

LAXMI CHARITABLE TRUST'S
SHETH L. U. J. & SIR M.V. COLLEGE OF ARTS, SCIENCE AND COMMERCE
Dr. S. Radhakrishna Marg, Andheri(East), Mumbai - 400 069

INSTITUTIONAL DISTINCTIVENESS
ACADEMIC YEAR 2023 – 2024

Sheth L.U.J. and Sir M.V, the college's goal is to provide high-quality education that provides knowledge and helps students achieve the life skills they need while being concerned about social, gender, and environmental issues. To accomplish this, the college decided to introduce more certificate-based courses.

A summary of add-on certified courses offered by the college to its students to get practical knowledge along with their academia is given below:

- **Digital Marketing:** Students engaged in 60 hours of hands-on activities and got certifications in digital marketing, Google Ads Fundamentals, and Google Analytics Individual Qualification.
- **Graphic Designing:** Students in the 60-hour Graphic Designing course gain a thorough understanding of visual communication techniques. Using software like PhotoShop, Illustrator, and Indesign, students are trained for freelance careers in today's era.
- Various technical certification courses conducted in the Computer Education Centre-
 1. Machine Learning - Level 2
 2. Machine Learning - Level 1
 3. Statistics Analysis Using R
 4. Data Visualization
 5. Python Libraries for Data Science
 6. Statistics for Data Science
 7. Database Administration
 8. Python Programming

The goal of the add-on course is to provide intensive training programs to students to enhance their degree program's main curriculum. It gives students extra expertise and knowledge related to their program of study.

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IQAC
Proposal Form

To,
The Chairperson, IQAC.

Date: 12/07/2023

Proposal For Seminar Webinar Workshop Others Add-on Course

Event Type: Certificate Course – Offline

Session Title: Digital Marketing Batch -22

Proposed Date and Time: 29.07.2023 - 16.09.2023 (10:00 am -2:00 pm (Saturday) &
(8:00 am - 12:00 pm (Sunday))

Department: BAMMC Department.

Organizing Committee: Mrs. Manisha Mehul Sayani, Coordinator - BMM/BAMMC

Contact Number: +91 9870051523

Email ID: manishasayani@gmail.com

Resource Person Details:

- Name: Mr. Bhavesh Vaidya
- Department /Specialization: SEO Analyst
- Organization /Institute: Freelancer
- Email ID: optimizedbhavesh@gmail.com

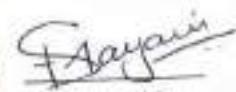
Intended Audience: Media students & other candidates interested in learning digital marketing.

Learning Objectives: To make students industry ready as digital marketing is essential today for each field.


IQAC Coordinator


IQAC Chairperson




Proposed by



Laxmi Charitable Trust's
**Sheth L.U.J College of Arts & Sir
M.V. College Of Science & Commerce**

Digital Media Syllabus 2023-2024

➤ DAY 1 – 4 hours

- Introduction to web space
- Web 2.0 / 3.0
- Types of websites (e-commerce, social media)
- Difference between e-commerce & marketplace
- Different types of algorithms used by Google.
- Introduction to Blogger.com
- HTML for Blogger.com

➤ Day 2 – 4 Hours

ADVANCE BLOGGING

- Content Marketing
- Blogging with Wix.com and WordPress.com
- How to Decide Niche.
- Finding Trending Topics.
- SEO Content for Blogging.
- Blog Optimization.
- Strategies to get the ranking of website in top 10 searches

GOOGLE ADSENSE

- Money Making with AdSense
- Easy Steps for AdSense
- How to Approve AdSense Account
- Placing Ads to Website.

➤ Day 3 – 4 Hours

AFFILIATE MARKETING

Affiliate marketing has gained its place as a discipline within digital marketing, over the past few years. The course will cover the basics of Affiliate marketing and will delve deep into the dynamics of marketing in terms of affiliate - publisher website, and the merchant - advertiser website. You will be taken through the benefits of Affiliate marketing and how it works in the real world.



OUTCOME OF THE COURSE:

The course will enable you to start-up your own affiliate venture or will provide you with the knowledge and skills required to consult other affiliate investors. This will also help you effortlessly integrate affiliate marketing to your digital marketing mix.

INTRODUCTION TO AFFILIATE MARKETING

- Difference between referral and affiliate marketing
- Merchant
- Affiliate
- Network
- Types of Affiliate Websites

➤ Day 4 – 4 Hours

PARTNERSHIP WITH AFFILIATE NETWORKS, ADSENSE & AD NETWORKS

- Compensation methods
- Selecting product to add to website
- Optimizing URL with affiliate id
- Performance Tracking
- Commissions

SETTING UP AN AFFILIATE WEBSITE

- Web design and development
- Capturing visitor credentials
- Integrating social plugins
- Integrating third party tools, URL Shortener, Adfly,
- Developing plugins, add-ons, apps and widgets
- Partnership with Affiliate Networks, Ad sense & Ad Networks.

➤ DAY 5 - 4 HOURS

SOCIAL MEDIA MARKETING

Social media marketing has become vital in the every-day life not only for individuals but also for businesses. With various social media platforms, available today, it is important to market your business on the right platforms, in a way that would contribute to the branding and revenue of the company. Digital marketing is incomplete without social media marketing and an advanced course prepares one to play on these platforms to win the race.



OUTCOME OF THE COURSE:

The Social Media Marketing or SMM course will enable you to integrate social media strategies with other digital marketing activities or to develop standalone social media strategies for your business. You will gain insight into different social media marketing platforms and garner the skills required to identify and explore the right platforms. With hands-on experience in marketing on various social media platforms, you will be equipped to create and implement strategies on Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and other major social networking platforms.

INTRODUCTION TO SOCIAL MEDIA

- What is social media?
- Latest stats and trends about social media
- Why businesses need it / benefits of social media

USING FACEBOOK – FACEBOOK MARKETING

- Orientation to Facebook brand pages
- Different strategies that can be implemented
- Building a Facebook strategy
- Facebook insights
- Edge Rank algorithm
- FB apps
- Facebook advertising
- Types of Facebook ads
- Optimizing ad copy & targeting
- Relevant case studies

USING TWITTER

- Introduction to Twitter
- When & how to use
- Tweeting, influencers
- Tools & measurement
- Twitter for PR, brand building, customer engagement
- Creating Twitter marketing strategy
- Case studies & best practices



LINKEDIN FOR JOB LEAD GENERATION & PERSONAL BRANDING

- Why LinkedIn
- Company pages
- Groups / Q&A
- Using Quora for thought leadership
- Case studies & best practices

- Developing plugins, add-ons, apps and widgets

➤ DAY 7 - 4 HOURS

YOUTUBE & OTHER SOCIAL MEDIA CHANNELS

- YouTube statistics
- Content approach
- YouTube insights
- YouTube advertising
- Case studies & best practices
- Opportunity of other social media channels (e.g., Instagram, Pinterest, Google+)

ONLINE SOCIAL MEDIA STRATEGY

- Online Reputation Management (ORM)
- ORM tools
- Planning & creating multi-channel social media strategy
- Examine common pitfalls & mistakes
- Measuring ROI of social media

➤ DAY 7 - 4 HOURS

Search Engine Optimization

Search Engine Optimization (SEO) is a digital marketing technique used to enhance the ranking of a website on search engine results. The course in SEO is aimed at providing you the knowledge and skills required to improve the rankings of a website on Google. There is an increased awareness about the need of SEO among website owners, and hence the demand for SEO specialists has been on the rise.



