



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.

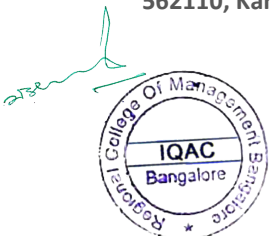


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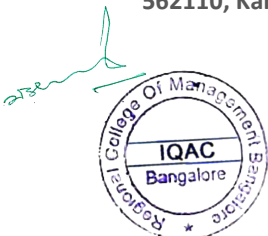
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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

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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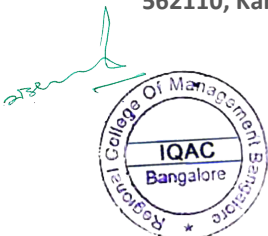
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32	2019	MB191114	GODAVARTHI N S R K S S HEManth	P
33	2019	MB191115	GOLLAPUDI SAI KRUPA	P
34	2019	MB191116	GOURAB MUKHERJEE	P
35	2019	MB191117	JEETHENDRA K	P
36	2019	MB191118	KARETI POOJITHA	P
37	2019	MB191119	karthik g	P
38	2019	MB191120	Kavita	P
39	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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52	2019	MB191151	RITURAJ GHOSH	P
53	2019	MB191152	Rohit Gupta	P
54	2019	MB191153	Rumela Chakraborty	P
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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

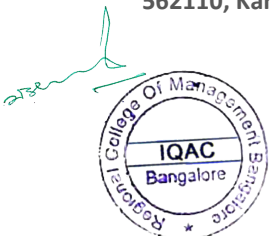


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Program Name: DIGITAL MARKETING

Resource Person: Ms. Mitchell Dudani

Duration of the program : 30 Hours

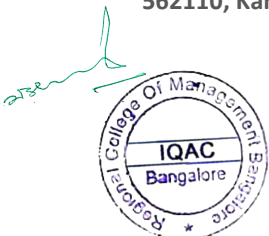
List of the students attended for the Program

[2019 Batch]

SL.NO	REG NO	STUDENT NAME	STUDENT SIGNATURE
1	MB191121	KEERTHAN K R	<i>Keertan</i>
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15	MB191135	NUTHAN KUMAR I	<i>Nuthan Kumar I</i>
16	MB191136	OOHA SENAPATHI	<i>Ooha Senapati</i>
17	MB191168	Soundarya C	<i>Soundarya C</i>
18	MB191169	SOURAV CHAKRABORTY	<i>Sourav Chakraborty</i>
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30	MB191112	Darisi Venkata Satya Lakshmi Manasa	<i>Darisi Venkata Satya</i>

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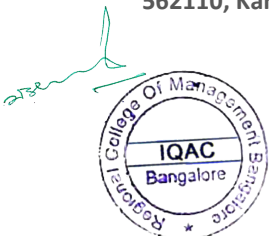
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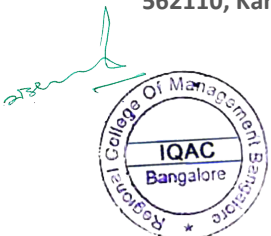
Total No of Students

Enrolled - 68

Present - 68

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## ASSESSMENT PROCEDURE FOR DIGITAL MARKETING (2019-20)

### SCHEME OF EVALUATION

PAPER	TEACHING HOURS	END EXAM MARKS ( WRITTEN)
DIGITAL MARKETING	30	50 marks

Total 50% marks should be secured to pass in the course.

