A Brief report Certificate course in Digital Marketing

Centre for Information Technology conducted a Certification programme in Digital Marketing for the 3rd Semester MBA (B & C sections) from 26th September 2017 – 30th January 2018.

The main objective of this course is to create awareness about different packages in Digital Marketing which helps them during placements. Mr.Supreet.G Corporate trainer, NICT, Bangalore, was the resource person.

Course details are as follows:

- Total number of hours : 30

- Duration of the course : 3 Months

- Number of students   : 92

Various topics covered in the course duration were as follows:

Digital Marketing

1. Introduction to Digital marketing

2. Website planning and creation

3. Search engine optimization

4. Social media marketing

5. Email marketing

6. Google analytics

7. Keyword research

8. Youtube marketing

9. Facebook marketing

10. Lead generation for business

Feedback was collected from all the students and was found to be good. Certificates were distributed for all the students who satisfied the eligibility criteria.
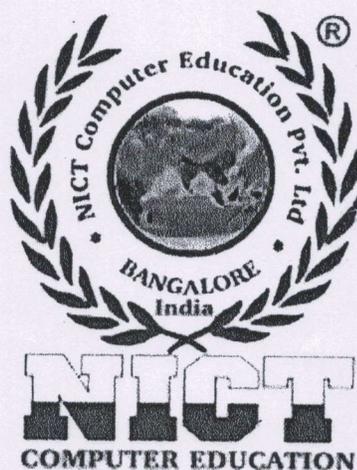
Integrated College Program with R.V. Institute of Management

NICT Computer Education Pvt. Ltd
BANGALORE
India

NICT
COMPUTER EDUCATION

NICT Computer Education Pvt Ltd

Authorized Tally & Microsoft Assessment & Training Partner
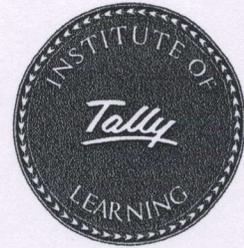# 791, 9th Main Road, 4th Block West,
Jayanagar, Bangalore - 560 011. India.
Phone: +91 80 22443347 / 41210488
Mobile: +91 76762 12345
email: kirankumar@nicteducation.com

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Proposal

PROFILE OF ORGANISATION

About NICT

NICT was established in the year 1996 in Bangalore, to impart high quality IT Education at an affordable cost.

NICT has 12 Training centers in Bangalore and 40 training centers across India. NICT is associated with more than 80 colleges in Bangalore.

NICT is an ISO 9001:2008 Certified Organization and official training & Assessment partners of Tally, Microsoft Office, Autodesk, COREL and KEONICS. NICT is registered under Government of Karnataka, Department of Collegiate Education.

NICT has trained and certified more than 10 lac students and the certified students are placed in many prestigious companies like Infosys, Wipro, Satyam Mahindra, Cap Gemini, Reliance, Birla group of companies, TCS and etc.

NICT expertise is not limited to IT Education but also extended to VEDIC Maths (to find solutions in less than 30 seconds), Personality Development, Soft skills, Hardware & Networking, Multimedia & Animations and live projects for BCI and Engineering Students.

1. PROGRAM OBJECTIVES

To provide Verifiable Certificate Courses to the students and Bridge the gap between the College Education and ever changing Industry requirements.

2. DELIVERY METHODOLOGY

Using Licenced software and training the students with online training methodologies using Computers. Students will be exposed to real time case studies and Industry assignments.

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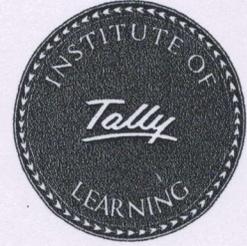
3. Certificate

NICT Computer Education will not provide SAP certificate. NICT Computer Education will provide only the training to students.

4. PROGRAM Duration & FEE (per student) Plus Service Taxes.

Year	Name the Course	Duration	Fee Inclusive of GST	
2nd Year	Digital Marketing/SAP FICO	30 HOURS	Rs. 3500/-	Per Student
1st Year	Excel and Advance Excel	40 Hours	Rs 1500/-	Per hour per batch(4 batches)

5.

