

**Khandesh College Education Society's** 

### INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC Accreditated 'A' Grade (CGPA 3.17)
NBA Accredited MBA Program

**CERTIFICATE COURSE ON** 

ADVANCE

DATA ANALYTIC
PIVOT TABLES

DATA LOOKUP

MIS REPORT







### **Course Duration: 30 Hours**

Date: 1<sup>st</sup> March, 2023 to 15<sup>th</sup> March, 2023

Course Coordinator

Dr. Sandip Ghodke

Director

Dr. Shilpa K. Bendale

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel: 0257 - 2251281

#### KCES's Institute of Management & Research, Jalgaon

#### **Syllabus**

#### Certificate Course On Advanced Excel

**Duration: 30 Hours** 

#### **Course Description:**

Advanced Excel is a comprehensive course that provides a good insight into the latest and advanced features available in Microsoft Excel. This course explains how to use a particular feature, in a step-by-step manner. This Advanced Excel course syllabus is designed for the intermediate excel user who desires to learn more advanced skills. Learn the most advanced formulas, functions, charts and types of financial analysis to be an excel power user.

#### Course Objectives:

- To understand the importance of Advance Excel in business operation in order to solve complex business calculations.
- To study how this software is enabling business units to carry their work smoothly and efficiently.

#### Course Outcomes:

On completion of this course, the student will be able to:

- CO1. Handle bulk data easily by using various Advance Excel formulae.
- CO2. Make attractive presentations by using different types of graphical presentations.
- CO3. Can present data systematically and perform calculations quickly which will help to save time.

#### **Course Contents:**

#### 1. Conditional Formatting:

Highlight Cells, Top/Bottom Values, Data Bars, Color Scales, Icon Sets, Identify Duplicate Values, New Rules, Using Formulas, Clear Rules, Manage Rules

#### 2. Demonstrating Charts:

Create a Chart, Change Chart Type, Format Chart Title, Format Chart Legend, Format Chart Plot Area, Format Gridlines, Format Axis, Format Chart Area, Format Chart Colors

#### 3. Sorting & Filtering:

Sort Data on Single Column & Multiple Columns, Apply a Data Filter, Filter by Selected Cell, Remove a Data Filter

#### 4. Functions:

- LOOKUP: VLOOKUP, HLOOKUP
- COUNTIF: COUNT, IF, COUNTIF, COUNTIFS

#### 5. Demonstrating Sparkline:

Insert a Sparkline Group, Change Sparkline Type, Change Sparkline Data, Format Sparkline

#### 6. Pivot Tables:

Definition, Basic PivotTable Data, Inserting PivotTable

#### 7. PivotChart:

Definition, Create a chart from PivotTable

#### 8. VBA Macros:

- Introduction
- Creating VBA Macros in MS-Excel

#### Reference Books

- 1. Excel 2019 Bible by Michael Alexander, Publisher: Wiley
- Microsoft Excel 2019 Pivot Table Data Crunching (Business Skills) 1st Edition by Bill Jelen and Michael Alexander, Publisher: Microsoft Press
- Excel VBA Programming For Dummies, 4th Edition by John Walkenbach, Publisher: John Wiley & Sons



#### KCES's Institute of Management & Research, Jalgaon Certificate Course On Advanced Excel Registration Details

Duration: 1st March, 2023 to 15th March, 2023

SI. No.	Student Name
1	Solanki Priyanka Shankar
2	Patil Kunal Premlal
3	Sonawane Harshal Suresh
4	Kolhe Khagesh Pradip
5	Khan Mubashshir
6 .	Khatik Soyab Gaffar
7	Bhatiya Valmik Jayantilal
8	Bari Tejas Bandu
9	Waghle Neha Pradip
10	Chaudhari Vaibhav Mahadev
11	Bagul Jay Ananta
12	Bari Snehal
13	Khevalkar Jayesh Dipak
14	Mahajan Pratiksha Sanjay
15	Patil Sehdeo Ishwar
16	Bhavsar Premkumar Dattatrey
17 .	Bhole Diksha Ravindra
18	Jain Rutuja Vinod
19	Chaudhari Lokesh Liladhar
20	Pawar Ghanshyam Narsing
21	Marathe Gunjan Dilip
22	Pansambal Pandurang Ananta
23	Naik Kalpesh Sanjay
24	Jaiswal Harshal Ashok
25	Chaudhari Shivani Tushar
26	Krishnani Vaishali Deepak
27	Varma Prasad Kishor
28	Vyas Priyanka Narsing
29	Khandare Girish Suresh
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Course Coordinator Dr. Sandip Ghodke Academic Dean Dr. Tanuja Fegade **Director** Dr. Shilpa Bendale NAAC Accredited



#### Certificate Course in Advanced Excel

w. e. f (1-03-2023 to 15-03-2023)

#### **Duration and Class Schedule**

- The course is offered for 15 days.
- Duration: 15 days of two hours each from 3pm 5 pm.
- The classes will be conducted in Lab no: 4.
- Total number of hours is 30 hours.

Eligibility: The participants from MBA course are eligible for admission in this course.

Teaching Faculty: Internal faculty Dr. Sandip Ghodke, Assistant Professor, KCES's IMR, Jalgaon.

#### **Evaluation Procedure:**

The course shall have two components of evaluation:

- 1. CIE of 20 marks.
- 2. Final Examination of 80 marks, comprising of
  - a) Practical + Oral Examination: 80 marks.

Final Score for 100 Marks shall be the sum of the continuous evaluation and final examination; and grade shall be as per the grading system below.

**Grading System:** Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

#### **Table: Grades and Grade Points**

SI.	Grade	Grade Points	Absolute Marks
No.			
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	



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Approved by AICTE New Delhi,

Affiliated to KBC North Maharashtra University, Jalgaon, NAAC Accredited(A-Grade)

#### **COURSE JUSTIFICATION**

#### **Course Description:**

Advanced Excel is a comprehensive course that provides a good insight into the latest and advanced features available in Microsoft Excel. This course explains how to use a particular feature, in a step-by-step manner. This Advanced Excel course syllabus is designed for the intermediate excel user who desires to learn more advanced skills. Learn the most advanced formulas, functions, charts and types of financial analysis to be an excel power user.