OUTCOME OF THE COURSE:

The SEO course will equip you to take up an SEO role with confidence. With clear understanding of the functioning of search engines and the latest trends, you will be able to develop a competent strategy and get high rankings for your website or your client's website on Google search results.

INTRODUCTION TO SEO

- SEO fundamentals
- Key terminology & technology
- Search engine algorithms
- Major search engines & directories

ON PAGE OPTIMIZATION

- Website Audit
- Keyword research & analysis
- Competition analysis
- Meta tags (title, keywords, description) optimization
- Robots.txt optimization
- Canonical tag implementation
- Hyper link optimization
- Image optimization
- SEO friendly website content
- URL rewriting
- Site map creation & submission
- Landing page optimization
- Google analytics setup
- Google webmaster tools
- 404/301 Optimization.
- Html Site map creation.
- Image Site map creation.
- Webpage speed optimization.
- URL mapping
- Site Navigation.
- Call to action analysis
- Google index status check and report
- Do follow & No Follow link analyzing.
- Google crawl rate optimization.
- UI & UX Optimization



➤ DAY 8 – 4 HOURS

TOPICS & ACTIVATIONS

- Directory submission
- Article submission
- Forum posting
- Blog commenting
- Classifieds submission
- Social bookmarking
- Online PR
- Link building
- Social Bookmarking.
- Video Submissions.
- Web 2.0 / 3.0 Submissions.
- Guest Posting.
- Content writing for micro sites.
- Micro sites submission.
- Search Engine Submission.
- Document Submission.
- Local Listing.
- Business Directory Submission (Online Yellow Pages).
- Video optimization and promotion

➤ DAY 9 – 4 HOURS

TOPICS & REPORTING

- SEO tools
- SEO reporting
- Algorithm updates (Panda, Penguin, and Hummingbird Updates Rank brain, Possum, Mobile, Pigeon, Pirate.)
- Best practices
- Tool & websites to know latest Google Updates.
- Free E-Books.
- Browser Tools.



WordPress Website SEO Optimization

- WordPress Overview
- WordPress SEO Plugins
- WordPress Content Optimization
- Additional Content Marketing Activities

➤ DAY 10 – 4 HOURS

GOOGLE ANALYTICS

Google Analytics is a web analysis tool that helps in measuring the performance of a website using various metrics. There has been a drastic increase in demand for web analysts over the past few years, due to the boom in the E-commerce industry. Google Analytics is a popular tool used by MNCs and SMEs alike to analyze their websites.

OUTCOME OF THE COURSE

By the end of the course, you will have developed a keen analytical skill that will help you understand the numbers that matter to the future of your website. Knowledge in Google Analytics will help you make significant decisions regarding the marketing strategies of your client's website. Keen analysis will help in taking measures to increase the effectiveness of your marketing activities.

INTRODUCTION TO WEB ANALYTICS

- What is web analytics?
- Importance of analysis

INTRODUCTION TO GOOGLE ANALYTICS

- How Google Analytics works
- Basic Metrics
- Setting up an account & profile
- Adding Users
- Overview of the Dashboard

TRAFFIC SOURCES

- Direct / referral / search traffic
- Keyword Analysis
- Motion Charts
- Analysis of SEM reports
- Analysis of sources, campaigns & mediums



VISITORS REPORTS

- Types of Visitors
- Geographic and language reports
- System, network reports

GOALS & CONVERSIONS

- Overview of goals and funnels
- Setting-up goals
- Over view of site search
- Event tracking

FILTERS & ADVANCED SEGMENTS

- Key performance indicator
- Ad versions
- Site content optimization
- Ecommerce tracking

REPORTS INTERFACE

- Introduction to reports
- Discuss interface features
- Customizing Dashboards
- Exporting & saving reports
- Custom reporting
- Emailing reports

> DAY 11 – 4 HOURS

Search Engine Marketing (SEM/PPC)

Pay Per Click campaigns on prominent search engines gives immediate results and reflects on the ROI sooner than the other digital marketing techniques. PPC helps in enhancing the visibility of your website on search engines. In this course you will learn how to successfully administer Google Ad words campaigns in order to get maximum results. This course will help you to get underperforming campaigns up to speed or to garner maximum out of your existing campaign budget.



OUTCOME:

This course will help you in learning how to set setting a budget; will develop your skills in writing ad copy and to administer lucrative AdWords campaigns. You will also be able to analyze the PPC campaigns.

INTRODUCTION TO SEM & PPC

- Understanding Search Engines
- How SEO & SEM differ
- An Introduction to Pay Per Click Marketing
- Overview of Google Adwords, Yahoo Search Marketing and Microsoft AdCenter (Bing)
- Terminology explanation

ANALYSIS & TARGETING

- Website analysis
- Competitor analysis
- Setting objectives, goals & expectations
- Targeting

USING GOOGLE ADWORDS

- Fundamentals of AdWords
- AdWords account setup
- Researching keywords with the Keyword Planner tool

> DAY 12 – 4 HOURS

CAMPAIGN MANAGEMENT

- Setting up a campaign
- Creating ad groups
- Writing great ad headlines and copy
- Geo targeting & local search campaigns
- Bid management
- Budget management
- Optimizing Quality Score

EFFECTIVE LANDING PAGES

- How to Create Killer Landing Pages
- Call-to-action



TESTING

- A/B Ad copy Testing
- Testing Landing Pages

PERFORMANCE TRACKING & REPORTING

- Installing conversion tracking code
- Goals & Funnels tracking
- Integrate AdWords account with Google Analytics
- Understanding reports and Performance monitoring
- Optimizing performance, profitability and growth
- Measuring ROI

SEM MANAGEMENT & TOOLS

- AdWords tools / AdWords Editor
- Google Display Network (GDN)
- Creating video ad campaign - Remarketing
- Managing multiple accounts
- Best Practices

➤ DAY 13 – 4 HOURS

MOBILE MARKETING

Mobile marketing has become a part and parcel of Digital marketing. This makes it a fast growing discipline within digital marketing. This course will help you master the skills required to be a successful mobile marketer, industry experts will share the tricks of the trade that are important for one to become a steadfast mobile marketing specialist.

OUTCOME OF THE COURSE:

The course will give you a clear understanding about the significance of adding mobile marketing to your digital marketing strategies. It will help you in the planning, administration and measurement of mobile marketing campaigns. At the end of the course, you will be equipped to drives leads and sales through eCommerce channels.

INTRODUCTION TO MOBILE MARKETING

- The current & future mobile landscape
- Key mobile stats and trends
- Discover how marketers are harnessing mobile
- Understanding Mobile Devices



PLANNING INTEGRATED MOBILE CAMPAIGNS

- Mobile Marketing and Social Media
- Mobile Search marketing
- In-App Advertising
- SMS/MMS marketing
- Proximity (location) marketing
- The Mobile website & mCommerce
- Combining Mobile with Other Channels

TRACKING AND ANALYTICS

- Using analytics tools to monitor mobile (and mCommerce) performance
- How to maximize engagement and ROI
- Next steps to take action

➤ DAY 14 – 4 HOURS

APP STORE OPTIMIZATION

App Store Optimization is the process of positioning mobile applications in the preferred App Stores' search results in order to rank your application.

