



TERESIAN COLLEGE

(Affiliated to University of Mysore, Accredited by NAAC with 'A+' Grade, CGPA of 3.45 - IV Cycle)

EMPOWERMENT OF WOMEN THROUGH INTEGRAL VALUE BASED EDUCATION



Name of the Department /Committee	COMMERCE DEPARTMENT		
Title of the Programme	Awareness Programme on Event Management Skills		
Date(s)	18/10/2023	Time	10:00 AM
Venue	Room no 19		
Objectives	To provide comprehensive knowledge and skill that will help participants excel in the field of event management.		
Number of staff participated	2	Number of students benefitted	102
Outcomes	This programme collectively contributes to the personal and professional development of students.		
Details of the Organising Committee	Mrs. Megha Urs L, Assistant Professor Dept. of Commerce, Teresian College Mysuru. and Mrs. Namrita Kamath, Head Operations, Chartered Accountant, M/s. Abhinava Global Academy Pvt. Ltd., Mysuru 570 023		

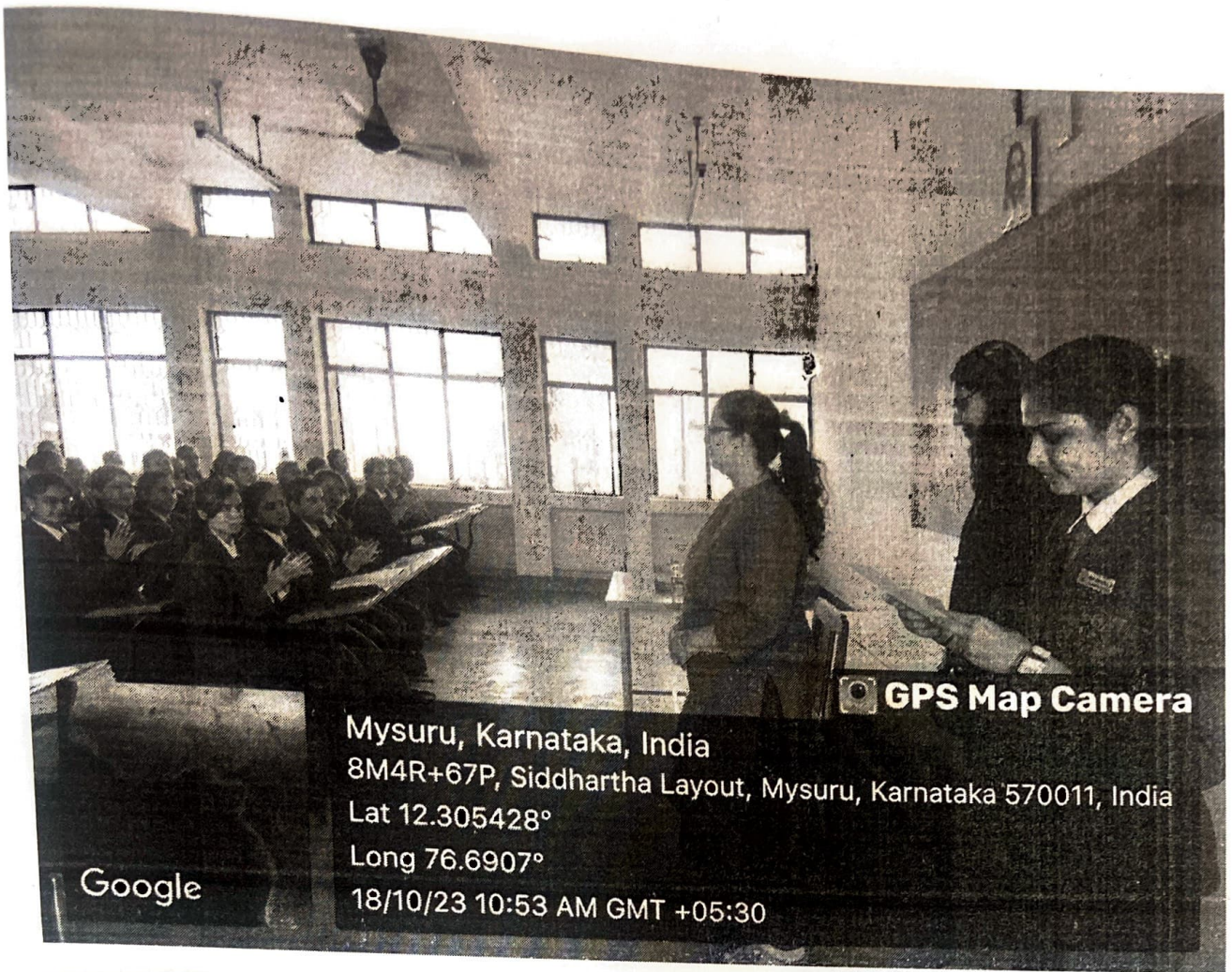
Wellcome

Head of the Dept. of Commerce
Teresian College
Mysore-570011

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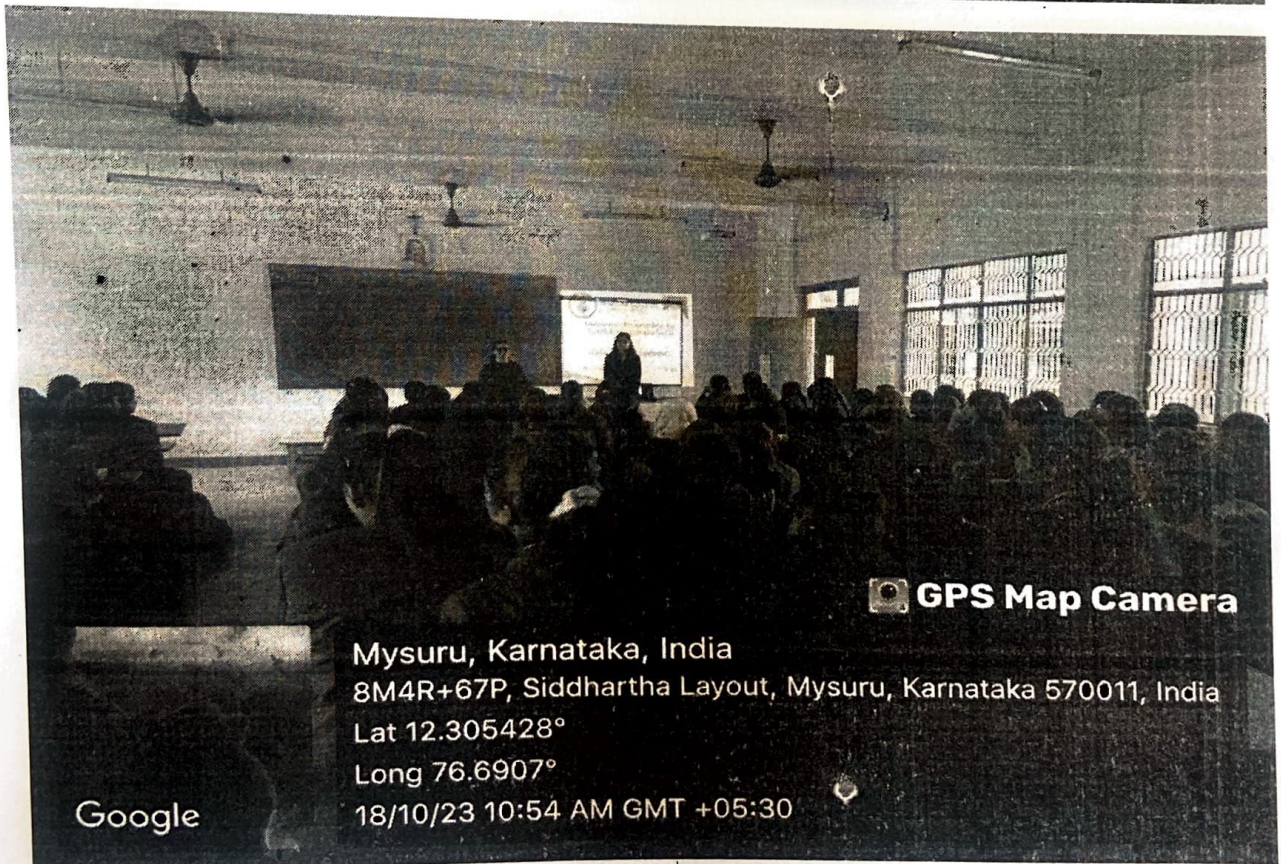
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Google



