



S.I.W.S.

N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS
AND

SMT. THIRUMALAI COLLEGE OF SCIENCE

Plot No. 337, Sewri Wadala Estate, Major R. Parameshwaran Marg, Wadala,
Mumbai - 400 031

Academic Year 2019-20

Criteria 1.2.3

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Sr. No.	Name Of Add On /Certificate Programs Offered	Course Code	Page Numbers
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PRINCIPAL

S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031



S.I.W.S.

**N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS
AND SMT. THIRUMALAI COLLEGE OF SCIENCE**


Plot No. 337, Sewri - Wadala Estate,
Major R. Parameshwaran Marg, Wadala, Mumbai - 400 031

03-01-2020


Department of Accountancy

2019-20

Type of Activity	: Certificate Course
Course Code	: 19101
Theme	: Tally Ace
Duration	: September 4, 2019 to November 30, 2019 (60 Hours)
Collaboration	: CBD IT Solutions Private Limited
Resource Person	: Mr. Shantanu Kishor Joshi
Objective	: <ol style="list-style-type: none">1. To give the in- house students exposure to Computerisation of Accounting2. Build their employability skills3. Motivate them to step further and also add on to their existing knowledge in the field of Accountancy.
Number of Participants (Enrolled)	: 25
Number of Participants (Completed)	: 21
Outcome	: <ol style="list-style-type: none">1. Qualified students will be placed in organisations for doing Accounting work2. Self employment opportunities for doing Accounting work on behalf of small business3. Knowledge about compliance of GST & TDS


CA. Vaibhav Banjan
IQAC Coordinator
& Vice Principal (Commerce)




Dr. Usha Iyer
Principal
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031



S.I.W.S.

**N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS AND
SMT. THIRUMALAI COLLEGE OF SCIENCE**

(Affiliated to the University of Mumbai)

PLOT NO. 337, SEWREE – WADALA ESTATE, MAJOR R. PARAMESHWARAN MARG, WADALA, MUMBAI – 400031

DEPARTMENT OF ACCOUNTANCY

In Collaboration with

CBD IT SOLUTIONS PRIVATE LIMITED

Organizes

CERTIFICATE COURSE ON 'TALLY ACE'

(with TDS & GST)

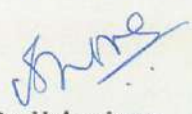
- The Course is open to All Degree College Students
- Course fee : Rs. 4000/- Only
- Certificate will be provided by Tally Education Private Limited, Bengaluru 560 068
- Registered students can join our whatsapp group for further communication
<https://chat.whatsapp.com/DjRmQthGfh8H5FEqMYHDph>
- The Duration of the Course is 60 hours (Theory and Practical)

THE COURSE STARTS FROM 4TH SEPTEMBER, 2019.



CA Dhiren Kanabar
Head, Department of Accountancy

CA Valbhav Banjan
Vice Principal (Commerce)
& I.Q.A.C. Coordinator


Dr. Usha Iyer
Principal

PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

For Queries:

Prof. Helen Selvaraj
9930027323/9833525718

Prof. Sushanti Wandrekar
9920269622



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*N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS AND
SMT. THIRUMALAI COLLEGE OF SCIENCE*

*337, Major R. Parameshwaran Marg, Sewri-Wadala Estate, Opposite
Aditya Jyot Eye Hospital, Wadala, Mumbai - 400031.*

3rd January, 2020

DEPARTMENT OF ACCOUNTANCY

in collaboration with

CBD IT Solutions Private Limited

organised

CERTIFICATE COURSE IN 'TALLY ACE'

REPORT

Department of Accountancy in Collaboration with Tally Solutions Private Limited, the creator of the widest prevalent Accounting software package viz. 'Tally' started a Certificate Course in Tally (Accounting Package) for the students of B.Com and B.com (Accountancy and Finance) on 4th September, 2019.

ABOUT THE COURSE:

- + The above course known as 'Tally Ace' was inaugurated by our Principal Dr. Usha Iyer with a batch of 24 students.
- + The course conducted by TALLY Solutions Private Limited is of 60 hours duration consisting of on Computer training
- + Certificate of passing is issued by TALLY Solutions Private Limited alongwith the assurance of Placement assistance.

OBJECTIVES:

The Main objective of this Programme is to give the students in- house exposure to Computerisation of Accounting and also build their employability skills which can motivate them to step further and also add on to their existing knowledge in the field of Accountancy apart from the practical training in Computerised Accounting.



COURSE CURRICULUM: Tally ACE

- 1) Fundamentals of Accounting
- 2) Maintaining chart of Accounts
- 3) Maintaining stock keeping units
- 4) Recording day to day transactions
- 5) Accounts receivable and payable
- 6) MIS Reports
- 7) Introduction to GST
- 8) Recording vouchers with TDS

COURSE SCHEDULE:

Sr. No.	Topic	Duration
1	Fundamentals of Accounting	4 Hours
4	Maintaining Recording Day to Day transactions	12 Hours
3	Maintaining stock keeping units	8 Hours
4	Recording Day to Day transactions	12 Hours
5	Accounts Receivable and Payable	6 Hours
6	MIS Reports	4 Hours
7	Introduction to GST	6 Hours
8	Recording Vouchers with TDS	8 Hours

DURATION: 60 Hours

FACULTY: Mr. Shantanu Kishor Joshi

- ✚ The training is given fully by Instructors and Resource persons from TALLY Solutions Private Limited followed by Online Examination conducted by the said Company.

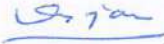
EVALUATION METHOD:

Online exam will be conducted by Tally Solutions Pvt Ltd., Bangalore and Certificates issued to students getting minimum 40% and above marks.



OUTCOME:

- Qualified students will be placed in organisations for doing Accounting work
- Self employment opportunities for doing Accounting work on behalf of small business
- Knowledge about compliance of TDS and GST



CA. Vaibhav Banjan
IQAC Coordinator &
Vice Principal (Commerce)

3rd January, 2020



Dr. Usha Iyer
Principal
PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

DEPARTMENT OF ACCOUNTANCY

CERTIFICATE COURSE IN 'TALLY ACE'

ACADEMIC YEAR: 2019-20

PHOTO GALLERY



Students of Batch 2, seen during the session of Certificate Course on Tally Ace on 4th September, 2019.

Signature

CA. Vaibhav Banjan
IQAC Coordinator &
Vice Principal (Commerce)



Signature

Dr. Usha Iyer
Principal
PRINCIPAL

S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

3rd January, 2020



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Plot No. 337, Sewri-Wadala Estate, Major R. Parameshwaran Marg, Wadala, Mumbai - 400 031

Department of Accountancy organises

Certificate Course on

'TALLY ACE'

2019-20

COURSE SCHEDULE

Sr. No.	Topic	Duration
1	Fundamentals of Accounting	4 Hours
4	Maintaining Recording Day to Day transactions	12 Hours
3	Maintaining stock keeping units	8 Hours
4	Recording Day to Day transactions	12 Hours
5	Accounts Receivable and Payable	6 Hours
6	MIS Reports	4 Hours
7	Introduction to GST	6 Hours
8	Recording Vouchers with TDS	8 Hours

Signature

CA. Vaibhav Banjan

IQAC Coordinator &
Vice Principal (Commerce)



Signature
Dr. Usha Iyer

PRINCIPAL
Principal
S.I.W.S. N.R. Swamy College of
Commerce & Economics, and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031



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AND SMT. THIRUMALAI COLLEGE OF SCIENCE**
337, Major R. Parameshwaran Marg, Sewri-Wadala Estate,
Wadala, Mumbai – 400031.