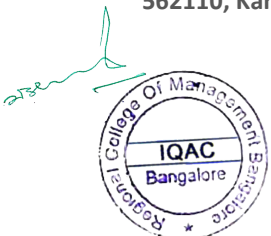
### Components of Continuous internal evaluation

	MARKS
ATTENDANCE	10
TEST	20
ASSIGNMENT	20
<b>Total</b>	<b>50</b>

**TOTAL MARKS FOR THE COURSE: 50 ( WRITTEN)+ 50 (INTERNAL) = 100.**

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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:

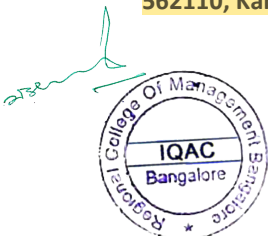
- Setting Up an Online Store
- Product Selection and Sourcing
- Website Design and User Experience
- Payment Processing and Security
- Digital Marketing Strategies
- Inventory Management
- Customer Service and Support
- Legal and Regulatory Considerations
- Analytics and Optimization

### 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..

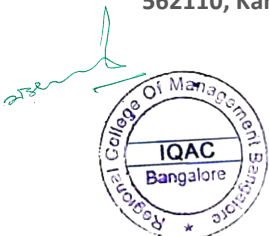


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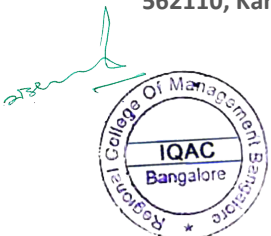
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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

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
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21	2019	MB191109	BRAJ BHUSAN CHOUDHURY	P
22	2019	MB191110	Chaitra.R	P
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25	2019	MB191113	DASARI HEMASUNDAR REDDY	P

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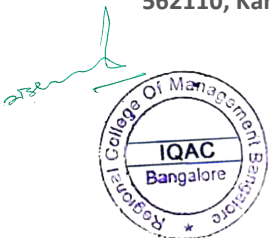
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51	2019	MB191139	Pavankumar k g	P
52	2019	MB191140	Payal Pandey	P

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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
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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

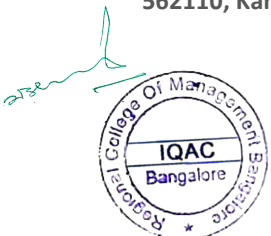


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Program Name: E-Commerce

Resource Person: Dr. Ernst

Duration of the program : 30 Hours

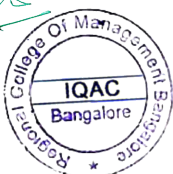
List of the students attended for the Program

[2019 Batch]

SL.NO	REG NO	STUDENT NAME	STUDENT SIGNATURE
1	MB191152	Rohit gupta	Rohit gupta
2	MB191153	Rumela chakraborty	Rumela chakraborty
3	MB191154	Sagnik bhaduri	Sagnik bhaduri
4	MB191155	Saif ahmed	Saif ahmed
5	MB191156	Saptaparna mondal	Saptaparna mondal
6	MB191157	Saravana prakash e	Saravana prakash e
7	MB191158	Satyam prashar	Satyam prashar
8	MB191159	Sayanti mukherjee	Sayanti mukherjee
9	MB191166	Sneha sasmal	Sneha sasmal
10	MB191167	Sooraj a v	Sooraj a v
11	MB191168	Soundarya C	Soundarya C
12	MB191169	Sourav chakraborty	Sourav chakraborty
13	MB191101	Abhishek kumar bharti	Abhishek kumar bharti
14	MB191102	Alekya kondeti	Alekya kondeti
15	MB191103	Anirudra ganguly	Anirudra ganguly
16	MB191104	Anusha r	Anusha r
17	MB191105	Aparajita swain	Aparajita swain
18	MB191106	Arjun h r	Arjun h r
19	MB191107	Bethala ravi varma	Bethala ravi varma
20	MB191108	Bhimireddy divya	Bhimireddy divya
21	MB191109	Braj bhusan choudhury	Braj bhusan choudhury
22	MB191110	Chaitra,R	Chaitra,R
23	MB191111	Chekka praveen kumar yadav th.	Chekka praveen kumar yadav th.
24	MB191112	Darisi venkata satya lakshmi manasa	Darisi venkata satya lakshmi manasa
25	MB191113	Dasari hemasundar reddy	Dasari hemasundar reddy
26	MB191114	GODAVARTHI N S R K S S hemanth	GODAVARTHI N S R K S S hemanth
27	MB191115	Gollapudi sai krupa	Gollapudi sai krupa
28	MB191116	Gourab mukherjee	Gourab mukherjee
29	MB191117	Jeethendra k	Jeethendra k
30	MB191118	Kareti poojitha	Kareti poojitha
31	MB191119	Karthik g	Karthik g
32	MB191120	Kavita	Kavita