GPS Map Camera

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TERESIAN COLLEGE

No. 1824, Bannur Road, Siddarthnagara, Mysuru-570 011

PROGRAMME REPORT

Name of the department	:	Department of Commerce (UG & PG)
Name of programme organised	:	Certificate Course
Programme title	:	Certificate Course in Digital Marketing
Date of programme	:	08/12/2023 to 26/02/2024
Venue/Platform	:	Duration: 60 Hours Teresian College, Mysuru
Number of participants	:	46
Objectives of the programme	:	<ul style="list-style-type: none">• To provide a comprehensive understanding of digital marketing principles and practices.• To equip students with practical skills in digital marketing tools and techniques.• To enhance employability by preparing students for roles in digital marketing and e-commerce.
Programme outcomes	:	<ul style="list-style-type: none">• Students have gained proficiency in using digital marketing tools such as SEO, PPC, and social media platforms.• Students were able to analyse and interpret digital marketing data to optimize campaigns.
Summary of programme	:	The 60-hour certificate course in digital marketing is designed for M.Com students to provide a thorough understanding of digital marketing principles, practical skills in digital tools, and enhance employability in the digital marketing and e-commerce sectors.
Organising Secretary	:	Mr. W. Arun Devapura
Committee Members	:	Dr. P M Shiva Prasad Ms. S. Tanuja Mrs. S. Shambavi

Dr. Veena M. D'Almeida
(Dr. VEENA M. D' ALMEIDA.)
Head of the Dept. of Commerce,
Teresian College
Mysore-570011

Dr. C. Jeyanthi
(Dr. C. JEYANTHI)
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MYSORE - 570.011