Certificate Course on Tally ACE – Participants List

Sr no	Student Name	Student Email	Course Name
1	Sejal Shrikant Thakur	thakursejal1972@gmail.com	TallyACE Combo (Physical Book+ certification)
2	Solkar Anzar Anwar	solkaranzar3009@gmail.com	TallyACE Combo (Physical Book+ certification)
3	Shaikh Pervez Mubarak	pa580128@gmail.com	TallyACE Combo (Physical Book+ certification)
4	Bhosale Swapnil Shankar	bhosales000@gmail.com	TallyACE Combo (Physical Book+ certification)
5	Shaikh Aryaan Mushtaq	aryaanshaikh9893@gmail.com	TallyACE Combo (Physical Book+ certification)
6	Shaikh Niza Mehmood	nizanasim1234@icloud.com	TallyACE Combo (Physical Book+ certification)
7	Shaikh Kamilhusain Naved	sknaved099@gmail.com	TallyACE Combo (Physical Book+ certification)
8	Salman Yusuf Patel	salmanpatel146@gmail.com	TallyACE Combo (Physical Book+ certification)
9	Shraddha Nilesh Jadhav	shraddhajadhav905@gmail.com	TallyACE Combo (Physical Book+ certification)
10	Komal Mishra	komalmishra132000@gmail.com	TallyACE Combo (Physical Book+ certification)
11	Mansi Mataprasad Kannoja	manyakannoja14@gmail.com	TallyACE Combo (Physical Book+ certification)
12	Milambhai Maheshbhai Kawa	milankava5427@gmail.com	TallyACE Combo (Physical Book+ certification)
13	Ritika Manoj Pandey	pandeyritika293@gmail.com	TallyACE Combo (Physical Book+ certification)
14	Raien Mohammed Kaif	kingkaif827@gmail.com	TallyACE Combo (Physical Book+ certification)
15	Shehnaz Shajahan Shaikh	shehnazshaikh972@gmail.com	TallyACE Combo (Physical Book+ certification)
16	Surve Saima Majeed	saima.surve55@gmail.com	TallyACE Combo (Physical Book+ certification)



**S.I.W.S. N.R. Swamy College of
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Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031**

17	Mehmood Mansoor ali shaikh	mehmoodshaikh280@gmail.com	TallyACE Combo (Physical Book+ certification)
18	Chinmay Shashank Adhikari	chinmayadhikari12@gmail.com	TallyACE Combo (Physical Book+ certification)
19	Salmani Anjum Bano Barkat Hussain	anjumsalmani101@gmail.com	TallyACE Combo (Physical Book+ certification)
20	Niraj Raman Gohil	mkxraiden09@gmail.com	TallyACE Combo (Physical Book+ certification)
21	Sachin Shivmurti Gupta	sachinsivmurti@gmail.com	TallyACE Combo (Physical Book+ certification)

Summary of Batch

Pass	Not appeared
17	4



CA. Vaibhav Banjan
IQAC Coordinator &
Vice-Principal (Commerce)

Dr. Usha Iyer
Principal
PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

Certificate of Merit

This certificate is awarded to
Surve Saima Majeed

Son/Daughter of

Majeed Surve

for successfully completing

TallyACE

and securing Grade A

Place of Issue: Bengaluru
Date Certified: 23-Dec-2019
Release: 6.3



Manish

Manish Chowdhary
Chief Executive Officer
Tally Education Pvt. Ltd.

Shravya
PRINCIPAL

**S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031**

Certificate No: 908185500
Institute Name
SIWS College



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04-07-2020

Department of Accountancy

2019-20

Type of Activity : Certificate Course Online

Course Code : 19102

Theme : Basics of Tally

Duration : June 10, 2020 to June 30, 2020 (30 Hours)

Collaboration : CBD IT Solutions Private Limited

Resource Person : Mr. Shantanu Kishor Joshi

Objective

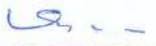
1. To give the in- house students exposure to Computerisation of Accounting
2. Build their employability skills
3. Motivate them to step further and also add on to their existing knowledge in the field of Accountancy.

Number of Participants (Enrolled) : 11


Number of Participants (Completed) : 11

Outcome

1. Qualified students will be placed in organisations for doing Accounting work
2. Self employment opportunities for doing Accounting work on behalf of small business
3. Knowledge about Multi Currency, Multi Lingual and Security Control


CA. Vaibhav Banjan
IQAC Coordinator
& Vice Principal (Commerce)




Dr. Usha Iyer
Principal

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Commerce & Economics and
Smt. Thirumalai College of Science



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INTERNAL QUALITY ASSURANCE CELL

&

DEPARTMENT OF ACCOUNTANCY

In Collaboration with

CBD IT SOLUTIONS PRIVATE LIMITED

Organizes

**ONLINE CERTIFICATE COURSE ON 'BASICS OF TALLY'
FOR DEGREE COLLEGE STUDENTS**

Sr. No.	Content	Hours
1.	Fundamentals of accounting	3
2.	Inventory management	6
3.	Accounts receivable and payable	6
4.	Recording day to day transactions	9
5.	Multi currency	2
6.	Multi lingual	1
7.	Security Control	3
	Total	30



Registration Link: https://docs.google.com/forms/d/e/1FAIpQLSdfOH-JhFg0NP62rcfT14Z19PNv_CZ_n8fgymTASdzUrYg/viewform?usp=sf_link

Note: * The Course is open to All Degree College Students

* Course fee : Rs. 2000/- Only

* Certificate will be provided by Tally Education Private Limited, Bengaluru 560 068

* Registered students can join our whatsapp group for further communication

<https://chat.whatsapp.com/Fy8ddMIxCF10eYOUoyfR8O>

- Mode: Online
- Requirement: Desktop / Laptop
- Tally Software Link will be provided for download
- Duration: 10 sessions of 3 hrs. each
- Date: Starting from 10th June, 2020
- Timing: 10:30 a.m. to 1:30 p.m.
- Examination Mode: Online (requirement of a desktop/laptop with webcam is compulsory)

CA Dhiren Kanabar
Head, Department of Accountancy

CA Vaibhav Banjan
Vice Principal (Commerce) & I.Q.A.C. Coordinator

Dr. Usha Iyer
Principal

PRINCIPAL

S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

For Queries:

Prof. Helen Selvaraj
9930027323/9833525718

Prof. Sushanti Wandrekar
9920269622





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SMT. THIRUMALAI COLLEGE OF SCIENCE

337, Major R. Parameshwaran Marg, Sewri-Wadala Estate, Opposite
Aditya Jyot Eye Hospital, Wadala, Mumbai - 400031.

4th July, 2020

DEPARTMENT OF ACCOUNTANCY

in collaboration with

CBD IT Solutions Private Limited

organised

CERTIFICATE COURSE IN 'BASICS OF TALLY'

REPORT

Department of Accountancy in Collaboration with Tally Solutions Private Limited, the creator of the widest prevalent Accounting software package viz. 'Tally' started a Certificate Course in Tally (Accounting Package) for the students of B.Com and B.com (Accountancy and Finance) on 10th June, 2020.

ABOUT THE COURSE:

- + The above course known as 'Basics of Tally' was inaugurated by our Principal Dr. Usha Iyer with a batch of 11 students.
- + The course conducted by TALLY Solutions Private Limited is of 30 hours duration consisting of on Computer training
- + Certificate of passing is issued by TALLY Solutions Private Limited alongwith the assurance of Placement assistance.

OBJECTIVES:

1. To give the in- house students exposure to Computerisation of Accounting
2. Build their employability skills
3. Motivate them to step further and also add on to their existing knowledge in the field of Accountancy.



COURSE CURRICULUM: Basics of Tally

- 1) Fundamentals of Accounting
- 2) Inventory management
- 3) Receivable and payable management
- 4) Recording day to day transactions- GST Transactions
- 5) Multi-currency
- 6) Multi-lingual
- 7) Security control

COURSE SCHEDULE:

Sr. No.	Topic	Duration
1	Fundamentals of Accounting	3 Hours
2	Inventory Management	6 Hours
3	Accounts Receivable and Payable	6 Hours
4	Recording Day to Day transactions	9 Hours
5	Multi Currency	2 Hours
6	Multi Lingual	1 Hour
7	Security Control	3 Hours

DURATION: 30 Hours

FACULTY: Mr. Shantanu Kishor Joshi

- ✚ The training is given fully by Instructors and Resource persons from TALLY Solutions Private Limited followed by Online Examination conducted by the said Company.

EVALUATION METHOD:

Online exam will be conducted by Tally Solutions Pvt Ltd., Bangalore and Certificates issued to students getting minimum 40% and above marks.



Shantanu Joshi
PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

OUTCOME:

- Qualified students will be placed in organisations for doing Accounting work
- Self employment opportunities for doing Accounting work on behalf of small business
- Knowledge about Multi Currency, Multi Lingual and Security Control



CA. Vaibhav Banjan
Convener, IQAC Coordinator,
& Vice Principal (Commerce)

4th July, 2020





Dr. Usha Iyer
Principal
PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

DEPARTMENT OF ACCOUNTANCY

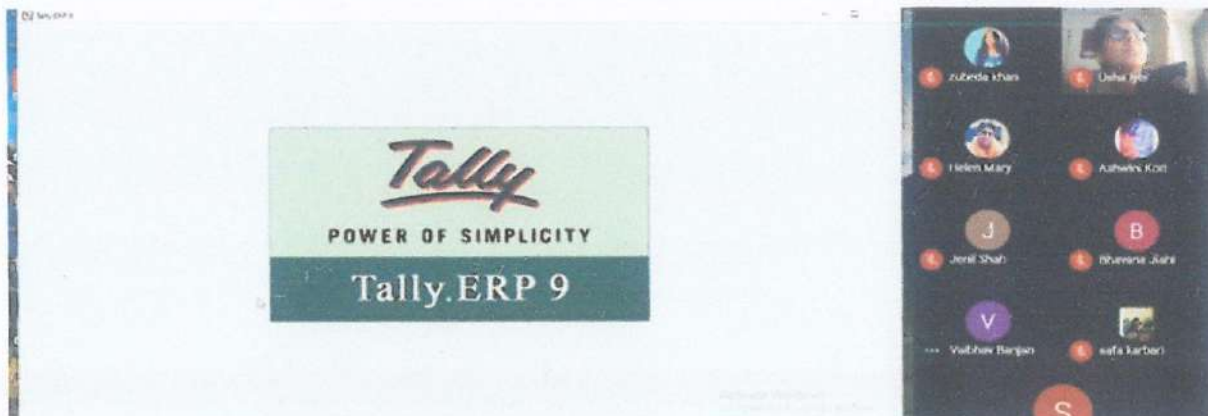
CERTIFICATE COURSE IN 'BASICS OF TALLY'

ACADEMIC YEAR: 2019-20

PHOTO GALLERY




Seen with Principal Dr. Usha Iyer congratulating the participants for having successfully completing the Course during the Valedictory Session on 22nd June, 2020.



