

**DEPARTMENT OF MANAGEMENT STUDIES**

**THE MANAGEMENT ASSOCIATION**

**Program:** GOOGLE CERTIFIED DIGITAL MARKETING COURSE

**Need:** The course was conducted to integrate practical knowledge of developing digital marketing tools along with theory students learn in class.

**Objective:** To impart technical knowledge Digital Marketing

**Content:** Google Certified course on Digital Marketing Course in association with ATS Solutions Pvt. Ltd.

**Date:** From 17<sup>th</sup> February, 2019

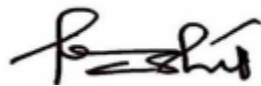
**Venue:** IT Lab, 6<sup>th</sup> Floor

**Proposed By:** NIDHI CHANDORKAR

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A photograph of a handwritten signature in black ink on a white background. The signature is written in a cursive style and appears to read 'Nidhi Chandorkar'.

**Verified by Principal:**

A photograph of a handwritten signature in black ink on a white background. The signature is written in a cursive style and appears to be the name of the Principal.

## **NOTICE**

This is to inform all the students of TYBMS (Marketing) and BMM students that a certified course on Digital Marketing will be conducted in association with ATS Solutions Pvt. Ltd. In college premises from 17<sup>th</sup> February, 2019 in 6<sup>th</sup> floor IT Lab. For more details about fees, kindly contact Prof. Nidhi Chandorkar.

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**Nidhi Chandorkar**

## **REPORT ON GOOGLE CERTIFIED DIGITAL MARKETING COURSE**

**NEED FOR THE EVENT:** The course was conducted to integrate practical knowledge of developing digital marketing tools along with theory students learn in class.

**EVENT DETAIL:** The Management association of Department of Management Studies has conducted a Google Certified course on Digital Marketing Course in association with ATS Solutions Pvt. Ltd. The course duration is approximately 30 hours.

Thirty nine students from TYBMS (Marketing) and BMM students are undergoing the course. The course began on 17<sup>th</sup> February 2019.

**OUTCOME:** The students could now use this knowledge for developing their own on-line marketing tools and also have made them more employable.

Nidhi Chandorkar






## FEEDBACK AND ATR

The feedback was taken orally from the participants. Students have given very positive feedback for the event. The course has helped them learn practical aspects of Digital Marketing. The association plans to conduct sessions for developing more skills related to online content development.



NIDHI CHANDORKAR  
PROGRAM COORDINATOR



DR. SRIDHARA SHETTY  
PRINCIPAL

**BUNTS SANGHA'S**

**S.M. SHETTY COLLEGE OF SCIENCE. COMMERCE & MANAGEMENT STUDIES.**

**POWAI**

**DEPARTMENT OF MANAGMENTS STUDIES**

**NOTICE**

5<sup>TH</sup> JULY, 2018

This is to inform all the students of SYBMS and TYBMS that there will be an inter-class competition "ADVER-TAINMENT" based on your creative ability.

"ADVER-TAINMENT" is all about preparing an interesting and appealing television advertisement out of the product given to the group. Students can make use of their imagination and add catchy taglines and jingles to the advertisement. Students should register themselves in a group of 5 from their respective class before 7<sup>th</sup> July. The registered groups will be called for a meeting to discuss the rules and allotment of topics (products) on 9th July.

The competition will be held on 14<sup>th</sup> July 2018. Winners will be receiving certificates from the department. You are requested to participate in large numbers.



In-charge



## ACTIVITY REPORT ADVERTAINMENT

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VENUE : AV ROOM

DATE: 13/7/18


TIME: 11.00AM

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The Department of Management Studies organized an inter-collegiate competition based on creativity in advertising for all the classes. The products were given to student groups. They used their creativity in creating script, jingles and presentation.

More than ten teams participated and the students of the department witnessed the event. The competition was judged by Prof. Nidhi Chandorkar and CA Zainab Rangwala. The event in-charge was Prof. Steffi Salve.



  
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**DEPARTMENT OF MANAGEMENT STUDIES**

**THE MANAGEMENT ASSOCIATION**

**ESPERANZA – 2018**

**REPORT**

The Management Association of Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai organizes "ESPERANZA – First Year's First Meet" for the freshers of BMS students every year. The objective event is to make these students aware about the culture of the institution and the department and breaking ice to create bond.

