

## **-: Criterion 3:-**

### **RESEARCH, INNOVATIONS AND EXTENSION**

#### **3.5**

#### **Collaboration**

##### **3.5.1.1**

**Number of Collaborative activities for research, Faculty exchange, Student exchange/ internship year-wise during the last five years**

## Index

<b>Sr. No</b>	<b>Year</b>	<b>Name of the Activities</b>	<b>Collaboration with the Institution</b>
<b>1.</b>	<b>2018-19</b>	<b>Course on Leadership Development Programme</b>	<b>Western College of Commerce and Business Management</b>
<b>4.</b>	<b>2019-20</b>	<b>Course on English Speaking Session</b>	<b>Western College of Commerce and Business Management</b>
<b>5.</b>	<b>2021-22</b>	<b>Webinar on Sales &amp; Marketing Management</b>	<b>Western College of Commerce and Business Management</b>
<b>6.</b>	<b>2022-23</b>	<b>Overview on Digital Marketing</b>	<b>Western College of Commerce and Business Management</b>
<b>7.</b>	<b>2018-19</b>	<b>Career Guidance and Personality Development Session</b>	<b>Ramsheth Thakur College of Commerce and Science</b>
<b>8.</b>	<b>2019-20</b>	<b>Session Filing of Income Tax Return</b>	<b>Ramsheth Thakur College of Commerce and Science</b>
<b>9.</b>	<b>2021-22</b>	<b>Seminar on Corporate Event Planning and Social Media as an event promotion tool</b>	<b>Ramsheth Thakur College of Commerce and Science</b>
<b>10.</b>	<b>2022-23</b>	<b>Mind to Market Start-up</b>	<b>Ramsheth Thakur College of Commerce and Science</b>



**3rd September, 2018**

**NOTICE**

Oriental Education Society's Sanpada College of Commerce and Technology, organizes a course on "**Leadership Development Programme**" in collaboration with Western College of Commerce and Business Management from **6<sup>th</sup> September 2018** to **20<sup>th</sup> December, 2018**.

**-The course aims to give a knowledge on the following topics:**

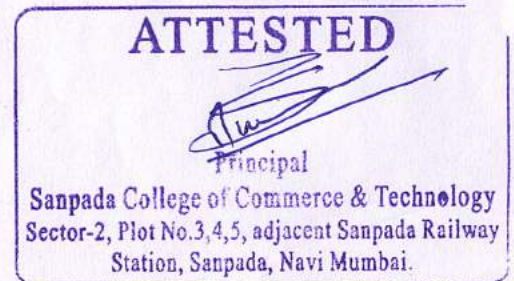
- Leadership
- Motivation strategies with respect to motivation theories
- Leadership and team building
- Leadership with respect to managing a diverse workforce, cross
- International Entrepreneurship Opportunities
- Leadership skill and conflict management
- Case Study, Assignment on analysing successful leader

The following will be the venue and timings of the Programme.

**Venue: Classroom**

**Time: 11:00 am**

**Dr. Roseline Limitta George**  
**Programme In-charge**





## SYLLABUS FOR LEADERSHIP DEVELOPMENT PROGRAMME

### Programme Objectives

Developing personal as well as professional skills which would further encourage development of leadership skills and enhance the career prospects of the participants. Significant boost to the CV with a value addition of comprehensive knowledge which would further help in gaining a competitive advantage as a future manager and leader.

### Detailed Syllabus:

The syllabus covers detailed knowledge on Leadership development programs.

- Leadership
- Motivation strategies wrt motivation theories
- Leadership and team building
- Leadership wrt managing a diverse workforce, cross
- International Entrepreneurship Opportunities
- Leadership skill and conflict management
- Case Study, Assignment on analyzing successful leader

**Instructional Methods:** Offline lectures, practical, activities and assignments

**Duration:** 3 Months

Course Code	Course Title
LDP-01	<ul style="list-style-type: none"><li>• Leadership – Basic definition, qualities, theory and styles on Leadership</li></ul>
LDP-02	<ul style="list-style-type: none"><li>• Motivation strategies wrt motivation theories</li></ul>
LDP-03	<ul style="list-style-type: none"><li>• Leadership skill and conflict management</li></ul>
LDP-04	<ul style="list-style-type: none"><li>• Case Study, Assignment on analyzing successful leaders</li></ul>





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Course Code	Course Title	CHAPTERS	Course Details
LDP-01	LEADERSHIP DEVELOPMENT PROGRAMME-1	CHAPTER-1	Unit 1: Leadership – Basic definition, qualities of a leader. Unit 2: Trait theory and styles of leadership Unit 3: Theories on Leadership
LDP-02	LEADERSHIP DEVELOPMENT PROGRAMME-2	CHAPTER-2	Unit 1: Motivation strategies wrt motivation theories Unit 2: Emotional intelligence and its significance in the role of a leader Unit 3: Leadership and team building
LDP-03	LEADERSHIP DEVELOPMENT PROGRAMME-3	CHAPTER -3	Unit 1: Leadership skill and conflict management Unit 2: Creative leadership. Influence on the creative potential of work groups and teams ; formation of innovative climate in organizations Unit 3: Leadership in crisis
LDP-04	LEADERSHIP DEVELOPMENT PROGRAMME-4 (Practical)	CHAPTER-4	Unit 1: Case Study Unit 2: Assignment on analyzing successful leaders in terms of their leadership styles, skills and success stories.



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ORIENTAL EDUCATION SOCIETY'S

# SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

Affiliated to The University of Mumbai

Sector-2, Plot No. 3,4,5, Behind Sanpada Railway Station, Sanpada (W), Navi Mumbai - 400 705.  
Tel: 022-27758715 / 022-27752213 • Fax: 022-27750351  
E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

## Leadership Development Programme

**Date:** 25th January, 2019

**Venue-** Classroom

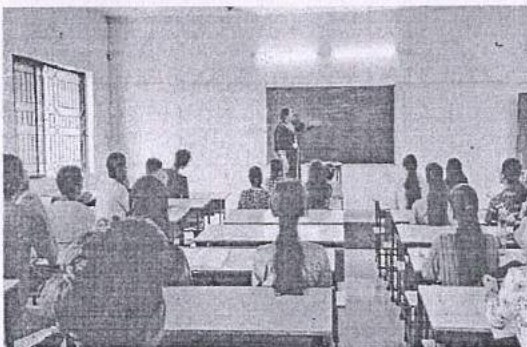
**Objective-** Students will gain the skills and project-based experience needed for entry into the corporate or any other field. Leadership programs are designed to train students to take ownership of their jobs and the tasks required of them. Not only does it train students to be greater workers, but greater leaders as well. Its core, leadership is about unleashing others' potential providing them with the environment, resources, motivation, and strategy to succeed and reach their goals.

**Resource Person-** Asst. Prof. Kazanfar Khan

**Activity-** Sanpada College of Commerce & Technology organized a "Leadership Development Programme" in collaboration with Western College of Commerce and Business Management from 6th September 2018 to 20th December, 2018 in the college classroom for all students of all seven departments who had registered for this course. The resource person of the course was Asst. Prof. Kazanfar Khan. There were more than 230 students who participated and learned so many things to be able to compete in today's modern business world. The students were engaged in an enthusiastic way. They have asked so many questions and queries to clear their doubts. The program ended successfully.

**No. of participants:** 233

**Outcome:** not only is leadership training beneficial to the students, it is also very beneficial to the company. By promoting leadership roles, students already understand their abilities, work ethic, and professional drive to succeed. The advantages of being a student leader include gaining valuable leadership skills, making a positive impact on the organization, and preparing for future leadership roles. Promoting Student Success: What Student Leaders Can Do.



Submitted by  
Dr. Roslin Lintta George



**ATTESTED**

Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway  
Station, Sanpada, Navi Mumbai.







**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY  
FEEDBACK OF ADD ON COURSES (2018 TO 2019)**

NAME OF COURSE: Leadership Development  
DURATION: 30 hrs.

SR NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES/ NO)	REMARK / SUGGESTION	SIGN
1	Lokesh Kolangimani	4	Yes	Good	<u>Lokesh</u>
2	Samreena Mond. Salim	4	Yes	Very good	<u>Samreena</u>
3	Zahad Hussain Khaja Hussain	4	Yes	Nice	<u>Zahid</u>
4	Das Bishal Sarjane	5	Yes	Excellent	<u>Mayur</u>
5	Ansari Anees Keyamuddin	3	Yes	Excellent	<u>May</u>
6	Dogra Shivani Suresh	4	Yes	Excellent	<u>Shivani</u>
7	Patel Manan Rajesh	5	Yes	Good	<u>Manan</u>
8	Sahani Rupesh Hirdu	5	Yes	Nice	<u>Rupesh</u>
9	Nilam Sameet Arvind	5	Yes	V. Nice	<u>Sameet</u>
10	Ansari Sajid Firoz	5	Yes	V. good	<u>Sajid</u>
11	Arya Akash Brijlal	5	Yes	good	<u>Akash</u>
12	Puja Ram Nath	4	Yes	good	<u>Pooja</u>
13	More Vrushali Raju	3	Yes	V. good	<u>Vrushali</u>
14	Shaikh Samina Siraj	4	Yes	Excellent	<u>Samina</u>
15	Chalke Tanvi Deepak	3	Yes	good	<u>Tanvi</u>
16	Bhattacharya Pranav	4	Yes	V. good	
17	Azhariddin Raziuddin	4	Yes	Excellent	<u>Sheikl.</u>
18	Sanjeet kumar	5	Yes	v. good	<u>Kumar</u>
19	Bhosale Vidya Dilip	5	Yes	good	<u>Vidya</u>
20	Shifa Banu Mohd Sultan	5	Yes	good.	<u>Shifa Banu</u>

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ORIENTAL EDUCATION SOCIETY'S  
SAMPADA COLLEGE OF COMMERCE & TECHNOLOGY  
ATTENDANCE SHEET OF ADD ON COURSES (2018 TO 2019)

MONTH: Sep to December NAME OF COURSE: Leadership Development

SR NO	STUDENT NAME	DATE	6/9	13/9	20/9	27/9	4/10	11/10	18/10	25/10	1/11	15/11	22/11	29/11	6/12	13/12	20/12	TOTAL SIGN
1	Lokesh Kelangimani		P	P	P	P		P	P	P	P	P	P	P	P	P	P	13
2	Sanseena Anhd. Salim		P		P	P	P	P	P	P		P	P	P	P	P	P	14
3	Zakad Hussain Khaja Hussain		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	12
4	Das Bishal Saigane		P		P	P	P	P	P	P	P	P	P	P	P	P	P	17
5	Ansan Anes Kejpmudih		P		P		P		P	P	P	P	P	P	P	P	P	12
6	Dogra Shivani Subesh		P		P		P		P	P	P	P	P	P	P	P	P	14
7	Poddel Manan Rajesh		P		P		P		P	P	P	P	P	P	P	P	P	14
8	Sihani Rupesh Hrkadi		P		P		P		P	P	P	P	P	P	P	P	P	15
9	Nilam Sumeet Arvind		P		P		P		P	P	P	P	P	P	P	P	P	18
10	Ansan Sayid Azeem		P		P		P		P	P	P	P	P	P	P	P	P	13
11	Archo Akdash Brilal		P		P		P		P	P	P	P	P	P	P	P	P	18
12	Puja Ram Neth		P		P		P		P	P	P	P	P	P	P	P	P	16
13	Mase Vrushali Raju		P		P		P		P	P	P	P	P	P	P	P	P	12
14	Shakti Sanjima Srisai		P		P		P		P	P	P	P	P	P	P	P	P	15
15	Chakre Tanvi Deepak		P		P		P		P	P	P	P	P	P	P	P	P	14
16	Bhattaramya Poranau		P		P		P		P	P	P	P	P	P	P	P	P	18
17	Azharulth Razuddin		P		P		P		P	P	P	P	P	P	P	P	P	15
18	Sanjeet Kumar		P		P		P		P	P	P	P	P	P	P	P	P	14
19	Roshalu Vidya Dilip		P		P		P		P	P	P	P	P	P	P	P	P	13
20	Shifa Bano Mohd Sathap		P		P		P		P	P	P	P	P	P	P	P	P	13