A Brief Presentation given by Mr. Shantanu Kishor Joshi (Resource Person) on Tally ERP 9 on 22nd June, 2020.




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Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031



Seen with Principal Dr. Usha Iyer, Vice Principal CA. Vaibhav Banjan, Mr. Shantanu Kishor Joshi (Resource Person) on 22nd June, 2020

Vaibhav Banjan

CA. Vaibhav Banjan
 Convener, IQAC Coordinator,
 & Vice Principal (Commerce)



Usha Iyer

Dr. Usha Iyer
 Principal
 PRINCIPAL
 S.I.W.S. N.R. Swarny College of
 Commerce & Economics and
 Smt. Thirumalai College of Science,
 Wadala, Mumbai - 400 031

4th July, 2020



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Plot No. 337, Sewri-Wadala Estate, Major R. Parameshwaran Marg, Wadala, Mumbai - 400 031

Department of Accountancy organises
Online Certificate Course on
'BASICS OF TALLY '

2019-20

COURSE SCHEDULE

Sr. No.	Topic	Duration
1	Fundamentals of Accounting	3 Hours
2	Inventory Management	6 Hours
3	Accounts Receivable and Payable	6 Hours
4	Recording Day to Day transactions	9 Hours
5	Multi Currency	2 Hours
6	Multi Lingual	1 Hour
7	Security Control	3 Hours

CA. Vaibhav Banjan

Vice Principal (Commerce)



Dr. Usha Iyer

Principal
PRINCIPAL

S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031

Certificate of Merit

This certificate is awarded to

Zubeda Khan

Son/Daughter of

Sarfaraz Khan

for successfully completing

Basics of Tally

and securing Grade B

Place of Issue: Bengaluru
Date Certified: 16-Jul-2020
Release: 6.4



Bhuvaneshwari B.
Bhuvaneshwari B
Chief Executive Officer
Tally Education Pvt. Ltd.

Certificate No: 905208651
Institute Name
SIWS College

[Signature]
PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031



S.I.W.S.

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AND SMT. THIRUMALAI COLLEGE OF SCIENCE**
337, Major R. Parameshwaran Marg, Sewri-Wadala Estate,
Wadala, Mumbai – 400031.

Basics of Tally- Participants List

Sr No	Student Name	Student Email	Course Name
1	Bhavana Chandrakant Jishi	bhavanajishi123@gmail.com	Basics of Tally(with Digital Content)
2	zubeda khan	zubedsk@gmail.com	Basics of Tally(with Digital Content)
3	Prachi Pandey	prachicuty13@gmail.com	Basics of Tally(with Digital Content)
4	Dakshata Shivnath Mhatre	dakshatamhatre171@gmail.com	Basics of Tally(with Digital Content)
5	Ajit Prasad Patra	ap.patra@gmail.com	Basics of Tally(with Digital Content)
6	Tanvi Mangale	mangaletanvi@gmail.com	Basics of Tally(with Digital Content)
7	Safa Imran Karbari	safakarbarisafa@gmail.com	Basics of Tally(with Digital Content)
8	Jenil Shah	jenilshah2536@gmail.com	Basics of Tally(with Digital Content)
9	DASARI TRIPATI	tirupatidasari171@gmail.com	Basics of Tally(with Digital Content)
10	Ashwini kori	ashwinikori539@gmail.com	Basics of Tally(with Digital Content)
11	TEJAS RAMESH SANE	tejassane077@gmail.com	Basics of Tally(with Digital Content)

Summary of Batch

Pass	Not appeared
11	0

CA. Vaibhav Banjan
Convener, IQAC Coordinator,
& Vice-Principal (Commerce)



Dr. Usha Iyer

Principal
PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics and
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Major R. Parameshwaran Marg, Wadala, Mumbai - 400 031

26-08-2019

Department of Computer Science

2019 - 2020

- Type of Activity** : Short Term Government Certified Professional Course
- Course Code** : 19103
- Theme** : Digital Marketing
- Duration** : August 10,2019 To August 23,2019 (30 Hours)
- Collaboration** : Institute of Design of Electrical Measuring Instruments,
Mumbai, Technology Centre, Government of India
Society.
- Resource Person** : Mr. Nitin Khandare
- Objective** :
- Gain a strategic understanding of Digital Marketing
 - Understand how to use it for branding and sales
 - Learn best practices, tools, and techniques of SEO
 - Master Search Engine Marketing using Google Ads
- Number of Participants (Enrolled)** : 12
- Number of Participants (Completed)** : 12
- Outcome** :
- The participants were able to understand the principles of Digital Marketing and its tools
 - The back-end business process in digital mode.
 - To understand importance of paperless marketing through social media platform.
 - To understand marketing strategy in digital mode.


Convener


26/8/2019
Vice Principal


Principal

PRINCIPAL
S.I.W.S. N.R. Swamy College of
Commerce & Economics &
Smt. Thirumalai College of Science,
Wadala, Mumbai - 400 031





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**N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS &
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(Affiliated to the University of Mumbai)**

**In Collaboration with
Institute for Design of Electrical Measuring Instruments
Organize
Short Term Certification Course on "Digital Marketing"**



OBJECTIVES

Brand Engagement	Customer Satisfaction	Customer Lifetime Value	Share Revenue
Increase Profit Margins	Improve Product Quality	Customer Acquisition	Increase Brand Repetitions
Cross Sales	Differentiation	Optimizing Pricing Structure	Lead Generation

**Dr. Usha Iyer
Principal**



10th August to 23rd August, 2021

**Prof. Suchita Revankar
Convenor**

**Department Of Computer Science
+91 8779 631 993**

**Prof. Mona Bharaj
Co - Convenor**

**Department Of Computer Science
+91 9820 524 565**

**Prof. Muskaan Kursija
Organizing Secretary**

**Department Of Computer Science
+91 8369 887 317**



PRINCIPAL

**S.I.W.S.N.R. Swamy College of
Commerce & Economics And
Smt. Thirumalai College of Science
Wadala, Mumbai - 400 031.**



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N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS &
SMT. THIRUMALAI COLLEGE OF SCIENCE
Plot No. 337, Sewree-Wadala Estate,
Major R. Parameshwaran Marg, Wadala, Mumbai - 400 031
(Affiliated to the University of Mumbai)

Summary Report

August 26, 2019

Short Term Certification Course on “Digital Marketing” In Collaboration with Institute for Design of Electrical Measuring Instruments

The Department of Computer Science in collaboration with IDEMI, Mumbai (Under Ministry of MSME, Govt of India) organized a Short Term Certification Course on “Digital Marketing” from August 10th, 2019 to August 23rd, 2019. As internet becomes a seamless part of the day & life of a prime population, the bar for marketing touch points is constantly shifting and evolving. Consumers, empowered by information, are demanding unique-value-attributed communication across platforms & mediums. The course will help students to develop expertise in every facet of digital marketing, from strategy and organizational design to customer impact and scalable execution. The Complete Knowledge about **Marketing using social Media** was given, using **live demonstration** of website. Also **Virtual Classroom** was created for better learning of the course. The course completion certificate will be issued by **IDEMI** in association with **SIWS College** to the students. Students found this course very useful for **startups** and jobs in **marketing field**.

Objective:

- ✓ Gain a strategic understanding of **Digital Marketing**.
- ✓ Understand how to use it for branding and sales.
- ✓ Learn best practices, tools, and techniques of SEO.
- ✓ Master Search Engine **Marketing** using Google Ads.

Resource Person:

The Resource Person was Mr. Nitin Khandare empowered with the knowledge of digital marketing.



