CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block,
Jayanagar, Bengaluru,
Karnataka 560070

NAAC REPORT OF CRITERIA- 1

Metric-1.2.1: Number of Certificate/Value added courses offered and online courses of MOOC's, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed.

Metric-1.2.2: Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOC's, SWAYAM, NPTEL etc. as against the total number of students during the last five years

1.2.1Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. Where the students of the institution have enrolled and successfully completed during the last five years)

"1.2.2 Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, and NPTEL etc. as against the total number of students during the last five years"

The institution is committed to offering a curriculum that is contemporary, industry-relevant, and aligned with the needs of students and industry. In response to emerging trends and demands in education and the job market, the institution has introduced several new courses over the past five years. These courses are designed to enhance the academic and professional capabilities of students, making them more competitive and adaptable in a rapidly changing world.

Year 1- 2023-24						
Name of Certificate/ Value added course offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed	**Course Code (if any)**	**Year of offering/study**	**Period (from date - to date)**	**Duration of course**	**Number of students enrolled in the year**	**Number of Students completing the course in the year**
GST& TAXATION		2023-24	6/11/23 to 10 /11/23	30 hours	70	50
DIGITAL MARKETING		2023-24	6/11/23 to 10 /11/23	30 hours	65	45
Digital Marketing		2023-24	28- Sept-1Oct 2022	30hours	43	40
Cyber security & ethical hacking		2023-24	16 /10/23 - 21 /10/23	30 hours	49	42
Chat GPT & Generative AI		2023-24	16 /10/23 - 21 /10/23	30 hours	68	62

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DIGITAL MARKETING (SWAYAM)		2023-24			1	1
GST & TAXATION		2023-24	4 /9/23-8 /9/23	30 hours	50	42
MS office, excel, power point		2023-24	16/1/24-20 /1/24	30 hours	91	52
Stock market analysis & Trading		2023-24	16/1/24-20 /1/24	30 hours	209	182
Chat GPT & Generative AI		2023-24	16 /10/23 - 21 /10/23	30 hours	240	220

Year 2- 2022-23

Name of Certificate/ Value added course offered and online courses of MOOC s, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed	**Course Code (if any)**	**Year of offering/study**	**Period (from date - to date)**	**Duration of course**	**Number of students enrolled in the year**	**Number of Students completing the course in the year**
Stock Market and Trading		2022-23	2 /1/23 - 6 /1/23	30 hours	209	198
Digital Marketing		2022-23	2 /1/23 - 6 /1/23	30 hours	140	140
Business Analytics using Power BI & Tableau		2022-23	17 /4/23 -22 /4/23	30 hours	40	31
Advance Excel		2022-23	2 /1/23-6 /1/23	30 hours	79	65
Digital Marketing		2022-23	14/11/22-18 /11/22	30 hours	70	58
GST& Taxation		2022-23	14 /11/22 -18 /11/22	30 hours	149	130
Cyber security & Ethical hacking		2022-23	10/10/22 - 14 /10/22	30 hours	76	68

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Financial literacy &stock market analysis			17/10/22 -21 /10/22	30 hours	149	135
Data Analytics		2022-23	21 /3/22-25 /3/22	30 hours	50	42
Year 3-2021-22						
Name of Certificate/ Value added course offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed	**Course Code (if any)**	**Year of offering/study**	**Period (from date - to date)**	**Duration of course**	**Number of students enrolled in the year**	**Number of Students completing the course in the year**
Python Programming		2021-22	21/3/22 - 25/3/22	30 hours	75	75
Advance Excel		2021-22	22-27 5/22	30 hours	35	25
Tally ERP.9+GST		2021-22	7/3/22 - 11 /3/22	30 hours	23	23
GST & Taxation		2021-22	24/1/22 - 29/1/22	30hours	25	25
Digital Marketing		2021-22	24 - 29 /1/22	30 hours	48	48
Digital Marketing		2021-22		30 hours	**146**	**146**
Online GST & Taxation		2021-22	21/6/21 - 25/6/21	30 hours	**70**	**70**
Tally, MS office, Excel, PowerPoint		2021-22	13 /9/21 -18 /9/21	30 hours	**40**	**35**
Cyber security & Ethical hacking		2021-22	20/12/21 - 24/12 /21	30 hours	**40**	**35**

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Year 4- 2020-21						
Name of Certificate/ Value added course offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed	**Course Code (if any)**	**Year of offering/study**	**Period (from date - to date)**	**Duration of course**	**Number of students enrolled in the year**	**Number of Students completing the course in the year**
Online value-added program on stock market and investment analysis		2020-21	10 to 16 /8/20	30 hours	50	42
Online Cyber security & Ethical hacking		2020-21	10 to 16/8/20	30 hours	45	40
Online Digital marketing		2020-21	10 to 16/8/20	30 hours	60	55
Tally, MS office, Excel, PowerPoint		2020-21	7 to 11/9/20	30hours	50	46
Online Python Programming		2020-21	21 to -25/9/20	30 hours	45	42
Online GST & Taxation		2020-21	5 to -10/9/20	30 hours	50	52
Online value-added program on Mutual fund & stock market		2020-21	12 to 17/10/20	30 hours	40	38

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Year 5-2019-20						
Name of Certificate/ Value added course offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed	**Course Code (if any)**	**Year of offering/study**	**Period (from date - to date)**	**Duration of course**	**Number of students enrolled in the year**	**Number of Students completing the course in the year**
Online value-added program on Mutual fund & stockmarket		2019-20	20th to 26th Sept 2019	30 hours	106	97
Python using machine learning		2019-20	20th to 26th Sept 2019	30 hours	31	30
Tally, MS office, Excel,PowerPoint		2019-20	7th to 11th sept 2020	30 hours	51	46
Digital Marketing		2019-20	10th to 16th Aug 2020	30hours	107	98
GST & Taxation		2019-20	10th to 16th Aug 2020	30 hours	110	95

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Report On Value added program on Digital Marketing

(11th march to 15th march 2024)

CITY COLLEGE
Jayanagar
Bangalore

Reported By:Deepashree B R
Asst. Prof.
City College,Bangalore

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No.27/2, 33rd cross, 2nd main Rd, 7th block, Jayanagar, Bangalore - 560082

Value Added Program On Digital Marketing

Date:11th March to 15th March 2024

VAP Duration :30 Hrs

Time :9:30am to 12:30pm

1:00pm to 4:00pm

For:3rd sem MBA students
Speaker of the program:
Dr. C B Venkata Krishna Prasad
Director - Acquire and Accord Solution LLP

Objectives of the session:

- Receive unparalleled guidance from industry mentors, teaching assistants, and graders
- Receive one-on-one feedback on submissions and personalized feedback on improvement
- Student support is available 7 days a week, 24*7. Timely doubt resolution by industry experts and peers
- 100% expert verified responses to ensure quality learning
- Personalized expert feedback on assignments and projects
- Regular live sessions by experts to clarify concept-related doubts
- Live sessions by experts on various industry topics
- One-on-one discussion and feedback sessions with industry mentors

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Topics covered on Day1:

Digital Marketing Landscape

Fundamentals of Marketing: Journey from Traditional Marketing to Digital Marketing, Digital Marketing Metrics and Channels, Customer Centricity

Case Studies: Digital Channels Deep Dive -

Designing a Web Presence, Social Media Marketing,Search Engine Optimisation (SEO)

- **Case Studies:**

- Blog Creation Project (WordPress),Social Media Marketing Live Project (Facebook Ads Manager),Stukent Mimic Social (Leadership track)

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Day2:session:

Marketing Analytics and Integrated Strategy:

Web Analytics,Defining a Robust Digital Marketing Strategy,Planning DM Resources (Agency/Team,Case Studies: 2 case studies on reputed companies in E-commerce and Transportation, Web Analytics Live Project (Google Analytics),Capstone Project and E-Commerce Bootcamp, e-Commerce Bootcam ,Capstone Project .