During the event we invite some of the department's eminent alumni to interact with these freshers and give them a realistic picture of the future which will unfold after they go through the course. It also involves address by head of the institution, which is going to guide the first year students during the journey of their graduation. The event comprises of activities and games for the students to break the ice amongst them and developing basic orientation towards business management.

This year the event was organized on 18<sup>th</sup> August, 2018 at 10.30 am in the college auditorium. The guests for the occasion are the alumni:

Mr. Armand DCosta


Mr. Javed Khan

Mr. Nipun Trehan

Mr. Nand Kishore Pillai.





  
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**DEPARTMENT OF MANAGEMENT STUDIES**  
**THE MANAGEMENT ASSOCIATION**

**Student Enrichment Activity Approval Form 2018-19**

**Department:** The Department of management Studies

**Program:** One Day Workshop on Photoshop

**Objectives:**

→ To enhance the ability and create marketing tools.

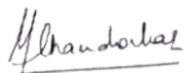
**Need:** To give student an add-on skill complementing their curriculum.

**Content:** The students will learn to develop e-content, posters, pamphlets for promotion.

**Date:** 2<sup>nd</sup> February, 2019

**Proposed by:** The Department of management Studies

**Verified by:** Prof. Nidhi Chandorkar



Coordinator



Principal

## Notice

This is to inform all the students of FYBMS and TYBMS that Department of Management studies is organizing a **One-Day Workshop on Photoshop** for the BMS students on 2<sup>nd</sup> February, 2019.

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Nidhi Chandorkar

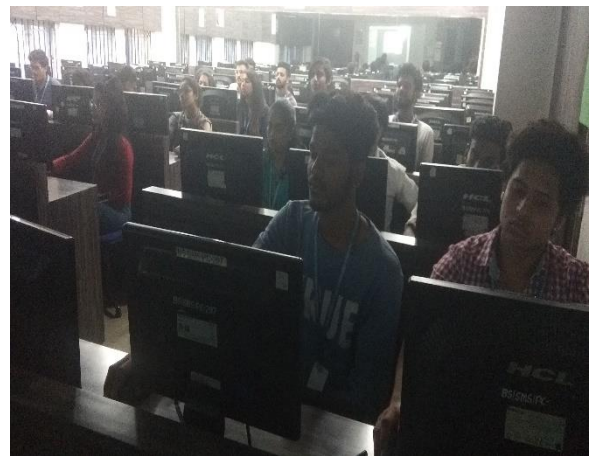
## Report

The workshop on Photoshop was held for the students of BMS with an object to develop their skills on ICT. Mr. Karan Bhoir (Alumnus) was the resource person. It was held on 2<sup>nd</sup> February 2019. 21 students had attended the workshop.

Nidhi Chandorkar



PHOTOSHOP WORKSHOP DATE: 02/2/19



BUNTS SANGHA'S  
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES  
PHOTOSHOP WORKSHOP  
CONDUCTED BY :KARAN BHOIR                      DATE: 02/2/19

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BUNTS SANGHA'S  
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT  
STUDIES  
PHOTOSHOP WORKSHOP  
CONDUCTED BY :KARAN BHOIR                      DATE: 02/2/19

S.NO.	NAME OF THE STUDENT	CLASS
1	ALISHA MATHEW	FYBMS
2	NIDHI SURESH	FYBMS
3	ROSHAN SUDHIR	FYBMS
4	SANTOSH JADHAV	FYBMS
5	ARYAN THAKUR	TYBMS
6	KUNAL RAMDIN	TYBMS
7	KSHITIJ CHOUDHARY	TYBMS
8	PAWAN BARAI	TYBMS
9	RAHUL ADAPPA	TYBMS
10	AGADI PRERANA	TYBMS
11	NUZHAT HAWALDAR	TYBMS
12	RHEA KARKADA	TYBMS
13	SAHIL KHAN	TYBMS
14	CRISTO TOMY M.	TYBMS
15	SALONI MUNGALE	TYBMS
16	HARIKRISHNAN PILLAI	TYBMS
17	ADITYA SHETTY	TYBMS
18	PRATEEK SHETTY	TYBMS

19	YASHNA SHETTY	TYBMS
20	MAAZ SIDDIQUI	TYBMS
21	VEENA WAREKAR	TYBMS

## FEEDBACK AND ATR

The feedback was taken orally from the participants. Students have given very positive feedback for the event. The course has helped them learn practical aspects of Photoshop. The association plans to conduct sessions for developing more skills related to online content development.



NIDHI CHANDORKAR  
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