



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**

# Academic Year 2020-2021

## Certification in Advanced Excel using Data Science- IIT (BHU)

### Proposal

	<p>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 Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute Awarded Best Management Institute for Industry Interface by CEQR</p> <p><b>MBA@IICMR</b></p>	
<p style="text-align: center;"><b>Value Added Certification - Excel For Data Science</b></p> <p style="text-align: center;"><b>Proposal</b></p>		
<p><b>1. Introduction:</b></p> <p>The use of Excel is widespread in the industry. It is a very powerful data analysis tool and almost all big and small businesses use Excel in their day to day functioning. Data analysis is indispensable skill in the present business world. This is an introductory course in the use of Excel and is designed to give you a working knowledge of Excel with the aim of getting to use it for more advance topics in Business Statistics later. The course is designed keeping in mind two kinds of learners - those who have very little functional knowledge of Excel and those who use Excel regularly but at a peripheral level and wish to enhance their skills. The course includes data analysis spreads across various areas such as consumer analytics, finance, banking, health care, e-commerce or social media. It is also essential for academicians for research purposes or those aspiring to build career in data analysis, applied statistics, economics, econometrics and quantitative finance.</p> <p><b>Value-added Certification Excel for Data Science</b> is in association with <b>IIT BHU</b>. The course is of 40hrs duration and integrates data analysis using Microsoft Excel. The course incorporates Microsoft Excel concepts from basic to advanced level that will enable the learner achieve better grades, develop academic/corporate/entrepreneurial career in data analysis by applying the knowledge acquired during the course.</p>		
		<p>Ref.: IICMR/MBA/2021/VAC- Excel /Proposal</p>



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## MBA@IICMR

### 2. Scope:

Nowadays in the ardent work environment, companies need to adjust to the low-cost efficient mechanism, managing data of businesses, daily transactions and so on. Advanced Excel is considered of great importance in the current business world and taking on skills in advanced Excel can help students to stand out among the crowd and lead a professional career. Such kind of Development of MBA students' acumen of Excel for data science course

### 3. Objectives:

1. To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications
2. To provide students hands on experience on MS Excel Utilities
3. To perform different types of scenario and simulation analysis
4. To get an opportunity to practice these skills by leveraging some of Excel's built in tools including, solver, data tables, scenario manager and goal seek.
5. To use Excel to build complex graphs and Power View reports and then start to combine them into dynamic dashboards.
6. Learn how to minimize as much manual labor as possible in data analysis
7. To gain proficiency in creating solutions for Data Management and Reporting
8. Learn to use the most overlooked Excel formulas that will make your life easier
9. Learn powerful functions built into Excel that streamline your analysis



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### 4.Course Content:

- Basics of Excel
- Major functions in Excel
- Learning Tables and Advanced Charts and Graphics Operations,
- Fundamentals of descriptive and inferential statistics.
- Understand the data and probability distributions
- Find out how to perform Chi square test, t test and z test
- Find out how to perform ANOVA, Correlation and Regression testing and run simulations.
- Learn easy-to-use commands, features, and functions for managing and analyzing large amounts of data
- Learn how to perform Business intelligence, statistical analysis and predictive analytics
- Data validation tools in Excel
- Plotting 3D graphs and data interpretation using Excel
- Extend Excel's capabilities and automate complex tasks with Visual Basic Applications
- R for Excel Users

Prepared by

Ms. Puja Gavande  
VAC-Excel Coordinator



Verified by

Adv. Manisha Kulkarni  
HOD, MBA@IICMR




Approved by

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

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## Lesson Plan

 <p style="text-align: center;"><b>Audyogik Tantra Shikshan Sanstha's</b>  <b>Institute of Industrial and Computer Management and Research (IICMR)</b>          Approved by AICTE , Permanently Affiliated to SP Pune University,          Recognized by DTE, Government of Maharashtra, NAAC Re-accredited</p>		
<b>MBA@IICMR</b>		
<b>Course Name- Excel for Data science Excel</b>		
Name of the faculty member: Dr Jayasri Murali & Mrs. Puja Gavande		
<b>Course Objectives:-</b>		
<ol style="list-style-type: none"> <li>1.To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business</li> <li>2.To provide students hands on experience on MS Excel Utilities</li> <li>3. To perform different types of scenario and simulation analysis</li> <li>4. To get an opportunity to practice these skills by leveraging some of Excel's built in tools including, solver, data tables, scenario manager and goal seek.</li> <li>5. To use Excel to build complex graphs and Power View reports and then start to combine them into dynamic dashboards.</li> <li>6. Learn how to minimize as much manual labor as possible in data analysis</li> <li>7.To gain proficiency in creating solutions for Data Management and Reporting</li> <li>8. Learn to use the most overlooked Excel formulas that will make your life easier</li> <li>9. Learn powerful functions built into Excel that streamline your analysis</li> </ol>		
<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets . Learn how data analysis of business reasearch can be executed through MS Excel
3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match), Descriptives
4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel and Compute t test, Z test, ANOVA etc to guide the managers for taking decisions
5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
6	CREATING	CREATE standard Excel Templates for routine business data management and analysis

### Lesson Plan

Session no.	Topics	Subtopics	Proposed Date	Methodology Used(Cases / Example Description)	Hrs	Unit Outcome	Business Use case



REF: IICMR/MBA/2021/VAC-Excel/Session Plan



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**Course Name- Excel for Data science Excel**