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33	MB191121	Keerthan k r	
34	MB191122	Khan nabeel abdul ejaz	
35	MB191123	Khirod kumar naik	
36	MB191124	Kobireddy sai nikhil reddy	
37	MB191125	Lusy pradhan	
38	MB191126	Mala N	
39	MB191127	Manjunath basappa nidawani	
40	MB191128	Meghana k s	
41	MB191129	Mohammed syed irfan m	
42	MB191130	Mouli roy	
43	MB191131	Mukul dadheech	
44	MB191132	Nandish b	
45	MB191133	Neerati ramya	
46	MB191134	Niladri das	
47	MB191135	Nuthan kumar i	
48	MB191136	Ooha senapathi	
49	MB191137	Partho banerjee	
50	MB191138	Pasagadugula durgaprasad	
51	MB191139	Pavankumar k g	
52	MB191140	Payal pandey	
53	MB191141	Payel roy	
54	MB191143	Praful kumar k r	
55	MB191144	Pranati sangiri	
56	MB191145	Priyanka guha roy	
57	MB191146	Rahul kumar	
58	MB191147	Rajdeep saha	
59	MB191148	Rajesh kumar mishra	
60	MB191149	Ritesh kumar pandey	
61	MB191150	Rittik chatterjee	
62	MB191151	Rituraj ghosh	
63	MB191160	Shaik mohammed afridi	
64	MB191161	Sharada g	
65	MB191162	Shashank g n	
66	MB191163	Sheikh tahesin tabbasum m rafik	
67	MB191164	Shinde rashmi vijayanand	
68	MB191165	Shreya mukherjee	

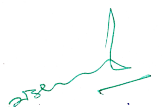
Total No 9 Students

Present - 68

Enrolled - 68

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## ASSESSMENT PROCEDURE FOR E-COMMERCE (2019-20)

### SCHEME OF EVALUATION

PAPER	TEACHING HOURS	END EXAM MARKS (WRITTEN)
E-COMMERCE	30	50 marks

Total 50% marks should be secured to pass in the course.

### Components of Continuous internal evaluation

ASSESSMENT	MARKS
ATTENDANCE	10
TEST	20
CASE STUDY	20
<b>Total</b>	<b>50</b>

**TOTAL MARKS FOR THE COURSE: 50 (WRITTEN)+ 50 (INTERNAL) = 100.**

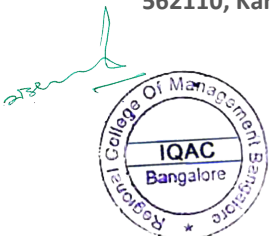


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**Date: 27/11/2019**

## **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.

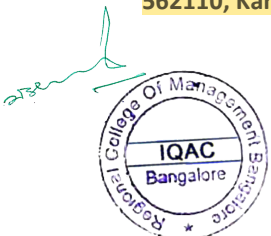


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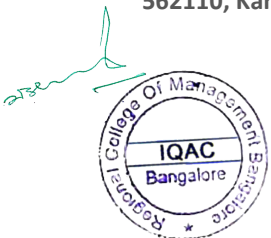
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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

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	MB191160	SHAIK MOHAMMED AFRIDI	P
10	2019	MB191161	SHARADA G	P
11	2019	MB191162	SHASHANK G N	P
12	2019	MB191163	Sheikh Tahesin Tabbasum M RAFIK	P
13	2019	MB191164	Shinde Rashmi Vijayanand	P
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
23	2019	MB191145	PRIYANKA GUHA ROY	P
24	2019	MB191146	Rahul kumar	P
25	2019	MB191147	RAJDEEP SAHA	P

