHATTERJEE	P
50	2019	MB191151	RITURAJ GHOSH	P
51	2019	MB191152	Rohit Gupta	P

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52	2019	MB191153	Rumela Chakraborty	P
53	2019	MB191154	SAGNIK BHADURI	P
54	2019	MB191155	SAIF AHMED	P
55	2019	MB191156	Saptaparna Mondal	P
56	2019	MB191157	SARAVANA PRAKASH E	P
57	2019	MB191158	SATYAM PRASHAR	P
58	2019	MB191159	SAYANTI MUKHERJEE	P
59	2019	MB191160	SHAIK MOHAMMED AFRIDI	P
60	2019	MB191161	SHARADA G	P
61	2019	MB191162	SHASHANK G N	P
62	2019	MB191163	Sheikh Tahesin Tabbasum M RAFIK	P
63	2019	MB191164	Shinde Rashmi Vijayanand	P
64	2019	MB191165	Shreya Mukherjee	P
65	2019	MB191166	SNEHA SASMAL	P
66	2019	MB191167	Sooraj a v	P
67	2019	MB191168	Soundarya C	P
68	2019	MB191169	SOURAV CHAKRABORTY	P



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Date: 15/02/2020

## REPORT OF VALUE ADDED COURSES CONDUCTED FROM 29/02/2020 TO 15/03/2020 ON THE COURSE CALLED HUMANISTIC MANAGEMENT

Resource Person Name: Dr. Ernst

No of Students attended: 68.

Course Duration : 30 Hrs

Pre-Requisite : None

### Course Objectives

Humanistic management is a management approach that emphasizes the importance of human dignity, well-being, and fulfillment within organizations. Its objectives typically include:

1. Respect for Human Dignity
2. Employee Empowerment
3. Ethical Leadership
4. Holistic Approach to Performance
5. Collaborative and Participatory Decision-Making
6. Promotion of Work-Life Balance

### Course Content:

- Understand human attributes in Management and performance
- Different styles of working styles promotes greater cooperation and productivity
- What makes the people to become highly motivated and committed
- How Organisation behaviour helps to enhance high performance
- What scientific management methods and principles enhance productivity.

### 1.2 Outcomes of the course.

**Skill Verification:** Demonstrates your commitment to enhancing your skills and shows that you have attained a certain level of expertise in Excel.

**Career Advancement:** Can improve your resume and LinkedIn profile, potentially leading to better job opportunities and career growth.

**Increased Efficiency:** The knowledge gained can help you work more efficiently, saving time and increasing productivity.

**Recognition of Expertise:** Provides recognition from peers and management for your advanced Excel skills.

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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

SL.NO	YEAR	REG NO	STUDENT NAME	STATUS
1	2019	MB191160	SHAIK MOHAMMED AFRIDI	P
2	2019	MB191161	SHARADA G	P
3	2019	MB191162	SHASHANK G N	P
4	2019	MB191163	Sheikh Tahesin Tabbasum M RAFIK	P
5	2019	MB191164	Shinde Rashmi Vijayanand	P
6	2019	MB191165	Shreya Mukherjee	P
7	2019	MB191101	Abhishek Kumar Bharti	P
8	2019	MB191102	Alekya kondeti	P
9	2019	MB191103	Anirudra Ganguly	P
10	2019	MB191104	ANUSHA R	P
11	2019	MB191105	Aparajita Swain	P
12	2019	MB191106	ARJUN H R	P
13	2019	MB191107	BETHALA RAVI VARMA	P
14	2019	MB191108	BHIMIREDDY DIVYA	P
15	2019	MB191109	BRAJ BHUSAN CHOUDHURY	P
16	2019	MB191110	Chaitra.R	P
17	2019	MB191111	Chekka Praveen Kumar Yadav Th.	P
18	2019	MB191112	Darisi Venkata Satya Lakshmi Manasa	P
19	2019	MB191113	DASARI HEMASUNDAR REDDY	P
20	2019	MB191114	GODAVARTHI N S R K S S HEManth	P
21	2019	MB191115	GOLLAPUDI SAI KRUPA	P
22	2019	MB191116	GOURAB MUKHERJEE	P
23	2019	MB191117	JEETHENDRA K	P
24	2019	MB191118	KARETI POOJITHA	P
25	2019	MB191119	karthik g	P
26	2019	MB191120	Kavita	P
27	2019	MB191121	KEERTHAN K R	P

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28	2019	MB191122	KHAN NABEEL ABDUL EJAZ	P
29	2019	MB191123	Khirod Kumar Naik	P
30	2019	MB191124	KOBIREDDY SAI NIKHIL REDDY	P
31	2019	MB191125	Lusy Pradhan	P
32	2019	MB191126	Mala N	P
33	2019	MB191127	MANJUNATH BASAPPA NIDAWANI	P
34	2019	MB191128	MEGHANA K S	P
35	2019	MB191129	MOHAMMED SYED IRFAN M	P
36	2019	MB191130	MOULI ROY	P
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38	2019	MB191132	NANDISH B	P
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40	2019	MB191134	NILADRI DAS	P
41	2019	MB191135	NUTHAN KUMAR I	P
42	2019	MB191136	OOHA SENAPATHI	P
43	2019	MB191137	PARTHO BANERJEE	P
44	2019	MB191138	PASAGADUGULA DURGAPRASAD	P
45	2019	MB191139	Pavankumar k g	P
46	2019	MB191140	Payal Pandey	P
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48	2019	MB191143	PRAFUL KUMAR K R	P
49	2019	MB191144	Pranati Sangiri	P
50	2019	MB191145	PRIYANKA GUHA ROY	P
51	2019	MB191146	Rahul kumar	P
52	2019	MB191147	RAJDEEP SAHA	P
53	2019	MB191148	RAJESH KUMAR MISHRA	P
54	2019	MB191149	Ritesh kumar pandey	P
55	2019	MB191150	RITTIK CHATTERJEE	P
56	2019	MB191151	RITURAJ GHOSH	P
57	2019	MB191152	Rohit Gupta	P
58	2019	MB191153	Rumela Chakraborty	P
59	2019	MB191154	SAGNIK BHADURI	P

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60	2019	MB191155	SAIF AHMED	P
61	2019	MB191156	Saptarna Mondal	P
62	2019	MB191157	SARAVANA PRAKASH E	P
63	2019	MB191158	SATYAM PRASHAR	P
64	2019	MB191159	SAYANTI MUKHERJEE	P
65	2019	MB191166	SNEHA SASMAL	P
66	2019	MB191167	Sooraj a v	P
67	2019	MB191168	Soundarya C	P
68	2019	MB191169	SOURAV CHAKRABORTY	P



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