Job Opportunity:

- ✓ Digital Marketing Manager
- ✓ Web developer and web designer
- ✓ Social Media Executive and Social Media Manager
- ✓ SEO Executive/Expert
- ✓ Content Marketer
- ✓ Analytics Manager
- ✓ CRM Manager
- ✓ Email Marketing Manager
- ✓ E-Commerce Manager

Student Participation:

The students participated in the course was 12.

Examination Process and Passing Criteria:


The students who have attended 90% of the class were eligible to appear for the exam.

The Practical and Viva exam was conducted and students above 50% were considered under the Passing Criteria.

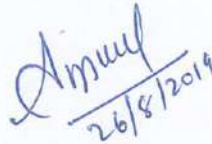
Outcome:

- The participants were able to understand the principles of Digital Marketing and its tools
- The back-end business process in digital mode
- To understand the importance of paperless marketing through social media platforms
- To understand marketing strategy in digital mode.

Date: August 26, 2019



Ms. Suchita Revankar
Convener



Mr. Ayyapan Iyer
Vice Principal

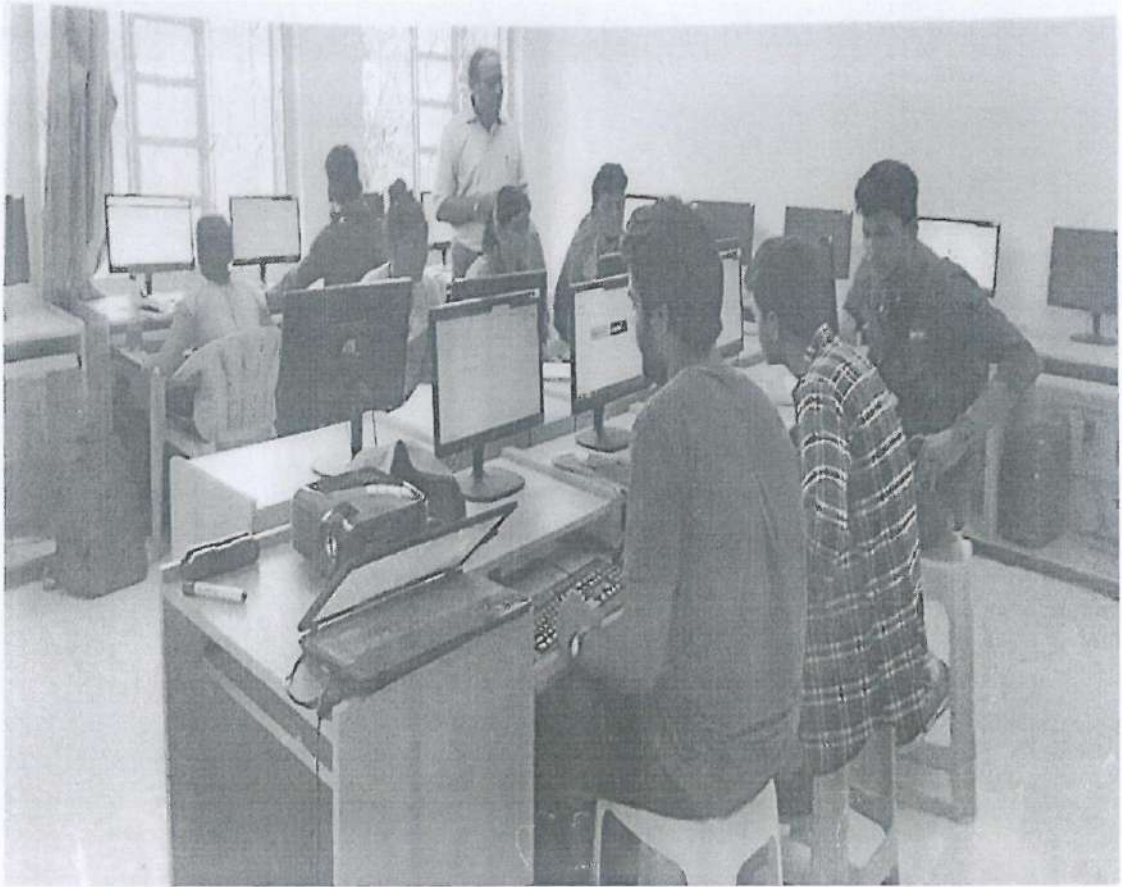


Dr. Usha Iyer
Principal



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Smt. Thirumalai College of Science,
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Photograph :



Caption: Short Term Certification Course on “Digital Marketing”





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08/08/2019

Short Term Certification Course on "Digital Marketing"

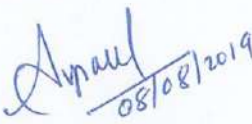
In Collaboration with

Institute for Design of Electrical Measuring Instruments

Curriculum

Module	Topic	Duration
I	Aligning digital marketing strategies with business goals to enhance ROI. Apply the principles of online advertising through a real-world scenario in a simulated environment.	04 Lectures 06 Practicals
II	Search Engine Optimization On-Page & Off-Page SEO Practices Understand Community Building & Develop Facebook Marketing Strategies	04 Lectures 06 Practicals
III	Understand Twitter Marketing & Types Of Twitter Ads. Understand LinkedIn Marketing In B2B Businesses. Understand Pinterest, Instagram, Snapchat & Other Social Media Marketing.	04 Lectures 06 Practicals


Coordinator


08/08/2019
Vice Principal


Principal



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Short Term Certification Course on “Digital Marketing”

In Collaboration with

Institute for Design of Electrical Measuring Instruments

Schedule of a course

Date: 09/8/2019

Sr. No	Date	Time
1	10/8/2019	2 PM – 5 PM
2	12/8/2019	2 PM – 5 PM
3	13/8/2019	2 PM – 5 PM
4	14/8/2019	2 PM – 5 PM
5	16/8/2019	2 PM – 5 PM
6	17/8/2019	2 PM – 5 PM
7	19/8/2019	2 PM – 5 PM
8	20/8/2019	2 PM – 5 PM
9	22/8/2019	2 PM – 5 PM
10	23/8/2019	2 PM – 5 PM

SP

Convener

Anand
9/8/2019

Vice Principal

John

Principal



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Date: 23/08/2019

**Short Term Certification Course on "Digital Marketing"
In Collaboration with
Institute for Design of Electrical Measuring Instruments**

PARTICIPATION LIST

Sr. No	Student Name	Class
1	SHETTY MEGHA	FYBCOM
2	LAKSHMI UTTAM	FYBCOM
3	FARIAHA KHATOON	FYCS
4	SHAIKH MOHD MUSHRIF	FYCS
5	PRASHANT BHANDARI	FYCS
6	PARESH PATIL	TYBCOM
7	CHIRAG PRAVIN MAJEVANIYA	FYBCOM
8	ANSARI GULAM RAJA	FYCS
9	AZAZ ANSARI	FYBCOM
10	JUSTIN JAZE	FYIT
11	NIMISH SALUNKHE	TYBCOM
12	SHREELAKSHMI HARIDSAN	TYBCOM

Course Convener

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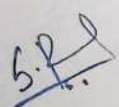
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14-12-2019

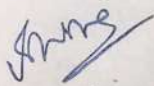
Department of Computer Science

2019-2020

- Type of Activity** : Short Term Government Certified Professional Course
- Course Code** : 19104
- Theme** : Cyber Security and Ethical Hacking
- Duration** : December 02,2019 to December 11,2019 (30 Hours)
- Collaboration** : Institute of Design of Electrical Measuring Instruments, Mumbai,
Technology Centre, Government of India Society.
- Resource Person** : Mr. Sourabh Patil
- Objective** :
- Plan a vulnerability assessment and penetration test for a network
 - Execute a penetration test using standard hacking tools in an ethical manner
 - Report on the strengths and vulnerabilities of the tested network
 - Identify legal and ethical issues related to vulnerability and penetration testing
- Number of Participants (Enrolled)** : 13
- Number of Participants (Completed)** : 13
- Outcome** :
- The participants were able to understand the principles of Cyber Security and Ethical Hacking
 - Learner were able to understand about threats available on the internet.
 - To understand criminal activities using internet.
 - Learner were aware of protecting their data over the internet


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Vice Principal


Principal



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**N.R. SWAMY COLLEGE OF COMMERCE AND ECONOMICS &
SMT. THIRUMALAI COLLEGE OF SCIENCE**



In association with

Institute for Design of Electrical Measuring Instruments



Is organizing a Short term course on, "Cyber Security and Ethical Hacking"

Cyber security principles are designed to safe guard website and web applications from attackers seeking to disrupt, delay, alter or redirect the flow of data.