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Day3:session:

Designing Website

Basics of Search Engine Optimization

Basics of Search Engine Marketing

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Day4:session:

Basics of Social Media Marketing (Test 2)
of Digital Display Marketing

Day5:session:

Email Marketing
Affiliate marketing

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Digital Marketing Student Learning Outcomes

1. Communication: Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to college-level expectations. Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.
2. Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions. Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.
3. Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform. A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement. Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively, exercising leadership where appropriate, and demonstrating collegial behavior appropriate in professional relationships.
4. Comprehension and Application of New Media: Students should demonstrate their understanding of the various new medias such as; social media, mobile technology, web analytics, search engine optimization, viral advertising. As well as be able to express ideas and concepts through the development and creation of digital content for effective marketing by implementing and assessing strategies for social media, designing and evaluating the effectiveness of interactive web sites and analyzing digital marketing strategies through SEO, PPC, UX to increase web traffic flows, enhance visibility, increase consumer satisfaction and response rates.

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5. Synthesis and the Foundational Knowledge of Business Disciplines: Students will demonstrate a solid understanding of core business principles in the primary areas of digital marketing, web technologies, new media and management, as well as the interconnectedness of these disciplines in the running of an organization. Students will be assessed in the form of strategic plans and tests that employ strategic thinking, visioning and the development of strategies intended for organizational improvement and growth within a global environment.
6. Digital Ethics: Students will recognize ethical and moral issues, identify needed actions, and demonstrate the moral courage to implement them. They will also review questions of ethics, privacy issues with social media, conflict, and citizenship to frame understanding of digital marketing. They will embody integrity in their work and actions, honor confidentiality, articulate the integration of their faith and understand and follow generally accepted codes of conduct in the field of marketing and in business.

Attendance copy is attached

Value Added Coordinator

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Register number	Student Name	Signature
20JRCMD033	MD Israr Siddique S	
20JRCMD011	Ashwini. M	
20JRCMD037	Lavankumar KS	
20JRCMD049	Pavithra K.S	
20JRCMD042	Lavanya. N	Lavanya. N
20JRCMD042	Poorvi Mallu	
20JRCMD045	Vanishree S	
20JRCMD054	Shalini M	
20JRCMD018	Fathima Sultana	
20JRCMD062	Yasmiya Ayesha Khanum	Yasmiya.
20JRCMD046	Preethi S	
20JRCMD028	Fareedunnisa. RC	Fareedunnisa. RC
20JRCMD010	Arun. Jambagi	
20JRCMD058	Sinchana. M	S. Prichana
20JRCMD051	Rohith-R	Rohith
20JRCMD044	Ruqayeen. N	
20JRCMD035	Namratha N.K	Namratha N K
20JRCMD002	Ajay	Ajay
20JRCMD062	Swathi. D	Swathi. D
20JRCMD056	Sharanya. M	Sharanya. M
20JRCMD040	Jaswitha. B	
20JRCMD005	Ambikashree. M	Ambikashree. M
20JRCMD045	Priyadarsini. S.K	S.K.
20JRCMD057	Sureshkumar. M	
20JRCMD020	Mazida Reddy S	
20JRCMD041	Pooja. K	Pooja. K
20JRCMD020	Yaeshwini. A	
20JRCMD036	Naveenkumar. V	
20JRCMD001	ABHILASH. L	
20JRCMD068	VIKAS. V	
20JRCMD016	Chandana HR	Chandana
20JRCMD080	MANGOOR	Mangoor
20JRCMD029	Lasya. B.V.	
20JRCMD005	Annapoorna K.M.	Annapoorna K.M
20JRCMD013	Bhoomika - G. S	Bhoomika - G S
20JRCMD012	Aishwini. V	Aishwini. V
20JRCMD067	Veena T.V	T.V
20JRCMD006	Anitha S.R	
20JRCMD037	Nikitha. B.R.	
20JRCMD014	Bhoomika. K	

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Value Added Program – Digital Marketing Syllabus:

- **Digital Marketing Landscape**
  Fundamentals of Marketing: Journey from Traditional Marketing to Digital Marketing, Digital Marketing Metrics and Channels, Customer Centricity.

- **Case Studies: Digital Channels Deep Dive**
  Designing a Web Presence, Social Media Marketing, Search Engine Optimization (SEO)
- Blog Creation Project (Word Press),
- Social Media Marketing Live Project (Facebook Ads Manager),
- Stukent Mimic Social (Leadership track)

- **Marketing Analytics and Integrated Strategy:**
- Web Analytics, Defining a Robust Digital Marketing Strategy, Planning DM Resources (Agency/Team, Case Studies:
- Case studies on reputed companies in E-commerce and Transportation, Web Analytics Live Project (Google Analytics),Cap stone Project and E-Commerce Boot camp , e-Commerce Boot cam ,Capstone Project .
- Basics of Social Media Marketing (Test 2)
- Digital Display Marketing
- Designing Website
- Basics of Search Engine Optimization
- Basics of Search Engine Marketing
- Email Marketing
- Affiliate marketing

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Room No. 401

CITY COLLEGE JAYANAGAR

VALUE ADDED PROGRAM - ~~SBT~~ Digital marketing

STUDENT NAMES	MORNING 15/3/2024	AFTERNOON	MORNING 16/2/2024	AFTERNOON	MORNING 18/3/24	AFTERNOON Date: 18/3/2024 19/3/24	Morning	Afternoon
Deepika.T	Deepika.T	Deepika.T	Deepika.T	Deepika.T	Deepika.T	Deepika.T	Deepika.T	Deepika.T
Mohan R	Mohan.R	Mohan.R	Mohan.R		Mohan.R	Mohan.R	Mohan.R	Mohan.R
Swapna R	—	—	—	—	Swapna.R	—	Swapna.R	Swapna.R
Sarvesh.M	Sarvesh.M	Sarvesh.M	Sarvesh.M	—	Sarvesh.M	Sarvesh.M	Sarvesh.M	Sarvesh.M
Manoj s	—	—	—	—				
Suchithra TS	Suchithra	Suchithra	Suchithra	Suchithra	Suchithra	Suchithra		
RANJANA V	Ranjana.V	Ranjana.V	Ranjana.V	Ranjana.V	Ranjana.V	Ranjana.V	Ranjana.V	
Vaishnavi M	Vaishnavi.M	—	—	—	—	—	Vaishnavi	Vaishnavi
Hema.R	Hema.R	Hema.R	—	—	—	—	Hema.R	Hema.R
Nagaratna	Ratna	Ratna	Ratna	Ratna	Ratna	Ratna	Ratna	Ratna
~~Mohammed saqib~~	—	—	—	—				
Yashaswini M			—	—				
Nandini V	Nandini	Nandini	—	—	Nandini		Nandini	Nandini
Swetha kumari	Swetha Kumari	Swetha Kumari	—	—	Swetha Kumari		Swetha Kumari	Swetha Kumari
Kavana S	Kavana.S	Kavana.S	Kavana.S	Kavana.S			Kavana.S	Kavana.S
Sandeep s g	—	—	—	—				
Arun D S			—	—				
Adarsh K	Adarsh.K	Adarsh.K	—	—	Adarsh.K	Adarsh.K	~~Adarsh.K~~	
Madhavi G	Madhavi.G	Madhavi.G	Madhavi.G	Madhavi.G	Madhavi.G	Madhavi.G	Madhavi.G	Madhavi.G
~~R Akhilesh~~								
Bhanupriya.T	Bhanupriya.T	Bhanupriya.T	—	—	—	—	Bhanupriya.T	
Anusha BP	~~Anusha.BP~~	~~Anusha.BP~~	—	—	~~Anusha.BP~~	~~Anusha.BP~~	~~Anusha.BP~~	
Vani	Vani	Vani	Vani	Vani	Vani	Vani	Vani	
Akash C C	Akash	Akash	—	—	Akash	Akash	Akash	
Darshan R	Darshan	Darshan	Darshan R	Darshan R	Darshan R	Darshan R	Darshan R	
Dinesh Suresh	Dinesh.S	Dinesh.S	Dinesh.S	Dinesh.S	Dinesh.S	Dinesh.S	Dinesh.S	Dinesh.S