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On completion of this course, the student will be able to:

- CO1. Handle bulk data easily by using various Advance Excel formulae.
- CO2. Make attractive presentations by using different types of graphical presentations.
- CO3. Can present data systematically and perform calculations quickly which will help to save time.

Course Coordinator

Dr. Sandip Ghodke

Academic Dean

Dr. Tanuja Fegade

Director

Prof. Shilpa.K.Bendale

#### KCES's Institute of Management & Research, Jalgaon Certificate Course On Advanced Excel

Attendance sheet

Duration: 1st March, 2023 to 15th March, 2023

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SI. No.	Student Name	01-Mar	02-Mar	03-Mar	04-Mar	05-Mar	06-Mar	07-Mar	08-Mar	09-Mar	10-Mar	11-Mar	12-Mar	13-Mar	14-Mar	15-Mar
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Coordinator Dr. Sandip R. Ghodke Academic Dean Dr. Tanuja Fegade



Director Dr. Shilpa K. Bendale

DIRECTOR Institute of Management & Research, Jalpaon-42500'



### Khandesh College Education Society's INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC ACCREDITED A-GRADE (CGPA 3.17) | NBA ACCREDITED MBA PROGRAM

### ORGANIZED CERTIFICATE COURSE IN ADVANCED EXCEL

Certificate

This is to cer	fy that Mr./Ms./Mrs.	Patel	Kunal	Premlal	
	, , , , , , , , , , , , , , , , , , , ,				

Has successfully completed a 30 hours Cerlificate Course in Advanced Excel organized by Internal Quality Assurance Cell (IQAC), KCES's Institute of Management and Research, Jalgaon from 1<sup>st</sup> March to 15<sup>th</sup> March, 2023.

Dr. Sandip Ghodke (Course Coordinator)

Dr. Tanuja Fegade (Coordinator - IQAC)

Prof. Dr. Shilpa K. Bendale



### Khandesh College Education Society's INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

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Dr. Sandip Ghodke
(Course Coordinator)

Dr. Tanuja Fegade (Coordinator - IQAC)

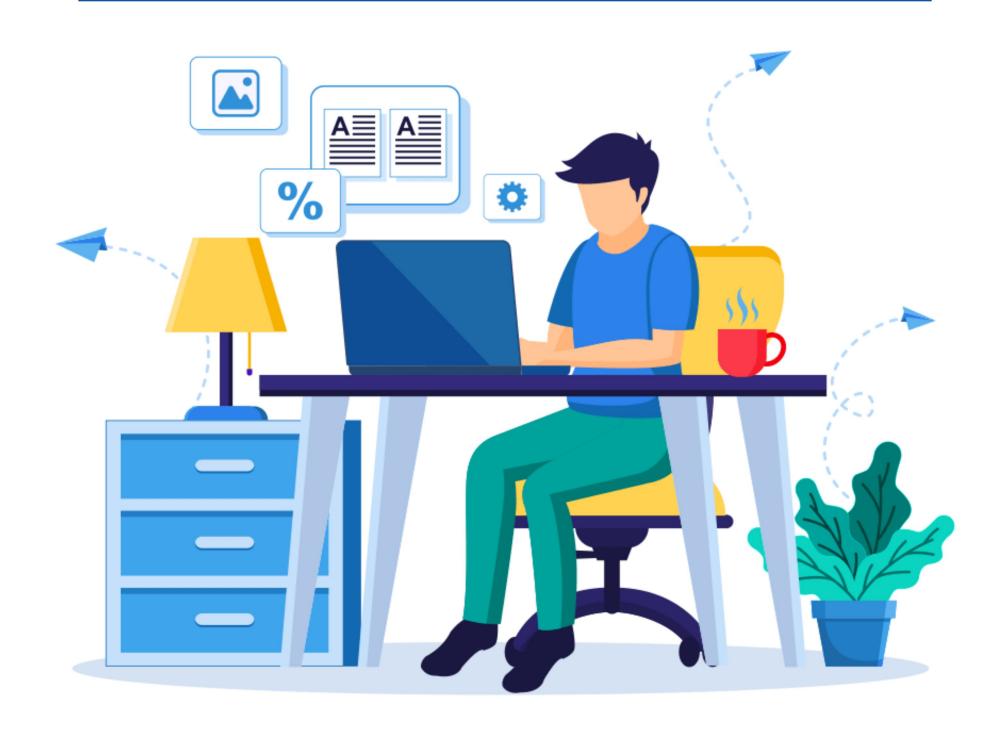
Prof. Dr. Shilpa K. Bendale





### INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

## CERTIFICATE COURSE IN ADVERTISING



**Course Duration: 30 Hours** 

06<sup>th</sup> Feb. 2023 - 21<sup>th</sup> Feb. 2023

Program Coordinator
Mr. Yogesh Patil

Director
Dr. Shilpa K. Bendale

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel: 0257 - 2251281



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#### Certificate course in Advertising

#### **SYLLABUS**

- 1. Introduction to Communication: Oral & Visual Communication
- 2. Communication Theory & Research Marketing Communication Research
- 3. Introduction to Advertising
- 4. Advertising: Principles, Concepts & Management
- 5. Creating Advertisements
- 6. Advertising & Public Relations
- 7. Principles of Public Relations
- 8. Media Planning
- 9. Creativity & Campaign Planning
- 10. Introduction to Advertising Research
- 11. Ad Copy Writing
- 12. Production Techniques & Methods
- 13. Ad Campaign & Media Planning
- 14. Digital Public Relations & Corporate Communication
- 15. Introduction to Consumer Behavior
- 16. Media, Law & Ethics
- 17. Advertising Concepts & Visualization

#### Reference books and Websites:

- 1. Advertising and Marketing in India Bhatia. K. Tej Mc Millan India
- 2. Making of Advertising Ghosal Subhash Mc Millan India
- 3. Advertising Management Jeth Waney Jaishri & Jain Shruti Oxford university Press
- 4. Publications of Indian Institute of Mass Communications

5. Websites on Advertising

Course Coordinator

Academic Dean

Director

Dr. Yogesh Patil

Dr. Tanuja Fegade

Prof. Shilpa.K.Bendale



#### Certificate Course in Advertising

w. e. f (6-02-2023-22-02-2023)

#### **Duration and Class Schedule**

- The course is offered for 15 days.
- Duration: 15 days of two hours each from 3pm 5 pm.
- The classes will be conducted in Room no: 9.
- Total number of hours is 30 hours.