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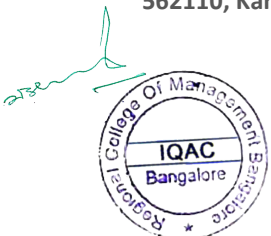
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26	2019	MB191148	RAJESH KUMAR MISHRA	P
27	2019	MB191149	Ritesh kumar pandey	P
28	2019	MB191150	RITTIK CHATTERJEE	P
29	2019	MB191151	RITURAJ GHOSH	P
30	2019	MB191121	KEERTHAN K R	P
31	2019	MB191122	KHAN NABEEL ABDUL EJAZ	P
32	2019	MB191123	Khirod Kumar Naik	P
33	2019	MB191124	KOBIREDDY SAI NIKHIL REDDY	P
34	2019	MB191125	Lusy Pradhan	P
35	2019	MB191126	Mala N	P
36	2019	MB191127	MANJUNATH BASAPPA NIDAWANI	P
37	2019	MB191128	MEGHANA K S	P
38	2019	MB191129	MOHAMMED SYED IRFAN M	P
39	2019	MB191130	MOULI ROY	P
40	2019	MB191131	MUKUL DADHEECH	P
41	2019	MB191132	NANDISH B	P
42	2019	MB191133	NEERATI RAMYA	P
43	2019	MB191134	NILADRI DAS	P
44	2019	MB191135	NUTHAN KUMAR I	P
45	2019	MB191136	OOHA SENAPATHI	P
46	2019	MB191101	Abhishek Kumar Bharti	P
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
59	2019	MB191114	GODAVARTHI N S R K S S HEManth	P
60	2019	MB191115	GOLLAPUDI SAI KRUPA	P
61	2019	MB191116	GOURAB MUKHERJEE	P
62	2019	MB191117	JEETHENDRA K	P
63	2019	MB191118	KARETI POOJITHA	P
64	2019	MB191119	karthik g	P
65	2019	MB191120	Kavita	P
66	2019	MB191166	SNEHA SASMAL	P
67	2019	MB191167	Sooraj a v	P
68	2019	MB191168	Soundarya C	P

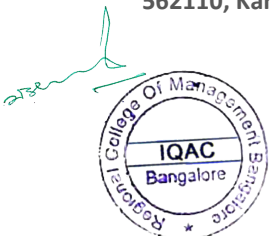


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Program Name: ERP Tally

Resource Person: Mr. Shiv

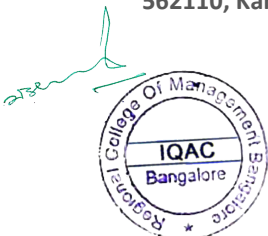
Duration of the program : 30 Hours

List of the students attended for the Program [2019 Batch.]

SL.NO	REG NO	STUDENT NAME	STUDENT SIGNATURE
1	MB191152	Rohit gupta	[Signature]
2	MB191153	Rumela chakraborty	[Signature]
3	MB191154	Sagnik bhaduri	[Signature]
4	MB191155	Saif ahmed	[Signature]
5	MB191156	Saptaparna mondal	[Signature]
6	MB191157	Saravana prakash e	[Signature]
7	MB191158	Satyam prashar	[Signature]
8	MB191159	Sayanti mukherjee	[Signature]
9	MB191160	Shaik mohammed afridi	[Signature]
10	MB191161	Sharada g	[Signature]
11	MB191162	Shashank g n	[Signature]
12	MB191163	Sheikh tahesin tabbasum m rafik	[Signature]
13	MB191164	Shinde rashmi vijayanand	[Signature]
14	MB191165	Shreya mukherjee	[Signature]
15	MB191169	Sourav chakraborty	[Signature]
16	MB191137	Partho banerjee	[Signature]
17	MB191138	Pasagadugula durgaprasad	[Signature]
18	MB191139	Pavankumar k g	[Signature]
19	MB191140	Payal pandey	[Signature]
20	MB191141	Payel roy	[Signature]
21	MB191143	Praful kumar k r	[Signature]
22	MB191144	Pranati sangiri	[Signature]
23	MB191145	Priyanka guha roy	[Signature]
24	MB191146	Rahul kumar	[Signature]
25	MB191147	Rajdeep saha	[Signature]
26	MB191148	Rajesh kumar mishra	[Signature]
27	MB191149	Ritesh kumar pandey	[Signature]
28	MB191150	Rittik chatterjee	[Signature]
29	MB191151	Rituraj ghosh	[Signature]
30	MB191121	Keerthan k r	[Signature]
31	MB191122	Khan nabeel abdul ejaz	[Signature]
32	MB191123	Khired kumar naik	[Signature]

