



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited



Criterion 1.2 – Academic Flexibility

Key Indicator - 1.2.1: Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)

Metric 1.2.1

Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)

Brochure/Notice

Certification in HR Core Processes Brochure

HR
PACE HR INNOVATIONS PVT. LTD.
Taking Excellence to the Next Level
ISO 9001:2008 COMPANY

To,
Name: Prof Manisha Rulkarni
Designation: Asst. Professor
College name: Institute of Industrial & Computer Management & Research, Nigdi, Pune

Date: 20/07/13

Subject: Request Quotation of HR Training

Topics	Hrs	Days	Amount
Payroll Processing/Labour Law	26 hrs	3 days	30,000/-
Recruitment	22 hrs	3 days	30,000/-
Letters, joining, induction(all)	6 hrs	1 day	10,000/-
T&Q/PHD	8hrs	1day	10,000/-
Assessment test and T&Q	8hrs	1day	No charges
Interview Preparation	8 hrs	1 day	No charges
TOTAL		10 days	80,000/-

Service tax extra as applicable from govt.

Resource Required:

1 PC per candidate, internet facility, Projector and White board

All the details about the modules we have already attached in excel.

Payment Terms: *Taking Excellence to the Next Level*

- 50% of payment should be done after 3 training session are over.
- 50% of payment will be paid once entire training will be done.
- Cheque should be drawn on name of "Pace HR Innovations Pvt. Ltd"
- Subject to Pune jurisdiction.
- Service tax will be 12.36% of total amount
- You can choose your own Modules as per requirement

About Us:

- Pace HR Innovations Pvt. Ltd. (PHR) was established in 2006 by Bhavesh Shah and Pooja Shah.
- Mr. Shah holds 11+ years of experience in HR and Admin and Pooja Shah has an experience of 10+ years in the IT domain. PHR is an ISO 9001:2008 Certified company.

Our Belief: "Well Trained is Well Placed"

Associates:

- > We are a member of MCCAI (Maharashtra Chamber of Commerce, Industries & Agricultural) ITRA (Executive Recruiters Association) and Just Dial.

Our Footprints:

- > Our footprints are in Pune/Mumbai/Bhubaneswar/Banoda.

Area of Operation:

- > In Payroll processing we are handling payroll of 4200+ employees of SME's.
- > In Staffing we are working for 35+ clients in various sectors.
- > In HR Training we have trained more than 656+HR Professionals in last 7 years and made a difference to their career path.

Our Trainees are from:

- > TCS, Accenture, Capita, BNY Mellon L&T, Fizz, Apsis, WNS, Tata, Infosys, John Deer, Future Group, Jet Airways, Rajaj, ..
- > Our trainees are working in more than 132 companies.

Taking Excellence to the Next Level

HR Practical Training at Glance:

Recruitment: End to end recruitment cycle from making Job Description to Screening CV from Job portals to Scheduling, Vendor Management, Bulk Hiring, Follow-up to joining and clearing Invoice.

Joining & Induction: Taking care from Reference check to filling form of new joinee of PF,ESI, Medical Insurance, NDA Banking formalities, Personal details and Induction process.

Payroll Processing: End to end Payroll processing on Software and EXCEL from importing Attendance cycle from Biometric system to generating monthly Pay slips, On line filling PF,ESI,PT challans, TDS calculation of OT, Bonus, Incentives, Loans & Advances, Generating all Statutory Reports and MIS.

Labor Laws: PF, ESI, PT, LMF, Gratuity, Bonus, Factory act, Minimum wages act, Shop & Establishment Act.

Our Belief: "Well Trained is Well Placed"

Notice



ATSS & Point
MBA@IICMR

Date - 23rd January 2019

Ref: IICMR/MBA/2018-19/CBCE

NOTICE


Certification in HR Core Processes

This is to inform the MBA Ist yr Students (Creators & Innovators) that the Evaluation for Certification in HR Core Processes will be conducted on 23rd and 24th January 2019. The schedule is as follows:

Date	Class	Time
23/01/2019	MBA I Creators	10:00am to 1:00pm
	MBA I Innovators	2:00pm to 5:00pm
24/01/2019	MBA I Innovators	10:00am to 1:00pm
	MBA I Creators	2:00pm to 5:00pm

Venue: T1 2

Attendance and Uniform is mandatory.