1	Basics of Excel	1) Introduction of MS Excel 2) Its Importance and New Features in Excel 2016, 3) Learning MS Excel with Smart Techniques and Tricks	02-Apr	Online /LAB	1.5	Budding Managers can understand how to create a Excel Workbook, Rename it, Protect it and add new worksheet, delete existing worksheet, play with various formats of data and thoroughly understand absolute and relative cell referencing	Create Delivery Challan of any trading Business
2	Basics of Excel	1) Example Students Marksheet, Employee salary Sheet	03-Apr	Online /LAB	2.5	Budding Managers can have hands on experience how to open and close the workbook, Protect with Password and learn shortcuts. Students can design the template for marksheet	Automize Payroll system and Generate Employee Salary Slip
3	Major functions in Excel	Major Functions: Most frequently Used functions & mathematical Operator, arithmetic as well as various logical functions	04-Apr	Online /LAB	2.5	Budding Managers will solve all mathematical problems and calculate simple interest and compound interest as well as all financial calculations.	Compute Simple and Compound interest for Business loan, Flexible Budget
4	Major functions in Excel	Logical Functions/Text Function / Date and Time Functions, Financial Functions, IF and the nested IF functions	05-Apr	Online /LAB	1.5	Budding Managers can use if and nested if functions and use it various decision making	HR Project using Date and Time Management functions. Industrial Project on Text to Columns
5	Major functions in Excel	Lookup and Reference Functions Mathematical & trigger Functions with More Functions. Assignment on Lookup	07-Apr	Online /LAB	1.5	Budding Managers will Create smart worksheets by using Lookup Formulas & Function	Sales Bill / Invoice generation with or without discount using Vlook up or Lookup formulas & Functions



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**Course Name- Excel for Data science Excel**

6	Learning Tables and Advanced Charts and Graphics Operations,	Introduction to sort and Filtering, Advanced filter application, criteria based filtering and sorting.	09-Apr	Online /LAB	1.5	Budding managers can selectively access the data required by setting filters. They can represent the selected data through various advanced graphing and charting techniques available in Excel.	Customerwise sales report, Productwise sales report
7	Learning Tables and Advanced Charts and Graphics Operations	Creating Table, Format Table, Table styles and Table Chart Options	10-Apr	Online /LAB	2.5	Budding Managers will have hands on experience on summarizing data set into tabular format with applying various formatting options.	Department wise salary statement, Project wise salary statement, SBU wise salary statement
8	Learning Tables and Advanced Charts and Graphics Operations	Sparkline Chart, Advanced Graphing and Charting, Picture Chart, Gantt Chart, Water Fall Chart, Trend Chart	11-Apr	Online /LAB	2.5	Budding Managers will be solving Business Use case - Covid data base by using starting with various line, bar and pie charts. Understand the characteristics of Data by using scatter plots and histograms	Case Study
9	Fundamentals of descriptive and inferential statistics.	Descriptive Statistics: The average, or measure of the centre of a data set, consisting of the mean, median, mode, or midrange. The spread of a data set, which can be measured with the range or standard deviation.	12-Apr	Online /LAB	1.5	Budding Managers will be computing the measures of central tendency, the mean, median, mode and interpret the result. Moreover they will be solving statistical problems using different analytical tools. Calculation of male female literacy ratio by using statistic approach.	Real Data sets from Data .gov.in or Github or Kaggle



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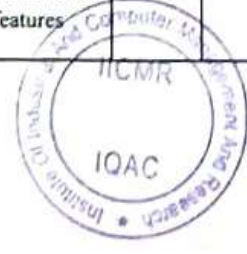


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Course Name- Excel for Data science Excel

10	Fundamentals of descriptive and inferential statistics.	Overall descriptions of data such as the five-number summary. Measurements such as skewness and kurtosis. The exploration of relationships and correlation between paired data. The presentation of statistical results in graphical form.	16-Apr	Online /LAB	1.5	Case Research : Budding Managers can use Covid Data set and Solve statistical problems using different analytical tools.They will able to calculate and plot histogram. Calculate Correlation between two variables given in case	Covid Data sets
11	Understand the data and probability distributions	Working with Distributions, Normal, Binomial, Poisson, Descriptive Measures of Association, Probability, and Statistical Distributions	17-Apr	Online /LAB	2.5	Understand the discrete versus continuous data. Students will be dealing with different data sets. Identify the distribution of the data sets.	Data sets
12	Find out how to perform Chi square test, t test and z test	Inferential statistics	18-Apr	Online /LAB	2.5	students will Perform practical research using test of significance ( Chi Square Test, T Test)and Hypothesis testing	Data sets
13	Find out how to perform ANOVA, Correlation and Regression testing and run simulations.	Inferential Statistics of ANOVA, Correlation, Linear Regression	19-Apr	Online /LAB	1.5	Students will be computing the covariance and correlation measures; causation versus correlation and find out regression and plot scatter plot	GDP data
14	Learn easy-to-use commands, features, and functions for managing and analyzing large amounts of data	Exporting Pivot Data to Multiple Sheets in a fraction of second, Presenting the PIVOT Table report in a PIVOT chart and working with Filter Options. PIVOT Table Usage and Features. Pivot Chart Slicer and Time line features	21-Apr	Online /LAB	1.5	Students perform very powerful data summarizing tool, the Pivot Table, is also explained and we begin to introduce the charting feature of Excel.	Real Data sets from Data .gov.in or Github or Kaggle



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**Course Name- Excel for Data science Excel**