Jointly organised
CERTIFICATE COURSE IN DIGITAL MARKETING

List of Students

Sl. No.	Student Name	Certificate No	Start Date	Completion Date	Date of Issue
1	AISHWARYA C R	ECLPL/26FY24/3551	08-12-2023	26-02-2024	07-03-2024
2	AJAY KUMAR C L	ECLPL/26FY24/3552	08-12-2023	26-02-2024	07-03-2024
3	AKHILARINI S	ECLPL/26FY24/3553	08-12-2023	26-02-2024	07-03-2024
4	AMULYA V S	ECLPL/26FY24/3554	08-12-2023	26-02-2024	07-03-2024
5	ANNA	ECLPL/26FY24/3555	08-12-2023	26-02-2024	07-03-2024
6	ASHWINI V	ECLPL/26FY24/3557	08-12-2023	26-02-2024	07-03-2024
7	BHAGYA	ECLPL/26FY24/3558	08-12-2023	26-02-2024	07-03-2024
8	CHANDANA M G	ECLPL/26FY24/3559	08-12-2023	26-02-2024	07-03-2024
9	CHIRRY LIDIYA D SILVA	ECLPL/26FY24/3560	08-12-2023	26-02-2024	07-03-2024
10	DARSHAN A K	ECLPL/26FY24/3561	08-12-2023	26-02-2024	07-03-2024
11	DARSHINI B P	ECLPL/26FY24/3562	08-12-2023	26-02-2024	07-03-2024
12	DELCIN RIZARIYA	ECLPL/26FY24/3563	08-12-2023	26-02-2024	07-03-2024
13	DRAKSHAYINI B S	ECLPL/26FY24/3564	08-12-2023	26-02-2024	07-03-2024
14	HARISHA C N	ECLPL/26FY24/3565	08-12-2023	26-02-2024	07-03-2024
15	JECINTHA SEMMALAR B	ECLPL/26FY24/3566	08-12-2023	26-02-2024	07-03-2024
16	LEKHANA S	ECLPL/26FY24/3567	08-12-2023	26-02-2024	07-03-2024
17	MALATHI S	ECLPL/26FY24/3568	08-12-2023	26-02-2024	07-03-2024
18	MEGHANA R	ECLPL/26FY24/3569	08-12-2023	26-02-2024	07-03-2024
19	MONIKA N K	ECLPL/26FY24/3570	08-12-2023	26-02-2024	07-03-2024
20	MONIKA PRIYA R	ECLPL/26FY24/3571	08-12-2023	26-02-2024	07-03-2024
21	NAGASHREE M S	ECLPL/26FY24/3572	08-12-2023	26-02-2024	07-03-2024
22	NISARGA	ECLPL/26FY24/3573	08-12-2023	26-02-2024	07-03-2024
23	NISARGA K	ECLPL/26FY24/3574	08-12-2023	26-02-2024	07-03-2024
24	NISARGA R	ECLPL/26FY24/3575	08-12-2023	26-02-2024	07-03-2024
25	S PAVAN KUMAR	ECLPL/26FY24/3576	08-12-2023	26-02-2024	07-03-2024
26	POOJA M	ECLPL/26FY24/3577	08-12-2023	26-02-2024	07-03-2024
27	PREMALATHA	ECLPL/26FY24/3578	08-12-2023	26-02-2024	07-03-2024
28	RANJITHA G	ECLPL/26FY24/3579	08-12-2023	26-02-2024	07-03-2024
29	RANJITHA M	ECLPL/26FY24/3580	08-12-2023	26-02-2024	07-03-2024
30	RAVI B D	ECLPL/26FY24/3581	08-12-2023	26-02-2024	07-03-2024
31	SAHANA S	ECLPL/26FY24/3582	08-12-2023	26-02-2024	07-03-2024
32	SANGEETHA H	ECLPL/26FY24/3583	08-12-2023	26-02-2024	07-03-2024
33	SEBASTIAN F	ECLPL/26FY24/3584	08-12-2023	26-02-2024	07-03-2024
34	SRI LAKSHMI L M	ECLPL/26FY24/3585	08-12-2023	26-02-2024	07-03-2024
35	SINCHANA S	ECLPL/26FY24/3586	08-12-2023	26-02-2024	07-03-2024
36	SPANDANA H M	ECLPL/26FY24/3587	08-12-2023	26-02-2024	07-03-2024
37	SPOORTHI S	ECLPL/26FY24/3588	08-12-2023	26-02-2024	07-03-2024
38	SPOORTHI S	ECLPL/26FY24/3589	08-12-2023	26-02-2024	07-03-2024
39	SUMAIYA KOUSER	ECLPL/26FY24/3590	08-12-2023	26-02-2024	07-03-2024
40	TANU SHREE S	ECLPL/26FY24/3591	08-12-2023	26-02-2024	07-03-2024
41	VANDANA M V	ECLPL/26FY24/3592	08-12-2023	26-02-2024	07-03-2024
42	SANJAYKUMARA	ECLPL/26FY24/3595	08-12-2023	26-02-2024	07-03-2024
43	PRIYANKA M S	ECLPL/26FY24/3596	08-12-2023	26-02-2024	07-03-2024
44	POOJA S	ECLPL/26FY24/3597	08-12-2023	26-02-2024	07-03-2024
45	RAGINI	ECLPL/26FY24/3598	08-12-2023	26-02-2024	07-03-2024
46	SOWJANYA	ECLPL/26FY24/3599	08-12-2023	26-02-2024	07-03-2024