It is continuing process of monitoring and implementing marketing efforts for Optimizing apps. It includes both organic positions and paid position. ASO includes multiple variables like getting listed in top results and making in-app changes for getting more conversions.

Most app Downloads are carried from App stores like Google Play Store, iOS App Store, Windows Phone Stores, etc.

SUPPORT VARIOUS MOBILE APPLICATIONS

Branding Apps

Leisure Apps

E-Commerce Apps

Create an app and selling it

Converting a need/Solving a problem (Tool App)

Database Apps

Security Apps



IMPLEMENTATIONS

- Keyword Research
- Title Optimization
- Description Optimization
- Optimizing Screenshot for Description
- Analyzing Reviews
- Analyzing Download Conversions
- Analyzing app creative
- Measuring Engagement
- Back-link count and submissions
- Localization

> DAY 15 – 4 HOURS

GOOGLE Certification.

- Ads Display Certification.
- Ad Manager.
- Analytics Individual Certification. (Only for Candidate with 100% Attendance)

Prayoni

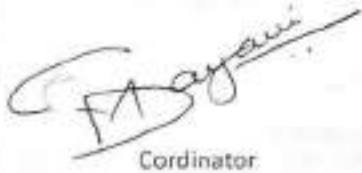


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Date - 7/7/2023

Digital Marketing Time Table
Batch - 22

SR. NO.	DATE	DAY	TIME
1	29/7/2023	Saturday	10:00 am to 2:00 pm
2	30/7/2023	Sunday	8:00 am to 12:00 pm
3	5/8/2023	Saturday	10:00 am to 2:00 pm
4	6/8/2023	Sunday	8:00 am to 12:00 pm
5	12/8/2023	Saturday	10:00 am to 2:00 pm
6	13/8/2023	Sunday	8:00 am to 12:00 pm
7	19/8/2023	Saturday	10:00 am to 2:00 pm
8	20/8/2023	Sunday	8:00 am to 12:00 pm
9	26/8/2023	Saturday	10:00 am to 2:00 pm
10	27/8/2023	Sunday	8:00 am to 12:00 pm
11	2/9/2023	Saturday	10:00 am to 2:00 pm
12	3/9/2023	Sunday	8:00 am to 12:00 pm
13	9/9/2023	Saturday	10:00 am to 2:00 pm
14	10/9/2023	Sunday	8:00 am to 12:00 pm
15	16/9/2023	Saturday	10:00 am to 2:00 pm


Coordinator




I/C Principal



Laxmi Charitable Trust's
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce
(Affiliated to University of Mumbai)
Dr. S. Radhakrishnan Marg, Andheri (East) Mumbai 400 069
☎: 22-66992022/23 | ✉: info@mvlucollege.in | www.mvlucollege.in
BAMMC Department in Association with MVLU IQAC

BMM/BAMMC DEPARTMENT

REPORT ON DIGITAL MARKETING BATCH-22

Date: 18th September 2023

By - Prof. Manisha Sayani

Title: Report on Digital Marketing

Criteria: BMM/BAMMC students

Committee: BMM/BAMMC Department

Collaboration: -

Date: 29.07.2023

Duration: 60 hours

Venue: College Computer lab

Faculty & Staff Attended: 01

Students Attended: 19

Objective: To make students industry ready by teaching them digital marketing which is slowly becoming very essential in each and every field.

Outcome: Some of the critical candidate learning outcomes include: Multichannel Marketing, Crafting Content, Devising strategies, and having a strong practice in the operational aspects of various social media platforms. Students got hands-on exposure to the application of new media, Digital Ethics, critical thinking & problem solving as well as digital communication along with Google Certification.

Brief Report: Digital marketing course provides attendees with an in-depth understanding of the principles and practices of digital marketing so they can leverage their knowledge once they go out in the corporate world. Google Certification post the successful completion of the course makes the student job-ready in the field of Digital Marketing.

Documents Attached:

Brochure: <https://shorturl.at/imsFQ>

Photos: <https://shorturl.at/mnHR9>

Attendance: <https://shorturl.at/tNR08>

Feedback: <https://shorturl.at/euvP9>

YouTube Link: NA

Website Link: [MVLU College](https://www.mvlucollege.in)



Program Director

IQAC Coordinator

IQAC Chairperson

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Proposal Form

To,
The Chairperson, IQAC.

Date: 12/10/2023

Proposal For Seminar Webinar Workshop Others Add-on Course

Event Type: Certificate Course - Offline

Session Title: Digital Marketing Batch -23

Proposed Date and Time: 21.10.2023 - 13.01.2024 (10:00 am - 2:00 pm (Saturday) &
(8:00 am - 12:00 pm (Sunday)

Department: BAMMC Department

Organizing Committee: Mrs. Manisha Mehul Sayani, Coordinator - BMM/BAMMC

Contact Number: +91 9870051523

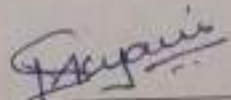
Email ID: manishasayani@gmail.com

Resource Person Details:

- Name: Mr. Bhavesh Vaidya
- Department /Specialization: SEO Analyst
- Organization /Institute: Freelancer
- Email ID: optimizedbhavesh@gmail.com

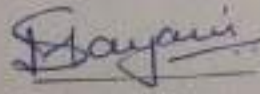
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M.V. College Of Science & Commerce**

Digital Media Syllabus 2023-2024

➤ DAY 1 – 4 hours

- Introduction to web space
- Web 2.0 / 3.0
- Types of websites (e-commerce, social media)
- Difference between e-commerce & marketplace
- Different types of algorithms used by Google.
- Introduction to Blogger.com
- HTML for Blogger.com

➤ Day 2 – 4 Hours

ADVANCE BLOGGING

- Content Marketing
- Blogging with Wix.com and WordPress.com
- How to Decide Niche.
- Finding Trending Topics.
- SEO Content for Blogging.
- Blog Optimization.
- Strategies to get the ranking of website in top 10 searches

GOOGLE ADSENSE

- Money Making with AdSense
- Easy Steps for AdSense
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➤ Day 3 – 4 Hours

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OUTCOME OF THE COURSE:

The course will enable you to start-up your own affiliate venture or will provide you with the knowledge and skills required to consult other affiliate investors. This will also help you effortlessly integrate affiliate marketing to your digital marketing mix.

INTRODUCTION TO AFFILIATE MARKETING

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- Merchant
- Affiliate
- Network
- Types of Affiliate Websites

➤ Day 4 – 4 Hours

PARTNERSHIP WITH AFFILIATE NETWORKS, ADSENSE & AD NETWORKS

- Compensation methods
- Selecting product to add to website
- Optimizing URL with affiliate id
- Performance Tracking
- Commissions

SETTING UP AN AFFILIATE WEBSITE

- Web design and development
- Capturing visitor credentials
- Integrating social plugins
- Integrating third party tools, URL Shortener, Adfly,
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➤ DAY 5 - 4 HOURS

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LINKEDIN FOR JOB LEAD GENERATION & PERSONAL BRANDING

- Why LinkedIn
- Company pages
- Groups / Q&A
- Using Quora for thought leadership
- Case studies & best practices

- Developing plugins, add-ons, apps and widgets

➤ DAY 7 - 4 HOURS

YOUTUBE & OTHER SOCIAL MEDIA CHANNELS

- YouTube statistics
- Content approach
- YouTube insights
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- Case studies & best practices
- Opportunity of other social media channels (e.g., Instagram, Pinterest, Google+)

ONLINE SOCIAL MEDIA STRATEGY

- Online Reputation Management (ORM)
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- Examine common pitfalls & mistakes
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➤ DAY 7 - 4 HOURS

Search Engine Optimization

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The SEO course will equip you to take up an SEO role with confidence. With clear understanding of the functioning of search engines and the latest trends, you will be able to develop a competent strategy and get high rankings for your website or your client's website on Google search results.