15	Learn how to perform Business intelligence, statistical analysis and predictive analytics	Smart Excel Dash Boards and Comparative Excel Dashboard using Pivot table and Charts Options, Use of Forecast, Histogram	23-Apr	Online /LAB	1.5	Students can create interesting and interactive dash boards for taking business decisions	Real Data sets from Data .gov.in or Github or Kaggle
16	Learn how to perform Business intelligence, statistical analysis and predictive analytics	Exponential Smoothing techniques and Introduction to Business Intelligence and predictive analytics.How statistical analysis helps business analysis to solve real time business problems.	24-Apr	Online /LAB	2.5	students will able to apply advanced statistical analysis and predictive analysis to help make informed business decisions.	Real Data sets from Data .gov.in or Github or Kaggle
17	Data validation tools in Excel	Data Validations Multiple Options and Advanced Data validation with inserting Formulas	25-Apr	Online /LAB	2.5	Learner can perform or prevent invalid data from being entered into a cell, which helps to protect the integrity of a spreadsheet model by avoiding the inclusion of incorrect, unreasonable or illogical data.	Worksheet designed by the trainer
18	Data validation tools in Excel	Determine Data Sample, Database Validation, Data Format Validation.	26-Apr	Online /LAB	1.5	Learner can easy to use and compatible processes because it removes duplication from the complete dataset.It is cost-effective because it saves the right amount of time and money through the collection of datasets.	Worksheet designed by the trainer



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19	Plotting 3D graphs and data interpretation using Excel	Excel Pictures and Graphics Tools, 2016 New Options- 3 D map/Bing Map/ Transfer Cold Data into Cool Picture, Gantt Chart, Add A Trendlines To A Chart, Creating A Chart Or Graph With Pictures In The Graph.	28-Apr	Online /LAB	1	This will explores various advanced graphing and charting techniques available in Excel. Starting with various line, bar and pie charts we introduce pivot charts, scatter plots and histograms. You will get to understand these various charts and get to build them on your own.	Data sets
20	Extend Excel's capabilities and automate complex tasks with Visual Basic Applications	Advanced VBA Functions and Recording Macros, VBA Programming Fundamentals and Concepts, Excel Object Model and Properties, Collaborating with other applications	30-Apr	Online /LAB	1	To performs the task much faster than you can do it manually.To Prepare corporate MIS and Reports	Data sets
21	R for Excel Users	Introduction to R,Introduction to R-studio,Read CSP,Excel Files,Data manipulation,Variables and data types in R,	01-May	Online /LAB	2	students will get a basic idea of the R language,User will be comfortable operating in the R environment, including importing external data,	Data sets
22	R for Excel Users	Install R & R studio, Perform basic operations in R using command line, Learn the use of IDE R Studio, Use the 'R help' feature in R	02-May	Online /LAB	2	Manipulating data for specific needs, and running summary statistics and visualisations.	Data sets
					<b>Total Sessions</b>	<b>41</b>	

Prepared by

*Ms Puja Gavande*  
 Ms Puja Gavande  
 Vac-Excel Coordinator

Verified by

*Adv. Manisha Kulkarni*  
 Adv. Manisha Kulkarni  
 HOD- MBA@IICMR

Approved by

*Dr. Abhay Kulkarni*  
 Dr. Abhay Kulkarni  
 Director, IICMR  
 DIRECTOR

Institute of Industrial & Computer Management & Research (IICMR)  
 REF: IICMR/MBA/2021/1/1/2021/Session Plan  
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## Notice



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### MBA@IICMR

Date :01/04/2021

### Value Added Certification

### "Excel For Data Science"

### Schedule

MBA1st Year – Sem I – Div 2 w.e.f. 2/4/2021

Sr No	Timings	Monday	Wednesday	Friday	Saturday	Sunday
1	9:00 am To 10:30 am	VAC-Excel	VAC-Excel	VAC-Excel		
2	2:30 pm To 5:00 pm				VAC-Excel	VAC-Excel

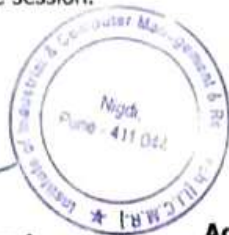
**Note:-**

- The VAC-Excel sessions will be conducted on MS Teams.
- Attendance is compulsory and it will be monitored on every session.
- All students should join the session 10 minutes before
- All students should complete the necessary assignments & tests given to you during the session.
- Any issues for joining and attending the session, should be communicated by email before the session.

Prepared by

*Pujavade*  
**Ms. Puja Gavande**

VAC Excel -Coordinator



Verified by

*Manisha Kulkarni*  
**Adv. Manisha Kulkarni**

HoD MBA@ IICMR



Approved by

*Abhay Kulkarni*  
**Dr. Abhay Kulkarni**

**DIRECTOR**  
Institute of Industrial & Computer  
Management & Research [I.I.C.M.R.]  
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## Certification in Digital Marketing Proposal

### 1. Introduction.

Industry is changing at very fast pace and the requirement of the skilled manpower is the need of an hours, being a Management Institutes we MBA@IICMR offer the best to our students in terms of bridging the gap between Corporate and Academics to updates the students for latest skill set and the technology industry is using to be more lucrative while serving value to all stakeholders of the society.

**Digital Marketing** is one of the latest and recent happening which is being used in all aspects of business upgradation and upliftment to be more lucrative and giving different experience altogether to the end used and also the intermediates.

In this course the Foundation Blocks and advance version of the Digital Marketing would be taught along with that practical assignment would be carried out so that the students will get first-hand experience of the digital Marketing in theory and also how it would be used in the industry and for revenue generation or revenue growth.

The Certificate course is offered from one of the Renowned Global University and that is London School of Digital Business.

The Certificate course is divided in two five Parts

- **Following are the levels of the Certificate program.**

1. Certified in Digital Marketing Foundation. (10 Hrs)
2. Certified in Blogging Foundation. (15Hrs)
3. Certified in Introduction to Digital Essentials. (10 Hrs)
4. Certified in Digital Skills Foundation. (20 Hrs)
5. Certified in Introduction to Essential Digital Tools and platforms (for your domain). (20 Hrs).