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33	MB191124	Kobireddy sai nikhil reddy	
34	MB191125	Lusy pradhan	
35	MB191126	Mala N	
36	MB191127	Manjunath basappa nidawani	
37	MB191128	Meghana k s	
38	MB191129	Mohammed syed irfan m	
39	MB191130	Mouli roy	
40	MB191131	Mukul dadheech	
41	MB191132	Nandish b	
42	MB191133	Neerati ramya	
43	MB191134	Niladri das	
44	MB191135	Nuthan kumar i	
45	MB191136	Ooha senapathi	
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52	MB191107	Bethala ravi varma	
53	MB191108	Bhimireddy divya	
54	MB191109	Braj bhusan choudhury	
55	MB191110	Chaitra.R	
56	MB191111	Chekka praveen kumar yadav th.	
57	MB191112	Darisi venkata satya lakshmi manasa	
58	MB191113	Dasari hemasundar reddy	
59	MB191114	Hemanth	
60	MB191115	Gollapudi sai krupa	
61	MB191116	Gourab mukherjee	
62	MB191117	Jeethendra k	
63	MB191118	Kareti poojitha	
64	MB191119	Karthik g	
65	MB191120	Kavita	
66	MB191166	Sneha sasmal	
67	MB191167	Sooraj a v	
68	MB191168	Soundarya C	

Total No of Students  
Enrolled - 68  
Present - 68

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## ASSESSMENT PROCEDURE FOR ERP TALLY (2019-20)

### SCHEME OF EVALUATION

PAPER	TEACHING HOURS	END EXAM MARKS ( WRITTEN)
ERP TALLY	30	50 marks

Total 50% marks should be secured to pass in the course.

### Components of Continuous internal evaluation

ASSESSMENT	MARKS
ATTENDANCE	10
TEST	20
PRACTICAL -1	10
PRACTICAL – 2	10
<b>Total</b>	<b>50</b>

**TOTAL MARKS FOR THE COURSE: 50 ( WRITTEN)+ 50 (INTERNAL) = 100.**

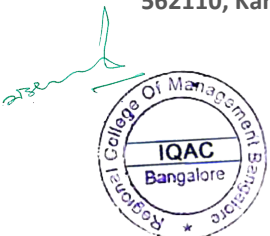


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Date: 19/09/2019

## 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  
Improved 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.

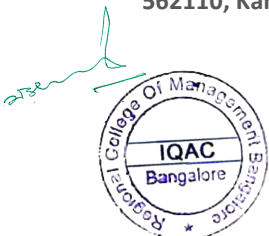


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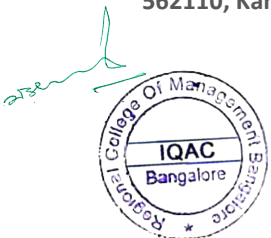
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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

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
8	2019	MB191108	BHIMIREDDY DIVYA	P
9	2019	MB191109	BRAJ BHUSAN CHOUDHURY	P
10	2019	MB191110	Chaitra.R	P
11	2019	MB191111	Chekka Praveen Kumar Yadav Th.	P
12	2019	MB191112	Darisi Venkata Satya Lakshmi Manasa	P
13	2019	MB191113	DASARI HEMASUNDAR REDDY	P
14	2019	MB191114	GODAVARTHI N S R K S S HEManth	P
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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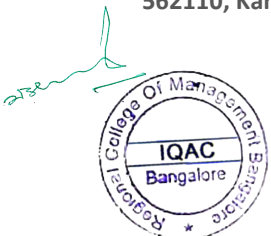
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24	2019	MB191124	KOBIREDDY SAI NIKHIL REDDY	P
25	2019	MB191125	Lusy Pradhan	P
26	2019	MB191126	Mala N	P
27	2019	MB191127	MANJUNATH BASAPPA NIDAWANI	P
28	2019	MB191128	MEGHANA K S	P
29	2019	MB191129	MOHAMMED SYED IRFAN M	P
30	2019	MB191130	MOULI ROY	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