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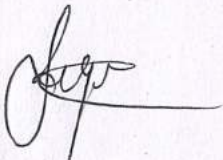
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**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY  
FEEDBACK OF ADD ON COURSES (2018 TO 2019)**

NAME OF COURSE: Leadership Development Programme  
DURATION: 30 Ho

SR NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES/NO)	REMARK / SUGGESTION	SIGN
1	Dot Phode Akshay Kamalakar	5	yes	Excellent	Akshay
2	Graikwad Rohit Balasabes	5	yes	Excellent	Rohit
3	Jadhav Akshay Rajan	4	yes	Good	Akshay
4	Karande Shubham Harishchandra	5	yes	Excellent	Shubham
5	Kolhe Ashwin Vinod	4	yes	Excellent	Ashwin
6	Kudal Arthi Prash	4	yes	Good	Arthi
7	Palve Kajol Shashikant	4	yes	usefull	Kajol
8	Sapkal Pooja Sharad	5	yes	Good	Pooja
9	yadav Bipin Rambadan	5	yes	usefull	Bipin
10	Vishwakarma Sumit	5	yes	Good	Sumit
11	Tiwari Atmadev Ramji	4	yes	Good	Atmadev
12	Thapa Bipesh deepak	5	yes	usefull	Bipesh
13	Singh vikas Arun kumar	5	yes	usefull	Vikas
14	Singh Saurabh Ramesh	5	yes	Good	Singh
15	Singh manish Ravindra	4	yes	Excellent	manish
16	Sharma Teznarayan kavshel	3	yes	Good	Teznarayan
17	Sharma manish Ganbha prasad	3	yes	Good	MANISH
18	Sharma kishan kumar pinesh	4	yes	usefull	Kishan
19	Shanbhag vijay yogesh	4	yes	usefull	Vijay
20	Shaikh yaseen yusuf	5	yes	Excellent	yaseen




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5th October, 2019

**NOTICE**

Oriental Education Society's Sanpada College of Commerce and Technology, organizes a "**English Speaking Course**" in collaboration with **Western College of Commerce and Business Management** from **8<sup>th</sup> October 2019 to 8<sup>th</sup> January 2020**.

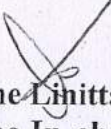
**-The course aims at developing a wide range of skills:**

- **Language Development, which involves grammar and extensive vocabulary learning.**
- **Writing skills, which have a specific focus on literacy and short essays, memoranda, notes.**
- **Reading, which involves study of instructional business-related texts of topical relevance.**
- **Listening, which includes comprehension of gist and detailed information.**
- **Communication skills, which cover communication situations (within the framework of Breakthrough level).**

The following will be the venue and timings of the Programme.

**Venue: Classroom**

**Time: 10:30 am**

  
**Dr. Roseline Linitta George**  
**Programme In-charge**

**ATTESTED**  
Principal

**Sanpada College of Commerce & Technology**  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway  
Station, Sanpada, Navi Mumbai



## SYLLABUS FOR ENGLISH SPEAKING

### Programme Objectives

- The course helps the students to learn the English language professionally and prepare them for the global market.
- Aims is to work on the proficiency of spoken English language where major emphasis should be on grammar from the scratch level moving forward to the advanced level of tools used in english speaking.

### Detailed Syllabus:

The syllabus covers grammatical elements which form the basics of spoken English followed by elements which are used to make written english more effective.

**Instructional Methods:** Offline lectures, practical, activities and assignments

**Duration:** 3 Months

Course Code	Course Title
ES - 01	Basic Elements of English
ES - 02	Sentence Formation
ES - 03	Conversational SKills
ES - 04	Elements of written communication

Course Code	Course Title	CHAPTERS	Course Details
ES - 01	Basic Elements of English	CHAPTER 01	ARTICLE PREPOSITION
		CHAPTER 02	CONJUNCTION TYPES OF SENTENCES



  
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		CHAPTER 03	TENSES
ES-02	Sentence Formation	CHAPTER 04	Voice & Speech
		CHAPTER 05	COMPREHENSION
ES - 03	Conversational SKills	CHAPTER 06	Paragraph Writing
		CHAPTER 07	Dialogue Writing
		CHAPTER 08	Spelling
		CHAPTER 09	Words Often Confused
ES - 04	Elements of written communication	CHAPTER 10	Collocation & Idioms



  
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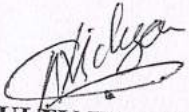
		CHAPTER 11	Speech Writing
		CHAPTER 12	Letter Writing

**Evaluation Pattern:**

1. 45 Marks MCQ Examination.
2. 45 Marks Assignment
3. 10 Marks –Class Participation

- Note:**
1. Examination will be conducted offline.
  2. Assignments will be collected in classroom which will be assigned for each department.
  3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.



**FACULTY INCHARGE**  
Asst. Prof. Vidya Nair

**PROGRAMME IN-CHARGE**  
Dr. Roselin Linitta George




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Sanpada, Navi Mumbai - 400 705.





ORIENTAL EDUCATION SOCIETY'S

# SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

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## English Speaking

**Date:** 10th January, 2020

**Venue-** Classroom

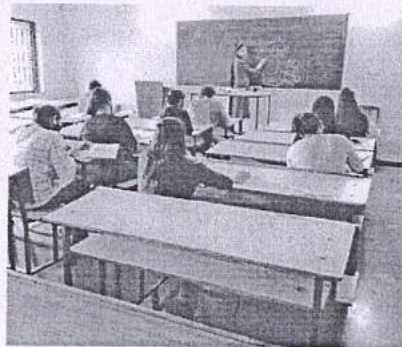
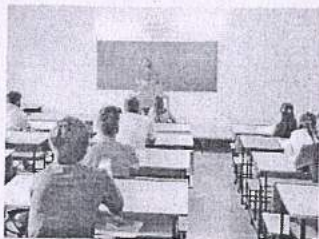
**Objective-** To communicate effectively in spoken English on issues and ideas with a reasonable degree of fluency and accuracy in different social settings and different kinds of social encounters. make meaning by organizing language and using appropriate grammatical patterns.

**Resource Person-** Asst. Prof. Vidya Nair

**Activity-** Sanpada College of Commerce & Technology organized "**English Speaking Course**" in collaboration with **Western College of Commerce and Business Management** from **8th October 2019 to 8th January 2020** in the college classroom for all students of all seven departments who had registered for this course. The resource person of the workshop was the Asst. Prof. Vidya Nair. There were more than 150 students who participated and learned so many things to be able to communicate efficiently and effectively in today's modern business world. The students were engaged in an enthusiastic way. They have asked so many questions and queries to clear their doubts. The program ended successfully.

**No. of participants:** 159

**Outcome:** Students will develop conversation skills and talk on topics such as friendship, annoying habits etc. In addition, students will develop their pronunciation skills by focusing on using effective features of pronunciation. Their vocabulary range will improve through learning less common expressions and phrases.



Submitted by  
Dr. Roslin Lintta George



**ATTESTED**

Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway  
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**ORIENTAL EDUCATION SOCIETY'S  
SAMPADA COLLEGE OF COMMERCE & TECHNOLOGY  
ATTENDANCE SHEET OF ADD ON COURSES (20<sup>19</sup> TO 20<sup>20</sup>)**

NAME OF COURSE: English Speaking

MONTH: Oct to Jan

SR NO	STUDENT NAME	DATE	9/10	15/10	22/10	29/10	5/11	12/11	19/11	26/11	3/12	10/12	17/12	24/12	31/12	7/1	14/1	21/1	28/1	Total SIGN
1	Abhishek Gurushekar		P				P	P	P	P										8
2	Aher Siddhesh Ramhari			P			P	P	P											12
3	Akshay Aji Shaikh		P					P	P											6
4	Arsari Abid Kibakabekili						P	P		P										10
5	Bahir Akshay Tukaram						P			P										9
6	Besai Rohan Ramesh		P				P	P		P										10
7	Chhagare Samir Kalpan						P	P												7
8	Chhagare Rahul Anand						P	P		P										15
9	Gupta Akash Ashok			P				P		P										6
10	Jaiswal Mukesh Anand						P	P		P										11
11	Zehera Hanu Mahd Yusuf						P			P										6
12	Arumchalam Davidanar		P				P	P												12
13	Mahd Sahad Hakeem							P												6
14	Adke Ashish Ravindra		P				P	P		P										11
15	Afraz Ali Abdul Hamid sk		P				P	P		P										15
16	Arsari waseem zahoor			P				P		P										8
17	Asgerali Dawid Junaid		P				P	P		P										13
18	Badliya Akash Anura						P													9
19	Paig Mohammed Mukesh			P						P										8
20	Braradny suri Indumalprass						P			P										11



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English Speaking  
2018-19

ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY  
FEEDBACK OF ADD ON COURSES (2018 TO 2019)

NAME OF COURSE: English Speaking  
DURATION: 30 Hrs

R NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES/ NO)	REMARK / SUGGESTION	SIGN
1.	Doiphane Akshay Kamalakar	4	yes	GOOD	<del>Doiphane</del>
2.	Gaikwad Rohit Balasahib	5	yes	EXCELLENT	Rohit
3.	Lokesh Kelcingimani	5	yes	VERY GOOD	Lokesh
4.	Samreena Mohd Salim	4	yes	GOOD	Samra
5.	Puja Ram Nath	5	yes	EXCELLENT	Puja
6.	Ansari Amir Musibat Ali	5	yes	V. GOOD	<del>Amir</del>
7.	Deepak Kumar Jahind	5	yes	EXCELLENT	<del>Deepak</del>
8.	Kamble Harshada Manohar	5	yes	VERY GOOD	<del>Harshada</del>
9.	Ansari Anees Keyamuddin	5	yes	NICE	<del>Anees</del>
10.	Ansari Farhad Shiraz	5	yes	NICE	<del>Farhad</del>
11.	Salini Manivel	4	yes	GOOD	<del>Salini</del>
12.	Sukrity Praised	4	yes	V. GOOD	<del>Sukrity</del>
13.	Shinde Sakshi Manoj	4	yes	EXCELLENT	<del>Sakshi</del>
14.	Kadam Vinayash Vinod	5	yes	GOOD	<del>Vinayash</del>
15.	Agarwal Shubham	4	yes	NICE	<del>Agarwal</del>
16.	Ahirkar Shubham	5	yes	NICE	<del>Shubham</del>
17.	Balaji Ranganathan	5	yes	GOOD	<del>Balaji</del>
18.	Gulamdestagir	4	yes	EXCELLENT	<del>Gulamdestagir</del>
19.	Pakhare Shweta	5	yes	VERY GOOD	<del>Pakhare</del>
20.	Abhang Sumit	5	yes	NICE	<del>Abhang</del>



*[Signature]*  
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**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY**

**FEEDBACK OF ADD ON COURSES (2019 TO 2020)**

NAME OF COURSE: English speaking  
DURATION: 30 Hrs.

R NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES/ NO)	REMARK / SUGGESTION	SIGN
1	Abhishik Gunashetkar	4	yes	good	Abhishik
2	Akshay Siddhesh Ramhari	3	Yes	Nice	Akshay
3	Akbar Ali Shaikh	5	yes	good	Akbar
4	Arsari Abid Kibabuddin	4	yes	Excellent	Abid
5	Bahir Akshay Tukaram	3	yes	Usefull	Akshay
6	Besai Rohan Ramesh	4	Yes	More informative	Rohan
7	Ghugare Sandip Kalpin	4	Yes	Informative	Sandip
8	Ghugare Rahul Aravind	5	Yes	Excellent	Rahul
9	Gupta Akash Ashok	3	yes	good	Akash
10	Jaiswal Mukesh Omprakash	5	yes	Fruitfull	Mukesh
11	Zehra Hanu Mohd Yusuf	5	yes	Nice	Zehra
12	Arumchalam Pauldurai	3	Yes	good	Arum
13	Mohd Sahad Hakeem	4	yes	Informative	Sahad
14	Adke Ashish Ravindra	5	yes	More informative	Ashish
15	Ajaz Ali Abdul Hameed sk	4	yes	Excellent	Ajaz
16	Arsari Waqar Zahoor	4	Yes	good	Waqar
17	Asgarali Banigal Junaid	5	Yes	Usefull	Banigal
18	Araditya Akash Anra	5	yes	Fruitfull	Akash
19	Baig Mohammed Mubashshir	4	yes	Nice	Muham
20	Bharadwaj Sunil Indurajthiras	3	Yes	good	Sunil



*[Signature]*  
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Sanpada, Navi Mumbai - 400 705.



Fy-2019-20

ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

FEEDBACK OF ADD ON COURSES (2019 TO 2020)

NAME OF COURSE: English Speaking  
DURATION: 30 hrs

SR NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES/ NO)	REMARK / SUGGESTION	SIGN
1	Jadhav vinayak Raju	5	yes	usefull	<u>vinayak</u>
2	Kamble Aswini Shankar	4	yes	Good	<u>Aswini</u>
3	SHINDE Rahul Balkrishna	3	yes	Excellent	<u>Rahul</u>
4	Kamble ASWINI SHANKAR	5	yes	Good	<u>Kamble</u>
5	Jadhav vinyak Raju	3	yes	Informative	<u>Raju</u>
6	Dangar Pranit MACHINDRA	4	yes	useful	<u>pranit</u>
7	CHAVAN KSHITIJ Santosh	3	yes	More informative	<u>Kshiti</u>
8	Gawl Disha BHIMASHANKAR	4	yes	useful	<u>Disha</u>
9	KHOSE HRITHIK Santosh	3	yes	More Informative	<u>HRITHIK</u>
10	Lonkar pratiksha sukhdev	4	yes	useful	<u>pratiksha</u>
11	Ahreen Banu ABDUL	3	yes	More Informative	<u>Ahreen</u>
12	Ansari MOHSIN MujiBURAH	4	yes	useful	<u>Mohsin</u>
13	BHANDARE vjaylaxmi	5	yes	More Informative	<u>BHANDAR</u>
14	BHARTI ABHAY praba	3	yes	useful	<u>Bharti</u>
15	Bitamane yash Kant	4	yes	Informative	<u>yash</u>
16	CHAUDHARY Amar Aslam	3	yes	USeful	<u>Amar</u>
17	GADGE Swapnali Navnath	5	yes	Good	<u>Swapnal</u>
18	Ghadge Akhaya Balwant	3	yes	Useful	<u>Akhay</u>
19	Gupta Ajeet Munalal	5	yes	More Infamative	<u>Ajeet</u>
20	Gupta sumit premchand	4	yes	useful	<u>sumit</u>



[Signature]  
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2019-20

ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY  
FEEDBACK OF ADD ON COURSES (2019 TO 2020)

NAME OF COURSE: English Speaking  
DURATION: 30 Hrs

S. NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES/ NO)	REMARK / SUGGESTION	SIGN
1	Jadhav Siddhesh Mahada	5	yes	Good	Siddesh
2	Jaiswal Rashmi Dhanendra	4	yes	Excellent	Rashmi
3	Jaiswal Shivnath Ramhit	3	yes	Good	Shivnath
4	Jaiswal Hansh Amresh	4	yes	informative	Hansh
5	Kadam Kunal Anil	5	yes	Good	Kunal
6	Kanavija Pramod Rajpal	3	yes	Excellent	Pramod
7	Khan Fatima Jabaluddin	4	yes	Good	Fatima
8	Khan Talha Ahmed	5	yes	informative	Talha
9	Kori Aman vijay	4	yes	Good	Aman
10	Mansuri Mohd Shoeb	3	yes	Good	Mohd
11	Mannubakar DILIP Suresh	5	yes	informative	Didip
12	Jamdar Anup Taraji	4	yes	Good	Taraji
13	Mishra Kumar Rihik	5	yes	Excellent	Kumar
14	Mishra Swraj Santosh	3	yes	Good	Santosh
15	Murkute Vipul Rajesh	4	yes	informative	Rajesh
16	Nirmal Khushi Ashok	5	yes	Good	Ashok
17	Pathan Mohammed Asfi	3	yes	useful	Asfi
18	Pathan Rashid Shaleed	4	yes	to be useful	Rashid
19	Rajwade Omkar	5	yes	Good	Omkar
20	Rastogi Swabh Ram Bahan	5	yes	Excellent	Swabh

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English Speaking  
2018-19.

ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY  
FEEDBACK OF ADD ON COURSES (2018 TO 2019)

NAME OF COURSE: English Speaking  
DURATION: 30 Hrs

NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES/ NO)	REMARK / SUGGESTION	SIGN
	Rejil Narayanankutty	4	Yes	Good	<i>[Signature]</i>
	Swetha Balakrishnan	5	Yes	Nice	<i>[Signature]</i>
	Km Roshni Kumari	5	Yes	very nice	<i>[Signature]</i>
	Bachhe Abhishek	4	Yes	very good	<i>[Signature]</i>
	Bhalerao Reshma	4	Yes	Excellent	<i>[Signature]</i>
	Mohite Saiyali	5	Yes	Nice.	<i>[Signature]</i>
	Ansari Naeemullah	5	Yes	Good	<i>[Signature]</i>
	Bhattacharjee Aniket	4	Yes	very nice	<i>[Signature]</i>
	Azharuddin Raziuddin	4	Yes	Nice	<i>[Signature]</i>
	Mohammad Yaseen	5	Yes	good	Yaseen
	Bansode Madhuri	5	Yes.	Excellent	BM
	Banjantri Sangar	5	Yes	Good	Sangar
	Shifa Banu	4	Yes	very good	
	Angane OMKar	4	Yes	Nice	<i>[Signature]</i>
	Azad Alam	4	Yes	very nice	Azad
	Sanjeet Kumar	5	Yes	Excellent	<i>[Signature]</i>
	Bharule Sanket	4	Yes	Excellent	<i>[Signature]</i>
	Uaikwad Chaitanya	5	Yes	Nice	<i>[Signature]</i>
	Ad Abdul Naeem	4	Yes	very good	<i>[Signature]</i>
	Jithin Babu	5	Yes	Excellent	Jithin

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ORIENTAL EDUCATION SOCIETY'S

## SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

Affiliated to The University of Mumbai

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Tel: 022-27758715 / 022-27752213 • Fax: 022-27750351  
E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

18<sup>th</sup> August, 2021

### NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology, organizes a course on "**Sales & Marketing Management**" in collaboration with **Western College of Commerce and Business Management** from **25<sup>th</sup> August 2021 to 31<sup>st</sup> December, 2021.**

-The course aims to give a knowledge on the following topics:

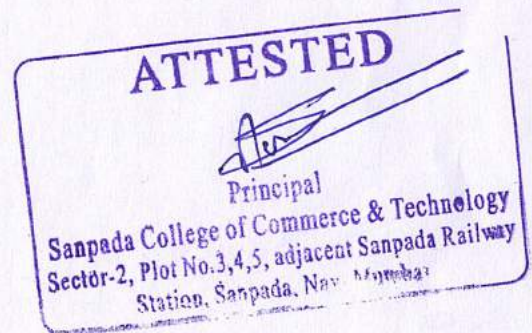
- Introduction to Marketing & Its Principles
- Consumer Behaviour and Paths to Persuasion
- Mastering Sales: A Toolkit for Success
- Social Media & Digital Marketing

The following will be the venue and timings of the Programme.

**Venue: Google Classroom**

**Time: 10:30 am**

~~Dr. Roseline Linitta George~~  
Programme In-charge





## SYLLABUS FOR SALES AND MARKETING MANAGEMENT PROGRAMME

### Programme Objectives

On completion of the course the student will be able to: Understand Marketing, Consumer Behaviour and ways to deliver effective marketing. Create high-impact content that engages a new generation of consumers. Gain hands-on experience with marketing tools such as SEO, SEM, social media, email marketing and display ads. Develop ad strategies for social media with content that you plan, create and promote.

### Detailed Syllabus:

The syllabus covers a detailed knowledge on Sales and Marketing Management


- Introduction to Marketing & Its Principles
- Consumer Behaviour and Paths to Persuasion
- Mastering Sales: A Toolkit for Success
- Social Media & Digital Marketing

**Instructional Methods:** Online lectures, practical, activities and assignments

**Duration:** 3 Months

Course Code	Course Title
SMMP-01	<ul style="list-style-type: none"><li>• Introduction to Marketing &amp; Its Principles</li></ul>
SMMP-02	<ul style="list-style-type: none"><li>• Consumer Behaviour and Paths to Persuasion</li></ul>
SMMP-03	<ul style="list-style-type: none"><li>• Mastering Sales: A Toolkit for Success</li></ul>
SMMP-04	<ul style="list-style-type: none"><li>• Social Media &amp; Digital Marketing</li></ul>



  
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Course Code	Course Title	CHAPTERS	Course Details
SMMP-01	SALES AND MARKETING MANAGEMENT -1	CHAPTER-1	<ul style="list-style-type: none"> <li>• Understanding the Role of Marketing</li> <li>• Marketing Mix</li> <li>• Developing Marketing Goals</li> <li>• Segmenting Markets, Selecting Target Customers &amp; Positioning Your Brand</li> </ul>
SMMP-02	SALES AND MARKETING MANAGEMENT -2	CHAPTER-2	<ul style="list-style-type: none"> <li>• Identify the characteristics of human behaviour that enable you to persuade your target audiences</li> <li>• Assess potential consumer insights</li> <li>• Select the strongest insight to accomplish your marketing communication goals</li> <li>• Evaluate core consumer behaviour – and what drives it</li> <li>• Recognize persuasive techniques</li> </ul>
SMMP-03	SALES AND MARKETING MANAGEMENT -3	CHAPTER -3	<ul style="list-style-type: none"> <li>• Enhancing your Selling and Persuasion Skills</li> <li>• Lead Generation Tactics</li> <li>• Nurturing Prospects</li> <li>• Telling the Right Story at the Right Time for the Right Reasons</li> <li>• Closing the Deal and Getting Deals Unstuck • Ethics to be followed</li> </ul>
SMMP-04	SALES AND MARKETING MANAGEMENT -4	CHAPTER-4	<ul style="list-style-type: none"> <li>• Digital Marketing Fundamentals</li> <li>• A Framework for Marketing in a Digital World</li> <li>• Content Marketing</li> <li>• Search Engine Optimization</li> <li>• Social Media (Organic), Search Engine Marketing, Email Marketing, Other Digital Channels</li> </ul>



  
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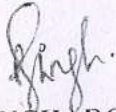


**Evaluation Pattern:**

1. 45 Marks MCQ Examination (Online)
2. 45 Marks Assignment (Google Meet)
3. 10 Marks –Class Participation

**Note:** 1. Examination will be conducted online.  
2. Assignments will be collected in google classroom which will be assigned for each department.  
3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.