INTRODUCTION TO SEO

- SEO fundamentals
- Key terminology & technology
- Search engine algorithms
- Major search engines & directories

ON PAGE OPTIMIZATION

- Website Audit
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- Competition analysis
- Meta tags (title, keywords, description) optimization
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- Do follow & No Follow link analyzing.
- Google crawl rate optimization.
- UI & UX Optimization



➤ DAY 8 – 4 HOURS

TOPICS & ACTIVATIONS

- Directory submission
- Article submission
- Forum posting
- Blog commenting
- Classifieds submission
- Social bookmarking
- Online PR
- Link building
- Social Bookmarking.
- Video Submissions.
- Web 2.0 / 3.0 Submissions.
- Guest Posting.
- Content writing for micro sites.
- Micro sites submission.
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- Document Submission.
- Local Listing.
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TOPICS & REPORTING

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WordPress Website SEO Optimization

- WordPress Overview
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- Overview of the Dashboard

TRAFFIC SOURCES

- Direct / referral / search traffic
- Keyword Analysis
- Motion Charts
- Analysis of SEM reports
- Analysis of sources, campaigns & mediums



VISITORS REPORTS

- Types of Visitors
- Geographic and language reports
- System, network reports

GOALS & CONVERSIONS

- Overview of goals and funnels
- Setting-up goals
- Over view of site search
- Event tracking

FILTERS & ADVANCED SEGMENTS

- Key performance indicator
- Ad versions
- Site content optimization
- Ecommerce tracking

REPORTS INTERFACE

- Introduction to reports
- Discuss interface features
- Customizing Dashboards
- Exporting & saving reports
- Custom reporting
- Emailing reports

> DAY 11 – 4 HOURS

Search Engine Marketing (SEM/PPC)

Pay Per Click campaigns on prominent search engines gives immediate results and reflects on the ROI sooner than the other digital marketing techniques. PPC helps in enhancing the visibility of your website on search engines. In this course you will learn how to successfully administer Google Ad words campaigns in order to get maximum results. This course will help you to get underperforming campaigns up to speed or to garner maximum out of your existing campaign budget.



OUTCOME:

This course will help you in learning how to set setting a budget; will develop your skills in writing ad copy and to administer lucrative AdWords campaigns. You will also be able to analyze the PPC campaigns.

INTRODUCTION TO SEM & PPC

- Understanding Search Engines
- How SEO & SEM differ
- An Introduction to Pay Per Click Marketing
- Overview of Google Adwords, Yahoo Search Marketing and Microsoft AdCenter (Bing)
- Terminology explanation

ANALYSIS & TARGETING

- Website analysis
- Competitor analysis
- Setting objectives, goals & expectations
- Targeting

USING GOOGLE ADWORDS

- Fundamentals of AdWords
- AdWords account setup
- Researching keywords with the Keyword Planner tool

> DAY 12 – 4 HOURS

CAMPAIGN MANAGEMENT

- Setting up a campaign
- Creating ad groups
- Writing great ad headlines and copy
- Geo targeting & local search campaigns
- Bid management
- Budget management
- Optimizing Quality Score

EFFECTIVE LANDING PAGES

- How to Create Killer Landing Pages
- Call-to-action



TESTING

- A/B Ad copy Testing
- Testing Landing Pages

PERFORMANCE TRACKING & REPORTING

- Installing conversion tracking code
- Goals & Funnels tracking
- Integrate AdWords account with Google Analytics
- Understanding reports and Performance monitoring
- Optimizing performance, profitability and growth
- Measuring ROI

SEM MANAGEMENT & TOOLS

- AdWords tools / AdWords Editor
- Google Display Network (GDN)
- Creating video ad campaign - Remarketing
- Managing multiple accounts
- Best Practices

➤ DAY 13 – 4 HOURS

MOBILE MARKETING

Mobile marketing has become a part and parcel of Digital marketing. This makes it a fast growing discipline within digital marketing. This course will help you master the skills required to be a successful mobile marketer, industry experts will share the tricks of the trade that are important for one to become a steadfast mobile marketing specialist.

OUTCOME OF THE COURSE:

The course will give you a clear understanding about the significance of adding mobile marketing to your digital marketing strategies. It will help you in the planning, administration and measurement of mobile marketing campaigns. At the end of the course, you will be equipped to drives leads and sales through eCommerce channels.

INTRODUCTION TO MOBILE MARKETING

- The current & future mobile landscape
- Key mobile stats and trends
- Discover how marketers are harnessing mobile
- Understanding Mobile Devices



PLANNING INTEGRATED MOBILE CAMPAIGNS

- Mobile Marketing and Social Media
- Mobile Search marketing
- In-App Advertising
- SMS/MMS marketing
- Proximity (location) marketing
- The Mobile website & mCommerce
- Combining Mobile with Other Channels

TRACKING AND ANALYTICS

- Using analytics tools to monitor mobile (and mCommerce) performance
- How to maximize engagement and ROI
- Next steps to take action

➤ DAY 14 – 4 HOURS

APP STORE OPTIMIZATION

App Store Optimization is the process of positioning mobile applications in the preferred App Stores' search results in order to rank your application.

It is continuing process of monitoring and implementing marketing efforts for Optimizing apps. It includes both organic positions and paid position. ASO includes multiple variables like getting listed in top results and making in-app changes for getting more conversions.

Most app Downloads are carried from App stores like Google Play Store, iOS App Store, Windows Phone Stores, etc.

SUPPORTING MOBILE MOBILE APPLICATIONS

Branding Apps

Leisure Apps

E-Commerce Apps

Create an app and selling it

Converting a need/Solving a problem (Tool App)

Database Apps

Security Apps



IMPLEMENTATIONS

- Keyword Research
- Title Optimization
- Description Optimization
- Optimizing Screenshot for Description
- Analyzing Reviews
- Analyzing Download Conversions
- Analyzing app creative
- Measuring Engagement
- Back-link count and submissions
- Localization

> DAY 15 – 4 HOURS

GOOGLE Certification.

- Ads Display Certification.
- Ad Manager.
- Analytics Individual Certification. (Only for Candidate with 100% Attendance)

Prayoni



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SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069.