Eligibility: The participants from MBA Iyr course are eligible for admission in this course.

Teaching Faculty: Internal faculty Dr. Yogesh Patil, Assistant Professor, KCES's IMR, Jalgaon.

#### **Evaluation Procedure:**

The course shall have two components of evaluation:

- 1. CIE of 20 marks.
- 2. Final Examination of 80 marks, comprising of
  - a) Written Examination: 50 marks.
  - b) Practical / Oral Examination: 30 marks.

Final Score for 100 Marks shall be the sum of the continuous evaluation and final examination; and grade shall be as per the grading system below.

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#### COURSE JUSTIFICATION

#### Course Objectives:

There is never a dull moment in the advertising space. You meet new and interesting people, get to work on some of the most existing and happening projects, and even learn new skills without working too hard for it. Consumer culture is rapidly changing with evolving technology. So, the industry is always in need of marketing professionals who know how to adapt to the changes and manage advertising campaigns that connect to the customers. It is here where advertising management courses can prepare you for the competitive marketing industry. Advertising is a field which is a mix of art and science, both of which require special tools and techniques. So, even if you have a naturally creative mind, you still need to know how you can maximize its potential and impact through different advertising tricks. And, only an advertising management course can teach you that. This course will provide a foundation for advanced advertising courses.

- Understand the concept of Marketing Communication and Advertising
- Recognize social and ethical implications of advertising
- Identify the methods used for market segmentation and audience targeting
- Discuss influences that affect consumer needs and wants
- Explain the methods used in marketing and advertising research
- Explain the role of marketing, advertising planning and Media Planning

#### Course Outcomes:

After Successful completion of this course, the students are able to:

Understand the field of Advertising

Comprehend opportunities and challenges in Advertising sector

Prepare a primary advertising model

Understand applying of related skills

Examine the scope for making advertising a future career

Dr. Yogesh Patil

Course Coordinator

Academic Dean

Dr. Tanuja Fegade

Director

Prof. Shilpa.K.Bendale

#### KCES's Institute of Managaemnet & Research Certificate course in Advertising (6 Feb 2023, 21Feb 2023) AY-2022-23 List of students 22-02-23 15-02-23 16-02-23 17-02-23 18-02-23 20-02-23 21-02-23 09-02-23 10-02-23 11-02-23 13-02-23 14-02-23 06-02-23 07-02-23 08-02-23 Name Roll No Sr. no: Air Ain Ain Ain Air Air Ain Ann Aditi Ranjit Jadhav Au Month mogess Mor Solangar sebanger restory = sbangar Bangad Shrutika Shrikant 2 Wednes alidine Clary Dudly CHOM Chaudhari Lokesh Liladhar aldere) 3 27 Chaudhari Shiyani Tushar 4 land keul 29 Chavan Khushboo Sanjay 5 VOD Ven VOD Deore Vaishnavi Deelip 20 VOD MODE Men 38 6 CONDEN (NO3h (NOS) (NOS) CHOOT Laber CANDELL Deshmukh Gayatree Vikas 39 7 Astrony ADrongue Achonga - A Drung copprant CAThonyon Dhangar Chetana Ashok D Dharge CADraga 41 8 Jagtap Manasi Sham 55 q 56 Jain Kunal Kiran 10 57 Jain Mamata Anilkumar 11 58 Jain Naman Dharmendra 12 Jain Prapti Chetan 13 Xalan oxulani oxulani oxulani Exalan alalaru 69 Kalani devyani Gopal 14 Phan Slown Sinam Khatik Soyab Gaffar seigher stokers 15 Mundada Laxmi Redada 102 16 Radheshyam 5-HNOIRS H-NOIR S.H.NOIR 5-H.NOIR 5H-NOWS-H-NOWS S. H-NCULS-H-Noit 54 Noile SH-Noile SHNDIK 5+1-Noic 5+1-Noic 5+1-Noil Naik Sakshi Hemant 17 Hate Hatil Tatel Hotel trate Hats How 120 Patil Gauri Sharad 18 Patil Toshalsing Satish 19 (Pw 143 Pitambar Nayaray Patil (Pur 20 noc 155 Saindane Manoj Uttamrao 21 Jaspan 159 Sananse Kalyani Vijay 22 ACK SAA 160 Saraswat Abhishek Ashok 23 Su Sw Som Sur Sur Sur 164 Sharma Sarvangi Vijay 24 SPP SOF SAP SPR Spre 166 Shende Rohit Purushottam 25 Tupe Wen Tupel yeu; wen wes wen Well MPOLL Levers West LAFERE 187 Supekar Pallavi Dattatray LETTICA Level upetin 26 menta SOR 189 Surana Ravi Santoshchand SHS 27 m m m no m m Survawanshi Manali Manoj 28 Accredited Teli Amin Asif 29

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Faculty Co-ordinator:

(Dr. Tanya Fegade)

(Prof. Shilpe Bendale)





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### Certificate

This is to certify that

Mr./Ms.	4 ain	Naman	Dharm	endra	
1					

of KCES's Institute of Management & Research, Jalgaon has Passed with grade\_\_\_\_\_\_

in the Certificate Course in Advertising 2023 from 06<sup>nd</sup> Feb. to 22<sup>nd</sup> Feb. 2023.