**FACULTY INCHARGE**  
Asst. Prof. Priya Singh



**PROGRAMME IN-CHARGE**  
Dr. Roselin Litta George



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Sanpada, Navi Mumbai - 400 705.





ORIENTAL EDUCATION SOCIETY'S

# SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

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Tel: 022-27758715 / 022-27752213 • Fax: 022-27750351  
E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

IQAC ORGANIZED

## Sales & Marketing Management

**Date:** 04th January, 2022

**Venue-** Classroom

**Objective-** On completion of the course the student will be able to: Understand Marketing, Consumer Behavior and ways to deliver effective marketing. Create high-impact content that engages a new generation of consumers. Gain hands-on experience with marketing tools such as SEO, SEM, social media, email marketing and display ads. Develop ad strategies for social media with content that you plan, create and promote.

**Resource Person-** Asst. Prof. Swati Gaikwad

**Activity-** IQAC committee of Sanpada College of Commerce & Technology with coordination of all seven departments organized "**Sales & Marketing Management**" in collaboration with **Western College of Commerce and Business Management** from **25th August 2021 to 31st December, 2021** in the college classroom for all students of all seven departments who had registered for this course. The resource person of the workshop was the Asst. Prof. Swati Gaikwad. There were more than 280 students who participated and learned so many things to be able to compete in today's modern business world. The students were engaged in an enthusiastic way. They have asked so many questions and queries to clear their doubts. The program ended successfully.

**No. of participants:** 281

**Outcome:** At the end of the course the students will be able to:-Recognize and demonstrate the significant responsibilities of a salesperson as a key individual. Understand the basic concepts and techniques of selling and their applications to managerial decision makings in the field. Describe and formulate strategies to effectively manage a company's sales operations.



Submitted by  
Dr. Roslin Lintta George



**ATTESTED**

Principal



SR.NO	STUDENT FULL NAME (TO BE PRINTED ON CERTIFICATE)	STUDENT CC	STUDENT EMAIL ID (Official)	DEPART DID YOU ATT	WHAT DID YOU LIKE ABOUT THE LECTURE?	ANY FEEDBACK / SUGGESTION ABOUT	
<b>SALES &amp; MARKETING MARKET-2021-22</b>							
1	Ansari Anam Ali Ahmed	9769258193	Anam.ansari@sscd.bms.edu.in	BMS	Yes	Full lecture is interesting I like mam's explanation and she is really good speaker	Mam did so many efforts in this lecture and this lecture is very useful for us
2	Ansari Anam Ali Ahmed	9769258193	Anam.ansari_bms@sscd.edu.in	BMS	Yes	I like mam's explanation and she is really good speaker	I think this lecture could be more than 40 mins
3	Anam ali ahmed ansari	9769258193	Anam.ansari_bms@sscd.edu.in	BMS	Yes	Information I got from this lecture	Lecture was so interesting
4	ARBAZ RAHAT ali	8928456378	Arbaaz.Arbaaz-bms@sscd.edu.in	BMS	Yes	Lecture is good	No
5	ARBAZ RAHAT ALL	8928456378	Arbaaz.arbaaz-bms@sscd.edu.in	BMS	Yes	Good	No
6	MOHAMMAD ABUBAKAR BAWAZIR	8591509316	abubakar.bawazir_bms@sscd.edu.in	BMS	Yes	It was much helpful	It was an interesting lecture!!
7	Khushi Prashant Belose	8108314383	khushi.belose_bms@sscd.edu.in	BMS	Yes	Very interesting	It was very interesting and helpful..I enjoyed it and also loved it..
8	Khushi Prashant Belose	8108314383	khushi.belose_bms@sscd.edu.in	BMS	Yes	It was pretty interesting	It was really interesting and loved attending it....and also enjoyed it.
9	Kiran sudarshan bhosale	9082656374	kiranbhosale07@gmail.com	BMS	Yes	Full lecture	Good
10	Kiran sudarshan bhosale	9082656374	Kiran.bhosale_bms@sscd.edu.in	BMS	Yes	Yes	Good
11	RITIKA BHOSLE	7506439869	ritika.bhosle_bms@sscd.edu.in	BMS	Yes	IT WAS REALLY HELPFUL AND INTERESTING	love the mam explains about it <3
12	RITIKA BHOSLE	7506439869	ritika.bhosle_bms@sscd.edu.in	BMS	Yes	Really interesting	
13	RITIKA BHOSLE	7506439869	ritika.bhosle_bms@sscd.edu.in	BMS	Yes	Really interesting	
14	RITIKA BHOSLE	7506439869	ritika.bhosle_bms@sscd.edu.in	BMS	Yes	Really interesting	
15	SUJAL SANTOSH BORKAR	8657682087	Sujalborkar@37gmail.com	BMS	Yes	The way we interact each other	
16	SUJAL SANTOSH BORKAR	8657682087	Sujal.borkar_bms@sscd.edu.in	BMS	Yes	The simple simple things that makes how much impact in our lives	Power pack session @
17	Pooja Deepak botre	9372261885	Pooja.botre_bms@sscd.edu.in	BMS	Yes	Knowledge of time management	Fabulous helpful
18	Pooja Deepak botre	9372261885	Pooja.botre_bms@sscd.edu.in	BMS	Yes	Knowledge of how to discuss the people	Acknowledge and encourage
19	aniket chauhan	8104784033	aniket.chauhan_bms@sscd.edu.com	BMS	Yes	the way maam had explained us the whole topic	would be more great if the lecture time is extended and is often every week
20	ANIKET CHAUHAN	8104784033	aniket.chauhan_bms@sscd.edu.com	BMS	Yes	EVERY SMALL SMALL DETAILS AND	INFORMATION WAS BEEN EXPLAINED SO FLUENTLY AND BEAUTIFULLY
21	ANIKET CHAUHAN	8104784033	aniket.chauhan_bms@sscd.edu.com	BMS	Yes	everything	It was great
22	Aniket Khan Singh chauhan	9.18E+11	Aniket.chauhan_bms@sscd.edu.in	BMS	Yes	It was informative	Worth timing
23	Deepak Chauhan	89289753010	deepak.chauhan_bms@sscd.edu.in	BMS	Yes	Way of teaching	Worth timing
24	Deepak Omprakash Chauhan	8928753019	deepak.chauhan_bms@sscd.edu.in	BMS	Yes	It wasn't boring	Worth watching
25	Deepak Omprakash Chauhan	8928753010	deepak.chauhan_bms@sscd.edu.in	BMS	Yes	It was worth watching	Very helpful and interesting by teaching
26	Sunita rampyare chauhan	8828066103	Sunita.chauhan_bms@sscd.edu.in	BMS	Yes	Teaching and topic Useful in our life	No, interesting topic and teaching
27	SUNITA RAMPYARE CHAUHAN	8828066103	Sunita.chauhan_bms@sscd.edu.in	BMS	Yes	Topic very interesting	No, interesting Lecture and topic.
28	Sunita rampyare chauhan	8828066103	Sunita.Chauhan_bms@sscd.edu.in	BMS	Yes	Topic	It's Benefit in our life.
29	Sunita rampyare chauhan	8828066103	Sunita.Chauhan_bms@sscd.edu.in	BMS	Yes	Topic	Topic are interesting and teaching also
30	sahli chaukar	8779518929	sahlichaukar89@gmail.com	BMS	Yes	bushra maam was very friendly	
31	sahli chaukar	8779518929	sahlichaukar99@gmail.com	BMS	Yes	everything	
32	sahli jaywant chaukar	8104778404	sahlichaukar99@gmail.com	BMS	Yes	getting information about GD	
33	sahli jaywant chaukar	8104778404	sahli.chaukar_bms@sscd.edu.in	BMS	Yes	It was ok	
34	sahli jaywant chaukar	8104778404	sahli.chaukar_bms@sscd.edu.in	BMS	Yes	It was ok	
35	sahli jaywant chaukar	8104778404	sahli.chaukar_bms@sscd.edu.in	BMS	Yes	It was ok	
36	Pratham . P. CHAURASIA	9867856642	pratham.chaurasia_bms@sscd.edu.in	BMS	Yes	Everything	You can learn all this from youtube maybe they could teach little more advance
37	Mohit choudhary	8624877827	Mohit.choudhary_bms@sscd.edu.in	BMS	Yes	Mam was teaching very interesting way	Lecture was very nice and informative
38	Mohit choudhary	8624877827	Mohit.choudhary_bms@sscd.edu.in	BMS	Yes	Mam was friendly with us	Lecture was very interesting and helpful
39	Mohit choudhary	8624877827	mc9017437@gmail.com	BMS	Yes	Sir has tell about our career	The lecture was very amazing
40	Mohit choudhary	8624877827	Mohit.choudhary_bms@sscd.edu.in	BMS	Yes		
41	Nisha choudhary	7045267232	Nisha.choudhary_bms@sscd.edu.in	BMS	Yes	Yes	

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**PRINCIPAL**  
Sarpada College of Commerce & Technology

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**SALES & MARKETING MARKET-2021-22**