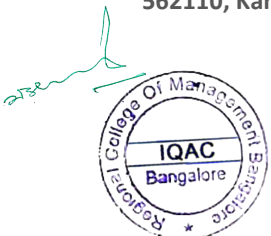


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Program Name: Interpersonal Skills

Resource Person: Prof. Tapas

Duration of the program : 30 Hours

List of the students attended for the Program [2019 Batch]

SL.NO	REG NO	STUDENT NAME	STUDENT SIGNATURE
1	MB191101	Abhishek kumar bharti	Abhishek
2	MB191102	Alekya kondeti	Alekya
3	MB191103	Anirudra ganguly	Anirudra
4	MB191104	Anusha r	Anusha
5	MB191105	Aparajita swain	Aparajita
6	MB191106	Arjun h r	Arjun
7	MB191107	Bethala ravi varma	Bethala
8	MB191108	Bhimireddy divya	Bhimireddy
9	MB191109	Braj bhusan choudhury	Braj
10	MB191110	Chaitra.R	Chaitra
11	MB191111	Chekka praveen kumar yadav th.	C. praveen
12	MB191112	Darisi venkata satya lakshmi manasa	Darisi
13	MB191113	Dasari hemasundar reddy	Dasari
14	MB191114	GODAVARTHI N S R K S S hemanth	Godavarti
15	MB191115	Gollapudi sai krupa	Gollapudi
16	MB191116	Gourab mukherjee	Gourab
17	MB191117	Jeethendra k	Jeethendra
18	MB191118	Kareti poojitha	Kareti
19	MB191119	Karthik g	Karthik
20	MB191120	Kavita	Kavita
21	MB191121	Keerthan k r	Keerthan
22	MB191122	Khan nabeel abdul ejaz	Khan
23	MB191123	Khirod kumar naik	Khirod
24	MB191124	Kobireddy sai nikhil reddy	Kobireddy
25	MB191125	Lusy pradhan	Lusy
26	MB191126	Mala N	Mala
27	MB191127	Manjunath basappa nidawani	Manjunath
28	MB191128	Meghana k s	Meghana
29	MB191129	Mohammed syed irfan m	Mohammed
30	MB191130	Mouli roy	Mouli
31	MB191131	Mukul dadheech	Mukul
32	MB191132	Nandish b	Nandish
33	MB191133	Neerati ramya	Neerati

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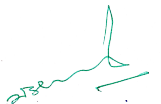
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34	MB191134	Niladri das	
35	MB191135	Nuthan kumar i	
36	MB191136	Ooha senapathi	
37	MB191137	Partho banerjee	
38	MB191138	Pasagadugula durgaprasad	
39	MB191139	Pavankumar k g	
40	MB191140	Payal pandey	
41	MB191141	Payel roy	
42	MB191143	Praful kumar k r	
43	MB191144	Pranati sangiri	
44	MB191145	Priyanka guha roy	
45	MB191146	Rahul kumar	
46	MB191147	Rajdeep saha	
47	MB191148	Rajesh kumar mishra	
48	MB191149	Ritesh kumar pandey	
49	MB191150	Ritrik chatterjee	
50	MB191151	Rituraj ghosh	
51	MB191152	Rohit gupta	
52	MB191153	Rumela chakraborty	
53	MB191154	Sagnik bhaduri	
54	MB191155	Saif ahmed	
55	MB191156	Saptaparna mondal	
56	MB191157	Saravana prakash e	
57	MB191158	Satyam prashar	
58	MB191159	Sayanti mukherjee	
59	MB191160	Shaik mohammed afridi	
60	MB191161	Sharada g	
61	MB191162	Shashank g n	
62	MB191163	Sheikh tahesin tabbasum m rafik	
63	MB191164	Shinde rashmi vijayanand	
64	MB191165	Shreya mukherjee	
65	MB191166	Sneha sasmal	
66	MB191167	Souraj a v	
67	MB191168	Soundarya C	
68	MB191169	Sourav chakraborty	