The course is Self-Learning and self-spaced. The student would be given Login id and password for the website of a university they can enrol there and van complete the course as per the hours allotted to respective levels.



Validity of the course is for one-year students can review the previous level for revision purpose or for reading purpose.

## 2. Objective: -

- To understand the concept of digital Marketing.
- To acquire knowledge about Digital marketing tools.
- To Understand the application in business context
- To create own identity by using social platforms and websites for writing blogs and creating relevant content.

## 3.Scope:-

- Understanding the importance of Digital Marketing Foundation
- Blogging Foundation,
- Introduction to Digital Essentials.
- Digital Skills Foundation.
- Introduction to Essential Digital Tools and platforms for respective domains.

## 4. Outcome: -

1. Students should learn theory aspects of Digital marketing.
2. Students should use marketing tools to promote events or campaign of an organisation.
3. Students should be able to write an effective blog
4. Students should be in the position to use all essential tools to get acquainted with latest tact and techniques.
5. Students should understand the inputs of an organisation and accordingly need to perform.



**1. Methodology: -**

1. The certificate course is self-paced learning through London school of digital Business website.
2. The website is loaded with level wise chapter scheme.
3. Content Videos and Audio and study material which need to be read and assessment will be done at the end of the level.
4. The Assessment will be done three times and the best score will be considered for final percentage calculation.

**2. Financial aspects-** attached with the Report





## Different Levels of Certification

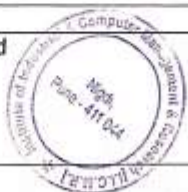

Sr No	Levels	Hours allotted
1	1. Certified in Digital Marketing Foundation.	(10 Hrs)
2	2. Certified in Blogging Foundation.	(15Hrs)
3	3. Certified in Introduction to Digital Essentials.	(10 Hrs)
4	4. Certified in Digital Skills Foundation.	(20 Hrs)
5	5. Certified in Introduction to Essential Digital Tools and platforms (for your domain).	(20 Hrs).
Total	Five levels	Total Hours Alloted-75 Hrs.



## Lesson Plan

**Lesson Plan in details.**

Sr. No	Level-1	1. Certified in Digital Marketing Foundation.
1	Lesson Plan in details	1.Introduction 2.Why Digital? 3.Opportunities in Digital 4.DM Planning and Strategies 5.Getting Started Essentials 6.Why Digital Marketing? 7. 13 Key Steps 8. Digital Marketing Components 9. Search Engine Optimization (SEO) 10. Search Engine Marketing (SEM) 11. Online Presence and Website 12. Social Media Marketing 13. Content Marketing 14. Analytics 15. Digital Branding 16. Blogging 17. Online Reputation Management 18. PPC (Pay Per Click) 19. Email Marketing 20. Mobile Marketing 21. Video Marketing 22. Affiliate Marketing 23. Podcasting 24. Permission Marketing 25. Where to Apply Digital Marketing: Learn characteristics 26. Final Assessment
2	Level-2	2. Certified in Blogging Foundation
	Lesson Plan in details	1.Blogging Overview 2.The Foundation 3.TEN CRUCIAL STEPS IN BLOGGING! 4.How to write a good blog post? 5.Create your Own Blog 6.Blog Post Practical 6.Final Assessment
3	Level-3	Not yet Started
4	Certified in Digital Skills Foundation.	Not Yet Started
5	5. Certified in Introduction to Essential Digital Tools and platforms (for your domain).	Not Yet started

Trainer Profile: -

Sachin Parekh



## INTRODUCTION

- Director at London School of DIGITAL BUSINESS
- CEO at Soch Solutions
- Serial Entrepreneur & Computer Wizard with strong software technical experience
- Education: BE Computer, PG DITM, PGD Advanced Computing
- Journey as an employee: Software Engineer at Tata InfoTech (TCS), Pune to Technical Director of JAM IP Ltd, UK
- Passionate about Branding, marketing, and productization
- Hobbies: Playing sports & Public speaking
- 25+ years of Experience in crafting customer experience journeys.
- Journey as an Entrepreneur: Founder of a few successful ventures including software and others.
- JAMS Technologies – Software (Successfully acquired by Everstone Group)
- Soch Solutions – Software
- EngageMints – Digital Platform
- Arihant Developers – Construction
- iPassion Sports – Sports Retail Showrooms
- Desire Sports Corporation – Cricket Grounds and academy





**Notices:** - Level-1 Notice and Level-2 Notice attached -

**Feedback Analysis and Blank Feedback form:** -

Attached at the end of the Report for two Levels.

**Attendance Report.** Self-paced learning Course.

**Assessment and Evaluation:** -

1. Assessment and Evaluation will be done by System only.
2. Students have to appear for Final evaluation after every Level then and then only they will be in the position to download level completion certificate.
3. Criteria for Passing is 75%. The students who will score below 75% will not get certificate of that level in three attempts.
4. Best score in the three attempt will be considered as final score of the students for that respective level.