SR.NO	STUDENT FULL NAME (TO BE PRINTED ON CERTIFICATE)	STUDENT CC	STUDENT EMAIL ID (Official)	DEPART	DID YOU ATT	WHAT DID YOU LIKE ABOUT THE LECTURE?	ANY FEEDBACK / SUGGESTION ABOUT Any suggestions to improve the lecture?
1	Ansar/ Anam Ali Ahmed	9769256193	Anam.ansar@sectd_bms.edu.in	BMS	Yes	Full lecture is interesting	Mam did so many efforts in this lecture and this lecture is very useful for us
42	Nisha chaudhary	7045267232	Nisha.chaudhary_bms@sect.edu.in	BMS	Yes	Yes	
43	Nisha chaudhary	7045267232	Nisha.chaudhary_bms@sect.edu.in	BMS	Yes	It had given me the idea of how to manage my time to achieve more efficiency..	
44	Chowdhary Atif Kamal Kamaluddin	7400264391	atif.chowdhary_bms@sect.edu.in	BMS	Yes	It had given me the idea to improve my body language and build a confidence to achieve more efficiency in my life..	It was good..
45	Chowdhary Atif Kamal Kamaluddin	7400264391	atif.chowdhary_bms@sect.edu.in	BMS	Yes	That it has given me the clear idea what group discussion actually is..	The lecture was nice..
46	Chowdhary Atif Kamal Kamaluddin	7400264391	atif.chowdhary_bms@sect.edu.in	BMS	Yes	Mam talks very genuinely, it felt like some real life talk that was very great.	It was nice..
47	Ayush Dunda	8828615562	ayushdumda447@gmail.com	BMS	Yes	The way mam put things to teach us.. the healthy conversation	It felt like some real life talk that was very great I.
48	Ayush Dunda	8828615562	ayushdumda447@gmail.com	BMS	Yes	just got happy that I will be learning something new.	Mam is very great, she not only take this lecture to teach us but to communicate with us sir is very good communicator and the interaction with students was very good
49	Ayush Dunda	8828615562	ayushdumda447@gmail.com	BMS	Yes	Nothing to be honest at first I was excited about learning something new	In this particular lecture the voice was very very low and there was no positive energy
50	Ayush Dunda	8828615562	ayushdumda447@gmail.com	BMS	Yes	The discussion was really helpful and had practical application in our day to day life.	Please keep an interaction with students
51	Ayush Dunda	8828615562	ayushdumda447@gmail.com	BMS	Yes	The lecture's are very interactive	
52	durrani faisal	7208358163	faisal.durrani_bms@sect.edu.in	BMS	Yes	Anooja mam shows precisely all the functions and features and how to make a ppt	I found it very impressive and liked the initiative to help us get better in our own way in person lectures is all that I need and everything else is perfect and couldn't be better I would really like to have a talk in stocks and shares market
53	Mohd Fazal Ashraf Gardi	7045135318	Fazal.gardi_bms@sect.edu.in	BMS	Yes	Sir was really interactive	Everything was perfect
54	Mohd Fazal Ashraf Gardi	7045135318	Fazal.gardi_bms@sect.edu.in	BMS	Yes	I like the lecture the way mam explain about time management and the ppt was too good.	I don't think there is any need to do/ changes. It is all good
55	Mohd Fazal Ashraf Gardi	7045135318	Fazal.gardi_bms@sect.edu.in	BMS	Yes	Two way communication. The way sir interacted with us it was too good	The was too good no any suggestions from my side
56	Mohd Fazal Ashraf Gardi	7045135318	Fazal.gardi_bms@sect.edu.in	BMS	Yes	I learned about new features in ms office (word)	No need
57	Kalpita krishna ghag	8693822481	Kalpita.ghag_bms@sect.edu.in	BMS	Yes	In the lecture The best thing is time management	The lecture was too good.
58	Kalpita krishna ghag	8693822481	Kalpita.ghag_bms@sect.edu.in	BMS	Yes	Confidence	If it's should be offline then this will be double awesome.
	Deepak Alay Kumar Gupta	9867443357	Deepak.gupta_bms@sect.edu.in	BMS	Yes		
	Deepak Alay Kumar Gupta	9867443357	Deepak.gupta_bms@sect.edu.in	BMS	Yes		

*(Handwritten Signature)*



**PRINCIPAL**  
 Sampada College Of Commerce & Technology  
 Sector - 2, Plot No. 3, 4 & 5, Sampada (E),  
 Sampada, New Mumbai - 400 705.





ORIENTAL EDUCATION SOCIETY'S

## SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

Affiliated to The University of Mumbai

Sector-2, Plot No. 3,4,5, Behind Sanpada Railway Station, Sanpada (W), Navi Mumbai - 400 705.  
Tel: 022-27758715 / 022-27752213 • Fax: 022-27750351  
E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

12<sup>th</sup> October, 2022

### NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "**Digital Marketing**" in collaboration with **Western College of Commerce and Business Management** from **14<sup>th</sup> October 2022 to 17<sup>th</sup> January 2023**.

-The course aims at developing a wide range of skills:

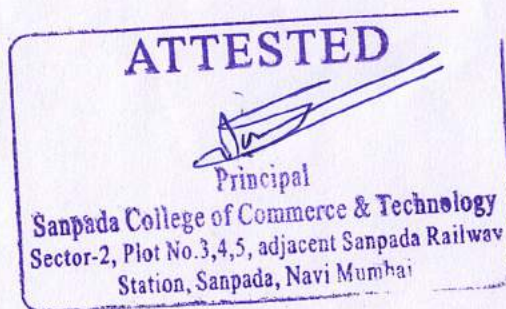
- Marketing Basics
- Overview of Marketing Opportunities in India
- Digital Marketing Basics
- Digital Marketing Platforms & Channels

The following will be the venue and timings of the Programme.

**Venue: Classroom**

**Time: 10.30 am**

Dr. Roseline Linitta George  
Coordinator-IQAC





## Advanced Course in Digital Marketing and Content Creation

### Programme Objectives:-

- 1. Understanding Digital Landscape:** To familiarize students with the digital ecosystem, including social media platforms, search engines, websites, mobile apps, and other online channels used for marketing.
- 2. Developing Marketing Skills:** Teach students fundamental marketing principles and strategies tailored for digital platforms, including content creation, SEO (Search Engine Optimization), PPC (Pay-Per-Click), email marketing, social media marketing, and analytics.
- 3. Audience Engagement and Targeting:** Train students on identifying and understanding target audiences, creating buyer personas, and developing strategies to engage and convert prospects into customers.
- 4. Content Creation and Management:** Educate students on creating compelling and relevant content for various digital platforms, understanding the nuances of different content types (text, images, videos), and managing content calendars effectively.
- 5. Data Analysis and Analytics:** Provide skills in using analytical tools to measure and interpret marketing campaign performance, understand key metrics, and make data-driven decisions to optimize campaigns.
- 6. Brand Building and Reputation Management:** Teach strategies for building a brand presence online and managing the brand's reputation through social listening, responding to feedback, and crisis management.
- 7. E-commerce and Conversion Optimization:** Educate students on e-commerce strategies, user experience (UX) design, and conversion optimization techniques to maximize sales and customer retention.
- 8. Practical Experience and Case Studies:** Provide hands-on experience through projects, internships, or real-world simulations to apply theoretical knowledge to practical scenarios and analyze case studies of successful digital marketing campaigns.
- 9. Adapting to Trends and Innovations:** Keep students updated on the latest trends, tools, and technologies in digital marketing, encouraging them to adapt and innovate within this rapidly evolving field.



A handwritten signature in blue ink, appearing to be "S. S. S.", written over a horizontal line.

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Sanpada, Navi Mumbai - 400 705.



9. **Adapting to Trends and Innovations:** Keep students updated on the latest trends, tools, and technologies in digital marketing, encouraging them to adapt and innovate within this rapidly evolving field.
10. **Ethical and Legal Considerations:** Instill an understanding of ethical and legal implications in digital marketing, including privacy, data protection, and compliance with industry regulations.

**Instructional Methods:** Offline lectures, case studies and assignments

**Detailed Syllabus:**

This syllabus offers a structured overview of the main topics covered in a digital marketing course for students. It provides a foundation in various digital marketing strategies, tools, and best practices while incorporating practical applications and case studies to reinforce learning.

**Duration:** 3 Months

Course Code	Course Title
ACDMCC - 01	Introduction to Digital Marketing
ACDMCC - 02	Website Fundamentals and User Experience (UX)
ACDMCC - 03	Search Engine Optimization (SEO)
ACDMCC - 04	Content Marketing and Strategy
ACDMCC - 05	Emerging Trends and Innovations



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Course Code	Course Title	Chapters	Course Details
Module 1	Introduction to Digital Marketing	Chapter 1 : Introduction to digital marketing	Understanding the digital landscape and its evolution Overview of digital marketing channels and their significance Key concepts and terminology in digital marketing
		Chapter 2 : Digital Marketing Strategy and Planning	Developing comprehensive digital marketing plans Budgeting, resource allocation, and setting KPIs Integrating various digital channels into a cohesive strategy
Module 2	Website Fundamentals and User Experience (UX)	Chapter 3: Website Development and Management	Basics of website development and design principles Understanding user behavior and user experience (UX) Conversion optimization and best practices for website performance
Module 3	Search Engine Optimization (SEO)	Chapter 4: Social Media Marketing Strategies	Fundamentals of SEO and its importance in digital marketing On-page and off-page optimization techniques Keyword research, content optimization, and link-building strategies
		Chapter 5: Overview on major social media platforms	Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) Developing a social media strategy Content creation, scheduling, and community engagement



  
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Module 4	Content Marketing and Strategy	Chapter 6: Content Creation on Digital Platform	Understanding content marketing and its role in digital branding Content creation techniques (blogs, videos, infographics, etc.) Content distribution and amplification strategies
		Chapter 7: Analytics and Data-driven Decision Making	Introduction to analytics tools (Google Analytics, etc.) Key metrics and performance indicators in digital marketing Interpreting data and making data-driven decisions
		Chapter 8: Mobile Marketing	Overview of mobile marketing strategies and trends Optimizing campaigns for mobile devices Mobile app marketing and its nuances
Module 5	Emerging Trends and Innovations	Chapter 9: AI, voice search, AR/VR	Exploring emerging trends in digital marketing (AI, voice search, AR/VR, etc.) Adapting to new technologies and innovations in the field
		Chapter 10: E-commerce and Conversion Optimization	E-commerce strategies and best practices Conversion rate optimization (CRO) techniques Understanding the customer journey and improving sales funnels  Understanding ethical considerations in digital marketing Compliance with regulations, data privacy, and consumer protection laws



*[Signature]*  
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		E-commerce and Conversion Optimization	<p>best practices Conversion rate optimization (CRO) techniques Understanding the customer journey and improving sales funnels</p> <p>Understanding ethical considerations in digital marketing Compliance with regulations, data privacy, and consumer protection laws</p>
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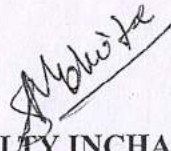
**Evaluation Pattern:**

- 1.45 Marks MCQ Examination
- 2.45 Marks Assignment
- 3.10 Marks –Class Participation

**Note:** 1. Examination will be conducted offline.

2. Assignments will be collected in the classroom which will be assigned for each department.

3. Class participation marks will be given based on the attendance of the students.  
Certificates will be given to the students in successful completion of the course.



**FACULTY INCHARGE**  
Asst. Prof. Swati Mohite

**PROGRAMME IN-CHARGE**  
Dr. Roselin Linitta George




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E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

IQAC ORGANIZED

## Digital Marketing

Date: 20th January, 2023

Venue- Classroom

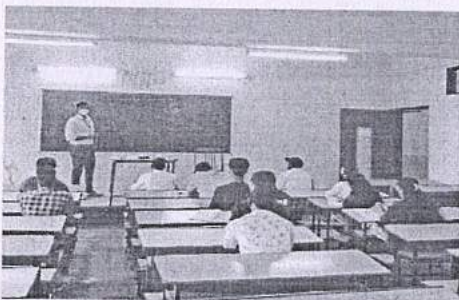
Objective- Increasing brand awareness: Digital marketing helps to create and enhance brand visibility among the target audience. Driving website traffic: Digital marketing aims to attract relevant and quality traffic to a company's website.

Resource Person- Asst. Prof. Swati Mohite

Activity- IQAC committee of Sanpada College of Commerce & Technology with coordination of all seven departments organized "**Digital Marketing**" in collaboration with **Western College of Commerce and Business Management** from **14th October 2022 to 17th January 2023** in the college classroom for all students of all seven departments who had registered for this course. The resource person of the workshop was the Asst. Prof. Swati Mohite. There were 140 students who participated and learned so many things to be able to compete in today's modern business world. The students were engaged in an enthusiastic way. They have asked so many questions and queries to clear their doubts. The program ended successfully.