Total No of Students  
Enrolled - 68  
Pass - 68

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## ASSESSMENT PROCEDURE FOR INTERPERSONAL SKILLS (2019-20)

### SCHEME OF EVALUATION

PAPER	TEACHING HOURS	END EXAM MARKS ( WRITTEN)
INTERPERSONAL SKILLS	30	50 marks

Total 50% marks should be secured to pass in the course.

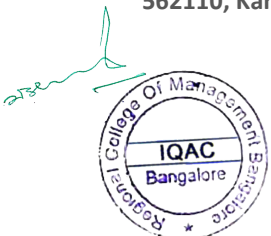
### Components of Continuous internal evaluation

ASSESSMENT	MARKS
ATTENDANCE	10
TEST	20
PRACTICE EXERCISE	20
<b>Total</b>	<b>50</b>

**TOTAL MARKS FOR THE COURSE: 50 ( WRITTEN)+ 50 (INTERNAL) = 100.**

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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.

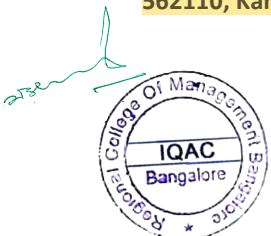
**Career Advancement:** Can improve your resume and LinkedIn profile, potentially leading to better job opportunities and career growth.

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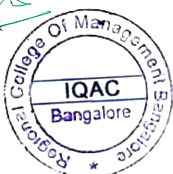
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## ATTENDANCE LIST OF MBA STUDENTS (2019 Batch) ATTENDED

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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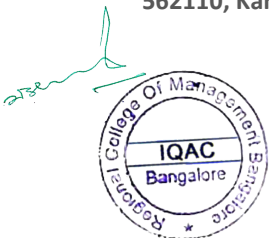
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28	2019	MB191122	KHAN NABEEL ABDUL EJAZ	P
29	2019	MB191123	Khirod Kumar Naik	P
30	2019	MB191124	KOBIREDDY SAI NIKHIL REDDY	P
31	2019	MB191125	Lusy Pradhan	P
32	2019	MB191126	Mala N	P
33	2019	MB191127	MANJUNATH BASAPPA NIDAWANI	P
34	2019	MB191128	MEGHANA K S	P
35	2019	MB191129	MOHAMMED SYED IRFAN M	P
36	2019	MB191130	MOULI ROY	P
37	2019	MB191131	MUKUL DADHEECH	P
38	2019	MB191132	NANDISH B	P
39	2019	MB191133	NEERATI RAMYA	P
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
47	2019	MB191141	Payel Roy	P
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

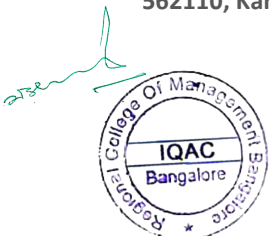


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Program Name: Humanistic Management

Resource Person: Dr. Ernst

Duration of the program : 30 Hours

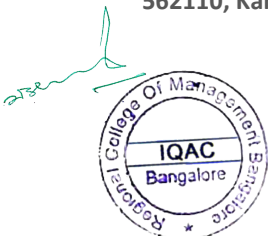
List of the students attended for the Program

[2019 Batch]