Dr. Anant Arora
Ms. Ratna Singh
Coordinator, V&C HR


Dr. Manisha Kulkarni
BOB, MBA@IICMR


Dr. Ashay Kulkarni
Director, IICMR



Schedule




ATSS's, Pune
MBA@IICMR


Schedule

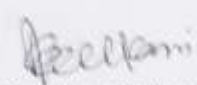
Certification in HR Core Processes

All the students are hereby informed that the Certification in HR Core Processes for the Academic year 2018-2019 would start from the schedule as mentioned below:

Course	MBA [1 Year DIV A & 2nd Year] 2.00p.m to 5.00p.m	MBA [1 Year DIV B & 2nd Year] 10.00 am to 01.00 pm
Date	17/12/2018 18/12/2018 19/12/2018 20/12/2018 21/12/2018 22/12/2018 02/01/2019 03/01/2019 04/01/2019 05/01/2019 07/01/2019 08/01/2019 18/01/2019 19/01/2019	17/12/2018 18/12/2018 19/12/2018 20/12/2018 21/12/2018 22/12/2018 02/01/2019 03/01/2019 04/01/2019 05/01/2019 07/01/2019 08/01/2019 18/01/2019 19/01/2019


Dr. Hemant Anshirde
Ms. Ramya Naik
Coordinator, VAC HR


Adv. Manisha Kulkarni
HOD, MBA@IICMR


Dr. Abhay Kulkarni
Director, IICMR



Certification in Business English **Proposal**



ATTS's Pune
MBA@IICMR
Business English

Course Objectives:

- To have basic grammatical knowledge, since they are graduates.
- To help the students improve their proficiency in English.
- To attain basic proficiency in all the four language skills, namely listening, speaking, reading and writing (LSRW).

Course Outcome:

- Respond appropriately to spoken instructions.
- Recognize formal and informal spoken English
- Speak with appropriate accuracy and fluency using basic and moderately complex sentence structures.
- Use strategies to ascertain meaning from unfamiliar vocabulary encountered in context
- Understanding and application of grammar rules

Course Content:

Unit 01:

Students should be given practice in listening to the sounds of the language to be able to recognize them, to distinguish between them to mark stress and recognize and use the right intonation in sentences

Unit 02:

Speaking skills may be developed through working on the following:

- a. Understanding paralinguistic (voice quality, volume, pace, voice modulation, articulation, pronunciation, etc.) attributes
- b. Describing objects/situations/people
- c. Individual/Group activities
- d. Extempore, debate etc.
- e. Just a Minute (JAM) Sessions



Unit 03:

Reading skills may be developed through working on the following:

- a. Skimming the text
- b. Reading and understanding of textual materials
- c. Identifying the topic sentence
- d. Inferring vocabulary (Use of Dictionary/Glossary/ Listing Jargons) and contextual meaning

Unit 04:

Basic skills of simple and short composition

- a. Writing sentences
- b. Techniques of creative writing
- c. Use of appropriate vocabulary
- d. Paragraph, essay and précis writing
- e. Coherence and cohesiveness
- f. Note Making
- g. Formal and informal letter writing

Unit 05:

Presentation



Notice



ATTS's, Pune
MBA @ IICMR
Certification in Business English

Academic Year 2018-19

Ref.no: IICMR/MBA/2018-19/BUSINESS ENGLISH/

Notice

All the MBA students are hereby informed that VAC- **Certification in Business English** will commence from 20th August 2018 to 15th October 2018. The detailed schedule for the Certification is as below:

Sr. No.	Date
1.	20/8/2018
2.	22/8/2018
3.	27/8/2018
4.	01/9/2018
5.	06/9/2018
6.	07/9/2018
7.	15/9/2018
8.	24/9/2018
9.	01/10/2019
10.	15/10/2019

Timings : 3.30pm to 4.30pm

Trainer : Ms. Mrinalini Gholap

Ms. Ramya Nair
Coordinator

Adv. Manisha Kulkarni
HOD, MBA@IICMR

Dr. Abhay Kulkarni
Director, IICMR



DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044

Session Plan

BUSINESS ENGLISH COURSE
MBA @ IICMR

Name of the Trainer : Mrinalini G

Course Objectives:- To enable the students to express themselves in spoken and written English effectively., To be able to communicate confidently and effectively in various situations. To be able to understand the difference between formal and informal language.