No. of participants: 140

Outcome: Students have learned about the different types of content, such as blog posts, infographics, and ebooks, as well as how to create a content marketing strategy. They have also learned about the different stages of the content marketing funnel, from attracting prospects to converting them into customers.



Submitted by  
Dr. Roslin Lintta George



**ATTESTED**

  
Principal



ORIENTAL EDUCATIONAL COLLEGE  
 SANPADA COLLEGE OF COMMERCE & TECHNOLOGY  
 ATTENDANCE SHEET OF ADD ON COURSES (2022 TO 2023)  
 NAME OF COURSE: Digital Marketing  
 MONTH: Oct - Jan

Dr (IT)  
 14/1/17

SR NO	STUDENT NAME	DATE												SIGN						
		14/10	15/10	16/10	17/10	18/10	19/10	20/10	21/10	22/10	23/10	24/10	25/10							
1.	Rawar omar	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
2.	Rham abdul	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
3.	Pandey priyanka	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
4.	Sayed Tabrej aam	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5.	Rey mutumb	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
6.	Sayed saad yabara	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
7.	Gupta kush	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
8.	Shah aakash	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
9.	Wureh's yash	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
10.	Rawar vishal	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
11.	Rawar Amisha	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
12.	more vishal	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
13.	kharam an	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
14.	Tabbal Toral	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
15.	Shinde rohit	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
16.	Sheety Aniket	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
17.	Sharma amit	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18.	Shobha Anzan	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
19.	Mane soham	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
20.	Chan Ramon	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P



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**ORIENTAL EDUCATION SOCIETY'S**  
**SANPADA COLLEGE OF COMMERCE & TECHNOLOGY**  
**FEEDBACK OF ADD ON COURSE (2022 TO 2023)**

NAME OF COURSE - DDGETAL MARKETNG  
 DURATION- 30 Wks

SR. NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES OR NO)	REMARK/SUGGESTION	SIGN
1.	BALAJI RAMCHANDRA	4	YES	Good	<del>Panema</del>
2.	MD GULZAR ANSARI	3	YES	Fine	<del>Ansari</del>
3.	MANE JAY DIPAK	4	YES	Excellent	<del>Durg</del>
4.	KAMBLE DEVYA BANDU	4	YES	Informative	<del>Arav</del>
5.	RAJ ARUN OMPRAKASH	5	YES	Outstanding	<del>Arav</del>
6.	SAHU RIYA LAXMICHAND	3	YES	Good	<del>Riya</del>
7.	DUBEY PRIYAM PRADEEP	2	YES	in good	<del>Ravish</del>
8.	KHAN ALTAJ SAIF ALI	4	YES	Brilliant	<del>Altaf</del>
9.	SHENDE RAHUL SUNDL	3	yes	Good	<del>RAHUL</del>
10.	KAZI AMRIYA ANIS	3	YES	Fine	<del>Dama</del>
11.	PATHAN AMAAN INAYATULA	2	yes	Good	<del>Amaan</del>
12.	GHARAT NIRRAJ MAHESH	5	yes	Teremebous	<del>Nirraj</del>
13.	KHAN SAIF KALEM	5	yes	Fabulous	<del>Saif</del>
14.	MAGAR TUSHAR TUKARAMI	4	yes	Amazing	<del>Tushar</del>
15.	AMBIKA K	4	yes	Nice	<del>Amk</del>
16.	SENGH TINA RAVINDRA	3	YES	Good	<del>DINA</del>
17.	PATEL SAYALI SUNDL	2	yes	Good to know	<del>Sayali</del>
18.	SEVA VELU	3	YES	intresting	<del>SEVA</del>
19.	GUPTA KESHAN ANIL	2	yes	Nice	<del>RISHAN</del>
20.	BORHADE TANYA BALU	5	yes	Amazing	<del>Tanya</del>



*[Signature]*

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**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE & TECHNOLOGY**

FEEDBACK OF ADD ON COURSE (2022 TO 2023)

NAME OF COURSE - DIGITAL MARKETING  
DURATION - 30 Hrs

SR. NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES OR NO)	REMARK/SUGGESTION	SIGN
1.	ANSARI AFFAN IRFAN	3	Yes	Informative	Affan
2.	BEST DARSH SURESH	3	YES	well to know	Darsh
3.	ARCI SHARON RAJU	5	yes	Excellent	Raju
4.	CHOUGLE ASHAR PARVEZ	4	yes	Good	Ashar
5.	BIMAL BK	4	yes	Good	Bimal
6.	JADHAV SARSHI TANAJI	4	yes	Good	Sakshi
7.	KHAN AMAAN SAIFALI	3	YES	Nice	Aman
8.	KHOSE TEJAS UTTAM	3	YES	good to know	Tejas
9.	GUPTA SURAT RAJESH	5	yes	Marvellous	Suraj
10.	JAGDALE PRAGATI SHANKAR	3	yes	fine	PRAGATI
11.	TODRAT KAMLESH BHARAT	4	yes	Superb	Teamesh
12.	BANE PURVA ANKUSH	3	YES	Good to know	Purva
13.	ARUN CHAUHAN	5	yes	Amazing	C. Arun
14.	SONAR ARCHANA DEEPAK	4	YES	Brilliant	ARCHANA DEEPAK
15.	ANAND BABU	3	yes	INFORMATIVE	BABU
16.	KADAM ANIKET SUNIL	4	YES	NICE	Aniket
17.	KHAN ARMAN WAHED	4	yes	Great	Arman
18.	MORE SWAPNIL BAPU	3	yes	interesting	Swapnil
19.	MEET VERMA	5	YES	Excellent	meet
20.	SHAIKH ASSAD ANWAR	4	yes	Good to know	S.A.



*[Signature]*

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**ORIENTAL EDUCATION SOCIETY'S**  
**SANPADA COLLEGE OF COMMERCE & TECHNOLOGY**  
**FEEDBACK OF ADD ON COURSE (20 22 TO 20 23 )**

NAME OF COURSE - Digital marketing  
 DURATION - 30 hrs

R. NO	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE COURSE BENEFICIAL (YES OR NO)	REMARK/SUGGESTION	SIGN
1.	Pawar amkar	4	yes	Good	OM
2.	Khan abdul	3	YES	Good	A.B
3.	Khan kumar	3	YES	Amazing	K. Kumar
4.	Pandey Priyanka	4	yes	USEFUL	priyanka
5.	Sayed Tabrejalam	5	YES	INFORMATIVE	Taborej
6.	ROY MURUND	5	yes	Excellent	MURUND
7.	Sayed sadiyabano	4	YES	Nice	Bano
8.	Cupta KHUSHI	3	YES	well know	KHUSE
9.	Singh aakash	4	YES	Amazing	Aa
10.	oureshi yashr	4	YES	Intersting	Yashr
11.	Pawar vishal	3	yes	Nice	Vishal
12.	NIRMAL Amisha	5	yes	marvellous	Amisha
13.	more vishal	5	YES	V. Good	Vishal
14.	Ichan Aman	3	yes	Good	Aman
15.	Tabbat IORA	3	yes	INFORMATIVE	Iora
16.	SHINDE rohit	3	yes	Excellent	ROHIT
17.	Sheety Aniket	5	YES	Nice	Aniket
18.	Sharma Ami-T	4	YES	GOOD	Ami
19.	Shaikh Faizan	4	YES	EXCELLENT	Faizan
20.	mane Soham	5	YES	INFORMATIVE	Soham



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E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

Date: March 4, 2019

**NOTICE**

**“Career Guidance and Personality Development Session”**

This is to inform all the students of Sanpada College of Commerce & Technology that the Career Guidance Session is organised by the college to provide guidance and assistance for the students to achieve their career goals and to create awareness among students regarding available career options and help them in identifying their career objectives. Below are the details of the program.


Date: 5th March 2019

Time: 11 AM


Venue: Seminar Hall

All the students are instructed to participate in this seminar in large numbers.

  
Convener

  
Principal



**ATTESTED**  
  
Principal  
Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway  
Station, Sanpada, Navi Mumbai.





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E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

## “Career Guidance and Personality Development Session”

**Date:** 5th March, 2019

**Venue:** Seminar Hall

**Objectives:** To provide guidance and assistance for the students to achieve their career goals. To create awareness among students regarding available career options and help them in identifying their career objectives. To help students share knowledge about themselves by identifying skills, and interests

**Resource Person:** Mr.Sachin Kadam

**Activity:** The Sanpada College of Commerce and Technology organized “Career Guidance and Personality Development” session on 5th March,2019 at 11:30 am in the college seminar hall for the students. The resource person of the program was Mr.Sachin Kadam. He guided the students about how to select best career considering their aptitude and skills.

**No. of Participants:** 35


**Outcome:** Career Guidance and Personality Development Session helped the students to gain clarity about their passions, interest and abilities.



  
Convener

  
Principal



**ATTESTED**  
  
Principal  
Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway  
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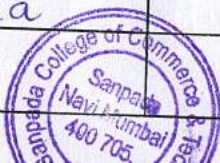


**ORIENTAL EDUCATION SOCIETY'S  
SANPADA  
ATTENDANCE SHEET**

NAME OF EVENT: Career guidance & personality development session  
DATE: 05/03/2019

NAME OF THE STUDENT	SIGNATURE
Lokesh Kelangimani	<u>Lokesh</u>
Koli Jayesh Mojesh	<u>Jayesh</u>
Gujan Abhishek Sanjay	<u>Abhishek</u>
Mandal Krishna	<u>MK</u>
Shaikh Amir Natil	<u>Shaikh A..</u>
Kori Sweeta Rajkumar	<u>Sweeta</u>
Dogra Shivani Suresh	<u>Shivani D</u>
Vikram Siddharth Sunil	<u>V.S</u>
Gupta puja Omprakash	<u>Puja</u>
Sharma Abhishek	<u>Abhishek</u>
Patel Mahesh Kamal	<u>Mahesh</u>
Sing Aman Prasad	<u>Aman</u>
Kalsi Komal Raj	<u>Kalsi Raj</u>
Singh Ankit Ajay	<u>Ankit</u>
Khan Shifa Meheraj	<u>Shifa</u>
Bhosle Sayali Anur	<u>Sayali</u>
Patwa Sakshi Suresh	<u>Sakshi P.</u>
kadam Pravin Vishnu	<u>Pravin</u>
Mandal Nitesh Krishna	<u>Nitesh</u>
Pratap Vidya Pradeep	<u>Vidya</u>

**ATTESTED**



[Signature]  
Principal  
Sanpada College of Commerce & Technology



**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE AND TECHNOLOGY, SANPADA  
FEEDBACK FORM**

NAME OF EVENT: Career guidance and personality development session.