Proposal from:

M/s: NICT Computer Education Pvt Ltd, represented by its Managing Director Mr. P S Kiran Kumar having its office at # 791, 9th Main Road, 4th Block West, Jayanagar, Bangalore – 560 011. Email: supreeth142@gmail.com, Mobile: +91 - 9686227070, Phone: +91 80 22443347.

Proposal To:

M/s: R.V. Institute of Management, represented by its Director Mr. T V Raju having its college at CA 17,36TH cross,26th Main,4 T Block ,jayanagar ,Bangalore ,Karnataka. Accredited by NAAC with 'A' Grade.

* NICT will pay to RSST Rs. 500 + GST per student for usage for computer labs from oct 17 - Dec 2017

NICT Computer Education Pvt Ltd

Authorized Tally & Microsoft Assessment & Training Partner
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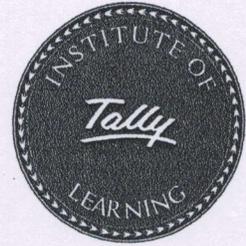
Date of Proposal given on: 4th September2017

Name of the Proposal: Integrated College Programme.

Academic Year: 2017 – 2018

Syllabus: As per the broacher enclosed.

Payment Terms:

50% before commencement of the Course

50% after completion of 50% of the course.

Payment by Account Payee cheques only in favour of M/s: NICT Computer Education Pvt Ltd.

R.V. Institute of Management

NICT Computer   Education

A Brief report Certificate course in MS-Office 2013

Centre for Information Technology conducted a Certification programme in MS-OFFICE 2013 for the First Semester MBA from 17th October 2017 – 9th Excel, 2018.

The main objective of this course is to create awareness about different packages in MS-OFFICE-2013 which helps them in their internship and Dissertation report preparation and to create weightage for the students resume that helps them during placements. Mr.Saikumar velu C R Corporate trainer, NICT, Bangalore, Nagasubba Reddy Asst.Professor, RVIM were resource persons.

Course details are as follows:

- Total number of hours : 40
- Duration of the course : 3 Months
- Number of students : 170

Various topics covered in the course duration were as follows:

SAP-FICO

1. Introduction MS-Excel
2. Format cells and Ranges
3. Sort and Filter
4. Vlookup and Hlookup
5. What-if analysis
6. Goal seek
7. Conditional formatting
8. Preparation of charts
9. Formulas (If statement and nested statements)
10. Built in functions
11. Count if, average if functions

Feedback was collected from all the students and was found to be good. Certificates were distributed for all the students who satisfied the eligibility criteria.

R V Institute of Management

Report on Workshop

Topic: Digital Marketing

Resource Person : Mr.Supreeth G

Date & Time: 4th December 2017

Venue: Seminar Hall, RVIM

Depart of Systems Management conducted a workshop for 1 semester students on the topic "Digital Marketing". Resource person for the **Mr.Supreeth G**, Corporate Traner, NICT Bangalore.

Various topics covered in the course duration were as follows:

Digital Marketing – Introduction

1. Introduction to Digital marketing
2. Search engine optimization
3. Social media marketing
4. Email marketing
5. Keyword research
6. Youtube marketing
7. Facebook marketing

Session was more interactive practical oriented with real time corporate examples take from Flipkart. Main objective of the programme was to help the students in creating awareness about the Digital marketing concepts in the organization. Resource person shared their industry experience to the students and even students clarified many doubts regarding the topic. Students were very much satisfied with his workshop and the feedback was good.

Centre for Information Technology and NICT jointly conducted Certification course on SAP-FICO (Finance & Controlling) for MBA second year finance specialization students. Resource person for the certification was Mr. Mr.Shashidhar Rao,Corporate trainer, NICT ,Bangalore

The course was held during the period between 13th September, 2017 – 6th January, 2018 with the duration of 40 hours where the resource person covered theory and practical part of various SAP –FICO Module. Trial Software was provided for the students for their practical knowledge.

The total number students in the certification course as given below:

SI.No	Section	Number of students
1	A	46

Various topics covered in the course duration were as follows:

SAP-FICO

1. Introduction ERP
2. Introduction to SAP
3. Enterprise structure ,Financial accounting global settings
4. General Ledger accounting ,Accounts receivable and payable
5. Internal order accounting
6. Profit center accounting
7. Bank accounts , Bill Exchange , VAT calculations
8. Foreign currency asset accounting , New GL Accounts , Financial Statement versions
9. Reports and controlling

Feedback was collected from all the students and was found to be good. Certificates were distributed for all the students who satisfied the eligibility criteria.