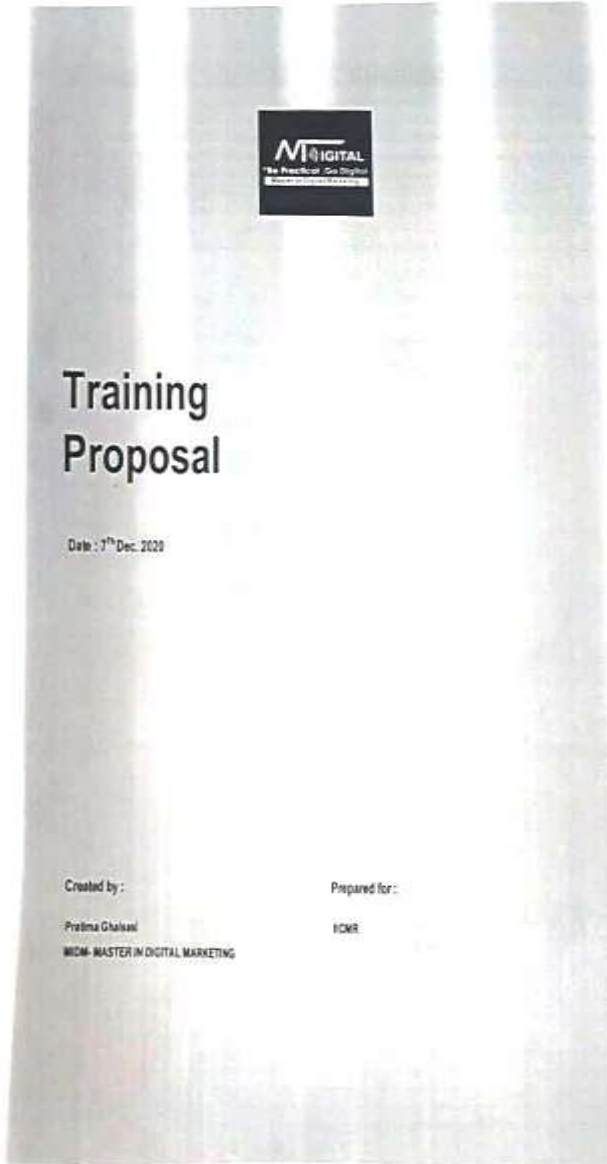
**Sample Certificate.**



MBA@IICMR/VAC-DM-2020-21

# Certification in HR Core Processes

## Brochure



### Introduction

The purpose of this digital marketing proposal is to give you a bit of information about MDM and the various training services we offer, along with information and pricing for a custom training solution based on your needs. Based on our previous discussion, I feel like we are a good fit for one another. I've spoken with my team, and they're excited to get to work helping you reach your goals.

At the end of this document, you'll find a pricing table that includes the services we've discussed previously. If after reviewing our full list of services you feel like the items in the pricing table don't fit your needs appropriately, just send me a comment to the right and I'll make any necessary changes.

Once you're happy with the services and prices for your custom training solution, go ahead and e-sign at the bottom of this proposal and we'll move forward from there!



SEO, but off-site blogs can be already back to it. As an end to our blog preferences, you may eventually swap links with other high-authority blogs further adding to your traffic and search engine results.

- 4. Increased Product Exposure  
Blog marketing is extremely useful for gaining maximum visibility for your products. Your product line may be the focal subject of your company blog - a place where you educate consumers or prospective customers on product features and use, or a place to detail new additions to your line.

## 8 Landing Page Optimization

(45 Min)

- Understanding of landing page
- How to design landing page
- Landing page design
- Landing page analysis

### Advantage: 1. Landing Pages Directly Support Your Business Goals

One of the main benefits of landing pages is that they directly support your business goals such as reaching a new niche market, promoting a new product, getting new customers, or closing more sales. Landing pages benefit your business because they can be tailored to the specific audience at your core targeting, and allow you to measure success with visitors to that goal. Designed around specific actions that can be taken to meet your business goals, landing pages can encourage visitors to take action such as sign up for your mailing list, provide contact information, subscribe to a newsletter, make a purchase, or request a consultation.

### 2. Landing Pages Increase Conversions

Just as your website contains information that influences a visitor's decision to take action, a great landing page will do the same. A landing page sets up a clear action for users to take and makes it as easy as possible for them to take that action. This is known as your call to action. As a result, you will see more of that action being taken (also known as conversions). Landing pages benefit your business because more conversions typically result in more customers and more money for your business.

### 3. Landing Pages Generate Data and Insights

When you link a landing page to a specific campaign, piece of content, ad, or source, you can see which channels are bringing in the most leads, which topics and offerings are of most interest, or which campaigns are the highest performing. Tracking user behavior is one of the best practices for landing pages that can produce valuable insights. These types of insights can help you refine your knowledge of your target audience and your campaign strategies, and improve your effectiveness overall. In addition, if your landing page contains a form, you can use the information requested in the form to learn more about your visitors, such as their specific challenges, preferred date and time for a consultation, or specific information they wish you to know.

One last way that landing pages benefit your business through data and insights involves A/B testing. A/B testing is an extremely effective tool for campaign success. Web data and analytics available for your landing pages, you can test out different landing page elements to see what's most effective. You may compare the effectiveness of a video versus a picture, try out different tones, styles, and sociality, or tweak button colors and copy.

### 4. Landing Pages Improve Paid Search Campaigns

A successful Search Engine Marketing or paid search campaign depends on click through rates, and click through rates are influenced by landing pages. For example, you may use an SEM campaign to list ad keywords to have your business show up when someone searches "baklava remodeling" into a search engine. The link from that ad would be your website homepage or a sub-page on your site, but that ad will only get

people to your website. By using a landing page, you can generate more leads than if you directed people to your website homepage.

A landing page specifically created for an advertising campaign, will bring interested people to one web page. On this page they will find information only about what they're interested in, increasing the likelihood that they will call your business or fill out a form, and become a new lead. Some may be exactly what the person is looking for in their search, and the landing page further facilitates the visitor's goal of the user. They are more likely to stick on that site and follow through with all of the steps.