DATE: 05/03/2019

NO.	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE EVENT BENEFICIAL (YES/NO)	REMARK /SUGGESTION	SIGNATURE
1	Lokesh Kolangimani	4	YES	Excellent	Lokesh
2	KOLJ JAYESH MOJESH	4	Yes	GOOD	Jayesh Mojesh
3	gujan abhishak sanjay	5	yes	love it	Abhishak
4	Mandal Krishna	4	yes	NICE	(MK) Shaikh..
5	SHAIKH AMIR YAKIL	3	yes	HELP FULL	
6	KorJ SWETA RAJKUMAR	5	yes	GOOD	Sweta
7	DOGRA SHIVANI SURESH	3	YES	Nice	Sivani
8	NIKAM SIDDARTH SUNIL	5	YES	enjoyed	V.S
9	gupta puja Omprakash	5	yes	Helpfull	Puja
10	Sharma Abhishek	4	yes	excellent	Abhishek Mahesh
11	patel mahesh kamal	4	yes	loved it	
12	sing Aman pramod	4	yes	loved it	Aman
13	Nalsi Komal Raj	5	YES	Nice	Komal Raj
14	SINGH Ankit Ajay	4	YES	Best	Ankit
15	Khan shifa Meheraj	3	yes	Good	Shifa
16	Waste sayali Anam	3	yes	Good	Sayali
17	Patwa Shakshi Suresh	3	yes	enjoyed	Sakshi P.
18	Kadam Pravin vishnu	5	yes	enjoyed	Pravin
19	Mamta Nitesh Kishan	5	yes	okay	Nitesh Kishan

**ATTESTED**

yes Alice

yes okay



Principal





ORIENTAL EDUCATION SOCIETY'S  
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E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

Date: 15/07/2019

**NOTICE**

**Guest Lecture on  
“FILING OF INCOME TAX RETURN”**

**Agenda:**

- To learn the concept of Goods and Service Tax Act.**
- To understand the concept of Income tax filing.**
- To understand the importance of adhering to filing deadlines.**

**The Guest Lecture will be on 20/07/2019.**

**Venue: Seminar Hall**

**Time: 10:30 a.m.**

  
Convener



  
Principal

**ATTESTED**

  
Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway  
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ORIENTAL EDUCATION SOCIETY'S

# SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

Affiliated to The University of Mumbai

Sector-2, Plot No. 3,4,5, Behind Sanpada Railway Station, Sanpada (W), Navi Mumbai - 400 705.  
Tel: 022-27758715 / 022-27752213 • Fax: 022-27750351  
E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

## “FILING OF INCOME TAX RETURN”

**Date:** 20<sup>th</sup> July, 2019

**Venue:** Seminar Hall.

**Objective:** Provide students with a fundamental understanding of income tax concepts, terms, and principles. Emphasize the importance of adhering to filing deadlines. Provide information on extension options and consequences of late filing.

**Resource Person:** Prof. Namrata Parekh

**Activity-** On 20<sup>th</sup> August 2019, the Accounting & Finance (BAF) department organised a seminar named “FILING OF INCOME TAX RETURN” from 10:30 A.M to 11:30 A.M. for the students of First, Second and Third Year of Accounting & Finance Department. More than 50 students graced the event by their presence. The seminar was conducted to boost the confidence of students and would be beneficial for each student in their personal as well as professional lives.

**No. of participants:** 57

**Outcome:** The students learnt the step-by-step process of filing income tax returns & developed practical skills in preparing and submitting accurate tax returns. Understand the importance of adhering to filing deadlines. Learn about extensions, penalties for late filing, and strategies to ensure timely submission.



  
Convener



ATTESTED

  
Principal

  
Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway



NAME OF EVENT: Filling of Income Tax Return

DATE: 20/5/2019

NAME OF THE STUDENT	SIGNATURE
Badeek Ram Deepak	<u>Badeek</u>
Bhat Sanjayprakash Sabirh	<u>Bhat</u>
Bhosale Vinayak	<u>Vinayak</u>
Jhan Sumit Rameshchandra	<u>Jha</u>
Khan Faiz	<u>Faiz</u>
Ige Siddhi	<u>Ige</u>
Choudhary Mohini Dilip	<u>Mohini</u>
Lohari Rakshans	<u>Lohari</u>
Yadav Tejas	<u>Yadav</u>
Singh Vaishnavi	<u>Vaishnavi</u>
Strinde Vijay	<u>Vijay</u>
Ghant ismit	<u>Ghant</u>
Ray Priyanka	<u>Ray</u>
Sutar Prayakta	<u>Prayakta</u>
Palsi Krupa	<u>Palsi</u>
Tiwari Aayush	<u>Aayush</u>
Mishra Srifa	<u>Mishra</u>
Sanap Isamer	<u>Sanap</u>
Jha Ismit	<u>Jha</u>
Kandley Shivani	<u>Kandley</u>

ATTESTED



[Signature]  
Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway







**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE AND TECHNOLOGY, SANPADA  
FEEDBACK FORM**

NAME OF EVENT: Filing of Income Tax Return

DATE: 20/05/2019

SR. NO.	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE EVENT BENEFICIAL (YES/NO)	REMARK /SUGGESTION	SIGNATURE
1.	Badak Ram Deepak	4	Yes	Good	<u>Ram</u>
2.	Bhat Sundaiprakash Satish	5	Yes	V. Good	<u>Satish</u>
3.	Bhosale Vinayak	3	Yes	better	<u>Vinayak</u>
4.	Jha sumit Ramchandra	4	Yes	Okay	<u>Jha</u>
5.	Khan Faiz	3	Yes	Good	<u>Faiz</u>
6.	Ilige Siddhi	4	Yes	excellent	<u>Ilige</u>
7.	choudhari rohini dilip	5	Yes	very excellent	<u>Rohini</u>
8.	Lehari rukhsaar	3	Yes	better	<u>Lehari</u>
9.	Yadav Tejay	4	Yes	Good	<u>Tejay</u>
10.	Singh Vaishnavi	1	NO	-	<u>Vaishnavi</u>
11.	Shinde vijay	5	Yes	Not Bad	<u>Vijay</u>
12.	Gharat Smt L	4	Yes	excellent	<u>Gharat</u>
13.	LAY PRIYANIKA	1	NO	-	<u>Lay</u>
14.	Sutar Prajakta	3	Yes	better	<u>Prajakta</u>
15.	Patil Krunal	2	Yes	Not Good	<u>Patil</u>
16.	TIWARI AYUSH	1	YES	-	<u>Ayush</u>
17.	Mishra Sarita	3	Yes	okay	<u>Mishra</u>
18.	Sanap sameer	4	ATTESTED	Good	<u>Sameer</u>
19.	Jha Somit	2	<del>Not</del>	Not Good	<u>Somit</u>
20.	Pandey Shivam	4	ATTESTED	Good	<u>Pandey</u>



Principal  
Sanpada College of Commerce & Technology



Sutau Pujaakta Ravindra	5	yes	Excellent	<u>Bhatnagar</u>
Bihani Ishita Vinod	4	yes	Good	<u>Bihani</u>
Jadhav Sujata Ramesh	3	No	Not that Good	<u>Sachdev</u>
Pooja Singh Prunsa	2	No	Okay	<u>Pooja</u>
Shaikh Miraba Mubarak	5	yes	Excellent	<u>M Shaikh</u>
Yadav Nitesh Unesh	4	yes	Good	<u>Nyadas</u>
Tiwari Ayush Rajesh.	3	yes	Good	<u>Ayush</u>
Sharda archana	5	yes	v. good	<u>Sarchana</u>
MAYNOLE SUMIT	4	yes	EXCELLENT	<u>SUMIT</u>
nighat Sanjana	3	No	okay	<u>Sanjana</u>
Panjay Shwani	2	No	Not good	<u>Shwani</u>

ATTESTED

[Signature]  
Principal

Sannada College of Commerce & Technology







ORIENTAL EDUCATION SOCIETY'S

## SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

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Date: 04/10/2021

### NOTICE

#### **“Seminar on Corporate Event Planning and Social Media as an Event Promotion Tool”**

This is to inform all the students of Sanpada College of Commerce & Technology that, Seminar is organized by the college to provide guidance and assistance for the students to achieve their career aspiration and awareness among students regarding available career options in Event Management.

Date: October 09, 2021

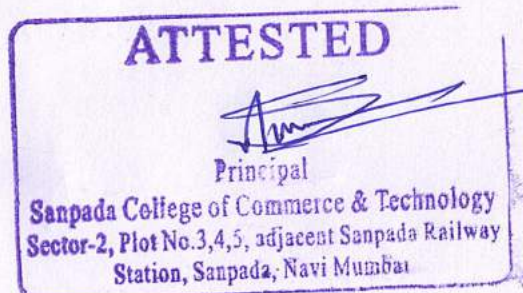
Time: 11.00 am - 1.00 pm

Venue: Seminar Hall

All the students are instructed to participate in this seminar in large numbers.

  
Convener

  
Principal







ORIENTAL EDUCATION SOCIETY'S  
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**Report on Corporate Event Planning and Social Media as an Event Promotion Tool**

**Date:** October 09, 2021

**Venue-** Seminar Hall

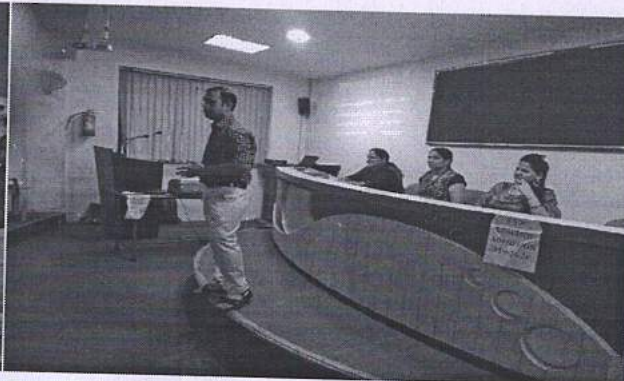
**Objective-** Understanding the significance of aligning corporate objectives with event planning for seamless execution. Harnessing the potential of different social media platforms to maximize outreach and engagement. Analyzing data and utilizing metrics to assess the effectiveness of social media campaigns. Practical application of learned concepts through interactive workshops

**Resource Person-** Prof. Vishal Deshmukh

**Activity-** IQAC committee of Sanpada College of Commerce & Technology with coordination Ramseth Thakur College of Commerce and Science organized seminar on "**Report on Corporate Planning and Social Media as an Event Promotion Tool**" on **October 09, 2021** in the Seminar Hall for all students who had registered for this course. The resource person of the workshop was Prof. Vishal Deshmukh. There were around 60 students who participated and learned so many things to be able to compete in contemporary modern business world. The event aimed to provide insights into the integration of corporate planning strategies with the effective use of social media platforms for event promotion. The seminar commenced with an in-depth discussion on the fundamentals of corporate planning, outlining strategic decision-making processes, goal setting, and resource allocation within an organizational framework

**No. of participants: 60**

**Outcome:** The seminar provided invaluable insights into the synergy between corporate planning and leveraging social media as an effective event promotion tool. Participants gained a comprehensive understanding of strategic planning, innovative social media tactics, and their amalgamation for successful event marketing.