Date - 14/10/2023

Digital Marketing Time Table
Batch - 23

SR. NO.	DATE	DAY	TIME
1	21/10/2023	Saturday	10:00 am to 2:00 pm
2	22/10/2023	Sunday	8:00 am to 12:00 pm
3	4/11/2023	Saturday	10:00 am to 2:00 pm
4	5/11/2023	Sunday	8:00 am to 12:00 pm
5	3/12/2023	Sunday	8:00 am to 12:00 pm
6	9/12/2023	Saturday	10:00 am to 2:00 pm
7	10/12/2023	Sunday	8:00 am to 12:00 pm
8	16/12/2023	Saturday	10:00 am to 2:00 pm
9	17/12/2023	Sunday	8:00 am to 12:00 pm
10	23/12/2023	Saturday	10:00 am to 2:00 pm
11	24/12/2023	Sunday	8:00 am to 12:00 pm
12	30/12/2023	Saturday	10:00 am to 2:00 pm
13	6/1/2024	Saturday	10:00 am to 2:00 pm
14	7/1/2024	Sunday	8:00 am to 12:00 pm
15	13/1/2024	Saturday	10:00 am to 2:00 pm

Pradyumn





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Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce
(Affiliated to University of Mumbai)
Dr. S. Radhakrishnan Marg, Andheri (East) Mumbai 400 069
☎ 22-66992022/23 | ✉ info@mvlucollege.in | www.mvlucollege.in
BAMMC Department in Association with MVLU IQAC

BMM/BAMMC DEPARTMENT

REPORT ON DIGITAL MARKETING BATCH-23

Date: 15th January 2024
By - Prof. Manisha Sayani

Title: Report on Digital Marketing

Criteria: BMM/BAMMC students

Committee: BMM/BAMMC Department

Collaboration: -

Date: 21.10.2023

Duration: 60 hours

Venue: College Computer lab

Faculty & Staff Attended: 01

Students Attended: 17

Objective: To make students industry ready by teaching them digital marketing which is slowly becoming very essential in each and every field.

Outcome: Some of the critical candidate learning outcomes include: multichannel marketing, crafting content, devising strategies, and having a strong practice in the operational aspects of various social media platforms. Students got hands-on exposure to the application of new media, digital ethics, critical thinking & problem solving as well as digital communication along with Google certification.

Brief Report: Digital marketing course provides attendees with an in-depth understanding of the principles and practices of digital marketing so they can leverage their knowledge once they go out in the corporate world. Google certification post the successful completion of the course makes the student job-ready in the field of Digital Marketing.

Documents Attached:

Brochure: <http://surl.li/ontuf>

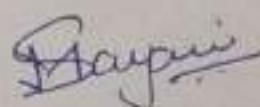
Photos: <http://surl.li/ontuf>

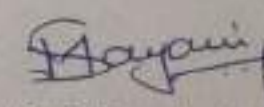
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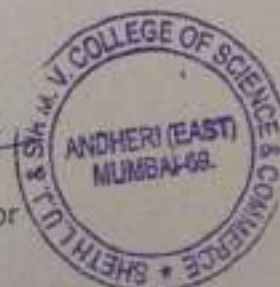
Feedback: <http://surl.li/ontuf>

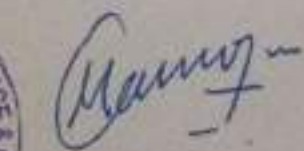
YouTube Link: NA

Website Link: www.mvlucollege.in


Program Director


IQAC Coordinator




IQAC Chairperson

**LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069**

**IQAC
Proposal Form**

To,

The Chairperson, IQAC.

Date: 10/01/2024

Proposal For Seminar Webinar Workshop Others Value added Courses

Event Type: Certificate Value added Course – Offline

Session Title: Graphic Designing Batch- 06

Proposed Date and Time: 15/01/2024 - 17/02/2024 (12:00 pm -4:00 pm (Monday to Saturday)

Department: BAMMC Department

Organizing Committee: Mrs. Manisha Mehul Sayani, Coordinator- BAMMC

Contact Number: +91 9870051523

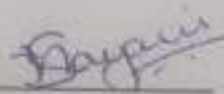
Email ID: manishasayani@gmail.com

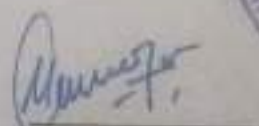
Resource Person Details:

- Name: Mukesh Verma
- Department /Specialization: Graphic Designer, VFX Editor, Visiting Faculty of SYBAMMC Computers & Multimedia.
- Organization /Institute: Techconsults.
- Email ID: vermamuks@gmail.com

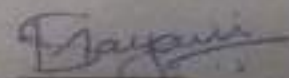
Intended Audience: Media students & candidates interested in learning Graphic Designing

Learning Objectives: To make students' industry ready by enhancing their skills in graphics designing that helps with visual content so as to communicate with the audience.


IQAC Coordinator


IQAC Chairperson




Proposed by



Laxmi Charitable Trust's
**Sheth L.U.J College of Arts & Sir
M.V. College Of Science & Commerce**

Date: 10/01/2024

Academic Year 2023-2024

GRAPHIC DESIGNING SYLLABUS – BASIC LEVEL

PHOTOSHOP

- Basic Image Editing
- Image Retouching and layer styles.
- Masking and its types
- Advanced image editing using Masks
- Matte-painting
- Filter-effects
- File formats
- Web page slicing and creation

ILLUSTRATOR

- Basic user interface
- Creating logos and tracing images
- Creating Visiting Cards
- Creating Vector arts



- Creating magazine covers
- Creating brushes
- Working with file formats
- Working with Symbols
- Exporting the file.
- Unifying.

InDesign

- Working with Typography
- Working with Colour
- Working with Images
- Working on pages & grids
- Style sheets and Fine-Tuning text
- Image manipulation
- Exporting file for printing

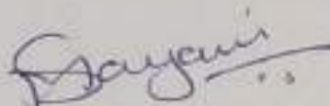


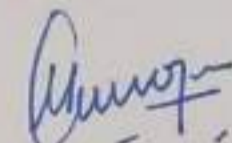
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DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069.

Date - 26/12/2023

Graphics Designing
Batch - 06

SR. NO.	DATE	DAY	TIME
1	02-01-2024	Tuesday	12:00 pm to 4:00 pm
2	03-01-2024	Wednesday	12:00 pm to 4:00 pm
3	04-01-2024	Thursday	12:00 pm to 4:00 pm
4	05-01-2024	Friday	12:00 pm to 4:00 pm
5	06-01-2024	Saturday	12:00 pm to 4:00 pm
6	10-01-2024	Wednesday	12:00 pm to 4:00 pm
7	15-01-2024	Monday	12:00 pm to 4:00 pm
8	16-01-2024	Tuesday	12:00 pm to 4:00 pm
9	17-01-2024	Wednesday	12:00 pm to 4:00 pm
10	18-01-2024	Thursday	12:00 pm to 4:00 pm
11	19-01-2024	Friday	12:00 pm to 4:00 pm
12	20-01-2024	Saturday	12:00 pm to 4:00 pm
13	22-01-2024	Monday	12:00 pm to 4:00 pm
14	23-01-2024	Tuesday	12:00 pm to 4:00 pm
15	24-01-2024	Wednesday	12:00 pm to 4:00 pm


Cordinator


I/C Principal





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BAMMC Department in Association with MVLU IQAC

REPORT ON GRAPHIC DESIGNING BATCH-06

Date: 28.02.2024

By - Prof. Manisha Sayani

Title: Report on Graphic Designing

Criteria: BAMMC students

Committee: BAMMC Department

Collaboration: -

Date: 15.01.2024

Duration: 60 hours

Venue: College Computer lab

Faculty & Staff Attended: 01

Students Attended: 14

Objective: To make students get corporate ready by enhancing their skills in graphic design that helps create visual content so as to communicate to the audiences.