Highlights of course:

- * Knowledge about all types of attacks and it's solution as well as prevention and detection of it.
- * Certificate by IDEMI (A Government of India Society)
- * Course taught by leading experts in the field from all over India
- * Course material will be provided
- * Online exam and a Certificate by IDEMI (A Government of India Society)
- * Job oriented training

Date: December 02nd to December 11th, 2019

Venue: Room No. CB 109 (Computer Lab)

**Other courses in the offing: Ethical Hacking, Networking, Digital Marketing, Export Management.
Eligibility XII std or above.**

Contact:

Mr. Ayyappan Iyer - 9029003467

Mrs. Suchita Revankar - 8779631993



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(Affiliated to the University of Mumbai)

December 12, 2019

Short Term Certification Course on “Cyber Security and Ethical Hacking”

In Collaboration with

Institute for Design of Electrical Measuring Instruments

The Department of Computer Science in collaboration with IDEMI, Mumbai (Under Ministry of MSME, Govt of India) organized a Short Term Certification Course on “Cyber Security and Ethical Hacking” from December,02 to December 11th, 2019. Hacking can be defined as to gain unauthorized access to any computer system and performing malicious activities. After getting access to a system, the hacker may delete system files and also steal sensitive information. Hacking done without permission is illegal whereas hacking done with permission comes under Ethical Hacking and is done to find out vulnerabilities in one’s computer system. Ethical hackers are often hired by renowned software companies to hack into their system/servers to find vulnerabilities and weak endpoints so that they can be fixed. Every software company especially the renowned ones follow this practice to take precautionary measures against legitimate hackers who have malicious intent. Cyber Security and Ethical Hacking short term course was conducted by IDEMI (Institute for Design of Electrical Measuring Instruments), a Govt. of India Organization from 9 to 11 December,2019. Twelve students and one faculty member Ms.MonikkaSethurajan participated in the short-term course and Certificates were awarded to them by IDEMI in association with S.I.W.S College

Objective:

- Plan a vulnerability assessment and penetration test for a network.
- Execute a penetration test using standard hacking tools in an ethical manner.
- Report on the strengths and vulnerabilities of the tested network.
- Identify legal and ethical issues related to vulnerability and penetration testing.

Resource Person:

Mr. Sourabh Patil was the Resource Person for the session who was doing Cyber security Research and as well is an Ethical Hacker. Competent and skilled IT & Web Security person. Apart from this, have a passion and diligence for hacking, finding new bugs.

Job Opportunities:

- Ethical Hacker
- Forensic Investigator
- Penetration Tester
- Intrusion Analyst
- Technical person in the area of network security

Student Participation: The number of students participated was 13.

Examination Process and Passing Criteria: The students who have attended 90% of the class were eligible to appear for the exam. The Practical and Viva exam was conducted and students above 50% were considered under the Passing Criteria.

Outcome:

- The participants were able to understand the principles of Cyber Security and Ethical Hacking
- Learner were able to understand about threats available on the internet.
- To understand criminal activities using internet.
- Learner were aware of protecting their data over the intern


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November 30, 2019

Short Term Certification Course on “Cyber Security and Ethical Hacking”
In Collaboration with
Institute for Design of Electrical Measuring Instruments
Curriculum

Module	Topic	Duration
I	<ul style="list-style-type: none">• Cyber Ethics-Hacking Introduction• Information Gathering 1• Information Gathering 2• Scanning 1, Scanning 2• Google Hacking Database	04 Lectures 06 Practicals
II	<ul style="list-style-type: none">• Virus, Worms – Virus Analysis,• Trojans & Backdoors• Sniffers & keyloggers• Social Engineering• Email, DNS, IP spoofing• HoneyPots	04 Lectures 06 Practicals
III	<ul style="list-style-type: none">• Website Hacking & Security• Mobile & Wireless Security• System Hacking & Security• Live demonstration of KALI, LINUX, Hacking, Phishing, Sniffing, Firewall, Networking and accessing Android devices.	04 Lectures 06 Practicals


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Short Term Certification Course on “Cyber Security and Ethical Hacking”

In Collaboration with

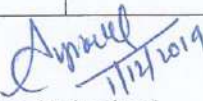
Institute for Design of Electrical Measuring Instruments

Schedule of a course

Date: 01/12/2019

Sr. No	Date	Time
1	02/12/2019	2 PM – 5 PM
2	03/12/2019	2 PM – 5 PM
3	04/12/2019	2 PM – 5 PM
4	05/12/2019	2 PM – 5 PM
5	06/12/2019	2 PM – 5 PM
6	07/12/2019	2 PM – 5 PM
7	08/12/2019	2 PM – 5 PM
8	09/12/2019	2 PM – 5 PM
9	10/12/2019	2 PM – 5 PM
10	11/12/2019	2 PM – 5 PM


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Date: 12/12/2019

Short Term Certification Course on "Ethical Hacking and Cyber Security"

**In Collaboration with
Institute for Design of Electrical Measuring Instruments**

PARTICIPATION LIST

Sr. No	Student Name	Class
1	SAVIO FERNANDO	FYCS
2	SHAIKH MUSHARIF	FYCS
3	AMRITA VARSHINI	FYCS
4	HRITHIK SAWANT	FYCS
5	SALMAN SHAIKH	FYCS
6	KHAN ARBAZ	FYCS
7	RAHUL KUMAR	FYCS
8	ATHARVA APASTAMB	FYCS
9	KUMAR KODI	FYCS
10	JAY TANK	FYCS
11	PRASHANT BHANDARI	FYCS
12	SEJAL BHAGAT	SYBMM
13	MONIKA RESHMI	FACULTY

Course Convener

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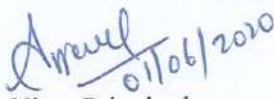
Department of Computer Science

2019 – 2020

Type of Activity	:	Short Term Course
Course Code	:	19105
Theme	:	Graphics Design
Duration	:	May 18 ,2020 to May 29,2020 (30 Hours)
Collaboration	:	Institute of Design of Electrical Measuring Instruments, Mumbai, Technology Centre, Government of India Society.
Resource Person	:	Mr. Rishikanta Thingnam
Objective	:	<ul style="list-style-type: none">• To apply basic design principles to present ideas, information, products, and services in a creative visual manner• To practically learn fundamental technical skills, knowledge, and abilities in graphic design• To demonstrate adherence to professional graphic design industry standards
Number of Participants (Enrolled)	:	63
Number of Participants (Completed)	:	63
Outcome	:	<ul style="list-style-type: none">• The participants were able to understand the principles of graphic designs and their tools• To understand graphical representation of business process.• Able to understand concept og game programming and animated graphics.• Learner were able to make brochure and banners.


Convener




01/06/2020
Vice Principal


01/06/2020
Principal

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NAAC re accredited : B



In Collaboration with
Institute for Design of Electrical Measuring Instruments



Organizes

Short-term course on "Graphics Design"

May 18 to May 29, 2020

Certificate from
A Government of
India Society
(Ministry of MSME-
Government of
India)



Dr. Usha Iyer
Principal

For details Contact:

Mrs. Suchita Revankar - 87796 31993
Mrs. Mona BharaJ - 98205 24565
Mrs. Muskaan Kursija - 83698 87317

STAY HOME , STAY SAFE , LEARN MORE

Objectives of the Course

- To learn the Vector and Raster graphics
- To learn Masking
- To Learn typefaces
- To learn and understand typography, Infography
- To learn photo editing
- To create Flyer, Visiting card, Brochure and Social Media creatives designs

SOFTWARES



Course Fees: ₹600/- (Including GST)

REGISTER NOW!

**GRAPHIC
DESIGN
ONLINE COURSE**

Note:

1. Registration is compulsory
2. E-Certificates will be provided to all participants on their registered email id, only after the submission of the Feedback Form



AMS

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01/06/2020

Three Days Short Term Certification Course on “Graphics Design”
In Collaboration with
Institute for Design of Electrical Measuring Instruments (IDEMI)

The Department of Computer Science in collaboration with IDEMI, Mumbai (Under Ministry of MSME, Govt of India) organized a Three Days Short Term Certification Course on “Graphics Design” from May 18 to May 29, 2020. Graphic Design is all around us! Words and pictures—the building blocks of graphic design—are the elements that carry the majority of the content in both the digital world and the printed world. As graphic design becomes more visible and prevalent in our lives, graphic design as a practice becomes more important in our culture. The course taught the fundamental principles of graphic design: image making, typography, composition, working with color and shape... foundational skills that are common in all areas of graphic design practice.

This Online course was conducted on “Google Meet” – a safe and secure google platform with our esteemed speaker, Mr. Rishikanta Thingnam who is a well experienced Graphic Designer and Visualiser at IDEMI. Mr.Nilesh Sharma, Department Coordinator of Animation Department at IDEMI also supported relentlessly and the soft wares introduced were Photoshop and Adobe Illustrator. Overall, it was an interesting, interactive course and the methodology was quite hands on. The graphical assignments with the help of Google classroom were a booster that motivated the participants enthusiastically.