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Shravan R S								19/2/24		
AKASH KB										
Umme Salma	Umme Salma	Umme Salma	Umme Salma	Umme Salma	Umme Salma	Umme Salma	Umme Salma	Umme Salma	Umme Salma	Umme Salma
Pushpalata g	Pushpalata g	Pushpa. G	Pushpa. G					Pushpa. G		
Naveen Kumar G	Naveen Kumar G	Naveen Kumar G			Naveen Kumar G	Naveen Kumar G	Naveen Kumar G	Naveen Kumar G		
Bharathi S	Bharathi. S	Bharathi. S			Bharathi. S	Bharathi. S	Bharathi. S	Bharathi. S	Bharathi. S	Bharathi. S
Bhargava AM	Bhargava A.M	Bhargava AM	Bhargava A.M	Bhargava A.M				Bhargava A.M	Bhargava AM	
Divya k	Divya. K									
Deekshith B B	Deekshith B B	Deekshith B B	Deekshith B B					Deekshith B B		
Swathi Mukesh	2 Absent	2 Absent	2 Absent	2 Absent	2 Absent	2 Absent	2 Absent	2 Absent	2 Absent	2 Absent
Kavya P	Kavya. P	Kavya. P	Kavya. P					Kavya. P		
Pooja S	Pooja. S	Pooja. S	Pooja. S		Kavya. P	Kavya. P	Kavya. P	Kavya. P	Kavya. P	Kavya. P
Shaila M N	Shaila M.N	Shaila M.N	Shaila	Shaila M.N	Pooja. S	Pooja. S	Pooja. S	Pooja. S	Pooja. S	Pooja. S
~~Aishwarya G Ganapa~~								Shaila M.N	Shaila M.N	
Shivaraj A S	Shivaraj A S	Shivaraj A S								
V. Yashasvi	Absent		V. Yashasvi	V. Yashasvi	Shivaraj A S	Shivaraj A S	Shivaraj A S	Shivaraj A S		
Anupriya. N	Anupriya. N	Anupriya. N			Absent	V. Yashasvi	V. Yashasvi	V. Yashasvi	V. Yashasvi	V. Yashasvi
Kavyashree. S	Kavyashree. S				Anupriya. N	Anupriya. N	Anupriya. N	Anupriya. N		
Pooja. V	Pooja. V	Pooja. V			Kavyashree. S	Kavyashree. S	Kavyashree. S	Kavyashree. S	Kavyashree. S	Kavyashree. S
Mahesh N	Mahesh. N	Mahesh. N	Mahesh. N					Mahesh. N		
Kiran Kumar B N	Kiran Kumar B N	Kiran Kumar B N			Mahesh. N	Mahesh. N	Mahesh. N	Mahesh. N	Mahesh. N	Mahesh. N
Mohammad Saqib	Absent	Absent	Absent	Absent	Kiran Kumar B N	Kiran Kumar B N	Kiran Kumar B N	Kiran Kumar B N	Kiran Kumar B N	Kiran Kumar B N
Kavitha. M	Kavitha. M	Kavitha. M			Absent			Absent		
~~Vaishnavi M~~								Kavitha. M	Kavitha. M	
Rajanikanth N	Rajanikanth N	Rajanikanth N	Rajanikanth N		Rajanikanth N	Rajanikanth N	Rajanikanth N	Rajanikanth N	Rajanikanth N	Rajanikanth N
Yashaswini M	Yashaswini M				Yashaswini M			Yashaswini M	Yashaswini M	Yashaswini M
Mamatha TB	Mamatha TB	Mamatha TB	Mamatha TB		Mamatha TB	Mamatha TB		Mamatha TB	Mamatha TB	Mamatha TB
R Akhilesh										
~~Nandini~~										
Preethi.r	Preethi.r	Preethi.r	Preethi.r			Preethi.r		Preethi.r		
Archana	Archana	Archana						Archana	Archana	

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Divya						
Swapna R	—	—				
Rahul V	Rahul.V	Rahul V	Rahul.V	Rahul.V	Rahul.V	Rahul.V
Sultana						
Rakshitha.GJ	Raksh	Raksh	Raksh	Rakshith	Rakshitha	—
Eleka	Eleka.	Eleka	Eleka	—	—	—
Pavithra.S	Pavithra.S	pavithra.s	—	—	Pavithra.S	Pavithra
Lakshmipriya K.B	Lakshmipriya	—	—	—	Lakshmipriya	Lakshmipriya
Anusha.K.V.	Anusha	Anusha	—	—	Anusha	Anusha
Jagannath	Jag	Jag	Jag	—	Jag	—
Lokesh.S	Lokesh.S	Lokesh.S	Lokesh.S	—	Lokesh.S	Lokesh.S
Praveen.N	Prav	Praveen	Praveen	Praveen		
Priyanka.K	Priyanka	Priyanka	Priyanka	Priyanka		
Sahanashree.N	Sahanashree.	—				
Chandan.K	Chandan	Chandan	Chandan	Chandan		
Nithya.D.S.	—	—	—	—	Nithya.DS	Nithya.D.S
Keerthy.N.V	Keerthy.N.V	Keerthy.N.V	—	—	Keerthy.N.V	Keerthy.N.V
Madhushree.G	Madhu	Madhu	—	—	Madhu	Madhu
Chidambar.S	Chidambar	Chidam		Chi	Chidam	Chidambar

Rakshith in Eleka. after Eleka Pavithra.S Lakshmipriya Anusha Jag Lokesh.S

Rakshith Pavithra.S Lakshmipriya Anusha Jag Lokesh.S

clear.K

Keerthy.N.V Madhu Chidambar

Keerthy.N.V Madhu

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Jay[illegible]r, Bangalore-70

CERTIFICATE
of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

MR. MOHAN . R

MBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on Digital Marketing

Dr.Puttaraj. P
Principal, City College

Principal
CITY COLLEGE
Jayanagar, Bangalore-70

Deepthi Ashok
Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

MS Kumar
Coach at AES & NIDM

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

MS. ASHWITHA

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Jayanagar, Bangalore-70

Deepthi Ashok
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ADVANCED EDUCATIONAL SERVICES

MS Kumar
Coach at AES & NIDM

ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

DIGITAL MARKETING FOR MBA STUDENTS

1. INRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Why Digital Marketing?

2. Digital Marketing Channels

- Understanding the Digital Consumer
- Digital Marketing Channels
- Digital Marketing Metrics

3. Starting a blog

- Setting up your own blog
- Creating Content
- Introduction to Marketing

4.SOE

- Digital Marketing Channels
- Starting a blog
- The basics
- Keywords and their basics
- Creating an SEO strategy
- The significance of SEO for every business

5. Search Engine Marketing

- Creating SEM campaigns
- SEM Reports and Optimization
- Create a Search Ad Campaign

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- Content Calendars
- Creating content for different channels
- Content Scheduling
- Search Engine Marketing

6. Content Marketing

- Creating content for social media
- Distribution platforms
- Establishing brand presence
- The gateway to success - secret social recipe

7. SOCIAL MARKETING AND FREELANCING

- Starting your own email campaigns
- Using the right platforms
- Starting a newsletter
- How to become a freelancer
- The do's and don'ts of freelancing
- Landing your first gig
- Finding clients globally

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Value added program Report
Digital Marketing for Commerce & Management

(16th -20th Jan 2024)

CITY COLLEGE
Jayanagar
Bangalore

Reported By: Roopashree
Asst. Prof. City College, Bangalore

CITY COLLEGE

No.27/2, 33rd cross, 2nd main Rd, 7th block, Jayanagar, Bangalore - 560082

Value Added Program on Digital Marketing for Commerce & Management

Date: 16th -20th Jan 2024

VAP Duration: 30 Hrs

Time: 9:30am to 12:30pm

1:00pm to 4:00pm

For: B.COM & BBA students
Speaker of the program:
Dr. C B Venkata Krishna Prasad
Director - Acquire and Accord Solution LLP