Mr. Yogesh Patil

Course Coordinator

Prof. Tanuja Fegade

MCA, HOD

Prof. Dr. Shilpa Bendale

Director



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This is to certify that

M./Ms.	Naik	Sakshi	Hemant
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of KCES's Institute of Management & Research, Jalgaon has Passed with grade <u>'g'</u>

in the Certificate Course in Advertising 2023 from 06<sup>nd</sup> Feb. to 22<sup>nd</sup> Feb. 2023.

Mr. Yogesh Patil

Course Coordinator

Prof. Tanuja Fegade

MCA, HOD

Prof. Dr. Shilpa Bendale

Director

**Khandesh College Education Society's** 



### INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC Accreditated 'A' Grade (CGPA 3.17)
NBA Accredited MBA Program



### **Course Duration: 30 Hours**

Date: 1<sup>st</sup> Feb. 2023 to 17<sup>th</sup> Feb. 2023

Course Coordinator

Mr. Anil kumar Marthi

Director

Dr. Shilpa K. Bendale

### KCES's Institute of Management & Research Jalgaon Certificate Course in Digital Marketing List of Enrollments February 2023

S.No	Name of the student	Class	Signature		
	MALI RATNA CHUDAMAN				
1		MBA-II	- Fradu		
2	BUCHA ABHINANDAN TARUN	MBA-II	Kanche		
3	PATIL AMRUTA YOGESH	MBA-II	partie		
4	DESALE PRANJALI GOKULRAO	MBA-II			
5	DURUNDE SWAPNIL SANTOH	MBA-II	Surunde		
6	JADHAV AKSHAY DNYANESHWAR	MBA-II	Sheth.		
7	JAIN RUCHI PANKAJ	MBA-II	asi		
8	MANGESH SUNIL SURALAKAR	MBA-II	MSEWMAKE		
9	JOSHI VAISHNAVI VIVEK	MBA-II	Voshi		
10	KHIVASARA NIDHI KHEMCHAND	MBA-II	Mhasoss		
11	BANGAD SHRUTIKA SHRIKANT	MBA-I	sebangal.		
12	BHATIYA YAMINI SURYAKANT	MBA-I	Heating		
13	DARDA SEJAL SANJAY	MBA-I	Deeja.		
14	JAGTAP MANASI SHAM	MBA-I	Moglup		
15	NAIK SAKSHI HEMANT	MBA-I	5.H.Naik		
16	JAIN NAMAN DHARMENDRA	MBA-I	april.		
17	KHAN MUBASHSHIR AMIN KHAN	MBA-I	Mil		
18	KOLHE KHAGESH PRADIP	MBA-I	KROITE		
19	CHAUDHARI DNYANESHWAR DHANRAJ	MBA-I	000		
20	YEOLE TEJAS ANIL	MBA-I	Depole		
21	SONAL AGRAWAL	MBA-I	lone		
22	KATARIYA CHAHAT KISHOR	TY BBA	Chahattak		
23	MADANI VISHAL NILESH	TY BBA			
24	MALVIYA SUMIT GANGARAM	TY BBA	Maria		
25	MANDHAN KAMAL VASUDEV	TY BBA	Ramel		
26	PATIL AKASH SOPAN	TY BBA	Addi		
27	SHAH SANMESH ANIL	TY BBA	Same		
28	SHUKLA MITARTHA MUKUND	TY BBA	1		
29	THAKUR VINAY RAJENDRA	TY BBA	1) isartil		
30	AMBEKAR HARSHAL KISHOR	TY BBA	Maloka		



#### KCES's Institute of Management & Research Jalgaon

#### Certificate Course in Digital Marketing Duration: 30 hours

#### Course Description:

This course deals with important aspects of Digital Marketing of the modern era

#### Course Objective:

To provide an insight into various Digital Marketing options for practical applications

#### Course Outcomes:

On the completion of this course, the student will be able to:

- 1. Understand the concept of Digital Marketing
- 2. Describe the business drivers in the virtual word.
- 3. Identify online tools for marketing
- 4. Evaluate aspects of contemporary digital revolution
- 5. Develop integrated online communication process.

MODULE -1 Overview of Digital Marketing	(5)
MODULE-2 Marketing in Digital Era	(5)
MODULE-3 Business Drivers in the virtual world	(5)
MODULE-4 Online tools for marketing	(5)
MODULE-5 The contemporary Digital revolution	(5)
MODULE-6 Integrating Online Communication into IMC Process	(5)



#### Practical:

- 1. Identify Digital Marketing content from various sources and list at least 10.
- 2. Identify visitor engagement patterns of various advertisements.
- 3. List out E-CRM initiatives with respect to a Product, Service, or experience.
- 4. Download a Mobile app for a product or Service and list its features.
- 5. Create an account in LinkedIn and Instagram and share the link.
- 6. Identify and List out 5 pay per click advertisements in the social media
- 7. Use Social media to create awareness about your contribution to society
- 8. Identify 2 game based marketing activities.
- 9. Prepare an affiliate marketing business model for any product / service
- 10. Prepare a 10 to 15 slide PPT presentation on above topics.

#### REFERENCE BOOKS

- 1. Digital Marketing by Vandana Ahuja Oxford university press
- 2. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Calvin Jone Kogan Page
- 3. Marketing by William M Pride, O C Ferrell, Cengage Learning
- 4. Integrated Marketing Communications: Asia Pacific Edition by William Chitty, Nigel Barker, Michael Valos, Terence A Shim, Cengage Learning
- 5. DigiMarketing: The Essential Guide to New Media and Digital Marketing by Kent Wertime, lan Fenwick
- 6. Web Analytics 0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik
- 7. Direct and Digital Marketing in Practice by Brian Thomas, Matthew Housden



#### Digital Marketing - Assignment.

- 1. Create an account in LinkedIn and Instagram and share the link.
- 2. Identify 2 game based marketing activities.
- 3. Identify Digital Marketing content from various sources and list at least 10
- 4. Use Social media to create awareness about your contribution to society
- 5. Identify and List out 5 pay per click advertisements in the social media

#### **Important:**

Last date for submission is 5th March 2023

All answers should be neatly presented in print format and in a folder.