**ATTESTED**

*V.S.*




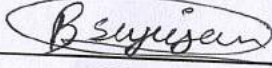
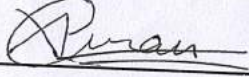
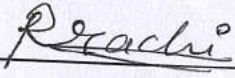
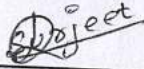
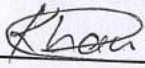
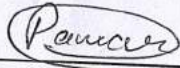
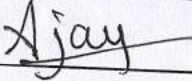

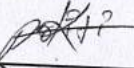

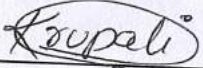

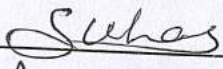
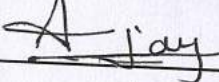
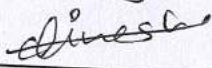

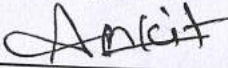

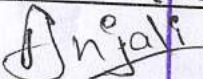
*[Signature]*  
Principal

*[Signature]*



**ORIENTAL EDUCATION SOCIETY'S  
SANPADA  
ATTENDANCE SHEET**

NAME OF EVENT: Corporate event planning & social Media  
DATE: 10/09/2021

NAME OF THE STUDENT	SIGNATURE
Surwade Vivek	
Baig Suftyan Sadig	
Shaikh aman	
Upatil Praachi Vikram	
Dolui Surjeet tapas	
Salman Khan	
Pawar Prajakta	
Das Ajay Asim	
Loa Aruna	
Kute priti Ashok	
Pal Pooja	
Pawar Krupali tanaji	
Arab Amal Alim	
Gupta Ajay	
More Suhas	
Jain Shilpa Dinesh	
Bishi Sujit Sapan	
Jha Ankita	
Gupta Anjali	
Mishra Dolly Rakesh	



**ATTESTED**

  
Principal







**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE AND TECHNOLOGY, SANPADA  
FEEDBACK FORM**

NAME OF EVENT: Corporate Event Planning & Social Media

DATE: 10/09/2021

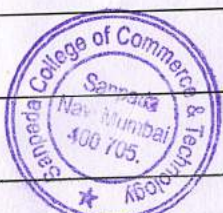
Sl. No.	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE EVENT BENEFICIAL (YES /NO)	REMARK /SUGGESTION	SIGNATURE
1	Surwade vivek	5	yes	could be better	<u>[Signature]</u>
2	Baig sufiyan saadiq	4	yes	-	<u>Bsufeyan</u>
3	Shaukh aman	1	No	can do better	<u>Aman</u>
4	Upateil Prachi ruknam	5	Yes	Best	<u>Prachi</u>
5	Dolvi sujjeet taras	3	yes	nice	<u>Sujjeet</u>
6	SAMAN KHAN	4	Yes	BETTER	<u>Khan</u>
7	Pawan Rajakta	2	No	Not good	<u>Pawson</u>
8	Das Ajay Asim	5	Yes	Helpful	<u>Ajay</u>
9	Loa Aruna	5	Yes	nice	<u>Loa</u>
10	Kute priti Ashok	4	yes	good	<u>Priti</u>
11	Pal Pooja	3	Yes	okay	<u>Pooja</u>
12	Pawar Krupali tanaji	5	yes	Very good	<u>Krupali</u>
13	Arab Amal Alim	5	yes	liked it	<u>Arab</u>
14	Gupta ajay	4	yes	enjoyed	<u>Ajay</u>
15	MORE SUHAS	5	yes	excellent	<u>Suhas</u>
16	Jain shilpa Dinesh	4	Yes	Nice	<u>dinesh</u>
17	Bishi sujit sapen	5	yes	good	<u>B</u>
18	Jha ankit	4	No	Not helpful	<u>Ankit</u>
19	Gupta anjali	2	No	could do good	<u>Anjali</u>



**ATTESTED**



Mishra Dolly Rakesh	3	Yes	Good	<del>Dolly</del>
Choudhary Om Nitin	5	Yes	must be better	<del>Choudhary</del>
GUPTA AARYAN	3	Yes	v. good	AARYAN
Bind Anshu Om	5	Yes	Excellent	<del>Anshu</del>
Bera Sujal Sapan	3	Yes	better	<del>Sujal</del>
Toshi Parvati Madawal	4	Yes	Good	<del>Toshi</del>
Anish Antony	4	Yes	Good	<del>Anish</del>
Tadhav Smit Rajesh	2	No	Can do better	<del>Smit</del>
SHREE VISHAL RAMESTI	5	Yes	VERY GOOD	<del>Vishal</del>



**ATTESTED**

~~\_\_\_\_\_~~  
Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No. 34, Sanpada, Nav Mumbai  
Station, Sanpada, Nav Mumbai





ORIENTAL EDUCATION SOCIETY'S

## SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

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Date: 17/02/2023

### NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology organizes an exhibition on “**Mind to Market Startup**” on **21<sup>st</sup> February 2023**.

#### About the exhibition:

- To build entrepreneurship among the students.
- Brief presentations by student entrepreneurs sharing their startup experiences.
- Display of student-created products or services.
- Only registered students can participate.

The following will be the venue and timings of the Programme.

**Venue: MMRDA Ground, Bandra-Kurla Complex, Kurla, Mumbai**

**Time: 11:30 a.m.**

Convener

Principal



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Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway





ORIENTAL EDUCATION SOCIETY'S

# SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

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## MIND TO MARKET START UP

**Date:** 21<sup>st</sup> February, 2023

**Venue:** MMRDA Ground, Eandra-Kurla Complex, Kurla, Mumbai

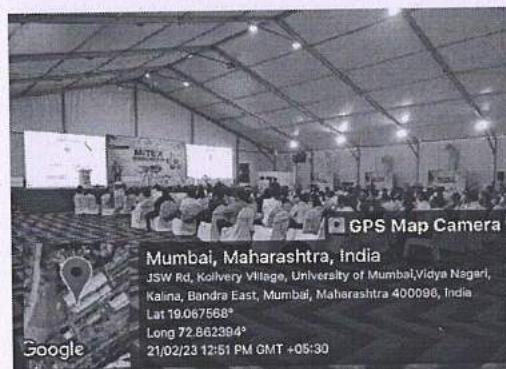
**Objective:** The main objective of the programme was to encourage trade, industry and start-up capabilities among the students & to develop presentation skills to effectively convey key points, engage the audience, and respond to questions.

**Resource Person:** *Industry Experts*

**Activity-** Sanpada College of Commerce & Technology organized “Mind to Market Startup” on 21<sup>st</sup> February 2019. There were more than 60 students from BMS Department who participated from both the college. After the formal introductory event, the students started their Presentation on new products development where students were supposed to explain the business ideas in details one after the other.

**No. of participants:** 62

**Outcome:** This event helped the students to build their entrepreneurship skills and guided them to apply these skills further in their future. Taking part in such events added to the resume, that is to say, the student’s contribution will be written down in the resume as an extra-curricular activity, and it will be an achievement. Participating allowed the students to determine their interests, their skills, their possibilities, strengths, and weaknesses.



Convener



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Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway  
Station, Sanpada, Navi Mumbai

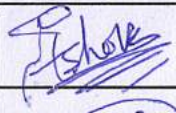


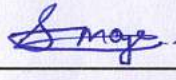
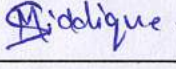

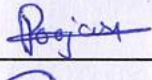
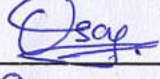
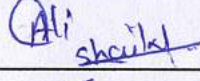
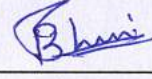
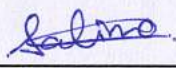
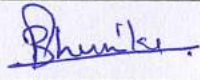
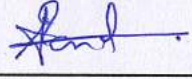

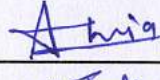
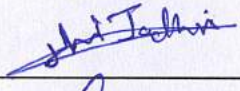
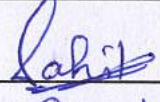
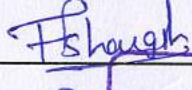
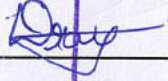
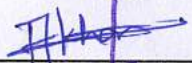
Principal



**ORIENTAL EDUCATION SOCIETY'S  
SANPADA  
ATTENDANCE SHEET**

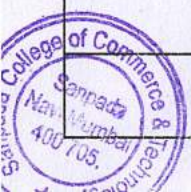
NAME OF EVENT: Mind of Markets

DATE: 21/02/23

NAME OF THE STUDENT	SIGNATURE
Choudhary Ashok Kuparam	
Shaikh Salim Jilani	
Yadav Preeti Kamlesh	
Sayyad Aman Ajaz	
Pat Rutika Rajendra	
Khan Altaf Saif Ali	
Poojari Vignesh Umesh	
Quereshi Usay Arif	
Shaikh Ali Abdul Rahim	
Thakur Bhumi Kali	
Shaikh Selima Jilani	
Thakur Bhumika Kalra	
Khan Zaid Ahmed	
Navare Soral Sandesh	
Pat Anju Suraj Lal	
Jadhav Abhijit Arun	
Chauhan Sahil Jayant	
Shaukya Angel Pawan	
Ray Amishi Vinod	
Khan Afreen Afzal	

**ATTESTED**

  
Principal









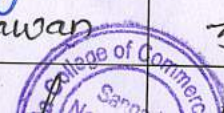
**ORIENTAL EDUCATION SOCIETY'S**  
**SANPADA COLLEGE OF COMMERCE AND TECHNOLOGY, SANPADA**  
**FEEDBACK FORM**

NAME OF EVENT: Mind of markets

DATE: 21/02/23

SR. NO.	NAME	RATE THE RESOURCE PERSON (OUT OF 5)	WAS THE EVENT BENEFICIAL (YES /NO)	REMARK /SUGGESTION	SIGNATURE
1	Choudhary Ashok Kuparam	4	Yes	Excellent	<u>Ashok</u>
2	SHAIKH SALIM JILANI	4	Yes	Good	<u>Salim</u>
3	Yadav Preeti Kumlesh	3	Yes	Good	<u>Preeti</u>
4	Sayyed Aman Hias	5	Yes	very good	<u>Aman</u>
5	Pal Rutika Rajendra:	5	Yes	Excellent	<u>Rutika</u>
6.	Khan Altaf Saif Ali	4	Yes	Very Good	<u>Altaf</u>
7.	Poojari Vignesh Umesh	3	NO	Not That good.	<u>Poojari</u>
8	Qureshi Asif Asif	3	NO	Not good	<u>Asif</u>
9.	Shaikh Ali Abdul Rahim	4	Yes	Good	<u>Ali Shaikh</u>
10	Thakur Bhumi Kalu	4	Yes	Good	<u>Bhumi</u>
11	Shaikh Salim Jilani.	3	No	Not that good	<u>Salim</u>
12	Thakur Bhumikakalu.	5	Yes	Excellent	<u>Bhumi</u>
13	Chan Zaid Ahmed	2	No	can do better	<u>Zaid</u>
14.	Nanavare Sonal Sandesh	3	Yes	Good	<u>Sonal</u>
15.	Pal Anju Suraj Lal	5	Yes	Excellent	<u>Anju</u>
16	Patkar Abhijit Arun	3	No	can do better	<u>Abhijit</u>
17	Chaukhan Sahil Jaywant	4	Yes	Good	<u>Sahil</u>
18	Sharma Angel Pawan	3	No	can do better	<u>Sharma</u>
19	P. D. ...				

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1.	Aupta Geeta Kalbahadur	4	yes	Good	<del>Geeta</del>
	Abool vishnu Sonil	3	yes	Nice	Abool
	Rai Rohan Jawahar	2	No	Not that good	Rohar
4	Yadan Sujay Shyan	5	yes	Excellent	Sujan
5	Khan Farhan Feroz	5	yes	Excellent	Khan
5	Tingole Kunal Ramesh	4	yes	Very Good	Tingole
7	Fisari Salman Ashan	5	yes	Excellent	Fisari
8	Gupta Deepak Ajay	2	No	could be better	deep
1	Patel Mehraj Mastan	3	yes	Good	M Patel
0	Gupta Ravi Hanukesh	3	yes	Good	R Gupta



ATTESTED

*[Signature]*  
Principal

Sanpada College of Commerce & Technology  
Sector-2, Plot No. 3, 4, 5, adjacent Sanpada Railway  
Station, Sanpada, Navi Mumbai