Session no.	Topics	Objectives	Proposed Dates	Actual dates	Methodology Used(Cases / Video/ Example Description)	Assignment given	Outcome
Div :B 01	Introduction to Business English A brief intro : Intonation, Stress, Vocabulary, Sentence Construction, Pronunciation, Body language, grammar.	To give students an overview of the topics that will be dealt with in this course, understand the problem areas and brief them about the expectations from them for better learning outcomes.	20/8/18	20/8/18	Lecture method and interactive approach	Students will prepare on the given topics to express themselves as a part of ice-breaking activity .	Students will understand the need to be fluent, they will grasp for more words in diverse situations and feel the need to enrich their vocabulary and strengthen their sentence construction.
Div :A 01			22/8/18	22/8/18			
Div :B 02	Introduction to Tenses & Verbs and their types- Helping Verbs, Forms of 'Be, Have, Do' Articles- Question Tags Present & past Participle.	To give students an overview of Verbs, How tenses are formed, their usage. Enable them to understand the correct use of question tags in spoken English	27/8/18	27/8/18	Lecture method and interactive approach		
Div A - -02	Transitive & Intransitive verbs will be explained.		29/8/18	1/9/18			



Div: B 03	Introduction to Tenses: Explanation of usage of different types and the form that is used. Use of sentence connectors for fluency	Students should be able to construct sentences conveying different meanings after understanding the use of each tense form. Understanding the discourse markers or linkers to use them effectively for speaking fluent	3/9/18	Missed class due to Teachers' day celebration. 6/9/18	PPT and interactive method used		
Div:A 03			5/9/18	7/9/18 (Class taken on the above days)			
Div:B 04	Everyday Communication- Introducing self & others, being able to communicate in different awkward, critical, embarrassing situations along with situations like	To understand the need of enriching their vocabulary for fluency, to learn different ways of constructing sentences to convey the exact meaning they want, To express themselves better .	10/9/18(B) (Missed)	—	Speaking activity. Different situations will be given to students , they will be divided into groups and they given guidelines		
Div:A 04			12/9/18	12 /9/18 (A)			



	shopping, meeting friends travelling, telephonic communication, etc.				After and during the activity, their performance will be critically analysed and inputs will be given for improvement. (Observations about body language, facial expressions, eye contact, volume, tone and intonation also will be done and inputs about the same will be shared.		
Div:B 05			17/9/18 (No lecture due to Ganapati visarjan in IICMR	15/10/18	PPT, interactive Method & Lecture method		
Div:A 05	Presentation/ Discussions		19/9/18 (A)	19/9/18 (A)			



Div:B 06	Prepositions, Prepositional phrases, phrasal verbs, One word substitution (Adjectives) for Fluency		24/9/18	24/9/18	PPT, interactive Method & Lecture method.		
Div:A 06			26/9/18	26/9/18			
Div:B 07	Communicating in various situations, (Group Activity) Speaking activity continued with detailed analysis about body language, communication style.	Students understand the nuances of language & understand how they should communicate in different situations.	1/10/18	1/10/18			
Div:A 07			3/10/18	3/10/18			
Div:B 08	Business Letters, Types, format, Emails, format, etiquettes	Students should be able to draft letters that are correct in form & content.	8/10/18		This part was covered in the classes conducted on 22/10/18 (B) & 24/10/18 (A)		
Div:A			10/10/18		Lectures not scheduled due to Campus interviews		



08				& Monday declared a holiday due to some programs on Sunday			
Div:B 08	. Sentence & word Stress, Pronunciation, Intonation- Rising & falling Tone, Rhythm, Aspirated- Kh for letters- /v/, /p/, /k/ Pronunciation of /r/, words ending in 'ed', Rules for Rising & Falling Intonation and word stress.		17/10/18	15/10/18- Div - B (Lecture on Presentati on skills that they had missed earlier was taken on 15/10/18			
Div:A 9	Email Etiquettes- Form/ content, Business Letter writing basics - form & content.	Students should be able to understand the form and content of correspondence- specially letters and	22/10/18	Combine class (A&B) Combine lecture of A & B division.			