S. P. Reda
Head of the Dept. of Commerce,
Teresian College
Mysore-570011

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DEPARTMENT OF COMMERCE (UG & PG)

PROCEEDINGS OF BOARD OF STUDIES (CERTIFICATE COURSE) MEETING HELD ON 02nd NOVEMBER, 2023

1. WELCOME

The meeting started with the prayer and welcome address by Mr. Arun Devapura W., Assistant Professor and Head, Post-Graduate Department of Commerce, Teresian College, Mysuru.

2. PREAMBLE

This Board of Studies (BoS) meeting was held on 02nd November, 2023, at 10:00 am in the PG Block to discuss and decide the modifications in structure and curriculum for the Certificate Courses to be offered to facilitate the M.Com students of Department of Commerce (UG & PG) in order to acquire the skills that are required to make them employable / entrepreneurs.

3. MEMBERS

The members of the BoS are as follows:

Sl. No.	Name, Designation and Address	Remarks
01.	Dr. Veena M. D'Almeida, Associate Professor and Head, Department of Commerce (UG & PG), Teresian College, Mysuru	Chairperson
02.	Dr. P. M. Shiva Prasad, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member
03.	Mr. W. Arun Devapura, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member
04.	Ms. S. Tanuja, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member
05.	Ms. S. Shambhavi, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member

4. RESOLUTIONS






Following resolutions were passed during the meeting:

- Resolved to offer the Certificate Course in Digital Marketing for the academic year 2023-24.
- Resolved to approve the syllabus for the Certificate Course in Digital Marketing.
- Resolved to approve the format and contents of the Certificate (format enclosed).
- Resolved to outsource the course to an external agency for practical introduction and hands-on training in Digital Marketing.

- v. Resolved that all these changes shall come into effect for the academic year 2023-24.


5. APPROVAL

The above mentioned resolutions were passed unanimously by the following members:

Sl. No.	Name, Designation and Address	Remarks	Signature
01.	Dr. Veena M. D'Almeida, Associate Professor and Head, Department of Commerce (UG & PG), Teresian College, Mysuru	Chairperson	
02.	Dr. P. M. Shiva Prasad, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member	
03.	Mr. W. Arun Devapura, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member	
04.	Ms. S. Tanuja, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member	
	Ms. S. Shambhavi, Assistant Professor, Department of Commerce (UG & PG), Teresian College, Mysuru	Member	

6. THANKING NOTE

Ms. S. Tanuja thanked all the members of BoS for contributing valuable ideas, active participation and for sparing their precious time.


(Dr. VEENA M. D'ALMEIDA)
Head of the Dept. of Commerce,
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DEPARTMENT OF COMMERCE (UG & PG)

REGULATIONS AND SYLLABUS OF CERTIFICATE COURSE

1.1 PREAMBLE

The certificate course is offered to the students pursuing Master of Commerce (M.Com.) course. The objective of offering certificate course is to facilitate the student to acquire the skills that are required to be employable / entrepreneurs.

1.2 TITLE OF THE CERTIFICATE COURSE

Certificate Course in “DIGITAL MARKETING”

1.3 EVALUATION

- **Student Engagement:** Measure the level of student participation during the course, including attendance, participation in discussions, and completion of assignments.
- **Practical Skills Assessment:** Evaluate students' ability to apply digital marketing tools and techniques through practical assignments and projects.
- **Project Performance:** Evaluate the quality and effectiveness of the digital marketing projects completed by students, including their creativity, strategy, and execution.