Objective:

- To apply basic design principles to present ideas, information, products, and services in a creative visual manner
- To practically learn fundamental technical skills, knowledge, and abilities in graphic design
- To demonstrate adherence to professional graphic design industry standards

Resource Person: The Resource Person was Mr. Rishikanta Thingnam who is a Graphic Designer and a Visualiser.

Job Opportunity:

The job profile can be in consultancies, advertising agencies, design studio, educational institutions, publishers, marketing firms and many other places. After completing degree in graphic design, you may also set up your own design studio or can work as an exhibiting artist. **Some of the Job profiles are:**

- Graphic Designer
- Picture Editor
- Design Manager
- Brand Identity Designer
- Flash Designers
- Web Designer
- Visual Image Developer
- Logo Designers

Analysis Report of feedback

It had an overwhelming response with 63 participants, which included 27% Faculty, 58.7% Students and 27% others all over Maharashtra and other states.



Very good

Was Good. The trainer was super patients and organized.

Thank you for making this happen

Good experience

It's is one of the best workshop I have ever attended

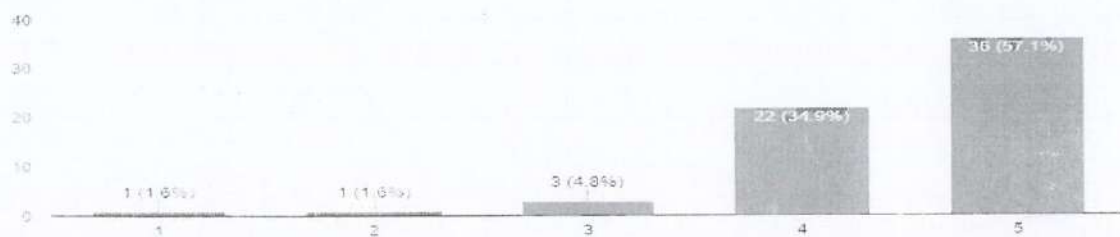
Thank You

Thanks for providing us so much knowledge.

The Overall Impact as rated by majority of the participants for the course was Excellent.

Overall impact

63 responses



Feedback/Takeaways shared by some of the participants about the sessions :

It was good to be a part of this camp
Great platform for learning .

Nice and informative session

Session was very informative

Informative

Learned new things

It was a great short term course for me to acquire some basic knowledge of Photoshop and Illustrator . Their aim of providing students with good employment opportunities was totally reflected through out the course . Rishi Sir was so kind and patient to explain and clarify our doubts again and again. I'm really overwhelmed to be part of such a short but productive journey along with this enthusiastic team

Developing a Personal Illustration Style

Simply explained

Students Participation: The total number of students participated was 63.

Examination Process and Passing Criteria:



3/4

The students who have attended 90% of the class were eligible to appear for the exam. The Practical and Viva exam was conducted and students above 50% were considered under the Passing Criteria.


Outcome:

- The participants were able to understand the principles of graphic designs and their tools
- To understand graphical representation of business process.
- Able to understand concept of game programming and animated graphics.
- Learner were able to make brochure and banners.

Date: 01/06/2020



Convener


01/06/2020
Vice principal
01/06/2020
Principal

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Short Term Certification Course on "Graphics Design"

In Collaboration with


Institute for Design of Electrical Measuring Instruments


Schedule of a course

Date: 15/5/2020

Sr. No	Date	Time
1	18/5/2020	2 PM – 5 PM
2	19/5/2020	2 PM – 5 PM
3	20/5/2020	2 PM – 5 PM
4	21/5/2020	2 PM – 5 PM
5	22/5/2020	2 PM – 5 PM
6	23/5/2020	2 PM – 5 PM
7	25/5/2020	2 PM – 5 PM
8	26/5/2020	2 PM – 5 PM
9	27/5/2020	2 PM – 5 PM
10	29/5/2020	2 PM – 5 PM


Convener


15/5/2020
Vice Principal


Principal
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10/05/2020

Short Term Certification Course on "Graphics Design"
In Collaboration with
Institute for Design of Electrical Measuring Instruments
Curriculum

Module	Topic	Duration
I	<ul style="list-style-type: none">• Introduction to Computer Graphics, Understand and learn the Vector and Raster graphics• Understand and learn the workspace, Essential tools and capabilities of Adobe Photoshop and Illustrator.• Learn photo editing and manipulation and colour correction in Adobe Photoshop.	04 Lectures 06 Practicals
II	<ul style="list-style-type: none">• Understand and learn Masking, non-destructive editing techniques in Adobe Photoshop.• Master the pen tool, shape builder tool and other essential vector design tools in Adobe Illustrator• Learn to create logos and branding packages	04 Lectures 06 Practicals
III	<ul style="list-style-type: none">• Learn typefaces and how to pair fonts, type hierarchy, balance and overall design layout.• Learn the photography and graphical concepts. layout, blocking and other design theory and skills• Learn Flyer, visiting card, brochure and Social Media creatives design	04 Lectures 06 Practicals


Convener


Vice Principal


Principal



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Date: 30/6/2020

**Short Term Certification Course on "Graphics Design"
In Collaboration with
Institute for Design of Electrical Measuring Instruments**

PARTICIPATION LIST

Sr. No	Name	Designation	Name of the Institution/Organization
1	Shiv Ledwani	Student	S.I.W.S
2	Dharmishta Prashant Mistry	Faculty	Anandibai Damodar Kale Degree College
3	Sabina Shaikh	Faculty	KHMW COLLEGE
4	Aditya Malusare	Student	Pillai college ,Panvel
5	Preksha Khandor	Student	Nagindas Khandwala college
6	Arti Tiwari	Faculty	Shri D D Vispute college of Science and Management
7	Tejas Muchhala	Student	B.K.Shroff college of commerce and arts
8	Vihan Anand	Student	BITS Pilani KK Birla Goa Campus
9	Shraddha Shukla	Faculty	Shailendra degree college
10	Anushka Ravindra Wanjalkar	Student	South Indian College Dombivli
11	Asst Prof. Varsha Kiranpure	Faculty	Shailendra Degree College, Dahisar east, Mumbai
12	Akhilesh Agashe	Other	Agashe Venture's
13	Prof. Mohammed Salim Khan	Faculty	KLE College of Law, Kalamboli, Navi Mumbai
14	Vibhuti Rahul Borse	Faculty	Shailendra Degree College
15	Kasturi shrikrishna karpe	Student	Kes college
16	Sampada Deshmukh	Faculty	VIVA College of Arts commerce and Science
17	Apurva Yadav	Faculty	Kirti M Doongursee College
18	Sajal Bhagat	Student	SIWS
19	Ashwit Kailas Thali	Student	ITM Kharghar
20	Rakesh Murti koendar	Faculty	Kirti College
21	Dr. Amit Naik	Faculty	S.K.Somaiya College of A.S.C., Vidyavihar
22	Swapnali Patil	Faculty	KIRTI M DOONGURSEE
23	Subhalaxmi Sridhar	Other	S.I.W.S College Wadala
24	Kartik Gupta	Student	South Indian Welfare Society
25	Mahendra Rathod	Student	S.I.W.S college
26	Laxmikant Manchekar	Faculty	Vidyalankar School of Information Technology
27	Sahil Sunil Manjrekar	Student	S.I.W.S. N.R. SWAMY COLLEGE OF COMMERCE AND ECONOMICS AND SMT. THIRUMALAI COLLEGE OF SCIENCE