Outcome: hands-on exposure and in-depth practice with software like Photoshop, Illustrator, and InDesign made students proficient in graphic designing and thus opened them to a whole new field of career opportunities in editing & graphic designing.

Brief Report: Graphic Designing course is a 60 hours add-on course for the students which helps them to learn more about the elements found in visual communication and content like typography, colors, pictures, illustrations, and icons. The course helps them to start up with their own individual freelancing career options in designing and creating mock-ups, logos, advertising, merchandising, and product packaging. The students learned PhotoShop, Illustrator & Indesign, and many other software were discussed.

Documents Attached:

Brochure:

https://drive.google.com/file/d/1vwJx79DvGH2P_xzZk6NtUUHIPOKRDKFF/view?usp=drive_link

Photos:

https://drive.google.com/drive/folders/1AINEw4nIXe_HbMgxbciXT-pbFH9eDBbK?usp=drive_link

Attendance:

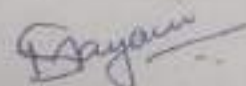
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Feedback:

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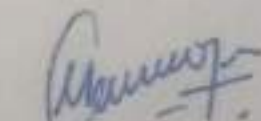
YouTube Link: NA

Website Link: [MVLU College](http://www.mvlucollege.in)


Program Director


IQAC Coordinator




IQAC Chairperson

LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI - 400 069

IQAC
Proposal Form

Date: 31/01/2024

To,
The Chairperson, IQAC.

Proposal For Seminar Webinar Workshop Others: Add-on Course

Event Type Add-on Certification Course

Session Title Machine Learning - Level 2 (Unsupervised learning Models, Model Evaluation, Natural Language Processing)

Proposed Date and Time May 2024 to June 2024

Department Department of Computer Science and IQAC

Organizing Committee Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumitkumar Tripathi

Resource Person Details

Name Dr. Mahendra Kanojia

Department/ Specialization HOD Computer Science, I/C Principal

Organization / Institute Sheth L.U.J. and Sir M.V. College

Phone Number +91 9820477088

Email ID kgkmahendra@gmail.com

Contact Number (+91) 9820846693

Email ID info@mvlucollege.in, sirmv.cec@gmail.com

Intended Audience Degree College Students

Learning Objectives To expand their toolkit of machine learning techniques, enabling them to tackle complex data challenges, leverage unstructured data effectively through NLP, and deploy advanced models that deliver actionable insights and value across diverse domains and industries.



IQAC Coordinator





IQAC Chairperson



Proposed by

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LAXMI CHARITABLE TRUST'S

SIR MATHURADAS VISSANJI
COMPUTER EDUCATION CENTRE



SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

ML - LEVEL 2

Unsupervised learning
Models

- Model Evaluation
- Natural Language Processing



info@mvcec.com

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www.mvcec.com



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Andheri East,
Mumbai - 400069

SIR MATHURADAS VISSANJI
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SHETH L. U. J. & SIR M. V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Student's ID: CEC/ML2/2324/06

This is to certify that

ZIVEN PEREIRA

has successfully completed the course

Machine Learning - Level 2

and has secured **A** grade

Date of Certification: 15th July 2024.

Program Incharge



I/C Principal

Dr. Mahendra Konojia

LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI - 400 069

IQAC
Proposal Form

To,
The Chairperson, IQAC.

Date: 31/01/2024

Proposal For Seminar Webinar Workshop Others: Add-on Course

Event Type Add-on Certification Course

Session Title Machine Learning - Level 1 (Regression, Supervised Learning Models, Model Evaluation, ANN Model)

Proposed Date and Time April 2024 to May 2024

Department Department of Computer Science and IQAC

Organizing Committee Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumitkumar Tripathi

Resource Person Details

Name Dr. Mahendra Kanojia

Department/ Specialization HOD Computer Science, I/C Principal

Organization / Institute Sheth L.U.J. and Sir M.V. College

Phone Number +91 9820477088

Email ID kgkmahendra@gmail.com

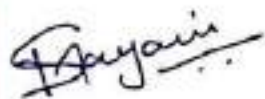
Contact Number (+91) 9820846693

Email ID info@mvlucollege.in, sirmv.cec@gmail.com

Intended Audience Degree College Students

Learning Objectives To equip participants with the fundamental knowledge and practical skills needed to apply machine learning techniques effectively, enabling them to build, evaluate, and deploy predictive models for a variety of applications in domains such as business, healthcare, finance, and beyond.

MACH
LEARN
2023



IQAC Coordinator





IQAC Chairperson



Proposed by

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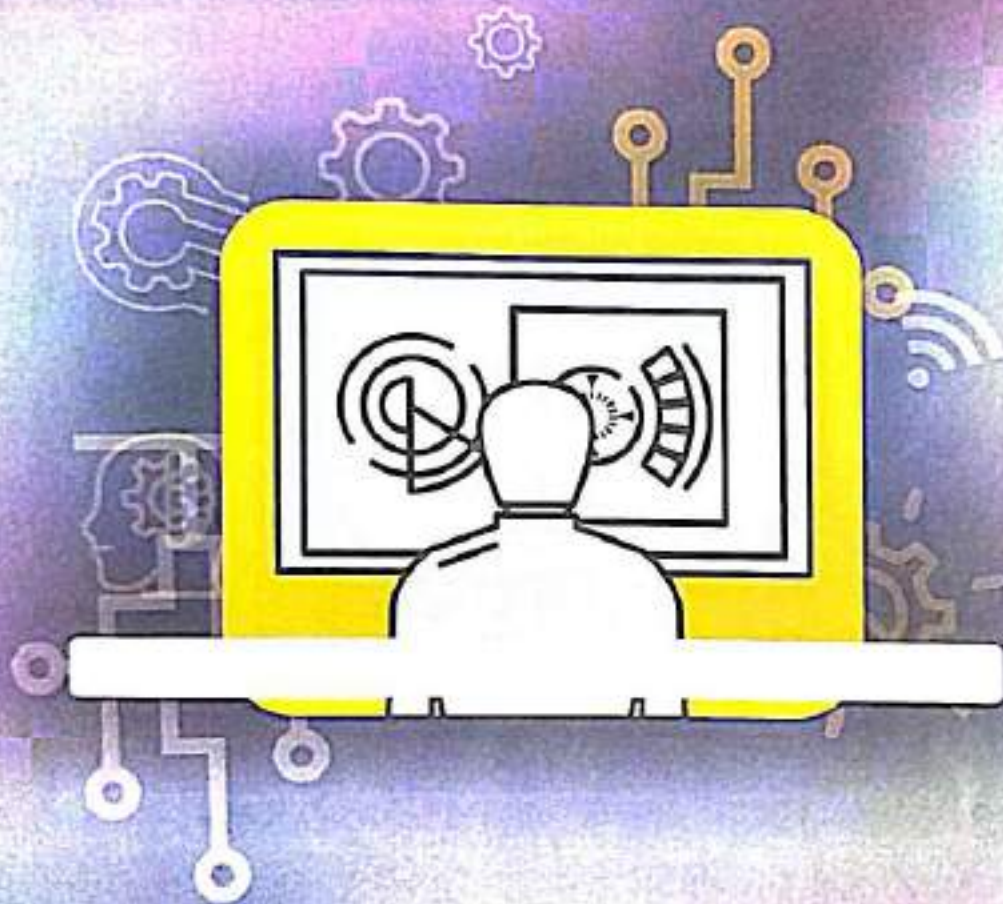


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OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

ML - LEVEL 1

- REGRESSION
- ANN MODEL
- SUPERVISED LEARNING MODELS
- MODEL EVALUATION



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SHETH I. U. J. & SIR M. V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Students ID: CEC/ML1/2324/01

This is to certify that

ABIN PILLAI

has successfully completed the course

Machine Learning - Level 1

and has secured *A* grade

Date of Certification: 15th July 2024.