1.4 SYLLABUS FOR CERTIFICATE COURSE IN BUSINESS COMMUNICATION SKILLS (PGDC/CC/BC)

COURSE DESCRIPTION

This course focuses on the fundamentals of Digital Marketing, providing comprehensive guidance and practical experience in various digital marketing tools and techniques. The course aims to enhance students' understanding of digital marketing strategies and their application in real-world scenarios.

COURSE OBJECTIVES

The course is designed to provide students with an opportunity to understand and apply digital marketing concepts. It covers detailed information on key digital marketing areas, providing ample guidance and practice in SEO, PPC, social media marketing, content marketing, email marketing, and analytics. The objective is to equip students with the necessary skills to design and implement effective digital marketing campaigns.

PEDAGOGY

The course content includes classroom lectures, case discussions, seminar presentations, group discussions, experiential learning activities, and hands-on practical sessions in a computer lab. The course will also involve collaborative projects and evaluations by industry experts.

COURSE CONTENTS

Module 1: Introduction to Digital Marketing and SEO: Overview of Digital Marketing, Key Concepts and Terminologies, Basics of SEO: On-page and Off-page SEO, Keyword Research and Analysis, SEO Tools and Techniques and Case Studies





Module 2: Pay-Per-Click Advertising (PPC) and Social Media Marketing: Introduction to PPC, Google Ads and Search Engine Marketing, Campaign Setup and Management, Social Media Platforms and Strategies, Creating and Managing Social Media Campaigns, Measuring Social Media ROI and Case Studies.

Module 3: Content Marketing and Email Marketing: Content Creation and Strategy, Blogging and Video Marketing, Content Distribution Channels, Email Marketing Strategies, Tools for Email Marketing, Creating Effective Email Campaigns and Case Studies.

Module 4: Web Analytics and Future Trends in Digital Marketing: Introduction to Web Analytics, Google Analytics and Other Tools, Measuring and Analysing Metrics, Future Trends in Digital Marketing, Integrating Digital Marketing Strategies and Case Studies

REFERENCES

- Ryan Deiss and Russ Henneberry, "Digital Marketing for Dummies"
- Ian Dodson, "The Art of Digital Marketing"
- Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital"
- Avinash Kaushik, "Web Analytics 2.0"
- Neal Schaffer, "The Age of Influence: The Power of Influencers to Elevate Your Brand"

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(Dr. VEENA M. D'ALMEIDA)

Head of the Dept. of Commerce,
Teresian College
Mysore-570011

Jeyanthi

(Dr. C. JEYANTHI)
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MYSORE - 570 011

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TERESIAN COLLEGE, MYSURU
in association with
ENCAPSULATION INFOTECH-PL, MYSURU



CERTIFICATE

This is to certify that

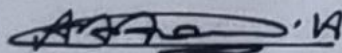
Mr. / Ms. Aishwarya C R

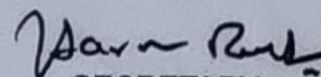


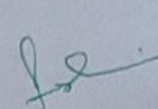
has successfully completed the certificate course in DIGITAL MARKETING, jointly organised by Teresian College and Encapsulation InfoTech-PL, Mysuru during the academic year 2023-24.

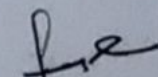
Certificate No : ECLPL/26FY24/3551
Duration : 60 Hrs
Grade : A

Date of Commencement : 08-12-2023
Date of Completion : 26-02-2024
Date of Issue : 07-03-2024


MD & CEO
EI-PL, Mysuru


SECRETARY
EI-PL, Mysuru


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Outstanding 100-90 Excellent 89-80 Very Good 79-70 Good 69-60 Satisfactory 59-50