Div:B 10	Business Reports format, content, Purpose, Commonly used sentences	emails,	24/10/18	No lecture			





ATSS's, PUNE
MBA@IICMR

MBA Ist yr, Semester I
BUSINESS ENGLISH

Academic Year: 2018-20

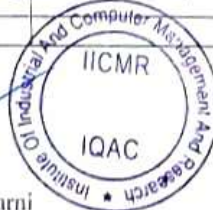
Name of the Faculty: Ms. Mrinalini Gholap

Sr.no	Date	Time	Division	Sessions Covered	Sign
1	22/8/18	3:30 pm to 4:30	A	Introductory session:	
2	20/8/18	3:30 pm to 4:30 pm	B	Introductory session	
	27/8/18	3:30 pm to 4:30 pm	B		
3	6/9/18	2:30 to 3:30 pm	A	Tenses, Connectors	
4	7/9/18	2:30 to 3:30 pm	B	Tenses, Connectors	
		2:30 to 3:30			
5	12/9/18		B	Spoken - English, Introduction, Tele Manner	
6	19/9/18	3:30 to 4:30	A	Spoken Eng., Introducing self, Tele Manner, Striking a conversation	
7	24/9/18	3:30 to 4:30	B	Group Activity - Speaking in diff. situations	
8	26/9/18	3:30 to 4:30	A	(Topics given) Analysis of same class	
9	15/9/18	3:30 to 4:30	B	Spoken - Word & Sentence Intonation, Punctuation, Aspirations, Pronunciation	
10	19/9/18	3:30 to 4:30	A & B		
11	24/9/18, 01/10/18				
12	15.10.18, 1/11/18				

Faculty Member



Dr. Manisha Kulkarni
HOD-MBA, IICMR



Dr. Abhay Kulkarni
Director, IICMR

DIRECTOR

Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044

Certification in Advanced Business English

Report



ATSS's, Pune
MBA@IICMR

Ref.no: IICMR/MBA/2018-19/BUSINESS ENGLISH/

Report

Certification in Advanced Business English Academic Year: 2018-2019

Date – 15th April 2019

- ↴ Name of the Certification: Certification in Advanced Business English
- ↴ Name of the Trainer: Ms.Gitanjali Thite
- ↴ Venue: T1 02
- ↴ Dates: 15th January 2019 to 12th April 2019
- ↴ Total Participants: 97
- ↴ Duration total: 10 hours
- ↴ Timings: 2.30 pm to 3.30 pm



➤ **The main goal for this certification was:**

- To have basic grammatical knowledge, since they are graduates,
- To help the students improve their proficiency in English.
- To attain basic proficiency in all the four language skills, namely listening, speaking, reading and writing (LSRW).

➤ **Course Contents:**

Unit 01:

Students should be given practice in listening to the sounds of the language to be able to recognize them, to distinguish between them to mark stress and recognize and use the right intonation in sentences

Unit 02:

Speaking skills may be developed through working on the following:

- a. Understanding paralinguistic (voice quality, volume, pace, voice modulation, articulation, pronunciation, etc.) attributes
- b. Describing objects/situations/people
- c. Individual/Group activities
- d. Extempore, debate etc.
- e. Just a Minute (JAM) Sessions

Unit 03:

Reading skills may be developed through working on the following:

- a. Skimming the text
- b. Reading and understanding of textual materials
- c. Identifying the topic sentence
- d. Inferring vocabulary (Use of Dictionary/Glossary/ Listing Jargons) and contextual meaning

Unit 04:

Basic skills of simple and short composition

- a. Writing sentences
- b. Techniques of creative writing
- c. Use of appropriate vocabulary
- d. Paragraph, essay and précis writing
- e. Coherence and cohesiveness
- f. Note Making



g. Formal and informal letter writing

Unit 05:

Presentation

✚ Certification duration:

- The certification started on 15th January 2019 and completed by 12th April 2019.
- The duration of the course was 10 hours.