Objectives of the session: Receive unparalleled guidance from industry mentors, teaching assistants, and graders

- Receive one-on-one feedback on submissions and personalized feedback on improvement
- Student support is available 7 days a week, 24*7. Timely doubt resolution by industry experts and peers
- Personalized expert feedback on assignments and projects
- Regular live sessions by experts to clarify concept-related doubts
- Live sessions by experts on various industry topics
- One-on-one discussion and feedback sessions with industry mentors

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Topics covered on Day1:

Digital Marketing Landscape

Fundamentals of Marketing: Journey from Traditional Marketing to Digital Marketing, Digital Marketing Metrics and Channels, Customer Centricity

Case Studies: Digital Channels Deep Dive -

Designing a Web Presence, Social Media Marketing,Search Engine Optimisation (SEO)

- **Case Studies:**
- Blog Creation Project (WordPress),Social Media Marketing Live Project (Facebook Ads Manager),Stukent Mimic Social (Leadership track)

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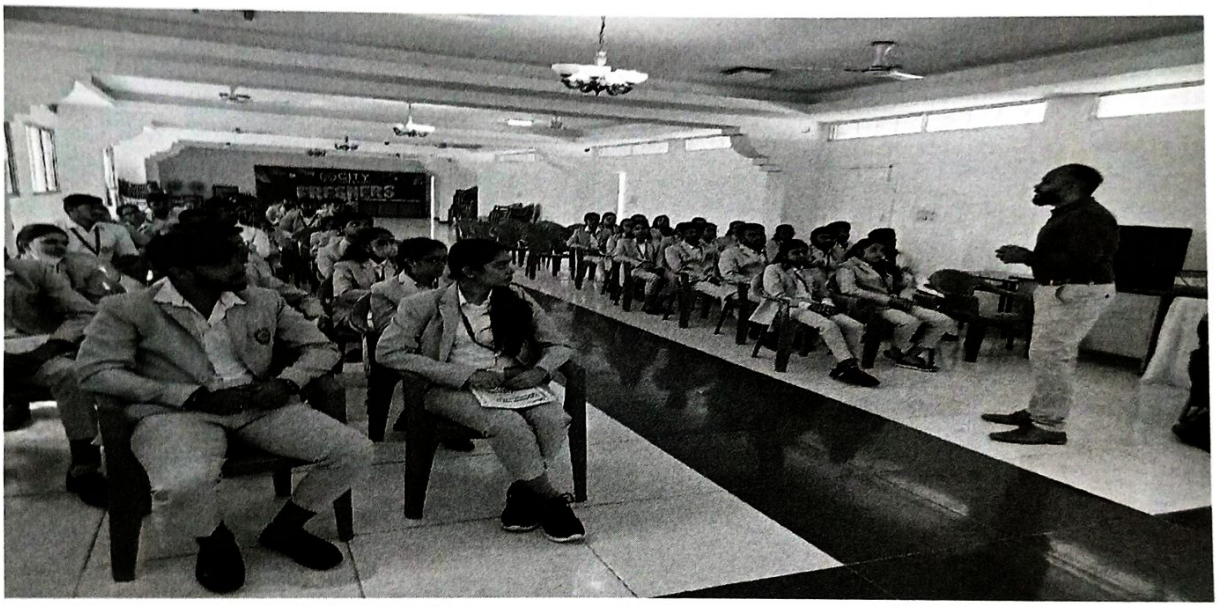
Day2:session:

Marketing Analytics and Integrated Strategy:

Web Analytics,Defining a Robust Digital Marketing Strategy,Planning DM Resources (Agency/Team,Case Studies: 2 case studies on reputed companies in E-commerce and Transportation, Web Analytics Live Project (Google Analytics),Capstone Project and E-Commerce Bootcamp, e-Commerce Bootcam ,Capstone Proje

Day3:session:

Designing Website
Basics of Search Engine Optimization
Basics of Search Engine Marketing



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Day4 & 5:session:
Basics of Social Media Marketing (Test 2)
Digital Display Marketing
Email Marketing
Affiliate marketing

Digital Marketing Student Learning Outcomes

- Communication: Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to college-level expectations.
- Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.
- Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions.
- Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.
- Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform.
- A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement.
- Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively.

Value Added Coordinator

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Jayanagar, Bangalore-70

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Ranjitha C

BBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "DIGITAL MARKETING"

Dr. Puttaraj P
Principal City College

Deepthi Ashok
Founder AES

Harshit U Parekh
Coach at AES & CA

ADVANCED EDUCATIONAL SERVICES

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURS- DIGITAL MARKETING ASSOCIATION WITH AES – BBA

STUDENT'S REGISTRATION LIST Date: 16/1/24

SL.NO	USN No	Student Name	Signature
1	U03BX23M0016	Harshavardhan A	
2	U03BX23M0008	Najeeb Pasha N	
3	U03BX23M0006	LISHA CHOWDARY	
4	U03BX23M0007	Mateen Pasha	
5	U03BX23M0004	HARSHITH M	
6	U03BX23M0011	RICHARD LEON FELLER	
7	U03BX23M0024	NIKITA KUMARI	
8	U03BX23M0029	SNEHA AHMED	
9	U03BX23M0039	PARTH M NAIDU	
10	U03BX23M0025	Preetham Yadav B	
11	U03BX23M0010	RANJITHA C	
12	U03BX23M0018	MOHAMMAD FARDEEN	
13	U03BX23M0038	CHINNI LAHARI	
14	U03BX23M0015	GOPAL PARIT	
15	U03BX23M0036	ZAIBA BEGUM	
16	U03BX23M0034	TEJESHWINI S	
17	U03BX23M0022	MUSKAN	
18	U03BX23M0026	Rakshitha G	
19	U03BX23M0023	NAWAZ BAIG	
20	U03BX23M0035	YASH P KOTHARI	
21	U03BX23M0019	MOHAMMED ABIR	
22	U03BX23M0020	MOHAMMED TAJAMUL	

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23	U03BX23M0009	Prajwal V	
24	U03BX23M0013	ADITYA SINGH BHADORIYA	
25	U03BX23M0017	MD AMIN	
26	U03BX23M0033	SYED ZAID	
27	U03BX23M0012	S NITHYA	
28	U03BX23M0002	ARPAN M	
29	U03BX23M0030	SUHAIL R	
30	U03BX23M0001	AMRUTESH M L	
31	U03BX23M0037	ZOHRA FATHIMA	
32	U03BX23M0005	LALITHA A	
33	U03BX23M0027	S SALMAN AHMED	
34	U03BX23M0003	Dinesh	
35	U03BX23M0032	SYED TARIQ PASHA	
36	U03BX23M0028	SHAIK ABDUL REHMAN	
37	U03BX23M0014	Fardeen Khan	
38	U03BX23M0021	MOHAMMED ZAID KHAN	
39	U03BX23M0040	PRAVEEN KUMAR D	
40	U03BX23M0055	BI BI KUBRA	
41	U03BX23M0056	PREETHI KUMARI	
42	U03BX23M0057	KIRAN R	
43	U03BX23M0059	SRI HARI RAJ	

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VALUE ADDED PROGRAM SYLLBUS

DIGITAL MARKETING FOR BBA STUDENTS

1. INRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Why Digital Marketing?

2. Digital Marketing Channels

- Understanding the Digital Consumer
- Digital Marketing Channels
- Digital Marketing Metrics

3. Starting a blog

- Setting up your own blog
- Creating Content
- Introduction to Marketing

4.SOE

- Digital Marketing Channels
- Starting a blog
- The basics
- Keywords and their basics
- Creating an SEO strategy
- The significance of SEO for every business

5. Search Engine Marketing

- Creating SEM campaigns
- SEM Reports and Optimization
- Create a Search Ad Campaign

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- Content Calendars
- Creating content for different channels
- Content Scheduling
- Search Engine Marketing

6. Content Marketing

- Creating content for social media
- Distribution platforms
- Establishing brand presence
- The gateway to success - secret social recipe

7. SOCIAL MARKETING AND FREELANCING

- Starting your own email campaigns
- Using the right platforms
- Starting a newsletter
- How to become a freelancer
- The do's and don'ts of freelancing
- Landing your first gig
- Finding clients globally

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Value added program Report
GST & Taxation for Commerce & Management

(4th – 8th Sept 2023)

CITY COLLEGE
Jayanagar
Bangalore

Reported By: Deepashree B R
Asst. Prof.
City College,Bangalore

CITYCOLLEGE

No.27/2,33rd cross,2nd main Rd,7th block,Jayanagar,Bangalore-560082

GST & Taxation for Commerce &Management

Venue: City College
Value added program: GST & Taxation for Commerce & Management
Date: 4th – 8th Sept 2023
For : B.COM & BBA
Duration: 30hrs

PROGRAM OBJECTIVES:

- Objective of the course is
- Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules
- Students will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax.
- Students will be equipped with the knowledge of composition schemes under GST, Exemptions under GST, concept of supply of goods, nature of supply.
- Students will also learn about the customs law, valuation and baggage rules.