SL.NO	REG NO	STUDENT NAME	STUDENT SIGNATURE
1	MB191160	Shaik mohammed afridi	
2	MB191161	Sharada g.	
3	MB191162	Shashank g n	
4	MB191163	Sheikh tahesin tabbasum m rafik	
5	MB191164	Shinde rashmi vijayanand	
6	MB191165	Shreya mukherjee	
7	MB191101	Abhishek kumar bharti	
8	MB191102	Alekya kondeti	
9	MB191103	Anirudra ganguly	
10	MB191104	Anusha r	
11	MB191105	Aparajita swain	
12	MB191106	Arjun h r	
13	MB191107	Bethala ravi varma	
14	MB191108	Bhimireddy divya	
15	MB191109	Braj bhusan choudhury	
16	MB191110	Chaitra.R	
17	MB191111	Chekka praveen kumar yadav th.	
18	MB191112	Darisi venkata satya lakshmi manasa	
19	MB191113	Dasari hemasundar reddy	
20	MB191114	GODAVARTHI N S R K S S hemanthi	
21	MB191115	Gollapudi sai krupa	
22	MB191116	Gourab mukherjee	
23	MB191117	Jeethendra k	
24	MB191118	Kareti poojitha	
25	MB191119	Karthik g	
26	MB191120	Kavita	
27	MB191121	Keerthan k r	
28	MB191122	Khan nabeel abdul ejaz	
29	MB191123	Khiron kumar naik	
30	MB191124	Kobireddy sai nikhil reddy	
31	MB191125	Lusy pradhan	
32	MB191126	Mala N	
33	MB191127	Manjunath basappa nidawani	
34	MB191128	Meghana k s	
35	MB191129	Mohammed syed irfan m	
36	MB191130	Mouli roy	

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37	MB191131	Mukul dadhech	
38	MB191132	Nandish b	
39	MB191133	Neerati raniya	
40	MB191134	Niladri das	
41	MB191135	Nuthan kumar i	
42	MB191136	Ooha senapathi	
43	MB191137	Partho banerjee	
44	MB191138	Pasagadugula durgaprasad	
45	MB191139	Pavankumar k g	
46	MB191140	Payal pandey	
47	MB191141	Payel roy	
48	MB191143	Praful kumar k r	
49	MB191144	Pranati sangiri	
50	MB191145	Priyanka guha roy	
51	MB191146	Rahul kumar	
52	MB191147	Rajdeep saha	
53	MB191148	Rajesh kumar mishra	
54	MB191149	Ritesh kumar pandey	
55	MB191150	Rittik chatterjee	
56	MB191151	Rituraj ghosh	
57	MB191152	Rohit gupta	
58	MB191153	Rumela chakraborty	
59	MB191154	Sagnik bhaduri	
60	MB191155	Saif ahmed	
61	MB191156	Saptaparna mondal	
62	MB191157	Saravana prakash e	
63	MB191158	Satyam prashar	
64	MB191159	Sayanti mukherjee	
65	MB191166	Sneha sasmal	
66	MB191167	Sooraj a v	
67	MB191168	Soundarya C	
68	MB191169	Sourav chakraborty	

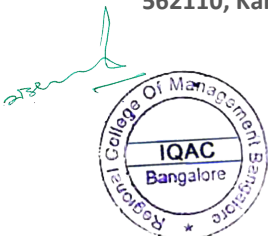
Total No of Students

Enrolled - 68

Present - 68

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## ASSESSMENT PROCEDURE FOR HUMANISTIC MANAGEMENT (2019-20)

### SCHEME OF EVALUATION

PAPER	TEACHING HOURS	END EXAM MARKS ( WRITTEN)
HUMANISTIC MANAGEMENT	30	50 marks

Total 50% marks should be secured to pass in the course.

### Components of Continuous internal evaluation

ASSESSMENT	MARKS
ATTENDANCE	10
TEST	20
SEMINAR	20
<b>Total</b>	<b>50</b>

**TOTAL MARKS FOR THE COURSE: 50 ( WRITTEN)+ 50 (INTERNAL) = 100.**

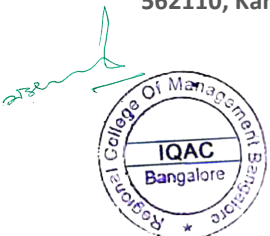


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