✚ Methodology of training:

The sessions focused on applied and practical methods by using the following concepts:

- Brainstorming
- Presentation
- Dividing the large group into small groups and given these small groups specific tasks as report writing, listening activities etc.
- Collective interactions.
- Audio and video
- Discussion in groups
- Practical exercises, individually and collectively.

✚ Positive aspect of the training:

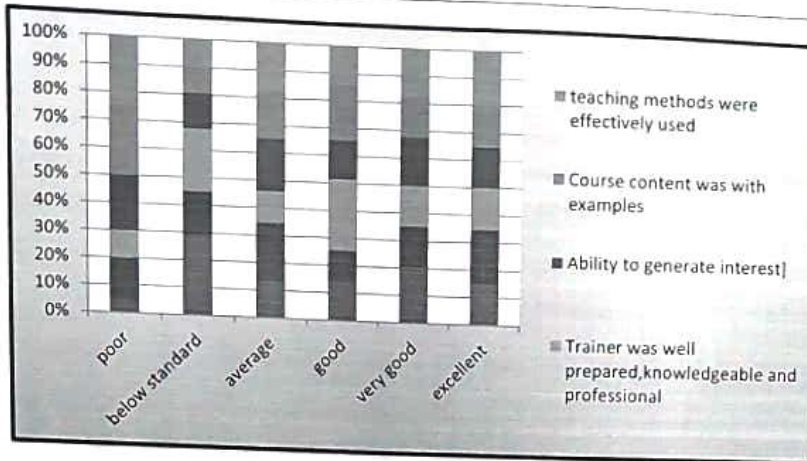
- The participants were interested and enthusiastic by the way session was conducted.
- The relationships among the participants were in harmony.
- Students improved their Communication skills, time management, presentation skills etc

✚ Challenges in training

There were very few hours for practice. As there were only 10 hours assigned, modality to involve more students into practical exercises was not fully applied.

✚ Feedback Analysis:





➤ **Recommendations:**

- The participants need the trainings to be conducted in the morning batch.
- Most of them suggested the sessions to be taken continually in a week

Finally an overall evaluation was conducted by the trainer through the Presentation method .The evaluation was satisfactory and it was concluded by a question answer session. Feedback was taken from the students intended to obtain participants' views about different aspects of the training – from the effectiveness and coverage of the topics, and from the trainer's knowledge and preparedness to their overall impression of the whole experience.


Ms. Ramya Nair
Coordinator




Adv. Manisha Kulkarni
HOD, MBA@IICMR




Dr. Abhay Kulkarni
Director, IICMR
DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044

Notice



ATTS's, Pune
MBA @ IICMR
Certification in Advanced Business English

Academic Year 2018-19

Ref.no: IICMR/MBA/2018-19/BUSINESS ENGLISH/

Notice

All the MBA students are hereby informed that VAC- **Certification in Advanced Business English** will commence from 15th January to 12th April 2019. The detailed schedule for the Certification is as below:

Sr. No.	Date
1.	15/1/2019
2.	22/1/2019
3.	29/1/2019
4.	05/2/2019
5.	12/2/2019
6.	20/2/2019
7.	26/2/2019
8.	01/3/2019
9.	05/3/2019
10.	12/4/2019

Timings : 2.30pm to 3.30pm

Trainer : Ms. Gitanjali Thite

Ms.Ramya Nair
Coordinator

Adv. Manisha Kulkarni
HOD,MBA@IICMR

Dr. Abhay Kulkarni
Director, IICMR
DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044



Session Plan



ATTS's, Pune
MBA @ IICMR
Certification in Advanced Business English
Academic Year 2018-19