Program Incharge





V/C Principal
Dr. Mahendra Kanolga

LAXMI CHARITABLE TRUST'S
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DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069

IQAC
Proposal Form

Date: 31/01/2024

To,
The Chairperson, IQAC.

Proposal For Seminar Webinar Workshop Others: Add-on Course

Event Type Add-on Certification Course

Session Title Statistical Analysis using R

Proposed Date and Time April 2024 to May 2024

Department Department of Computer Science and IQAC

Organizing Committee Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumitkumar Tripathi

Resource Person Details

Name Mr. Chetan Kanojia

Department/ Specialization Hardware Networking expert & Statistician

Organization / Institute Sheth L.U.J. and Sir M.V. College

Phone Number +91 8369346738

Email ID chetankk123@gmail.com

Contact Number (+91) 9820846693

Email ID info@mylucollege.in, sirmv.cec@gmail.com

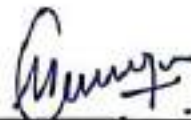
Intended Audience Degree College Students

Learning Objectives

To equip participants with comprehensive skills in conducting statistical analysis and data modeling using the R programming language. To become proficient in using R for statistical analysis, enabling them to effectively analyze data, draw valid conclusions, and communicate insights to inform strategic decisions across various domains.



IQAC Coordinator



IQAC Chairperson



Proposed by

STATIS
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LAXMI CHARITABLE TRUST'S



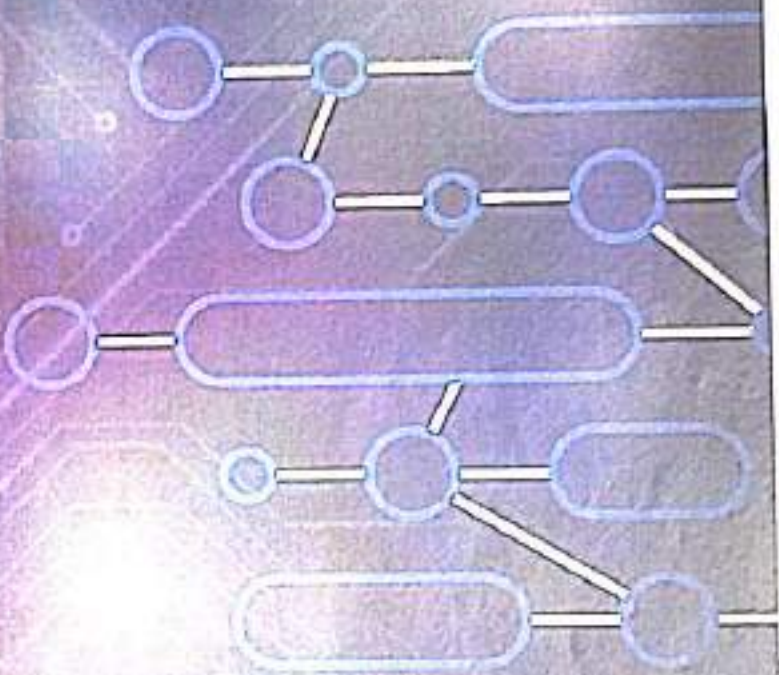
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SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

STATISTICAL ANALYSIS USING R



- Data Manipulation
- Data Import and Export
- Descriptive Statistics

- Inferential Statistics
- Extensive Package Ecosystem
- Community and Support



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Andheri East,
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SHETH L. U. J. & SIR M. V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Students ID: CEC/SA/2324/02

This is to certify that

AMAN DUBAL

has successfully completed the course
Statistical Analysis Using R
and has secured ∞ grade
Date of Certification: 15th July 2024.




Program Incharge





I/C Principal
Dr. Mahendra Kanjia

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SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069

IQAC
Proposal Form

To,
The Chairperson, IQAC,

Date:31/01/2024

Proposal For Seminar Webinar Workshop Others: Add-on Course

Event Type Add-on Certification Course DA

Session Title Data Visualization

Proposed Date and Time March 2024 to April 2024

Department Department of Computer Science and IQAC

Organizing Committee Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumitkumar Tripathi

Resource Person Details

Name Dr. Mahendra Kanojia

Department/ Specialization HOD Computer Science, I/C Principal

Organization / Institute Sheth L.U.J. and Sir M.V. College

Phone Number +91 9820477088

Email ID kgkmahendra@gmail.com

Contact Number (+91) 9820846693

Email ID info@mvlucollege.in, sirmv.cec@gmail.com

Intended Audience Degree College Students

Learning Objectives To equip participants with the skills and knowledge necessary to effectively visualize and communicate insights derived from data. To perform exploratory data analysis through visualization techniques to uncover patterns, trends, and relationships within datasets, facilitating data-driven decision-making.


IQAC Coordinator




IQAC Chairperson


Proposed by

LAXMI CHARITABLE TRUSTS

SIR MATHURADAS VISSANJI
COMPUTER EDUCATION CENTRE



SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

DATA VISUALIZATION

- Interactive Visualizations
- Importance and Purpose
- Types of Visualizations
- Tools and Software
- Storytelling with Data



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www.mvcec.com



Old Nagardas Road
Dr.S.Radhakrishnan Marg,
Andheri East,
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SIR MATHURADAS VISSANJI
COMPUTER EDUCATION CENTRE



SHETH I. U. J. & SIR M. V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Student's ID: CEC/DV/2324/06

This is to certify that

ZIVEN PEREIRA

has successfully completed the course

Data Visualization

and has secured *A* grade

Date of Certification: 15th July 2024.

Program Incharge



I/C Principal

Dr. Mahendra Kanoria

LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI – 400 069

IQAC
Proposal Form

To,
The Chairperson, IQAC.

Date:31/01/2024

Proposal For

Seminar

Webinar

Workshop

Others:

Add-on Course

PYT
21

Event Type

Add-on Certification Course

Session Title

Python Libraries for Data science (Numpy, Pandas)

Proposed Date and Time

February 2024 to March 2024

Department

Department of Computer Science and IQAC

Organizing Committee

Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumitkumar Tripathi

Resource Person Details

Name

Mr. Sumitkumar Tripathi

Department/ Specialization

Asst. Professor

Organization / Institute

Sheth L.U.J. and Sir M.V. College

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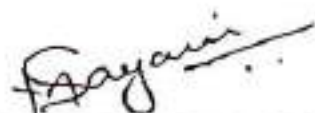
info@mvlucollege.in, sirmv.ccc@gmail.com

Intended Audience

Degree College Students

Learning Objectives

To equip participants with essential skills in leveraging Python's powerful libraries—Numpy and Pandas—for effective data manipulation, analysis, and exploration in the context of data science.