Wherever possible provide screenshots of the work done.

Submit your Assignments to Mr. Anil Kumar Marthi

Anil Kumar Marthi



#### Khandesh College Education Society's

#### **INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON**

Approved by AICTE New Delhi,

Affiliated to KBC North Maharashtra University, Jalgaon, NAAC Accredited(A-grade)

#### **Certificate Course in Digital Marketing**

w. e. f (01-02-2023 to 17-02-2023)

#### **Duration and Class Schedule**

- The course is offered for 15 days.
- Duration: 15 days of two hours each from 3pm 5 pm.
- The classes will be conducted in Room no: 9.
- Total number of hours is 30 hours.

**Eligibility:** The participants from BBA, MBA-I & MBA-II courses are eligible for admission in this course.

**Teaching Faculty:** Internal faculty Mr. Anil Kumar Marthi, Associate Professor, KCES's IMR, Jalgaon.

#### **Evaluation Procedure:**

The course shall have two components of evaluation:

- 1. CIE of 20 marks.
- 2. Final Examination of 80 marks, comprising of
  - a) Written Examination: 50 marks.
  - b) Practical / Oral Examination: 30 marks.

Final Score for 100 Marks shall be the sum of the continuous evaluation and final examination; and grade shall be as per the grading system below.

**Grading System:** Based on the student's performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table

**Table: Grades and Grade Points** 

S.No.	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	A (Absent)	0	





#### Khandesh College Education Society's INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Approved by AICTE New Delhi,
Affiliated to KBC North Maharashtra University, Jalgaon, NAAC Accredited(A-grade)

#### **COURSE JUSTIFICATION**

#### **Course Objectives:**

To provide an insight into various Digital Marketing options for practical applications, the course aims to provide students with a comprehensive understanding of digital marketing and its role in contemporary business environments. By exploring the core concepts, business drivers, online marketing tools, and the impact of the digital revolution, students will develop the skills necessary to create effective integrated online communication processes for businesses.

#### **Course Outcomes:**

On the completion of this course, the student will be able to:

- 1. Understand the concept of Digital Marketing
- 2. **Describe** the business drivers in the virtual word.
- 3. Identify online tools for marketing
- 4. Evaluate aspects of contemporary digital revolution
- 5. Develop integrated online communication process.

Course Coordinator

Mr. Anil Kumar Marthi

Academic Dean

Dr. Tanuja Fegade

Director

Prof. Shilpa.K.Bendale

Benchil



#### KCES's Institute of Management & Research Jalgaon Certificate Course in Digital Marketing Attendence sheet

.No	Name of the student	06-Feb	07-Feb	08-Feb	09-Feb	10-Feb	11-Feb	13-Feb	14-Feb	15-Feb	16-Feb	17-Feb	18-Feb	20-Feb	21-Feb	22-Feb	Remark
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### Khandesh College Education Society's INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC ACCREDITED A-GRADE (CGPA 3.17) | NBA ACCREDITED MBA PROGRAM

#### **CERTIFICATE COURSE IN DIGITAL MARKETING**

### Certificate

This is to cer fy that Mr./Ms./Mrs. Ruchi Jain Pankaj

Has successfully completed a 30 hours Certificate Course in Digital Marketing organized by Internal Quality Assurance Cell (IQAC), KCES's Institute of Management and Research, Jalgaon from 1st Feb. to 17th Feb, 2023.

Mr. Anil Kumar Marthi
Co-ordinator

Dr. Tánuja Fegade (Coordinator - IOAC) Prof. Dr. Shilpa K. Bendale
Director



### Khandesh College Education Society's INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC ACCREDITED A-GRADE (CGPA 3.17) | NBA ACCREDITED MBA PROGRAM

#### CERTIFICATE COURSE IN DIGITAL MARKETING

### Certificate

This is to cer fy that Mr./Ms./Mrs. Mangesh Swil Sneal Kan

Has successfully completed a 30 hours Cerlificate Course in Digital Markeling organized by Internal Quality Assurance Cell (IQAC), KCES's Institute of Management and Research, Jalgaon from 1st Feb. to 17th Feb, 2023.

Mr. Anil Kumar Marthi

Co-ordinator

**Dr. Tanuja Fegade** (Coordinator - IOAC)

Prof. Dr. Shilpa K. Bendale
Director

IMR

Khandesh College Education Society's

### INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC Accreditated 'A' Grade (CGPA 3.17) NBA Accredited MBA Program

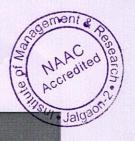


#### **Course Duration: 30 Hours**

Date: 1st Feb. 2023 to 17th Feb. 2023

Course Coordinator Mr. Anil kumar Marthi Director

Dr. Shilpa K. Bendale



Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281



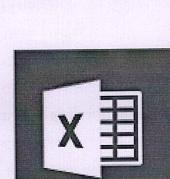
Khandesh College Education Society's

#### INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC Accreditated 'A' Grade (CGPA 3.17) **NBA Accredited MBA Program** 

CERTIFICATE COURSE ON

ADVANCE





#### **Course Duration: 30 Hours**

Date: 1st March, 2023 to 15th March, 2023

**Course Coordinator** Dr. Sandip Ghodke

Director Dr. Shilpa K. Bendale



Behind D.I.C., N.H.06, Jalgaon (MS) | Tel: 0257 - 2251281

IMR

Khandesh College Education Society's

### INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

### ADVERTISING



**Course Duration: 30 Hours** 

06th Feb. 2023 - 21th Feb. 2023

Program Coordinator
Mr. Yogesh Patil

Director Dr. Shilpa K. Bendale



Behind D.I.C., N.H.06, Jalgaon (MS) | Tel: 0257 - 2251281



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### INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