DAY 1	Time (mins)	DAY 2	Time (mins)	DAY 3	Time (mins)	DAY 4	Time (mins)
Warm-up Activity	10	Warm-up activity	5	Warm-up activity	5	Warm-up activity	5
What means communication?	10	Essentials in Speaking English	10	Activity on listening and speaking : • Students to listen an audio and prepare their own summary in groups to present	30	Mad-Ads • Group of 10 and one leader tries to sell their product to the other team • Framing of questions • Tone and language used while framing such questions • Body language used while asking questions to convince • Listening to the other person in order to answer smartly	30
3 Important Types	10	Activity of Introduction	10	Evaluation of the summary presented on the basis of : • Pronunciation • Vocabulary • Sentence formation	20	Evaluation to the presentation done	20



				• Tone • Voice modulation • Body language			
Activity on Listening Skills	15	Activity on Intonation and word stress	10				
Audio of a story to listen	15	Tongue Twisters exercise	10				
• understanding • articulating • pronunciation • pauses • tone • volume	15	Activity of collage making: • Framing effective sentences • Knowing phrases and idioms • representing themselves and their team effectively • Defining objects/people/situations • Importance of language in Communication	30				
Measures to improve the listening skills	15	Evaluation of the activity	15				
90 mins		90 mins		60 mins		60 mins	



DAY 5	Time (mins)	DAY 6	Time (mins)	DAY 7	Time (mins)
Warm - up activity	5	Warm - up activity	5	Warm - up activity	5
Importance of Reading	15	Activity - NEWS TALK	30	Importance of Writing Skills	10
Types - Chunking, skimming, scanning, g. inferring	20	9 to 5 English	10	Techniques of Creative writing	10
Activity on Skimming	10	Communicating Clearly	20	Note Making	10
Activity on scanning	10	Expressions and phrases used in Business English	15	Activity	20
Summarising what is read	10	Summary	10		
Reading Tool	10				
	90 mins		90 mins		60 mins



DAY 8	Time (mins)	DAY 9	Time (mins)	DAY 10	Time (mins)
Warm - up activity	5	Warm - up activity	5	Warm - up activity	5
How is Business Writing different?	15	Presentation Skill	20	Students to present their presentations in group	15
Email Writing	20	Business Meetings • How to conduct the meeting? • Minutes of Meeting • Dos and Don'ts of a Business Meeting	20		20
Activity	20	Activity	15		20
	60 mins		60 mins		60 mins





ATSS'S,PUNE
MBA @ IICMR
Value Added Certification
CERTIFICATION IN ADVANCED BUSINESS ENGLISH
Academic Year: 2018-2020

NAME OF THE TRAINER :

Sr.no	Date	Time	Sessions Covered	Sign
1	15/1/19	2:30-3:30	Listening skills	
2	22/1/19	2:30-3:30	Speaking skills	
3	29/1/19	2:30-3:30	Implementing listening & speaking skills.	
4	5/2/19	2:30-3:30	Reading skills activity	
5	12/2/19	2:30-3:30	Reading skills	
6	20/2/19	2:30-3:30	Writing skills - Email	
7	5/3/19	2:50-3:30	Business meeting.	
8	10/4/19	10:15-11:30	Presentation skill	
9	12/4/19	11:30-12:45	- "	

Ms. Ramya Nair
Coordinator, VAC CABE



Adv. Manisha Kulkarni
HOD-MBA, IICMR



Dr. Ashay Kulkarni
Director, IICMR
DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044

Certification in Wealth Management and Banking



ATSS'S, PUNE
MBA @ IICMR
Proposal

Wealth Management and Banking

Academic Year 2018-2019

Introduction:

We at MBA@IICMR, proposes to conduct a 35-hour session on Wealth Management and Banking for MBA students. The session is intended to impart knowledge about varied financial topics like Wealth Management, Financial Planning, Investment Avenues, Asset Allocation and Restructuring, Mutual Funds and its Types Marketing of Financial Products

Scope:

Development of MBA students' acumen of Wealth Management.