If, on the other hand, your advertisement directs visitors to your website homepage with general information not geared toward a specific advertising purpose, your visitors may get lost in the information or distracted by other sites, making them less likely to contact your business and become a new lead.

### 5. Landing Pages Can Give You a Hot List

Landing pages are commonly used for lead generation, meaning that a business gets telephone calls or form submissions from interested people who then turn into potential leads. As such, a landing page may contain a link to a form that asks for a user's information, such as name, email address, phone number, or company. If you use a form on your landing page that asks for email, your landing page can then benefit your business by giving you your email list.

When someone fills out a form, you can have an "opt-in" button where someone can also ask to receive emails and offers from your business. You can add these opt-in users to your email list and send out newsletters, announcements, sales, and promotions (which will link to more landing pages), ensuring that your business stays top of mind and informative.

### 6. Landing Pages Increase Credibility

Some landing pages are focused on one particular task, objective, or goal for a user, you can optimize the content and elements of the landing page to highlight that task as much as possible. When a user feels the best course of action is clear and you are helping them to achieve that course of action, they recognize that you understand their problems and have thought about the best process for solving them.

Another way to reap the credibility benefits of landing pages is by including testimonials on the landing page for the product or service it is representing. By including the success that other people have had with the product or service your landing page is focused on, you help customers to feel more secure in their decision to act.

### 7. Landing Pages Improve Brand Awareness

When designing a landing page, it is important that the landing page style, look, feel, and copy is consistent with the content that links to it. A landing page with consistent branding is an extra way to improve brand awareness in marketing. This will benefit your business by enhancing the consistency of your branding across multiple forms of media, and giving users more opportunities to recognize and engage with your brand. When someone clicks on your landing page, they'll be more familiar with your business's branding and more likely to recognize your business again. Since customers are more likely to make a purchase or use a service from a business they know, it's important to make sure they remember you.

## 9) Mobile Application marketing

(15)

- Understanding Of Mobile Application Marketing
- Creating Google play store accounts
- Mob. Application Installs
- Mob. Application Install campaigns
- Mob. Application Promotional Activities
- Mobile app. Branding Activities
- Mobile App. Play store ranking factors



commenting in other blogs, participating in discussion groups, and posting related updates on social networking profiles.

SMO is related to search engine marketing, however, it differs in several ways. Primarily, the focus on driving traffic from sources other than search engines, although it improves search ranking, is also a benefit of successful SMO.

As a technique, SMO is associated to social marketing. In other words, word-of-mouth is created not through friends or family but through the use of networking in social bookmarking, video, and photo sharing websites. Similarly, the use of blogs achieves the same result by sharing content through the use of RSS feeds in the blogosphere and special blog search engines.

## 4) AdSense

(15)

- What is AdSense?
- Understanding of AdSense working?
- How to get approved for AdSense?
- How to Get AdSense approval by Google
- Understanding AdSense account overview
- Placing ads on your blog
- Creating blogs with no FREE theme
- Then we will share 1 secret method through which you will make money with AdSense

## 8) Search Engine Marketing (Google Ad-words / PPC)

(2:10 Min)

- Understanding of SEM
- Google Ad words and its importance
- How it Works - CTR
- Keyword analysis
- Display Ads
- Search Ads

Advantage: 1. People use keywords (or search terms) to search for specific products and services. If the keywords you've chosen match what people search for, your paid ad appears next to or above organic Google search results. When people click on your ad, they'll go to your website to learn more or buy.

2. Location Targeting: Google AdWords allows you to target specific geographic locations. For each ad campaign, you can select locations where your ad can be shown. You can choose locations such as entire countries, areas within a country, cities, zipcodes, or even a radius around a location. More importantly, AdWords allows you to target people searching for or viewing pages about your targeted location, even if they may not be physically located in your target location.

3. Mobile Targeting: Enhanced campaigns allow advertisers to target mobile device users. This is especially important because the mobile consumption of information and mobile search queries are growing exponentially each year. At the same time, devices are evolving quickly with a growing list of capabilities to enhance mobile targeting with Google AdWords provide new opportunities to target the right audience at the right time. This is especially important for advertisers who want to customize their ad text or extensions to grab the attention of customers when they're viewing the ad on a mobile device. Language Targeting: AdWords has over 40 language options for campaign targeting.

4. Time Targeting: AdWords allows advertisers to select specific hours during the day for optimal targeting.

Auto-Tagging: Tagging destination URLs for analytics tracking has to be manually executed with other advertisers; however this process is automatic with AdWords.

## 6) Remarketing

(45 Min)

- What is remarketing?
- Understanding of remarketing
- Creating remarketing lists
- Remarketing audience

### Advantage:

1. Brand exposure - The more a potential customer is exposed to your brand, the more likely they are to buy from you when they decide to make a purchase.
2. Higher conversion rates - This greater brand exposure leads to higher conversion rates for your display advertising campaigns. Keeping your brand at the top of their minds will increase your chances of a future sale.
3. Better ROI - Better conversion rates translate to a faster return on your investment and a lower cost per sale.

4. Audience targeting - You can enhance your remarketing efforts by targeting specific audiences based on their interests or demographics. You can even target warm leads like site visitors who abandoned a shopping cart.

5. Flexible budget - Like all other Google advertising tools, you have complete control of the budget and robust reporting tools to help you make smart spending decisions. You can also use which sites in the Display Network perform the best so you can optimize the messages and budgets for specific angles. Because you are remarketing to people who have already shown an interest in your products or services, you get more bang for your advertising dollar. Each additional impression increases the chances that you will gain a new purchase, and even existing customers benefit from being regularly reminded about your brand.