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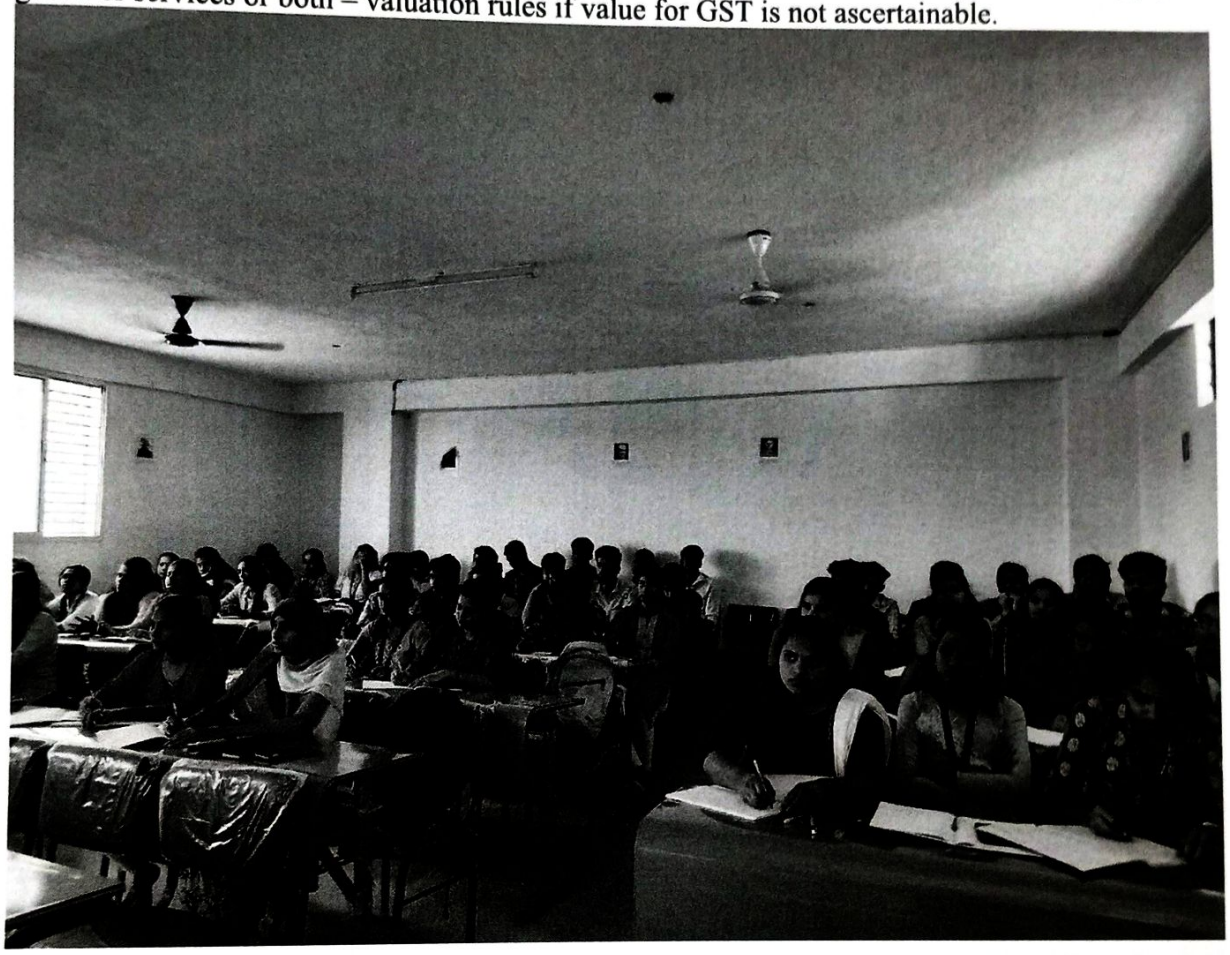
Session Day 1:

Introduction to Indirect Taxes and GST Indirect taxes – an overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST - GST-an overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST - supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.



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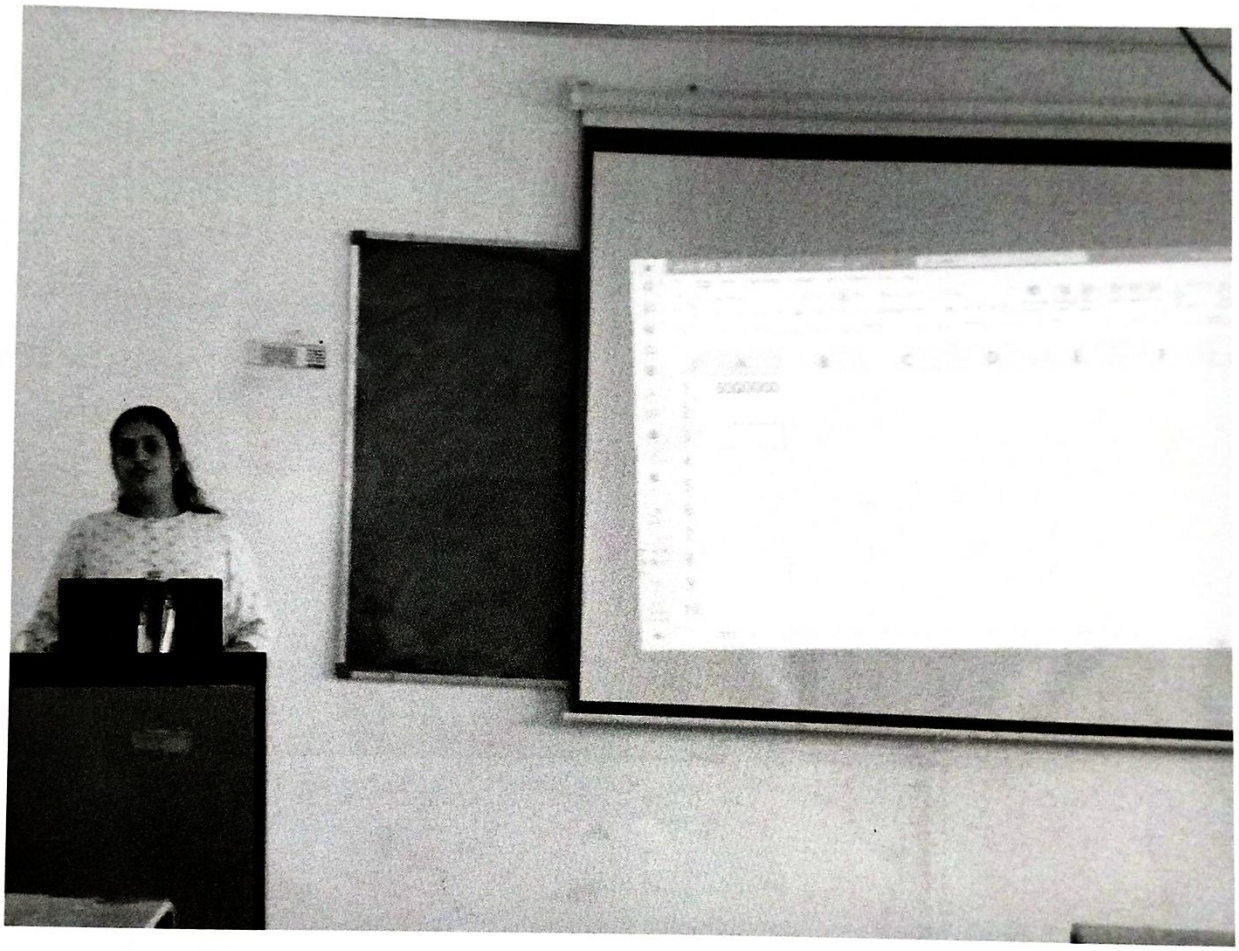
Session Day 2:

Goods and Services Tax - I Exemption from GST – Composition scheme in GST – Input Tax Credit – utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST – Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.