A Brief report on Seminar

Topic: Data Analytics

Resource Person: Mr.Shankar

Date: 22nd December 2017

Venue: Seminal Hall, RVIM

Department of Systems Management conducted a seminar for 3rd Sem B,C & D Sections students on the topic "Data Analytics" on 22nd Dec 2017 between 9:00 am to 4:00 pm. Resource person for the workshop were Mr.Shankar, Corporate Triner, CARES, Bangalore.

Bangalore. Topics covered in the session were:

1. SQL queries
2. Integrating with R
3. Deployment and execution
4. Data modeling and formatting using excel
5. Excel formulas to perform analytics
6. Macros for job automation
7. Case study

Session was more iteractive practical oriented real time corporate examples take from Flipkat, Main objective of the programme was to help the students in creating awarenress about the Data Analytics. Resource person shared their industry expeience to the students and even students clarified many doubts regarding the topic. Students were very much satisfied with his workshop and the feedback was good. 96 students are participated in the seminar.

Mr. Shankar M Mepparambath, did his MBA (Marketing), in 1999 at Univ. of Madras. In 2005 and 2016 Undergone FDP and SFDP respectively at IIM-Ahmadabad, He has work experience in both Academics and Industry, 15 years in Academics and 10 years in Research, training and consultancy respectively. He worked with Satyam computers, Manthan services, and Caterpillar (USA), He has published articles in various national level journal. He trained more than 16,000 participants across India in research methodology and statistical software which includes R, SPSS, SAS, AMOS & SYSTAT. His research materials like "360 degree view of RM and What is Theory" are downloaded by the research communities pan world. He has been enacting as research consultant for various companies such as Valuvox, PPDA Ltd, SPSS South Asia Ltd, Bangalore and Starcomm.

As a consultant, he handled client like HSBC on Branding experience and Alleges for profiling IT human resources, On training, He has been providing training for various corporates like Optimal Strategix group, IBM, Gujarat Gas Limited, Care India, Custlogic and F&R DASS etc. He enacted, visiting faculty for premium B-schools like Jammu state and Central university, Narsee Monjee, IIM-Trichy and National Institute of Design, Bangalore and also handled Research session for Doctoral students at AHRD, Ahmedabad His area of interest includes Research Methodology and analytics. Currently he started his own venture in the name of CARES, which focus on Research, Consultancy and training.

Why Attrition: Evergreen HR Problem

Shankar MM, CARES, Bangalore
mmshankar@gmail.com

XYZ leading MNCS company having more than 1000 human resources for the multiple business more focused on sales and marketing across various verticals such as pharma, FMCG and construction products etc., last year 16% of work force quits their job, which is alarming as far as company policy concern, though company has good data base about each employee which includes, personal profile, job profile, various satisfaction indexes etc., but no one showed interest to explore the data and find what may be the reason, a newly joined HR manager who has analytics back ground and trained in various statistical package such as SPSS, SAS and R and obviously in MS-Excel, Please refer the data set which contains various variables and the summaries, which is given below:

If you are in the position of HR Manager what is your thought process and can you make Data analysis plan to find out why attrition and factors leading to attrition in the organization and how to overcome the issues in future days.

Hints

1. Make Data analysis Model blue print
2. Understand the each attributes and variables, in terms of scale of measurement and properties of variables
3. Start the Exploratory data analysis
4. Visualize the output to find the patterns
5. Develop appropriate statistical techq. to answer the research questions.