IQAC Coordinator



IQAC Chairperson



Proposed by



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SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

PYTHON LIBRARIES FOR DATA SCIENCE

(NUMPY & PANDAS)



NUMPY

- Fundamental package for numerical computing with Python.

PANDAS

- Library for data manipulation and analysis, offering data structures like DataFrame.



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Dr.S.Radhakrishnan Marg,
Andheri East,
Mumbai - 400069



This is to certify that

ABIN PILLAI

has successfully completed the course
Python Libraries for Data Science
and has secured *A* grade.

Date of Certification: 15th July 2024.

Program Incharge



I/C Principal
Dr. Mahendra Kanojia



IQAC Proposal Form

Date: 15/06/2023

To,
The Chairperson, IQAC.

Proposal For

Seminar

Webinar

Workshop

Others:

Add-on Course

Proposal Type

Add-on Certification Course

Proposal Title

Statistics For Data Science

Proposed Date and Time

August 2023 to December 2023

Department

Department of Computer Science and IQAC

Organizing Committee

Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumit Tripathi

Source Person Details

- Name Mr. Chetan Kanojia
- Department / Specialization Industry Expert
- Organization / Institute Sheth L.U.J. & Sir M.V. College
- Phone Number 8369346738
- Email ID chetankk123@gmail.com

Contact Number

(+91) 9820846693

Email ID

info@mylucollege.in, sirmv.cec@gmail.com

Intended Audience

Degree College Students


Learning Objectives

To provide students with a thorough understanding of statistical concepts and techniques essential for data analysis. Students will learn to apply statistical methods to real-world data, interpret results, and make informed decisions.

IQAC Coordinator




IQAC Chairperson


Proposed by



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SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069


Statistics for Datascience




- Probability Distributions
- Regression Analysis
- Sampling Methods

- Correlation and Causation
- Hypothesis Testing
- Statistical Tests

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SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Student's ID: CEC/SDA/2324/02

This is to certify that

CLIVE LEWIS

has successfully completed the course
Statistics for Data Science

and has secured **B+** grade

Date of Certification: 31st January 2024.

Program Incharge



I/C Principal

Dr. Mahendra Kanojia

SIR MATHURADAS VISSANJI
COMPUTER EDUCATION CENTRE



SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Student's ID: CEC/SDA/2326/23

This is to certify that

ANJALI YADAV

has successfully completed the course
Statistics for Data Science

and has secured B+ grade

Date of Certification: 31st January 2024.



Program Incharge





I/C Principal
Dr. Mahendra Kanojio

LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI - 400 069

IQAC
Proposal Form

DATE
AD

To:
The Chairperson, IQAC.

Date: 15/06/2023

Proposal For Seminar Webinar Workshop Others: Add-on Course

Event Type Add-on Certification Course

Session Title Database Administration

Proposed Date and Time July 2023 to November 2023

Department Department of Computer Science and IQAC

Organizing Committee Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumit Tripathi

Resource Person Details

- Name Ms. Jyoti Chauhan
- Department / Specialization Asst. Professor
- Organization / Institute Sheth L.U.J. & Sir M.V. College
- Phone Number 8425939025
- Email ID chauhan.jyoti2911@gmail.com

Contact Number (+91) 9820846693

Email ID info@mvlucollege.in, sirmv.ccc@gmail.com

Intended Audience Degree College Students

Learning Objectives To equip students with the knowledge and skills required to manage, maintain, and optimize database systems. Students will learn to perform essential tasks such as installation, configuration, backup, and recovery, as well as ensuring database security and performance tuning. Students will be proficient in handling various database management systems.

IQAC Coordinator

[Signature]
IQAC Chairperson

[Signature]
Proposed by





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SIR MATHURADAS VISSANJI
COMPUTER EDUCATION CENTRE



SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069



DATABASE ADMINISTRATION

• Understanding Database Concepts
• Backup and Recovery

• Database Security
• Basic SQL Proficiency

Database
Management
System



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 9820846693

 www.mvcec.com



Old Nagardas Road
Dr.S.Radhakrishnan Marg,
Andheri East,
Mumbai - 400069



This is to certify that

ZIVEN PEREIRA

has successfully completed the course

Database Administration

and has secured **B+** grade

Date of Certification: 31th January 2024.

Program Incharge



I/C Principal
Dr. Mahendra Kanolga



This is to certify that

SAKSHI POIPKAR

has successfully completed the course
Database Administration
and has secured *A+* grade
Date of Certification: 31th January 2024.

Program Incharge



I/C Principal
Dr. Mahendra Kanolija

LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
DR. S. RADHAKRISHNAN MARG, ANDHERI (E), MUMBAI - 400 069

IQAC
Proposal Form

Date: 15/06/2023

To
The Chairperson, IQAC.

Proposal For

Seminar

Webinar

Workshop

Others:

Add-on Course

Python
Pro
2023-

Event Type

Add-on Certification Course

Session Title

Python Programming

Proposed Date and Time

July 2023 to November 2023

Department

Department of Computer Science and IQAC

Organizing Committee

Dr. Mahendra Kanojia, Ms. Jyoti Chauhan, Mr. Sumit Tripathi

Resource Person Details

Dr. Mahendra Kanojia, Mr. Sumit Tripathi

Resource Person Details 1

- Name
- Department / Specialization
- Organization / Institute
- Phone Number
- Email ID

Dr. Mahendra Kanojia
HOD Computer Science
Sheth L.U.J. & Sir M.V. College
9820477088
kgkmahendra@gmail.com

Resource Person Details 2

- Name
- Department / Specialization
- Organization / Institute
- Phone Number
- Email ID

Mr. Sumit Tripathi
Asst. Professor
Sheth L.U.J. & Sir M.V. College
9819323011
sumit11.tripathi@gmail.com

Contact Number

(+91) 9820846693

Email ID

info@mvlcollege.in, sirmv.cec@gmail.com

Intended Audience

Degree College Students

Learning Objectives

To provide students with a comprehensive understanding of Python's syntax and core concepts, enabling them to write efficient and effective code. Students will learn to implement various programming techniques and solve real-world problems using Python.

IQAC Coordinator

IQAC Chairperson

Proposed by



SIR MATHURADAS VISSANJI
COMPUTER EDUCATION CENTRE



SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Students ID: CEC/PP/2324/02

This is to certify that


ABIN PILLAI

has successfully completed the course

Python Programming

and has secured *A+* grade

Date of Certification: 31st January 2024.


Program Incharge




I/C Principal
Dr. Mahendra Kanojki

SIR MATHURADAS VISSANJI
COMPUTER EDUCATION CENTRE



SHETH L.U.J. & SIR M.V. COLLEGE
OF SCIENCE & COMMERCE

DR. S. RADHAKRISHNAN MARG, ANDHERI (EAST), MUMBAI - 400069

Student's ID: CEC/PP/2324/32

This is to certify that

RAJ HALWAI

has successfully completed the course

Python Programming

and has secured *A+* grade

Date of Certification: 31th January 2024.

Program Incharge



V/C Principal
Dr. Mahendra Kanojia