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Session Day 3:
Goods and Services Tax - II Central GST, Integrated GST, Union Territory GST – Goa GST - Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

Other Indirect Taxes. Goa Value Added Tax (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover, Works-Contract, Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products.

Session Day 4:
NCCD of Customs - Transaction Value at the time and place of importation – rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty

Session Day 5:
Case day solving including different companies and doubt clearing session

Program outcome:
Goods and Service Tax (GST) is one of the most crucial Indirect tax reforms in India since independence. GST renders numerous benefits to different parties such as business and industry, central and state governments and the ultimate consumers. Hence, this course is designed to equip the student with the new concept of GST that has subsumed various indirect taxes prevailing earlier, introduce the students to GST law, relevant rules and procedures. GST was implemented in India on 1st July 2017. It required to be understood by everyone as all of us pay goods and service tax in some way or other to the government. This course is designed to develop the students with the various concepts of goods and service tax act law and procedures. The students learning this course should know persons liable to pay GST, valuation under GST, reverse charge, input tax credit, exemption from GST, composition scheme as well as the procedures of Customs law and Goa VAT. This course would enable students to make their careers in goods and services tax consultation. The purpose of this course is to gain expert knowledge of the principles of the indirect taxes including goods and service tax, customs law, Goa VAT, its relevant laws and rules.

Value Added Program Coordinator

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Certificate of Completion

Certified Tally ERP.9 + GST Expert

This is to certify that

PRATHAP.A

Has successfully completed the certificate program in "Tally ERP.9 + GST Expert

Duration of the course: 24 hours of theory and Practical

Founder Director
Advanced Educational Services,
Bengaluru- 560011, Karnataka

Principal
City College, Jayanagar
Bengaluru- 560082

Date of Issue:

Certificate No.: AES/City/TEGE/

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VALUE- ADDED COURSE- TALLY, MS OFFICE, EXCEL
ASSOCIATION WITH AES – BCOM & BBA

STUDENT'S REGISTRATION LIST

Date: 06/9/23

SL.NO	REG No	Student Name	Signature
1	U03BX22M0004	KUNA TEJA	
2	U03BX22M0001	KARAN KUMAR N	
3	U03BX22M0002	MOHAMMED UWAIZ	
4	U03BX22M0003	LOKESH S	
5	U03BX22M0005	SUDARSHAN H P	
6	U03BX22M0006	SURESH S	
7	U03BX22M0007	SWAROOP B	
8	U03BX22M0008	AMIT CHAKMA	
9	U03BX22M0009	VAIBHAV SINGH PUNDIR	
10	U03BX22M0010	RANI KIRAN KISKU	
11	U03BX22M0011	ROSHAN	
12	U03BX22M0012	NEHA TAJ	
13	U03BX22M0013	PUNITH KUMAR G	
14	U03BX22M0014	PREM KUMAR K	
15	U03BX22M0015	Adarsh Tamang	
16	U03BX22M0016	WASEEQ UR RAHMAN	
17	U03BX22M0017	AISHWARYA P	
18	U03BX22M0018	FAISAL PASHA	
19	U03BX22M0019	SHUBASH DEY	
20	U03BX22M0022	MOSTAFA AHMED BARBHUIYA	
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27	U03BX22M0028	MOHAMMED SAQIB	
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29	U03BX22M0032	V POOVARASU	
30	U03BX22M0033	USMAN BIN SAYEED	
31	U03BX22M0035	NANDINI M	
32	U03BX22M0037	HEMALATHA S	
33	U03BX22M0038	ABRAN PASHA	
34	U03BX22M0039	ROHIT JAIN	
35	U03BX22M0040	HARSH VARDHAN SINGH	
36	U03BX22M0041	AKASH RANA	
37	U03BX22M0042	MOHAMED HARSHAQ K P	

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38	U03BX22M0044	MANJUNATH G R	
39	U03BX22M0043	MOHAMMED SAYEED	
40	U03BX22M0045	M D MADAN KUMAR	
41	U03BX22M0046	DARSHAN YADAV U	
42	U03BX22M0047	N KISHORE	
43	U03BX22M0048	RUSHDA KONAIN	
44	U03BX22M0052	NANDINI P G	
45	U03BX22M0050	SRIKANTH S	
46	U03BX22M0049	NASRUDEEN T	
47	U03BX22M0051	ASISH CHETRY	
48	U03BX22M0053	HARISH KUMAR B	
49	U03BX22C0002	KHAJI REHAN	
50	U03BX22C0001	YASHASHWINI T	
51	U03BX22C0003	LINGAYYA B STHAVARAMATHA	
52	U03BX22C0004	TARUN B R	
53	U03BX22C0005	MOHAMMED ZUBER	
54	U03BX22C0006	ANUSHKA SINGH	
55	U03BX22C0007	NISHA KUMARI	
56	U03BX22C0008	CHANDANA U	
57	U03BX22C0009	NIKITA YADAV	
58	U03BX22C0010	BIJOY KUMAR JAMATIA	
59	U03BX22C0012	FAYAZ B	
60	U03BX22C0013	MAHENDAR B	
61	U03BX22C0014	NAGA KRUTHIK S S	
62	U03BX22C0015	PREM K JAIN	
63	U03BX22C0016	R DEEPIKA	
64	U03BX22C0017	RAHUL REDDY R	
65	U03BX22C0019	VARUN J	
66	U03BX22C0020	DARSHAN U	
67	U03BX22C0021	JANCY S	
68	U03BX22C0022	MOHAMED HARSHAQ K P	
69	U03BX22C0023	VENNAPUSA BHAVANA	
70	U03BX22C0024	M YUVRAJ	
71	U03BX22C0025	VEDASHREE K	
72	U03BX22C0026	GOWTHAMRAJ S	
73	U03BX22C0027	KIRAN N	
74	U03BX22C0030	PRIYADARSHINI J	
75	U03BX22C0031	RAKESH A	
76	U03BX22C0029	DHEERAJ SHEKAR C	
77	U03BX22C0028	SARATHI	
78	U03BX22C0032	DARSHAN N	

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ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

GST & TAXATION FOR COMMERCE & MANAGEMENT STUDENTS

1) Introduction to GST & Taxation

- Introduction to Indirect Taxes and GST Indirect taxes
- An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
- An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.

2) Classification of GST

- Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

3) Goods and Services Tax – I

- Exemption from GST – Composition scheme in GST – Input Tax Credit
- Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
- Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.

4)Goods and Services Tax - II

- Central GST, Integrated GST, Union Territory GST – Goa
- Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

5) Other Indirect Taxes.