Remarketing is just one of the many tools that Google and other search engines provide for online marketers. But remember, a successful online sales strategy depends on more than just advertising. Integrating AdWords with other tactics such as content marketing through blogs, white papers, eBooks, and other keyword rich text will help ensure that your website reaches the top and stays there. For help with content marketing, inbound marketing, and social media, contact the experts at Smart Blog Media.

## 7) Blog Marketing

(15Min)

- Understanding Blog marketing
- Content writing
- Blog posting
- How to start Blog submissions?

Advantage: 1. Low Cost Marketing Channel  
Blogs are cheap - even free. Blogs are easily built into an existing website. Blogs can also be maintained at dedicated hosting sites all over the web for low or no cost. Typically it would be recommended that a web business create their own blog domain for brand awareness purposes. It also looks that much more professional in my opinion.

2. Excellent Avenue to Build a Network  
Every business needs a network - an internal network between divisions and an external network with other companies and customers. Staying in contact with so many individuals, however, takes large investments of time. A regular blog on the other hand is quickly written (particularly when you are close to and well-versed in your subject matter). Blogs can reach thousands of targeted readers at any time in any place.

### 3. Enhanced Company Visibility

Closely related to networking, blog marketing benefits a company by seeking it adds. The next time a customer or collaborating company is in need of your product or service, your business will be foremost on their minds.

Part of the benefits of helping visibility has to do with links. On-site blogs can link to other areas within your

## Our Specialty



### PAY-PER-CLICK

More than 80% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth. Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At MDM, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.



### DIGITAL CONTENT & VIDEO

Content is the key of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audience. At MDM, we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions. Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production
- Graphic Design
- Multi-language Content

Whether you're producing blog posts, images, or videos, MDM can be trusted to support your content marketing efforts.

### Website Planning and Creation

(12/16)

- Over view of internet knowledge
- What is Difference between Intranet & web
- Websites User view
- What is domain ??
- What is domain names & domain extensions
- What is web server & web hosting

**Advantage:** Smartphone and tablet adoption rapidly increases, so does the importance of mobile-friendly websites. Smart phones and tablets have changed the approach toward design and user experience. Before the spread of mobile devices with advanced web-browsing capability, web designers had only one primary challenge to deal with: keeping the same look and feel of their websites. However, interacting with websites on smartphones and tablets is not the same as doing that on a desktop computer monitor. Factors such as Click versus Touch, Screen-size, Third-Party Ads, support for Adobe's Flash technology, optimized markup and many more have become crucial while creating websites designs.

### Search Engine Optimization

(1/12/16)

- Understanding of SEO
- Understanding of Online traffic
- Computer analysis & keywords Targeting
- Type of SEO??
- What is on page optimization?
- What is off page???

**Advantage:** The Results are Low Cost (in Comparison to Advertis and PPC) Organic listings are essentially free. When you are listed at the top, you don't need to pay per click or allocate a budget for advertising, one of the main benefits of SEO is that it is the gift that keeps on giving. With a little bit of effort (and some money upfront to pay for SEO costs) you can watch your website get consistent traffic. You don't have to pay \$10 for every person who clicks on your ad. Unlike paid ads, your traffic will not stop to nothing when it stops. SEO gets rid of the need to have thousands of ads across the web.

### Define Increase in Traffic

With Analytics and reporting tools, you'll see a clear cut increase in traffic. This is a definite way to maximize your business efforts. SEO will give you results (not immediately but rather quickly) and as soon as you start your SEO efforts, traffic will increase at a steady rate. Using tools to track traffic to your site you can clearly watch as more people visit your site and sales go through the roof.

### Take Your Business to the Next Level

SEO can bring in thousands upon thousands of visitors to your website a day. This may put your company in a position of needing to expand to a larger web server to accommodate the traffic and sales to your website. Your customers may recommend you a product or service that they were looking for when they visited your website. SEO is a really great investment for your company and could be what you need to take it to the next level.

### Social Media Marketing & Social media Optimization

(1/12/16)

- Understanding of SMM
- Basics of Branding
- Targeting and audience definition
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing

**Advantage:** Social media features added to the content itself, including RSS feeds, social news and sharing buttons, and incorporating third-party community functionalities, such as images and videos. Promotional activities in social media, aside from the content being promoted, including: blogging.





## Our Specialty



### WEB DESIGN & DEVELOPMENT

Your website is the center of your digital presence. It's one of the few places on the Internet where you can deliver your brand's message free of distraction or distraction. MDM's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.



## Our Specialty



### SOCIAL MEDIA

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business. Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement

### SEARCH ENGINE OPTIMIZATION

Biters of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At MDM, we specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches. Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting

Our data-driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.

## About us



MDM is a professional training course institute based in Pune.

In today's world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. MDM combines a data-driven approach with knowledge gained from years in various streams to deliver outstanding results to our clients.