Objectives:

- To deliver training to marketing students for selling and marketing financial product and services
- To support in grooming financial students
- To give placement support

Contents

- Introduction to Wealth Management
- Wealth management Process
- Financial Planning
- Personal Financial Planning and products
- Mutual Funds-Structure, NAV calculation, Growth, Dividend payout, Dividend reinvestment, Open & closed ended, Top Down & Bottom up
- Taxation-LTCG, STCG, DDT, Indexation
- SIP, lump sum, Switch, STP, SWP
- Asset Allocation and restructuring:
- Marketing of financial products
- Functions of a Bank, Assets & Liabilities, Classification of deposits ,
- KYC norms & Anti Money Laundering (AML)

Duration: 30 Hours [5 Sessions of 6 Hours each]



Teaching Methodology:

Live Workshop, Intellectually Developed Process Demos, Real Life Case Studies, Q & A.

Requirements:

Course will be conducted in Computer lab

[Computer / Laptop with active Internet connection for each participant], LCD Projector, Cordless Mike, White Board

Certification: Every participant will receive a certificate of completion

Budget: Rs. 50,000 for 5 sessions and 1 evaluation.



Prepared by
Ms. Vidhya Hittalmani
(Coordinator)



Submitted to
Adv. Manisha Kulkarni
(HOD MBA)



Approved by
Dr. Abhay Kulkarni
(Director IICMR)



Notice

MBA @ IICMR


Notice

Value Added Certification


Wealth and Portfolio Management and Banking

25/08/2018

All the students should note that VAC- Finance session is schedule on 5th September 2018 and 6th September 2018 from 10.00 am to 5.00 pm. Students need to be in uniform and reporting on time is must.

Prepared by, 
Ms. Vidhya Hittalmani
Finance VAC Coordinator


Submitted to,
Ms. Manisha Kulkarni
HOD MBA@IICMR


Approved by,
Dr. Abhay Kulkarni
Director



MBA @ IICMR
NOTICE
Value Added Certification
Wealth and Portfolio Management and Banking
Evaluation

Ref.: IICMR/MBA/2018-19/VAC-Finance/

Date: 11-09-2018

All the students should note that VAC-Finance evaluation is scheduled on 19th September 2018.

Reporting Time: 9.00 am

Dress Code: Uniform

Venue: TI 1, Third Floor

Prepared by,

Ms. Vidhya Hittalmani

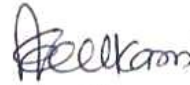
VAC Finance Coordinator



Submitted to,

Ms. Manisha Kulkarni

HOD MBA@IICMR



Approved by,

Dr. Abhay Kulkarni

Director



Session Plan

MBA @ IICMR

NOTICE

Value Added Certification

Wealth and Portfolio Management and Banking

Schedule

Sr. No.	Date	Day	Time	Venue
1	10/06/2018	Sunday	10.30 am to 5.00 pm	TL 1
2	17/06/2018	Sunday	10.30 am to 5.00 pm	LAB
3	24/06/2018	Sunday	10.30 am to 5.00 pm	LAB
4	1/07/2018	Sunday	10.30 am to 5.00 pm	LAB
5	8/07/2018	Sunday	10.30 am to 5.00 pm	LAB
Evaluation	14/07/2018	Saturday	10.30 am to 5.00 pm	LAB

Prepared by,

Ms. Vidhya Hittalmani

VAC Finance Coordinator



Submitted to,

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Approved by,

Dr. Abhay Kulkarni

Director



Certification in Digital Marketing Brochure

Webclincher
ICMR - DIGITAL MARKETING CERTIFICATION PROGRAM 2019-20


LESSON PLAN

Session 1 - MODULE 1 : DIGITAL MARKETING FUNDAMENTALS

Sr.	Topic
1	Business Goals
2	Digital Marketing Goals
3	Digital Marketing Channels
4	Digital Marketing Process
5	Why Digital Marketing?