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# CERTIFICATE initial COURSE IN Land 19 do s. option of the Course of the

Date : From 09<sup>th</sup> Dec. 2022 to 10<sup>th</sup> Jan. 2023 (30 Hours)

**Trainer** 

Mr. Manoj Kumavat

Mr. Udya Chatur MCA, Coordinator

Dr. Tanuja Fegade
Academic Dean | HOD

Ms. Shweta Ramani
Event Coordinator

Prof. Dr. Shilpa Bendale

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281

#### KCES's Institute of Management and Research, Jalgaon Department of Computer

#### Report on Java Programming Certification Course 2022-23

#### Objective:-

The Purpose of this Java certification course is building up practical skills so that students can develop high performance applications that work flawlessly within the JVM.

The certification course on Java was conducted by Computer Department of KCES's Institute of Management and Research, Jalgaon to guide students in Java Programming from 9<sup>th</sup> Dec 2022 to 10<sup>th</sup> JAN 2023 which focused mainly on basic Core Java concepts. This certification course was organized for MCA First Year students having total strength of 40+ students. From 9<sup>th</sup> Dec 2022 to 10<sup>th</sup> JAN 2023, the sessions were scheduled twice a week.

As a trainer, Mr. Manoj Kumavat working as a Technical Trainer at Passion Computers, Jalgaon was invited for this certification course. He have both teaching and technical experience. The purpose was to guide our students about the basics of Java Programming.

After the course was completed, he interacts with students and also give some tips about technical interviews in company and also explaining how company asks questions on Core Java and how students had to answer it.

#### Course Outcome:-

After attending this Java Certification Course, students will be able to -

- Understand fundamentals of object-oriented programming in Java, including defining classes, interfaces, creating objects, invoking methods, using packages etc.
- Have the ability to write a computer program to solve specified problems.
- Use the Java SDK environment to create, debug and run simple Java programs.
- Have awareness about the important topics those are buzzwords in Java programming.
- Know the principles and practices of software development so that that this knowledge can be applied in practical software development.

Mr. Uday S. Chatur

Coordinator

NAAC Accredited Accredited

Dr. Tanuja Fegade

HOD, Academic Dean

#### **Course Content**

#### **Java Basics**

- Features of Java
- OOPs concepts
- · Java virtual machine
- Byte code
- Data types, variable, arrays, expressions, operators, and control structures
- Writing Java Programs

#### **Introduction to Objects and Classes**

- Data Members and Member Methods
- · Declaring and Creating Objects
- Constructors
- Function & Constructor Overloading
- "this " and "static " Keywords
- Inner Classes

#### **Inheritance**

- Inheritance Basics: Super Class and Sub Class, Types
- · Constructor in Inheritance: "super " keyword
- "final " Keyword
- Method Overriding
- Dynamic Method Dispatch
- Abstract Classes

#### **Packages**

- Package Basics: Namespace Resolution, Visibility Control
- Defining a package
- Directory Structure of Packages
- Imorting a package
- Access Control
- Java API Packages

#### **Interfaces**

- Interface Basics: Need, Relationship with classes
- · Defining an Interface
- Implementing Interfaces
- · Inheritance in Interfaces



- · Using Interfaces for Multiple Inheritance
- Difference between abstract classes and interfaces

#### **Exception Handling**

- Exception Handling Basics: Types, Java's Implementation Strategy
- · Java's Built in Exceptions
- Java's Exception Class Hierarchy
- Exception Handling Keywords: try, catch, finally, throw & throws
- · Checked and Unchecked Exceptions
- · User defined Exceptions

#### Multithreading

- Multithreading Basics: Threads, Processes, Thread Life Cycle
- Implementing Threads: Thread Class
- Implementing Threads: Runnable Interface
- Useful Thread Methods: isAlive, join, run, sleep & start
- Synchronization

#### Generics

- Generics Basics: Concepts
- Type Arguments
- Generic Classes
- · Generic Methods
- Generic Interfaces

#### Java IO

- Java IO Basics: Streams
- Byte Streams
- Character Streams
- Taking User Input through Streaming
- File Handling
- Serialization

#### **Collections Framework**

- Collections Overview
- · Collections with generics
- Collection Interfaces
- Collection Classes



#### Introduction to Java GUI - Applets & AWT

- Java as Internet Programming Language
- Applets
- AWT
- Layout Managers
- Working with Windows and Graphics
- Working with text

#### Introduction to Java GUI - Exploring Swing

- Swing
- Difference between AWT & Swing
- User Interface Components
- Containers
- Event Handling

#### Java Database Connectivity (JDBC)

- JDBC Overview
- JDBC Drivers
- Establishing a connection
- Executing Queries
- Processing the results
- Closing the connection



#### KCES's Institute of Management and Research, Jalgaon

# Department of Computer Attendance Sheet (AY 2022-23)

Course : MCA-I

Sem - I

Date: 9 /12 / 202**9** 

Event Name: Certificate Course in Java

Teacher Name: Mr. Manej Kumavat

Sr.	Name of Students	9/12/197	10/12/22	Inlu lon
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#### KCES's Institute of Management and Research, Jalgaon

# Department of Computer Attendance Sheet (AY 2022-23)

Course : MCA-I

Sem - I

Date: 9 /12 / 2023

Event Name: Certificate course in java

Teacher Name: Mr. Manoj Kumavat

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Khandesh College Education Society's

# INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC Accredited 'A' Grade (CGPA 3.17) | NBA Accredited for MBA program