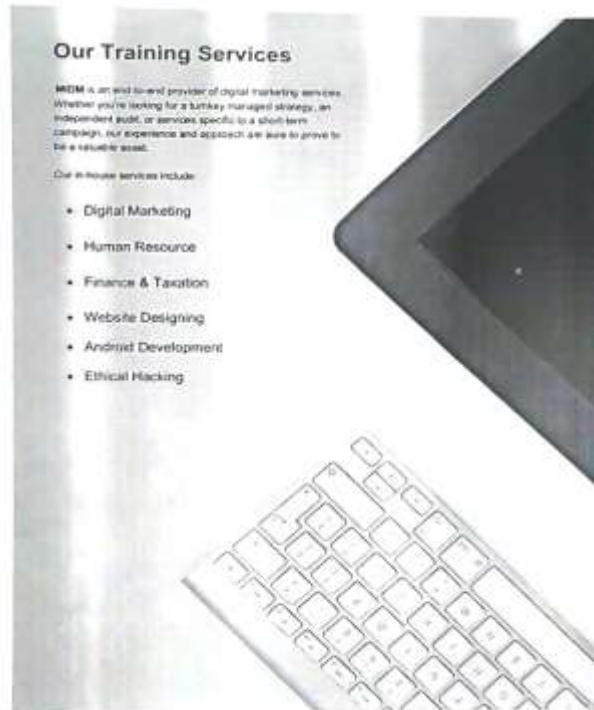


## Our Training Services

MDM is an end-to-end provider of digital marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include:

- Digital Marketing
- Human Resource
- Finance & Taxation
- Website Designing
- Android Development
- Ethical Hacking



## Notice



Audyogik Tantra Shikshan Sanstha 's  
Institute of Industrial & Computer Management and Research  
Nigdi, Pune-44

### NOTICE

HR – Value Added Sessions  
HR CORE PROCESSES  
MBA II SEM III 2020

This is to inform all students that HR Value Added Sessions will be conducted as follows-

Sr. No.	Date	Time	Break time
1	15/12/2020		
2	16/12/2020		
3	17/12/2020		
4	18/12/2020		
5	19/12/2020		
6	21/12/2020	11am- 12.30pm	12.30pm – 1.30pm
7	22/12/2020		
8	23/12/2020	and	
9	24/12/2020		
10	26/12/2020	1.30pm-3.00pm	
11	28/12/2020		
12	29/12/2020		
13	02/01/2021		
14	04/01/2021		
15	05/01/2021		
16	06/01/2021		

#### Note-

- The HR VAC sessions will be conducted on MS Teams.
- Attendance is compulsory and it will be monitored on daily basis.
- Daily the session will start at sharp 11.00am.
- All students should join the session 10 minutes before.
- All students should complete the necessary assignments, assessment tests given to you during the session.



- Any issues for joining and attending should send mail before the session .

  
Dr. Jyoti Bhanage  
Exam Coordinator

  
Adv. Manisha Kulkarni  
HOD MBA @ IICMR

  
Dr. Abhay Kulkarni  
Director, IICMR



# Behaviour and Personality Development Skills Report



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  
Ranked Platinum Category by AICTE-CB for Industry Linked Technical Institute  
Awarded Best Management Institute for Industry Interface by CEGR

**MBA@IICMR**

Date: 25/06/2021

## Report

### Value Added Certification

### Behavioral and Personality Development Skills ("BPDS")

#### Course Details:

Course Name: Behavioural & Personality Development Skills (BPDS)

Duration: 60 Hrs

Course Trainer: Mr. Rizwan Khan

#### About the Course

Good communication skills are pivotal in today's present business world. The course covers a wide gamut of soft skills like Group Discussion (GD), Personal Interviews (PI), Presentation skills, resume building, email etiquette which makes the student competent and ready to embrace Industry 4.0 and make them industry ready. The course duration is of 60 hrs. which delves into every aspect of soft skills and augments their personality and make them better communicators.

#### Objectives

- Improve the student's overall communication skills
- Help students to become confident and industry ready





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Awarded Best Management Institute for Industry Interface by UGC

## MBA@IICMR

### Intent of the Course

The BPDS course intends to imbibe the following skills for the overall personality development and soft skill development of aspiring MBA students.

- Improve their skills while facing GD's
- Improve their skills whilst facing interviews
- Improve their overall personality in terms of grooming, Poise and posture
- Improve their pronunciation and reduce Mother Tongue influence
- Improve their vocabulary and use appropriate words in any given situation
- Develop a powerful personality
- Guidance for Resume Building
- Email etiquette

### Description of course

The Value-Added Certification on BPDS course for MBA 2020 -22 had been conducted by Institute of Industrial & Computer Management and Research (IICMR) department of MBA during April-May 2021. Total duration of the course was 60 hours. The certification commenced on 2<sup>nd</sup> April 2021 and concluded on 10<sup>th</sup> May 2021. The course was conducted online using online Microsoft Team platform. Dr. Abhay Kulkarni, Director IICMR addressed the students to make use of this pandemic situation and focus on BPDS to improve their personality. Every week 6 sessions of 2 Hrs each were conducted by Mr. Rizwan Khan trainer BPDS. A total of 42 students attended the session. After every session was conducted, feedback forms were distributed and collated. The feedback from the students was excellent for every session.

### Outcomes of Course

- Students developed their overall personality and were industry ready
- Students witnessed a remarkable improvement in their vocabulary skills
- Proper pronunciation and reduction in MTI
- Learnt how to face a GD







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- Learnt how to face an interview
- Students increased their level of confidence
- Students were able to give effective presentations
- Industry ready resumes
- Improvement in email writing and etiquette

### Evaluation:

The evaluation and assessment of students for BPDS were conducted by the trainer on 20<sup>th</sup> of June 2021 through role plays and interviews. A total number of 42 students benefited from the course.

### Feedback

The feedback for the sessions on BPDS course was excellent. Students expressed that they found the sessions very helpful which improved their level of confidence which would help them in their career.

  
Prepared by  
Mr. Rizwan Khan  
BPDS Trainer

  
Guided by  
Dr. (Adv) Manisha Kulkarni  
HoD MBA@IICMR

  
Approved by  
Dr. Abhay Kulkarni  
Director, IICMR  
Institute of Industrial & Computer  
Management & Research (I.I.C.M.R.)  
Nagb, Pune - 411 044