Date: Seminar 22.12.17 (9 - 1.15)

Sl.	Registration Number	Name of the Student	9:00-11:00	11:15-1:15	Sl.	Registration Number	Name of the Student	9-11	11:15-1:15
1	161GCMD091	PRADEEP KHOT	a-a		25	161GCMD136	SIDDHARTHA K N		1-2
2	161GCMD092	PRAMOD KUMAR C	a-a		26	161GCMD138	SONAM SHANKARGOUDA		1-2
3	161GCMD093	PRASHANTH N	a-a		27	161GCMD139	SOUMYA PADMAKAR		1-2
4	161GCMD094	PRASHANTHA S	1-2		28	161GCMD141	SUBRAJEET NAYAK	a-a	
5	161GCMD095	PRAVEEN D	1-2		29	161GCMD142	SUHAS H M		1-2
6	161GCMD097	PRIYAM CHIRANIA P	1-2		30	161GCMD144	SUJAN KUMAR		1-2
7	161GCMD100	PRIYANKA V	1-2		31	161GCMD146	SUMAN V		1-2
8	161GCMD102	RACHANA SARASWATH	1-2		32	161GCMD148	SUMITH GOGI		1-2
9	161GCMD104	RAJOLI MONICA	1-2		33	161GCMD149	SUNEEL K E		1-2
10	161GCMD105	RAKESH BHATTACHARJEE	a-a		34	161GCMD150	SUNIL C H		1-2
11	161GCMD107	RANJITHA U	a-a		35	161GCMD152	SURESH KISHAN		1-2
12	161GCMD111	ROHIT HALASUR	a-a		36	161GCMD158	SWETHA SIVANKUTTY		1-2
13	161GCMD112	ROHIT KATTI	a-a		37	161GCMD161	TEJAS CHANDRASHEKHAR PATIL		1-2
14	161GCMD113	S MOHINPASHA K SHOWKATH ALI	a-a		38	161GCMD163	TILAK KUMAR K		1-2
15	161GCMD114	SACHIN CHANDRU DEVADIGA	a-a		39	161GCMD164	VARUN S	a-a	
16	161GCMD115	SACHIN P	a-a		40	161GCMD165	VASUDEVA S		1-2
17	161GCMD121	SANTOSH VITHALRAO	1-2		41	161GCMD166	VEERABHADRAIAH B R		1-2
18	161GCMD126	SHAWN JOSHUA DSOUZA	1-2		42	161GCMD167	VEERESH G ANDANI		1-2
19	161GCMD127	SHEBIN BABU GEORGE	1-2		43	161GCMD169	VIJAY D GIRENNAVAR		1-2
20	161GCMD128	SHEKAR S	1-2		44	161GCMD170	VIKAS HEBBAL		1-2
21	161GCMD129	SHIVANG PANDEY	1-2		45	161GCMD171	VIKAS V B		1-2
22	161GCMD130	SHIVAPRASAD JOSHI	a-a		46	161GCMD175	VISHWANATH M A	a-a	
23	161GCMD131	SHRADDHA H GUGALE	1-2		47	161GCMD176	VISHWANATH SHIVANAGOUDA KONNUR		1-2
24	161GCMD134	SHWETA PRADHANE	1-2						

N N
N. Naga Subba Reddy

Rashtreeya Sikshana Samithi Trust

R V INSTITUTE OF MANAGEMENT

III Semester   Section D

Students List

Sl.	Registration Number	Name of the Student	Sl.	Registration Number	Name of the Student
1	161GCMD006	ADARSH PATIL LINGARAJ PATIL a-a	20	161GCMD079	NIREEKSHA N S 1-2
2	161GCMD017	ANUSHA H M 1-2	21	161GCMD086	PALLAVI U 1-2
3	161GCMD020	ARBAZ SHAIK F R a-a	22	161GCMD096	PRIYA MUTALIK DESAI a-a
4	161GCMD021	ARPITA JOSHI a-a	23	161GCMD101	R M KAVERI 1-2
5	161GCMD022	ARPITHA S 1-2	24	161GCMD106	RAKSHIT V HUDED a-a
6	161GCMD024	AYUSHMA DHAR a-a	25	161GCMD118	SALMAN BASITH M 1-2
7	161GCMD025	BHAGHYASHREE S a-a	26	161GCMD122	SARAVANAN S 1-2
8	161GCMD031	CHAITRASHREE K N 1-2	27	161GCMD124	SHARATH REDDY C R a-a
9	161GCMD032	CHANDEL UTKARSH V S 1-2	28	161GCMD125	SHARATHKUMAR A K a-a
10	161GCMD033	CHANDRIKA B K 1-2	29	161GCMD133	SHUBHAJIT MALAKAR 1-2
11	161GCMD034	DEEKSHITHA B R a-a	30	161GCMD135	SHWETA R NADIGER a-a
12	161GCMD036	DEEPIKA SINGH 1-2	31	161GCMD140	SRI HARSHA B G 1-2
13	161GCMD039	DIWAKAR REDDY G 1-2	32	161GCMD145	SUMA H S 1-2
14	161GCMD051	KARNATI SAKETH REDDY 1-2	33	161GCMD147	SUMINDRA P DESAI a-a
15	161GCMD060	MANISHA RANI 1-2	34	161GCMD151	SUPRADA A S 1-2
16	161GCMD066	MD TAUKHEER AHMED a-a	35	161GCMD153	SUSHMITHA R 1-2
17	161GCMD069	MOHAMED JUNAID ARAFATH I T a-a	36	161GCMD155	SWATHI M J 1-2
18	161GCMD072	N SNEHA 1-2	37	161GCMD160	T C SRAVANTHI 1-2
19	161GCMD075	NAVYA M 1-2			