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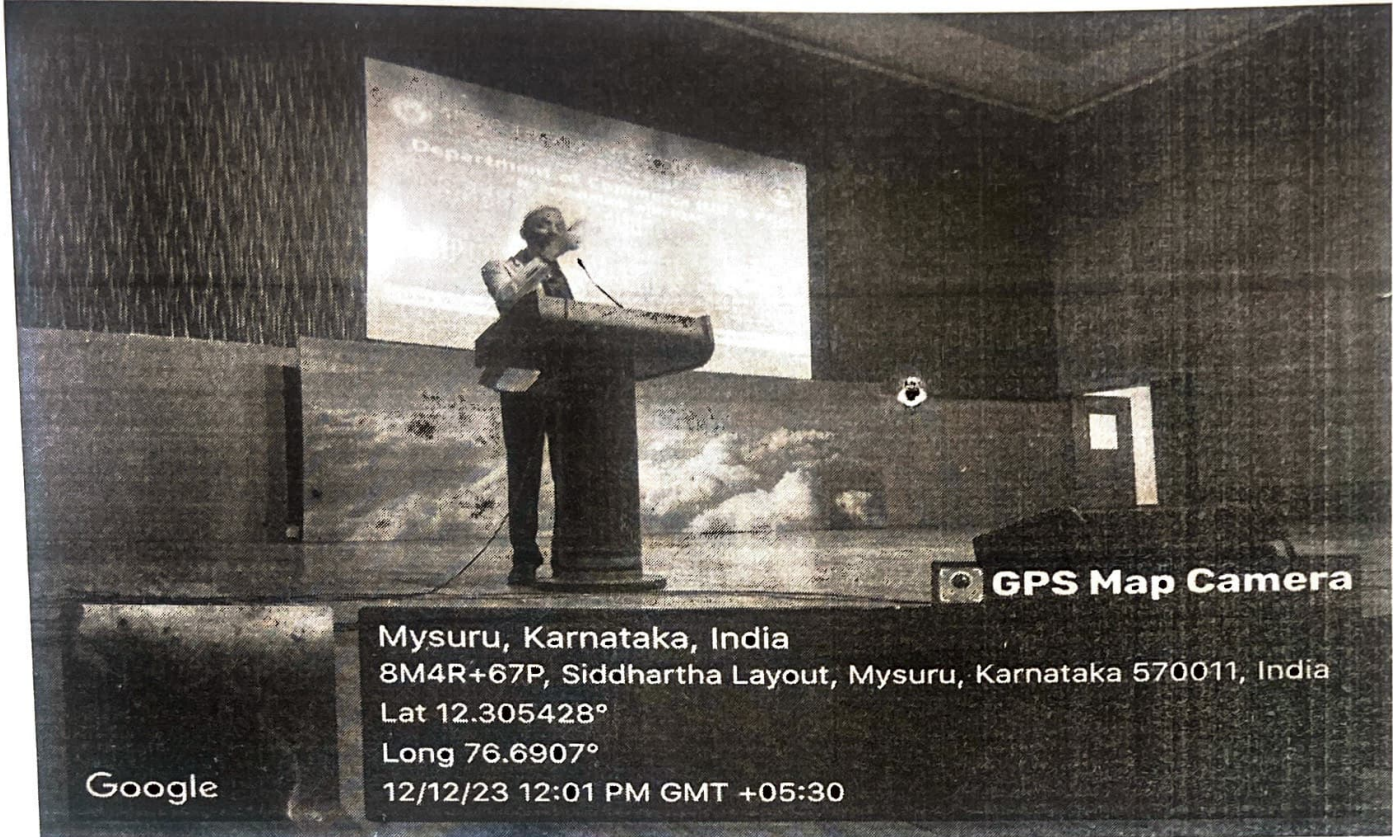


Name of the Department /Committee	COMMERCE DEPARTMENT		
Title of the Programme	Special Lecture on Employability Skills		
Date(s)	12-12-2023	Time	12:00 pm
Venue	Ave Maria Golden Jubilee Auditorium		
Objectives	To equip students with essential employability skills, knowledge, and strategies, enhancing their job readiness, career prospects, and lifelong learning abilities, through a special lecture on employability skills.		
Number of staff participated	12	Number of students benefitted	351
Outcomes	Students learned strategies for successful job interviews, including preparation, body language, and questioning techniques.		
Details of the Organising Committee	Mrs Megha Urs L Assistant Professor, Dept. of Commerce, Teresian College Mysuru		