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28	Onkar Dilip Shete	Student	M.G.M College of Computer Science & Information Technology , Kamothe , Navi Mumbai
29	Akshata Abhishek Nayak	Faculty	Kirti M. Doongurse College
30	Bhakti Shah	Student	VIVA COLLEGE
31	Aditi Ajit Baikar	Other	Na
32	Sanskriti Ramachandran	Student	PPSIJC
33	Chaitanya Satish Jadhav	Student	UCD Michael Smurfit Graduate Business School
34	Karan Mehra	Student	Kes college
35	Samhita Krishna Iyer	Student	Royal College of Arts, Science & Commerce
36	Preeti Bharanuke	Faculty	IDOL , University of Mumbai
37	Anjali Gaurishankar Gupta	Student	Rizvi college
38	Bhuvanesh Rameshkumar Nadar	Student	Little Angel's High School
39	Mitali Ramchandra Naik	Student	Guru Nanak Khalsa College of Arts, Science & Commerce
40	Shruti Devan Das	Student	Nagindas khandwala college
41	Simran Dingreja	Student	Smt Chandibai Himathmal Mansukhani College, Thane Maharashtra
42	Apeksha Ajay Umare	Student	K.M.Agarawal College of Arts, Science and Commerce
43	Akhila Sajeev Nair	Student	Smt. CHM College
44	Nikita Rahul Giri	Other	SIWS College
45	Arvind Digamber Harekar	Other	KES' Shroff College of Arts & Commerce
46	Rafik A Parmar	Faculty	Vidyaniketan Degree College
47	Monikka Reshmi Navin	Faculty	S.I.W.S. College of Commerce and Economics
48	Vishal Thakkar	Student	IDEMI
49	Vidhita Menon	Student	Pillai College of Arts, Science and Commerce
50	Amogh Samant	Student	South Indian Association College
51	Ezhil Arasi	Other	IDEMI
52	Ashok Kumar Karingu	Student	Siws
53	Shruti Suvarna	Student	KES Shroff College
54	Samruddhi Jadhav	Other	S. H. Kelkar & Company Limited (Keva)
55	Palak Gandhi	Student	New English
56	Shazmeen Iqbal Ahmed Nakhwa	Student	Royal College
57	Om Sudam Patil	Student	Tha Dadar Parsee Youths Assembly High School
58	Deepa Tikkha	Other	House Wife
59	Angad Singh Sehgal	Student	SVKM's Narsee Monjee Institute of Management Studies (NMIMS).
60	Alisha Kapoor	Student	SVKM's Narsee Monjee Institute of Management Studies
61	Jeet Shah	Other	Emory University
62	Utkarsh Viswanathan	Student	DAV Public School
63	Neha Moroney	Student	IDEMI

S.P.D.
Course Convenor



[Signature]
Principal

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Plot No. 337, Sewree - Wadala Estate,
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Department of Computer Science

2019 - 2020

Type of Activity	:	Online Certificate Course
Course Code	:	19106
Theme	:	Online Business Setup & Online Marketing
Duration	:	June 26,2020 to July 7,2020 (30 Hours)
Collaboration	:	Institute of Design of Electrical Measuring Instruments, Mumbai, Technology Centre, Government of India Society.
Resource Person	:	Mr. Mukund
Objective	:	<ul style="list-style-type: none">• Gain an analytical and functional understanding of digital marketing strategies• Develop marketing skill simulation• Learn strategic marketing tactics• Explore cutting-edge digital marketing trends and techniques
Number of Participants (Enrolled)	:	5
Number of Participants (Completed)	:	5
Outcome	:	<ul style="list-style-type: none">• Gain an analytical and functional understanding of digital marketing strategies• Develop marketing skill simulation• Learn strategic marketing tactics• Explore cutting-edge digital marketing trends and techniques

Convener

Vice Principal

Principal



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NAAC re accredited : B



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Organize

**"Online Business Setup & Online Marketing"
LIVE Course**

Date: June 26, 2020 to July 7, 2020

Fees: ₹ 700/-

ENROLL NOW!

**Certificate From A Government of Indian Society
(Ministry of MSME Government of India)**

Dr. Usha Iyer (Principal)

**Contact: Mrs. Suchita Revankar - 8779631993 / Mrs. Mona Bharaj - 9820524565 /
Mrs. Muskan Kursija - 8369887317**

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10/7/2020

“Online Business Setup & Online Marketing Live Course”

In Collaboration with

Institute for Design of Electrical Measuring Instruments

Summary Report

The Department of Computer Science in Collaboration with IDEMI, Mumbai

(Under Ministry of MSME, Govt of India) organized a 30 Hrs. short term course on “Online Business Setup & Online Marketing Live Course” from June 26, 2020 to

July 7, 2020. The course helped to understand the digital customer behaviour, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimize ROI.

The Online Course was conducted on “Google Meet” a safe and secure google platform with our esteemed speaker, Mr. Mukund who is well experienced in the field. The core areas of digital marketing were explained and the participants gained a superior strategic edge. The participants were explained how a marketer with online marketing techniques have the synergistic power to supercharge growth of any business. The participants were taught how one can carve out a space for the brand and business online. An interactive roadmap to growing the business through digital marketing, including online advertising, lead generation, and ecommerce was explained with live examples. The participants found the session very interesting with Real Time Practical knowledge and became confident that “Yes.... we can start our Online business now”



Objective: At the end of the programme, participants were able to:

- Gain an analytical and functional understanding of digital marketing strategies
- Develop marketing skill simulation
- Learn strategic marketing tactics
- Explore cutting-edge digital marketing trends and techniques

Resource Person:

Mr. Mukund is a Resource Person - member in the Marketing Area of IDEMI. He has an end-to-end perspective of the digital marketing ecosystem and helps to plan revenue-generating strategies.

Job Opportunity:

- Digital Marketing Manager
- Web Developer & Web Designer
- Social Media Executive and Social Media Manager
- SEO Executive/Expert
- PPC/SEM Expert
- Content Marketer and many more

Student Participation: The student participation for the course was 05.

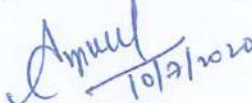
Examination Process and Passing Criteria:

The students who have attended 90% of the class were eligible to appear for the exam. The Practical and Viva exam was conducted and students above 50% were considered under the Passing Criteria.

Outcome:

- Gain an analytical and functional understanding of digital marketing strategies
- Develop marketing skill simulation
- Learn strategic marketing tactics
- Explore cutting-edge digital marketing trends and techniques


Convener


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Short Term Certification Course on
“Online Business Setup & Online Marketing Live Course”

In Collaboration with
Institute for Design of Electrical Measuring Instruments

Schedule of a course

Date: 22/6/2020

Sr. No	Date	Time
1	26/6/2020	2 PM – 5 PM
2	27/6/2020	2 PM – 5 PM
3	29/6/2020	2 PM – 5 PM
4	30/6/2020	2 PM – 5 PM
5	1/7/2020	2 PM – 5 PM
6	2/7/2020	2 PM – 5 PM
7	3/7/2020	2 PM – 5 PM
8	4/7/2020	2 PM – 5 PM
9	5/7/2020	2 PM – 5 PM
10	7/7/2020	2 PM – 5 PM

S.P.S.
Convener

Amul
10/7/2020
Vice Principal

[Signature]
Principal



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20/06/2020

Short Term Certification Course on
“Online Business Setup & Online Marketing Live Course”
In Collaboration with
Institute for Design of Electrical Measuring Instruments
Curriculum

Module	Topic	Duration
I	<ul style="list-style-type: none">• Introduction to Digital Marketing• Website Planning and E-Commerce Development	04 Lectures 06 Practicals
II	<ul style="list-style-type: none">• Search Marketing and Blogging• Creating Marketing Content and Campaign Planning	04 Lectures 06 Practicals
III	<ul style="list-style-type: none">• Social Media Marketing• Managerial and Soft Skills	04 Lectures 06 Practicals

S.P.S.

Convener

Anmol
20/6/2020

Vice Principal

S. N. S.

Principal



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Date: July 8,2020

**Short Term Certification Course on
“Online Business Setup & Online Marketing Live Course”
In Collaboration with
Institute for Design of Electrical Measuring Instruments**

PARTICIPATION LIST

Sr. No	Student Name	Class
1	Pratibha Bhandari	Faculty –DTSS college Malad,Mumbai
2	Deval Bhat	Faculty –DTSS college Malad,Mumbai
3	Sunil Kumar	Employee Industry
4	Ruchir Dave	FYBSC CS –MCC Mulund,Mumbai
5	Sunil N	Employee Industry

Course Convener

Principal



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3-2-2020

Department of Commerce and Placement Cell

2019 - 2020

Type of Activity : Soft Skills Course

Course Code : 19107

Theme : Bridging the gap between classroom & corporate

Duration : November 29, 2019 to January 28, 2020 (80 Hours)

Collaboration : TechnoServe

Resource Person : Ms. Reshma R- Program Specialist, Techno Serve

Objective :

- To empower the final year students with the skills and attitude to enter competitive workforce
- To provide a platform to the students to develop their overall personality

Number of Participants (Enrolled) : 31

Number of Participants (Completed) : 31

Outcome :

- Students were confident and prepared to face actual interviews
- Students were able to get career counselling by way of proper guidance
- Placement assistance provided a platform to the students to choose an appropriate career

Praveen
3/2/2020
Convener

U.S.
Vice Principal



Anne
Principal
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Wadala, Mumbai 400 031

Department of Commerce

Name of the Certificate Course:

Bridging the gap between classroom & corporate

Course Duration: The first batch had 31 BCom students. It started on 29th November 2019 & got over on 28th January 2020.