22.12.17 Seminar
Attendance

Sl.	Registration Number	Name of the Student 9:00 – 11:00	11:15–1:15
1	161GCMD001	ABHINAVE R	1 — 2
2	161GCMD002	ABHISHEK I	1 — 2
3	161GCMD003	ABHISHEK K	1 — 2
4	161GCMD004	ABHISHEK KASAL	1 — 2
5	161GCMD005	ABHISHEK MANERIKAR	1 — 2
6	161GCMD007	ADITYA S NAVGIRE	1 — 2
7	161GCMD008	AKARSH	1 — 2
8	161GCMD009	AKASHDEEP PANDEY	a — a
9	161GCMD010	AKSHAY HIREKUDI	a — a
10	161GCMD013	AMOGHAVARA	1 — 2
11	161GCMD015	ANIL GOUTHAM N K	1 — 2
12	161GCMD016	ANILKUMAR JADHAV	1 — 2
13	161GCMD018	ANVESH K ANIL KUMAR K	1 — 2
14	161GCMD026	BUDDAPPANAVARA NAGARAJA	1 — 2
15	161GCMD027	C MANU	1 — 2
16	161GCMD035	DEEPIKA DEEPTIREKHA SARANGI	1–2
17	161GCMD038	DINESH L	a — a
18	161GCMD040	E S MAYUR	1–2
19	161GCMD042	GAYATRI	1–2
20	161GCMD044	GURURAJ PATIL	1–2
21	161GCMD045	HARISHKUMAR RAMPUR	a–a
22	161GCMD046	HARSHA BHAT	1–2
23	161GCMD049	JOEL JIJI	a–a
24	161GCMD050	KAKARLA PRATHYUSHA DEVI	1–2

Sl.	Registration Number	Name of the Student 9:00 – 11:00	11:15–1:15
25	161GCMD052	KAVITHA S G	1 — 2
26	161GCMD054	M ASHWIN RAO	1 — 2
27	161GCMD055	MADAN P	1 — 2
28	161GCMD056	MADHUKAR S	1 — 2
29	161GCMD058	MAHIR R JAMKHANDI	1 — 2
30	161GCMD059	MALLESHA M	1 — 2
31	161GCMD061	MANJULA B S	1 — 2
32	161GCMD062	MANOJ H	1 — 2
33	161GCMD063	MANOJ R K	1 — 2
34	161GCMD064	MANU T SAJJAN	1 — 2
35	161GCMD065	MARTIN SUMANTH	1 — 2
36	161GCMD067	MEGHANA P K	1 — 2
37	161GCMD068	MEGHASHREE D	1 — 2
38	161GCMD070	MOHD MUSTAFA	1 — 2
39	161GCMD073	NAGARAJA ANANDA NAVADA	1 — 2
40	161GCMD074	NAMRATHA N	1 — 2
41	161GCMD077	NIKHIL DEVARADDI	a — a
42	161GCMD080	NISCHITH H G	1 — 2
43	161GCMD081	NITHIN NAGENDRA HEGDE	1 — 2
44	161GCMD083	PALLAVI	1 — 2
45	161GCMD085	PALLAVI T R	1 — 2
46	161GCMD087	PAVITHRA M	1 — 2
47	161GCMD088	PAWAN KUMAR	a — a

N N
Subba Reddy