W. P. Colada
Head of the Dept. of Commerce,
Teresian College
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[Signature]
Signature and Seal of the
Principal

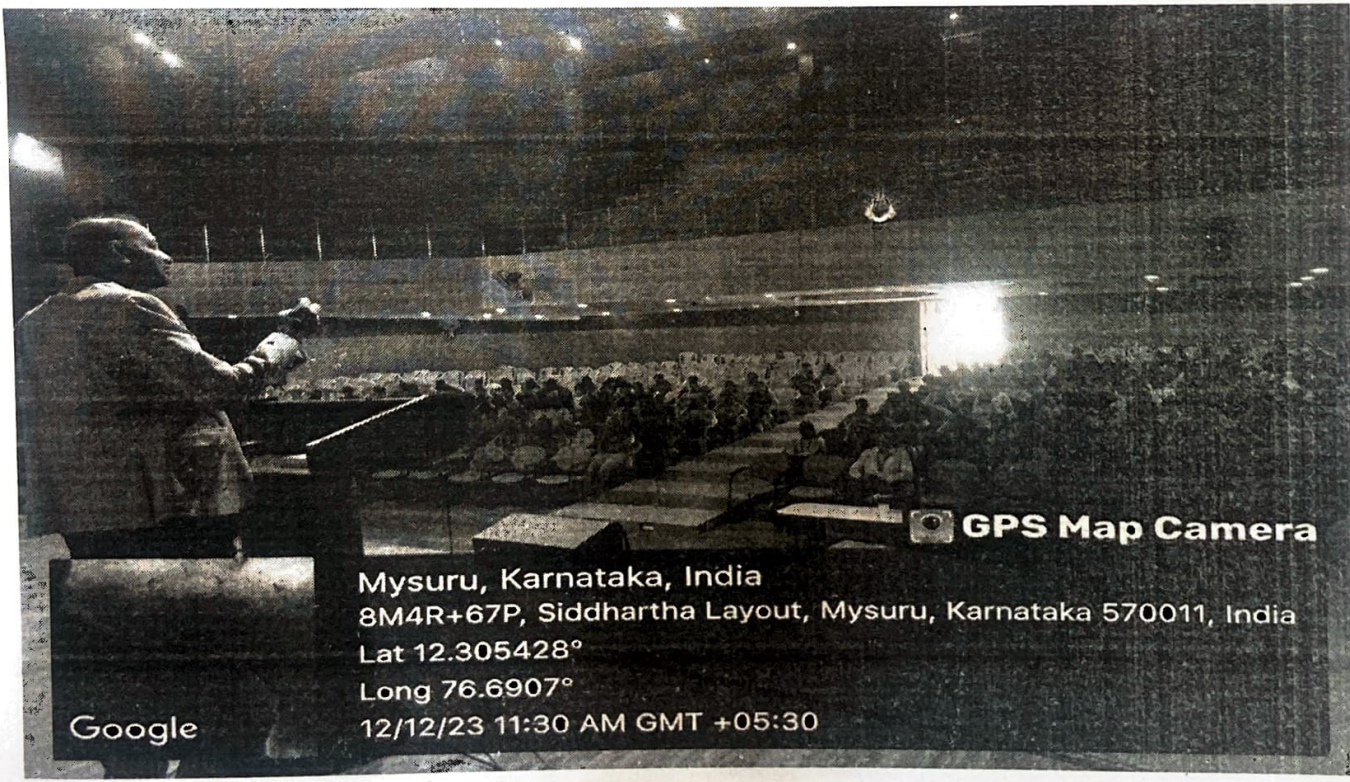
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