Session 1 - MODULE 2 : BLOGGING

Sr.	Topic
1	What is a Blog?
2	Difference Between Blog & a Website
3	Types of Blogs
4	Blog Case Studies
5	Launching Blog
6	Blog Designing
7	Writing Blog Articles
8	Promoting Blog




Session 2 - MODULE 3 : DIY WEB DESIGNING

Sr.	Topic
1	Types of Websites
2	Website Goals
3	User Experience Factors on Website
4	Web Page Structure
5	Types of Pages on Website
6	Website Themes
7	Creating Website Pages
8	Home Page Designing
9	Internal Pages Designing
10	Publishing & Updating Website

Session 3 & 4 - MODULE 4 : SEARCH ENGINE OPTIMIZATION (SEO)

Sr.	Topic
1	What is Search Engine?
2	What is SEO?
3	How Users Search?
4	Search Engine Result Pages
5	How Google Search Works?
6	SEO Process
7	Keyword Research
8	On-page SEO
9	Off-page SEO
10	Black-Hat SEO



Session 5 - MODULE 5 : GOOGLE ADWORDS - SEARCH NETWORK

Sr.	Topic
1	What is Google Adwords?
2	Types of Networks in Google Adwords
3	Google Adwords Search Network Advertising Process
4	Creating Campaigns, Ad groups & Ads
5	Generating and Analysing Reports

Session 6 & 7 - MODULE 6 : FACEBOOK MARKETING

Sr.	Topic
1	Types of Entities in Facebook
2	How Facebook Newsfeed Works?
3	Facebook Marketing Process
4	Creating & Setting Facebook Pages
5	Facebook Posts Best Practices
6	Facebook Insights
7	Facebook Ads Overview

Session 7 - MODULE 7 : TWITTER MARKETING

Sr.	Topic
1	Creating & Setting Twitter Profiles
2	Followers and Following
3	Art of Tweeting

Session 8 & 9 - MODULE 8 : LINKEDIN MARKETING

Sr.	Topic
1	Creating Professional LinkedIn Profile
2	LinkedIn Groups
3	LinkedIn Company Pages
4	LinkedIn Posts & Articles
5	LinkedIn Jobs



Session 10 - MODULE 9 : EMAIL MARKETING

Sr.	Topic
1	Email Marketing Situations
2	Email Marketing Tool
3	Email Marketing Lists
4	Emailer Designing Best Practices

Session 10 - MODULE 10 : GOOGLE ANALYTICS

Sr.	Topic
1	Introduction to Google Analytics
2	Creating Google Analytics Ac & Property
3	Generating & Analyzing Reports

Note
Session Duration - 3 Hours

LESSON PLAN BY WEBCLINCHER	
About	Digital Marketing Training & Coaching Organization
Email	sales@webclincher.com
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Session Plan



ATSS'S, PUNE
MBA @ IICMR
Value Added Certification
CERTIFICATION IN DIGITAL MARKETING
Academic Year: 2018-2020

Sr.no	Date	Time	CLASS	Name of the Trainer	Sessions Covered	Sign
1	12/1/19	10 to 1pm	SHIFT-I	Devdatta Mankar	Digital marketing fundamentals	<i>Devdatta</i>
2	12/1/19	2 to 5pm	SHIFT-II	— —	Bloggig	<i>Devdatta</i>
3	19/1/19	10 to 1 pm	SHIFT I	Devdatta Mankar	Web Designing	<i>Devdatta</i>
4	19/1/19	2 to 5 pm	II	— —	— —	<i>Devdatta</i>
5	25/1/19	10 to 1pm	SHIFT I	Devdatta Mankar	SEO	<i>Devdatta</i>
6	25/1/19	2 to 5pm	SHIFT II	— —	SEO	<i>Devdatta</i>
7	1/2/19	10 to 1pm	SHIFT I	Devdatta Mankar	SEO	<i>Devdatta</i>
8	1/2/19	2 to 5pm	SHIFT II	— —	SEO	<i>Devdatta</i>
9	16/2/19	10 to 1pm	SHIFT I	Devdatta Mankar	facebook marketing	<i>Devdatta</i>
10	16/2/19	2 to 5pm	SHIFT II	— —	facebook marketing	<i>Devdatta</i>