## CERTIFICATE COURSE IN JAVA PROGRAMMING

Certificate

This is to certify that

Mr./Ws. Ganesh M. Saini

of KCES's Institute of Management & Research, Jalgaon

has participated in the Certificate Course in Java Programming

from 09th Dec. 2022 to 10th Jan. 2023

Mr. Manoj Kumavat

Trainer

thegode

Dr. Tanuja Fegade

Academic Dean | HOD



Prof. Dr. Shilpa Bendale

Director



Khandesh College Education Society's

# INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC Accredited 'A' Grade (CGPA 3.17) NBA Accredited for MBA program

# CERTIFICATE COURSE ON SOFTWARE PROJECT DEVELOPMENT

Date: from 01st April 2023 To 18th April 2023 [30 Hours]

Trainer: Mr. Manoj Kumavat

Mrs. Sweta Phegade BCA, Coordinator

Dr. Tanuja Fegade Academic Dean I HOD Ms. Shamaela Shaikh Event Coordinator

Prof. Dr. Shilpa Bendale
Director

Behind D.I.C., N.H.06, Jalgaon (MS) | Tel : 0257 - 2251281



#### KCES's Institute of Management and Research, Jalgaon **Department of Computer** Attendance Sheet (AY 2022-23) Course: BCA Sem- VI Date: 01/04/23 Event Name: Certificate course on 5/00 Project Development Teacher Name: Mr. Manoi kumavat Sr.No Name of Student 1/4/23 2/4/23 314123 1 amb Gopalsing Mohansing Ruthod. (Camba Ramchandry Ohongor Aniket 2 On 3 reignsh Titendra Sam 4 (Temere · Mukech More lemore 5 6 Tarag Shaligram Patil 7 ROTS Pahil dougharam Gaurana Amon Chamasty V.sishirth V.S. Shire Shirsain Vaibhar Shri Krusha 10 May mey Laxman 11 Rocks Rutika Satish Part 1 Rouhis @ sculit 12 Aawel 13 Majorial md. Maaz 14 Salled Allaiz Alinlog Ali ANY W 15 Jain Khushabu Amolakchard Kien Joshi snehol vinoyak 16 Joshi roshi I Ammun 17 Mohama Patil Dipshri Madharrao patil 18 19 Bosole Ashwini Yuvray Bhausar Prajakta Manoj 20 BIBHONSON BBHAUSOLE Bushaysas 21 Bhagyashn vilay sungwanshi As Linte Sakshi Jivan Patil 22 23 Homesh Goral Kolhe De 24 Sanjay Varma Darma 25 SRN 26 Priyanko Dipak Jogi Progr 80709



#### KCES's Institute of Management and Research, Jalgaon **Department of Computer** Attendance Sheet (AY 2022-23) Course: BCA Sem- VI Date: 01/04/23 Event Name: Certificate course on 5/W Project Development Teacher Name: Mr. Manoj Kumavat Sr.No Name of Student Dhanshri Kailas Shinde 27 axinde ackindle 28 Shital Nilkanth Rule Skule @Relle Shoule 29 Vijau Patil OFF Padis Sandip Mahajan 30 Tarratas 31 Amey Vivekonand Vinchurkar AQU8 400. 32 Com Titish Dinkar Saindar Quius 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52



Khandesh College Education Society's

# INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

NAAC Accredited 'A' Grade (CGPA 3.17) NBA Accredited for MBA program

## CERTIFICATE COURSE ON SOFTWARE PROJECT DEVELOPMENT



This is to certify that

Mr./Ms Mohit Laxman Patil

of KCES's Institute of Management & Research, Jalgaon

has participated in the Certificate Course on Software Project Development from

01st April 2023 to 18th April 2023

NAAC POSE

Mr.Manoi Kumavat

Dr. Tanuja Fegade
Academic Dean HOD

Prof. Dr. Shilpa Bendale

Director

Date - 14 Jan 2023

To

Mr. Manoj Kumawat

Passion Software Solution Jalgaon

#### Subject - To Conduct Certificate Course in C/C++ Programming for MCA students

Respected Sir,

Institute of Management and Research, was established by KCE Society in 1986 to initiate education in Business Management and Computer application in Khandesh Region. IMR is recognized by AICTE Delhi and affiliated to North Maharashtra University, Jalgaon. We are conducting MCA, Integrated MCA and MBA courses.

We request you to conduct Certificate Course in C/C++ Programming for MCA students on 24<sup>th</sup> Feb to 14 April 2023 and guide them on C/C++ Programming Concepts. Expecting positive reply and oblige us.

Mr. Uday Chatur Co-Ordinator NAAC NAAC Accredited Accredited Accredited

Mrs.Tanuja Fegade HOD

#### Report of Event

### C/C++ Programming Language

#### Overview:

C++ language is a superset of the 'C' language and was initially known as "C with Classes". In "C" operator ++ is used to increment the value by 1. That means to the language 'C', developers have added some extra features and hence named as C++. C++ is a general purpose programming language and supports **object oriented programming features**.

#### **Course Objectives:**

- Understanding about object oriented programming.
- Gain knowledge about the capability to store information together in an object.
- Understand the capability of a class to rely upon another class.
- Learn how to store one object inside another object
- Learn use of one method can be used in variety of different ways
- Understanding the process of exposing the essential data to the outside of the world and hiding the low level data
- Create and process data in files using file I/O functions
- Understand about constructors which are special type of functions
- Learn how to write code in a way that it is independent of any particular type

#### Pre-requisite / Target Audience:

- Programmers looking for jobs
- Programmers wanting to write efficient code
- Computer Science students having Data Structures as part of their curriculum
- Non Computer science students wanting to enter IT industry



	Programming in 'C'
CHAPTER - 1	Introduction of Programming Languages
1.1	Types of Languages
1.2	Evolution of 'C' Language
1.3	Structure of a 'C' Program
1.4	'C' Program development life cycle
1.5	Executing and Debugging a 'C' Program
CHAPTER - 2	'C' Tokens
2.1	Keywords and Identifiers
2.2	Operators
2.3	Constants
2.4	Variables
2.5	Data Types
2.6	Precedence of Operators
2.7	Scope and Lifetime of Variables
CHAPTER - 3	Control Statement and Expressions
3.1	Decision Making using if statement
3.2	Types of ifelse block
3.3	Switch case Block
3.4	Arithmetic Expressions
3.5	Evaluation of Expressions
3.6	GOTO statement
CHAPTER - 4	Looping
4.1	Concept of Loop
4.2	For loop
4.3	While loop
	A NAAC O