Introduction

Department of Commerce in association with an American NGO- Techno Serve conducted a “Bridging the gap between classroom & corporate”. Techno Serve through the Campus to Corporate Careers (C2C) Program, provides a transformative workforce readiness skills training for youth to make better career choices and build a strong career path. The program also provides placement support through corporate linkages with large and small firms. The basic idea of holding this course is to tackle the increasing need felt by fresh graduates - to sharpen and improve interview preparedness and make informed career choices after their graduation

Objectives:

- To empower the final year students with the skills and attitude to enter competitive workforce.
- To provide a platform to the students to develop their overall personality.



Curriculum:

TechnoServe, through the Youth Employability Program provides a transformative workforce readiness skills training for youth to make better career choices and build a strong career path. The program also provides placement support through corporate linkages with large and small firms. Our goal is to tackle the increasing need felt by fresh graduates - to sharpen and improve interview preparedness and make informed career choices after their graduation. Below is the outline of topics that would be covered across 45 sessions of the training. Each session would be at least 2 hours.

1. Personal and Professional Effectiveness (16 sessions)

This module is focussed on bringing out the inner confidence, goals and passions of student participants, while introducing them to key concepts in goal setting, financial planning and interpersonal skill development. All parts of this module are activity based and case study driven.

- 1.1. Program Introduction
 - Introduction to the program
 - Expectation setting
 - Ground rules
- 1.2. Learning Environment and Self Awareness
 - Career-Counselling Survey
 - Team Work
 - Knowing yourself
 - Spheres of Self awareness
 - Personality Profiles
- 1.3. My Motivations (My Values)
 - Values and Motivation
 - Maslow's Need Hierarchy theory
- 1.4. Goal Setting
 - What are Goals?
 - Different types of Goals
 - Why is Goal Setting Important?
 - SMART Goals Technique
 - Priority and Prioritization
 - Barriers to achievement of goals
- 1.5. Communication and Interpersonal Skills
 - Elements of effective communication
 - Interpersonal relationships
 - Identify and resolve conflicts
 - Personal beliefs regarding division of labor between men and women
- 1.6. Communication and Persuasion





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- JohariWindow
 - Persuasion
- 1.7. Decisionmaking
- Ability to describe and apply a decision making model
 - Ability to define and manage decision making influences and consequences
 - Ability to apply creative and critical thinking skills to decisionmaking
 - Ability to define the importance of time management and use time management tools
- 1.8. Financial Literacy
- Financial Personality
 - How can we achieve our savings goal?
 - Different types of financial organizations
 - How to open a bank account
- 1.9. Employment and Employability
- Ability to define formal and informal employment.
 - Ability to define employability and key employability skills.
 - Ability to write a CV and cover letter

2. Communicative English and Interview Preparation (7 sessions)

This module is focussed on introducing students to the basics in professional communication, communication dos and don'ts as well as a conclusive guide to giving interviews and group discussion.

- 2.1. Communicative English - basics and necessary tips to communicate for interviews and the job
- 2.2. Complete Guide to Group Discussions
- 2.3. Complete Guide to Personal Interviews
- 2.4. What are Aptitude Tests? & Professional Networking - a guide for beginners
- 2.5. Vocabulary List for Entry Level Employees

3. Introduction to Industry and Career Orientation (8 sessions)

This module is focussed on setting job expectation with the students. The module explores career opportunities relevant to students from commerce background and gives them the reality v/s idealistic check on job markets. It will provide students with an in depth knowledge about different job domains as well as skill sets required to get the job and showcasing the career growth path for each role and domain.

- 3.1. Career Orientation
- 3.2. Introduction to Industry and Customer Support
- 3.3. Orientation to Sales
- 3.4. Orientation to Back-Office roles (HR, Admin and Finance & Accounting)
- 3.5. Computer Literacy - Primer to typing and Microsoft Excel
- 3.6. Mock Personal Interviews
- 3.7. Mock Group Discussion



4. Work Readiness (9 sessions)

This module is focussed on addressing the gap the students face while transitioning from campus to corporate as well as inculcating a sense of professionalism in them.



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Unit 1 Professionalism

1. Best Practices of Offer Letter Acceptance
2. Joining the Workplace
3. How important is Professionalism
4. Demeanor

Unit 2 Understanding Career Paths

1. Need to plan our career paths
2. Employee Pyramid in corporate sector

Unit 3 Surviving Year 1

1. Maintaining a positive attitude before joining the workplace
2. Preventing a gap year

Unit 4 Work Ethics, Feedback and Performance Appraisal

1. Meaning of Work Ethics
2. Criteria for performance appraisal
3. Giving and Receiving feedback

Unit 5 Email Etiquettes

1. Basics to email Writing
2. Common abbreviations & common mistakes while writing emails

Unit 6 Working in a Group

1. Assertive style of Communication
2. Team Meetings

Unit 7 Presentations

5. Career Counselling

2 session

This module is focused on guiding students both individually and in group and giving them the real picture of job market as well as making sure that the skills that our students possess match with their interest areas for jobs and try to bridge the gap as much as possible.

- 5.1 In-training Counselling (2 sessions per student) with Group and Individual Counselling approaches. Here a career counselling survey will be administered at the start of the training
- 5.2 Post-training Counselling
- 5.3 Pre- and Post- Placement Counselling
- 5.4 Helpline Service





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Eligibility Criteria

- Third Year students of any stream are eligible to attend the training sessions.

Evaluation Method

Students were evaluated on the following:

1. Group Discussions
2. Power Point Presentations
3. Mock Interviews

Outcome

- ✓ Students were confident and prepared to face actual interviews.
- ✓ Students were able to get career counselling by way of proper guidance.
- ✓ Placement assistance provided a platform to the students to choose an appropriate career.

Placements:-

26 Students got placed (Enclosed Summary of the Placement Report)

Trainer:

Ms. Reshma R- Program Specialist



Ms. Iyengar Subhashini
Chairperson, Commerce Association

CA Vaibhav Banjan
Vice- Principal- Commerce

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November 25, 2019

DEPARTMENT OF COMMERCE

DEPARTMENT OF COMMERCE in association with Technoserve is organising " Bridging the gap between Classroom and Corporate" November 29, 2019. Placement assistance and career counselling will be given to the students on successful completion of the program.

Interested students can give your names to:

1. Ms. Subhashini Iyengar
2. Mr. Ravindra Singh



Dr. Usha Iyer
Principal

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**Report to S.I.W.S. N.R. Swamy College of Commerce and Economics, Wadala
Principal and Head Coordinators**

Subject: Final Training Report 2019-20

Stream	Batch size	Date started	Date complete	Placed Number	Trainer
Bcom	31	29/11/2019	28/01/2020	26	Reshma R

Total **Placed students** through TechnoServe is 26.

Summary of training:

The students have completed 80-hour program including Personal effectiveness, Communication Readiness, Career Readiness and Work Readiness. 80 hours of training was delivered in class and 40 hours of mandatory training is made available to students on TechnoServe's proprietary online learning platform. The students have also undergone individual counselling during the program, post training, pre-placement and also post placements.

Summary of placements:

Company Name	Number of students placed	Salary offered
Axis Bank	4	1.8 Lakhs to 2.2 Lakhs + Incentives
HDB Financial Services	15	1.56 Lakhs + Incentives
ICICI Bank	2	1.68 Lakhs + Incentives
ICICI Prudential	2	2.65 Lakhs + Incentives
IIFL(Bharti Axa Insurance)	3	1.08 Lakhs to 1.44 Lakhs+ Incentives
Self-Placed	-	
Total	26	

Note: Remaining students are continuing to receive updates about vacancies undergoing interview and placement processes.




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List of Participants

No.	Name of students	Stream
1	Pooja More	B.Com
2	Falguni Dalvi	B.Com
3	Sreelakshmi Vilakithala	B.Com
4	Chidanand Avlergi	B.Com
5	Shahista Ali Inamdar	B.Com
6	Ramesh Renetia	B.Com
7	Mohammad Arman	B.Com
8	Manish Sharma	B.Com
9	Shivani Patwa	B.Com
10	Pooja Patwa	B.Com
11	Prapti Sawant	B.Com
12	Sakshi Kanhed	B.Com
13	Mehmood Mansoor Ali Shaikh	B.Com
14	Zahid Chand Khan	B.Com
15	Dhriti Dharod	B.Com
16	Lalit Waghela	B.Com
17	Arvind Wale	B.Com
18	Sanjana Jha	B.Com
19	Aparna Pravin Mahadik	B.Com
20	Pranali Sunil Kamble	B.Com
21	Aman Mishra	B.Com
22	Prachi Daval	B.Com
23	Mohammad Naim	B.Com
24	Pooja Gupta	B.Com
25	Poonam Verma	B.Com
26	Manoj Gowda	B.Com
27	Husne Jabeen	B.Com
28	Vinay Jaiswal	B.Com
29	Mohini Maharana	B.Com
30	Anmol Gupta	B.Com
31	Vaishali Phalke	B.Com




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