- Value Added Tax
- (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,

- Works-Contract,
- Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products

6) NCCD of Customs

- Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

-

Value added program Report On

CYBER SECURITY & Ethical hacking for BCA

(16th to 21st sept 2023)

CITY COLLEGE
Jayanagar
Bangalore

Reported By: Roopa C L
Asst. Prof.
City College, Bangalore

Principal
CITY COLLEGE
Jayanagar, Bangalore 70

CITYCOLLEGE

No.27/2, 33rd cross, 2nd main Rd, 7th block, Jayanagar, Bangalore - 560082

Value added program Report On CYBER SECURITY for BCA

Date: 16th to 21st sept 2023

VAP Duration: 30 Hrs

Time: 9:30am to 12:30pm

1:00pm to 4:00pm

Students: BCA students

Venue: Seminar Hall & class room

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PROGRAM OBJECTIVES:

- The objective of cyber security is to educate students to stop or reduce harm. For computer networks, apps, devices, and data.

- To provide information on Cyber security refers to the use of a network plan. Software and other technologies defend groups and somebody from cyber attacks.
- Give the knowledge of Cyber security protection of internet-connected ways such as hardware. It adds software and data from cyber warnings.

- A strong cyber security plan can give a good protection behavior upon malicious crimes. Also, it is useful in stopping attacks that try to damage a system's activities.

- More importantly, it requires a multi-pronged effort. Besides, it includes security management for better monitoring and visibility.

- Boost innovation by securing safer collaboration beyond all learning. It adds cloud and mobile.
- Scale effectively and securely. To defend your data in the group.
- Avoid data crimes and other cybercrimes that can turn down the cost of your business.
- Educating students how to take precautions on Mobile cybersecurity should not be taken for granted. Mobile crimes are on the growth and mobile device power.

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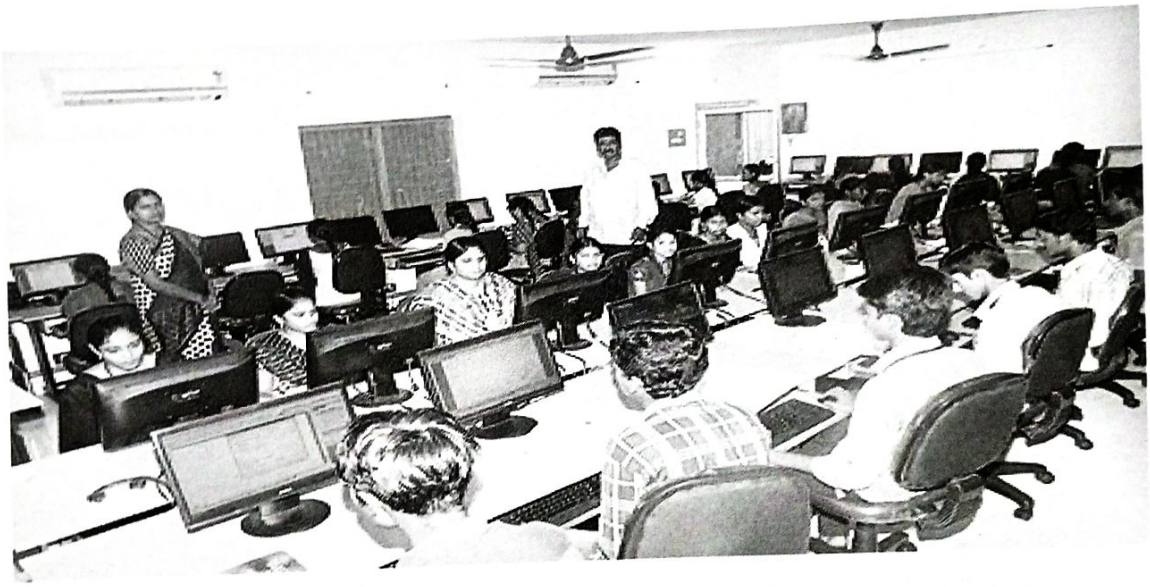
Profile of the speaker:

SREENATH. Gopinath
BTECH-MBA (Associate Member National Cyber safety and Security Standard New Delhi*
Director & CMO –Tech by heart India pvt.ltd Kochi
*Centre head Appin Technogy lab (Delhi IIT Based Cyber Security Institution) Kochi, Kozhikode
Pride of Nation Award Winner First Keralite
APJ ABDUL KALAM Award winner
Rajeev Gandhi International Excellence Award -2021



COURSE OUTCOME:

Educating and training students to handle real scenarios , Every business will answer this problem in its own way. But, any analysis must include the assets that when given a warning.

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Students gained knowledge about crimes and security, markets could not decide if they were cut for a long time.
This program helped students to have a correct business set plan. So, this is a key to avoid putting crimes in your data.
Shields are anything you can use to counter signs and reduce danger. So, students need to be alert to the people that look to be out of the data.
Guided with different tools and technologies to protect their data, information and hacking.

Value added program coordinator

principal

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CITY COLLEGE
Jayanagar, Bangalore-70

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURS- CYBER SECURITY & ETHICAL HACKING IN ASSOCIATION WITH AES

BCA 2023- 24

STUDENT'S ATTENDANCE LIST Date:

SL. NO	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX22S0001	SHAIK FAYAAZ SAHEB					
2	U03BX22S0002	Vikram M					
3	U03BX22S0003	HEMASHREE P S					
4	U03BX22S0004	SANJAY S					
5	U03BX22S0005	PRADEEP SINGH N					
6	U03BX22S0006	LOKESH B					
7	U03BX22S0007	GOWNI RAMESH					
8	U03BX22S0008	MAHESH KUMAR S					
9	U03BX22S0009	TEJAS K					
10	U03BX22S0010	NIKHIL R					
11	U03BX22S0011	KISHORE V					
12	U03BX22S0012	MAJUMDER SUVODIP PRADIP					
13	U03BX22S0016	SRIDHAR RAJ N					
14	U03BX22S0014	UMME HAFSA F					
15	U03BX22S0015	ROSHAN KUMAR PANDEY					
16	U03BX22S0017	TUSAR DEWAN CHAKMA					
17	U03BX22S0019	BHARGAB PROTIM BORA					
18	U03BX22S0021	RAJASHEKHAR					
19	U03BX22S0022	ANIVESH JHA					

20	U03BX22S0023	NIKATH PARVEEN S N					
21	U03BX22S0025	NIKITHA J					
22	U03BX22S0026	LIKITH M					
23	U03BX22S0027	SANJAY R					
24	U03BX22S0028	THOMSON SERAM					
25	U03BX22S0029	B P PANISUBRAMANYAM					
26	U03BX22S0030	YUMNAM MICHAEL MEITEI					
27	U03BX22S0031	AKASH KUMAR					
28	U03BX22S0032	POORVI SAXENA					
29	U03BX22S0033	BINITA DAS					
30	U03BX22S0034	SUJATA NATH					
31	U03BX22S0038	PRIYANSHU MISHRA					
32	U03BX22S0035	NIHARIKA SHARMA					
33	U03BX22S0036	HEMANTH REDDY B					
34	U03BX22S0037	V MADHUSHREE					
35	U03BX22S0039	MD MASHUD AHMED					
36	U03BX22S0040	VISHAL SUTHAR					
37	U03BX22S0041	AYAAN SHAFI					
38	U03BX22S0042	CHINMOY PHUKON					
39	U03BX22S0043	ADITYA					
40	U03BX22S0044	PRAVEENKUMAR E					
41	U03BX22S0045	HARISH INDORA P					
42	U03BX22S0046	MOULYA J					
43	U03BX22S0047	P C VAISHNAVI					
44	U03BX22S0048	SUPRIM MONDAL					
45	U03BX22S0049	DEEPSHIKHA KARMAKAR					

46	U03BX22S0050	RAJ KI SHORE PANDA	RAJ SH	RAJ S	RAJ S	RAJ	RAJ
47	U03BX22S0051	DINESH KUMAR O	O. Hul	O. KUMA	O. KUMA	O. KU	O. KUMA
48	U03BX22S0052	FARUK ABDHULLA M					
49	U03BX22S0053	AJITH KUMAR R	AJITH	AJITH	AJITH	AJITH	AJITH

Principal
CITY COLLEGE
Jayanagar, Bangalore-70

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Vikram M

BCA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on Cyber security and Ethical Hacking

Dr. Puttaraj P
Principal City College

Deepthi Ashok
Founder AES

Harshit U Parekh
Coach at AES & CA

ADVANCED EDUCATIONAL SERVICES

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Nikhil R

BCA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on Cyber security and Ethical Hacking

Dr. Puttaraj P
Principal City College

Deepthi Ashok
Founder AES

Harshit U Parekh
Coach at AES & CA

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VALUE ADDED PROGRAM SYLLABUS

CYBER SECURITY & ETHICAL HACKING FOR BCA STUDENTS

1) Introduction to Hacking

- What Is Hacking?
- Who Are Hackers?
- Types Of Hackers?
- Hackers Group
- Advantages And Disadvantages Of Hacking.
- What Is Cyber War?
- Who Are Cyber Criminals?
- What Is Cyber Security?