4.4	Do while loop
4.5	Jumping in Loop
4.6	break and continue statement
CHAPTER - 5	Arrays and String
5.1	Introduction of Array
5.2	One - D Array
5.3	Two - D Array
5.4	Multidimensional Array
5.5	Dynamic Arrays
5.6	Implementing String Variables
5.7	String handling Functions
CHAPTER - 6	Functions
6.1	Concept of Function
6.2	User defined Function
6.3	System Defined Function
6.4	Types of parameter passing in function
CHAPTER - 7	Pointers
7.1	Need of Pointers
7.2	Types of Pointers
7.3	Pointer Expression
7.4	Arrays of Pointers
7.5	Pointers and Functions
CHAPTER - 8	Structure and Unions
8.1	Need of Structure
8.2	Implementing Structure Variable
8.3	Arrays of Structure
8.1 8.2	Pointers and Functions  Structure and Unions  Need of Structure  Implementing Structure Variable

8.4	Structure within Structure
8.5	Introduction of Unions
8.6	Difference between Structure and Unions
CHAPTER - 9	File Handling using 'C'
9.1	Opening and Closing File
9.2	Input / Output operations on File
9.3	Random Access to Files
9.4	Command Line Arguments
CHAPTER - 10	Dynamic Memory Allocation
10.1	Concept of Dynamic Allocation
10.2	Implementing Malloc and Calloc Functions
10.3	Releasing the free space
CHAPTER - 11	Storage Classes and Pre-processor
11.1	Introduction of Storage Class
11.2	Types of Storage Classes
11.3	Introduction of Pre-processor
11.4	Macro Substitution
11.5	File Inclusion
	Programming in 'C++'
CHAPTER - 12	Introduction to Object Oriented Programming
12.1	Concept of OOP
12.2	Features of OOP
12.3	Introduction of 'C++'
12.4	Structure of 'C++' program
12.5	Executing and Debugging a 'C++' Program
CHAPTER - 13	'C++' Tokens and Type Casting



13.1	Keywords and Identifiers
13.2	Operators
13.3	Constants
13.4	Variables
13.5	Data Types
13.6	Precedence of Operators
13.7	Scope and Lifetime of Variables
CHAPTER - 14	Classes & Objects
14.1	Classes & Object Specifier
14.2	Defining data members and member functions
14.3	Array of objects
14.4	Managing console I/O
14.5	'C++' stream classes
14.6	Formatted and unformatted console I/O
14.7	Usage of manipulators
CHAPTER – 15	Function in 'C++'
15.1	Call by reference, Return by reference
15.2	Function overloading and default arguments
15.3	Inline function
15.4	Static class members
15.5	Friend functions
15.6	Virtual Functions
CHAPTER - 16	Constructors and Destructor
16.1	Concept of Constructor
16.2	Types of Constructors
16.3	Memory allocation (new and delete)



16.4	Usage of destructor
CHAPTER - 17	Operator Overloading
17.1	Overloading Unary and Binary operators
17.2	Overloading using friend function
CHAPTER - 18	Inheritance
18.1	Types of inheritance
18.2	Virtual base classes and abstract base classes
18.3	Constructor and destructor in derived class
CHAPTER - 19	Working with files
10.1	
19.1	File operations
19.1	File operations  File pointer and their manipulation
19.2	File pointer and their manipulation
19.2 19.3	File pointer and their manipulation File updation with random access
19.2 19.3 <b>CHAPTER – 20</b>	File pointer and their manipulation File updation with random access  Exception Handling

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## Conduct Certificate Course in C/C++ Programming for MCA students







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#### **Khandesh College Education Society's**

# INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Near N.H.6, Behind D I C, Jalgaon - Maharashtra, Pin: 425 001. I Ph: 0257-2254914, 2251281 Email: info@imr.ac.in Web: www.imr.ac.in in association with



# Certificate Course in C and CPP Programming

# Certificate

This is to certify that

Mr/Ms. Patil Sanket Subhash

of KCES's Institute of Management & Research, Jalgaon has participated in the

Certificate Course in C and CPP Programming 2023 from 24th Feb. 2023 to 14th April 2023.

NAAC Accredited

Mr. Manoj Kumavat

Trainer

Prof. Tanuja Fegade

MCA. HOD

Prof. Dr. Shilpa Bendale

Director

#### Page

# KCES's Institute of Management and Research, Jalgaon Department of Computer **Attendance Sheet**

		Certificate Cours	e in	C / C+ +	: M	CA Sem	- I (AY 2	022-	23)		
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## KCES's Institute of Management and Research, Jalgaon Department of Computer **Attendance Sheet**

	Certificate Course	in C / C+ + :	MCA Sem -	I (AY 2022	-23)	
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#### KCES's Institute of Management and Research, Jalgaon **Department of Computer Attendance Sheet**

Sr.	Date	=> 24/3/	23 25/3/	23 31/31:	23 1/4/28	
No	Name of Students				11112	Total
1	Adode Devendra Laxman					
2	Agrawal Vaishnavi Kamalkishor	VA	VA	> V6A	da -	
3	Bari Shital Vasantrao	Stari	Star	i Stari	Hari	
4	Bavaskar Sakshi Dilip				7092	
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### KCES's Institute of Management and Research, Jalgaon Page

# Department of Computer Attendance Sheet

Certificate Course in C / C+ +: MCA Sem - I (AY 2022-23)

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1	Adode Devendra Laxman					
2	Agrawal Vaishnavi Kamalkishor	VA	264	V	1 XX	1
3	Bari Shital Vasantrao	Sturi	Steri	Miss	Mush	
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