2. Certification, Terminologies, Phases Of Hacking

- Certificate Needed To Become A Successful Hacker
- Ceh, Chfi, Esca & Lpt Certification (Ec-Council)
- Offensive Security Certification
- Important Terms Related To Ethical Hacking With Definition And It's
- Meaning.
- Phases Of Hacking Such As Reconnaissance, Scanning, Gaining Access,
- Maintaining Access, and Clearing Tracks.

3. Basic Networking Concept, Ip Address, Proxy Setting, & Vpn

- What Is the Internet?
- Advantages And Disadvantages Of Internet
- Topologies
- What Is Ip Address?
- Classes Of Ip Address
- Versions Of Ip Address G. What Is Proxy Setting?
- Uses Of Proxy Setting

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- Types Of Proxy Setting
- How To Make Your Own Vpn K. What Is Tor Bundle And Network?

4. What Is Kali Linux?

- How To Get Kali Linux?
- Kali Linux Features
- Installing Kali Linux
- Setting Up Lab With Kali Linux
- How To Make It Live Bootable With Pendrive
- Kali Linux Overviews After Installation
- Learning Basic Commands Regarding Kali Linux

5. Foot Printing (Information Gathering) With Kali Linux & Termux

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

6. Kali Linux Introduction, Installation, Introduction Of Basic Commands

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

7. Foot Printing (Information Gathering) With Kali Linux & Termux

- What Is Termux?
- How To Install Emulator In Windows
- Working With Emulators And Installing Termux.
- Working With Termux
- Installing Basic Command With Termux
- Installing Tools Under Termux.

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VALUE ADDED PROGRAM SYLLABUS

CHATGPT & GENERATIVE AI FOR BCA STUDENTS

1.INRODUCTION TO CHATGPT & GENERATIVE AI

- What is CHATGPT
- Why GENERATIVE AI

2. Introduction to Deep Learning and Neural Networks

- Multi-layered Neural Networks
- Artificial Neural Networks and various methods
- Deep Learning libraries

3. AI pipelines

- Why and when we need MLOps
- Training, tuning, and serving on AI platform
- Kube Flow pipelines on AI platform
- CI/CD for Kube flow pipelines

4. Machine learning and Predictions Algorithms

- Supervised learning
- Unsupervised learning
- Dimensionality reduction

5 : AI data visualization

- Introduction to data visualization
- Architecture of Tableau

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- Working with metadata and data blending
- Creation of sets
- Working with filters
- Organizing data and visual analytics
- Working with mapping

6. CHATGPT & Natural Language Processing and its applications

- Overview of Natural Language Processing and text mining
- Text mining, cleaning, and processing
- Text classification, Sentence structure, sequence tagging, sequence tasks,
- and language modeling
- Introduction to semantics and vector space models
- Dialog systems

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VALUE- ADDED COURSE-CHAT GPT & GENERATIVE AI

2023-24

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DATE :

SL. NO	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX22S0054	KAMANA POUDEL	Poudel	Poudel	Poudel	Poudel	Poudel
2	U03BX22S0055	JAFFAR SHABAZ KHAN	Khan	Khan	Khan	Khan	Khan
3	U03BX22S0057	ABHINASH S	S	S	S	S	S
4	U03BX22S0056	POOJA B S	BS	BS	BS	BS	BS
5	U03BX22S0059	R PREM	Prem	Prem	Prem	Prem	Prem
6	U03BX22S0060	AKASH KHADKA	Akash	Akash	Akash	Akash	Akash
7	U03BX22S0061	BYRE GOWDA S A	SA	SA	SA	SA	SA
8	U03BX22S0062	S KIRTANA	S	S	S	S	S
9	U03BX22S0066	SYED RAYAAN	Syed	Syed	Syed	Syed	Syed
10	U03BX22S0063	AMRIT RAJ	Raj	Raj	Raj	Raj	Raj
11	U03BX22S0064	A SAQIB	A	A	A	A	A
12	U03BX22S0065	SHAIK VASIMA HABIB	Shaik	Shaik	Shaik	Shaik	Shaik
13	U03BX22S0067	SYED FARDEEN	Fardeen	Fardeen	Fardeen	Fardeen	Fardeen
14	U03BX22S0068	ARAPIT YADAV	Yadav	Yadav	Yadav	Yadav	Yadav
15	U03BX22S0069	PRADELP N C	NC	NC	NC	NC	NC
16	U03BX22S0070	SUPRITHA R	R	R	R	R	R
17	U03BX22S0071	POOJA K	K	K	K	K	K
18	U03BX22S0072	SHASHANK S	Shas	Shas	Shas	Shas	Shas
19	U03BX22S0073	PUNIT AJIT BURSHI	Ajit	Ajit	Ajit	Ajit	Ajit
20	U03BX22S0074	JITHAN S	Jithan	Jithan	Jithan	Jithan	Jithan
21	U03BX22S0075	MADHU CHANDRA K	Madhu	Madhu	Madhu	Madhu	Madhu

22	U03BX22S0076	PREETHI JASMINE A	A	A	A	A	A
23	U03BX22S0077	KEERTHANA S	S	S	S	S	S
24	U03BX22S0078	KASHISH CHAUHAN	Chauhan	Chauhan	Chauhan	Chauhan	Chauhan
25	U03BX22S0079	SHAH FAHAD	Shah	Shah	Shah	Shah	Shah
26	U03BX22S0080	PATIL SURAJ CHANDRAKANT	Patil	Patil	Patil	Patil	Patil
27	U03BX22S0081	M P SAI SUPREETH	Sai	Sai	Sai	Sai	Sai
28	U03BX22S0082	MOHAMMED SUFYAN ZAKIR Z	Zakir	Zakir	Zakir	Zakir	Zakir
29	U03BX22S0083	LATA RAJU NAIK	Lata	Lata	Lata	Lata	Lata
30	U03BX22S0084	NANDAN S S	SS	SS	SS	SS	SS
31	U03BX22S0085	V SURESH	V	V	V	V	V
32	U03BX22S0086	AZMAN AHMED	Azman	Azman	Azman	Azman	Azman
33	U03BX22S0087	P AKSHAY GOWDA	P	P	P	P	P
34	U03BX22S0088	SHREELAKSHMI A U	AU	AU	AU	AU	AU
35	U03BX22S0089	DAYANAND TAKKODI	Raya	Raya	Raya	Raya	Raya
36	U03BX22S0090	UDAY S	uday	uday	uday	uday	uday
37	U03BX22S0091	GURRAM KONDA GNANA PRASUNA	Konda	Konda	Konda	Konda	Konda
38	U03BX22S0092	DAMASANI SHREVANTH REDDY	Reddy	Reddy	Reddy	Reddy	Reddy
39	U03BX22S0093	RABIYA SULTANA	Rabi	Rabi	Rabi	Rabi	Rabi
40	U03BX22S0094	KRRISH KUMAR PANDEY	Kumar	Kumar	Kumar	Kumar	Kumar
41	U03BX22S0095	BISHAL KUMAR THAKUR	Thakur	Thakur	Thakur	Thakur	Thakur
42	U03BX22S0096	ANIKET VIJAY MISHRA	vijay	vijay	vijay	vijay	vijay
43	U03BX22S0097	THEPALLE SUDHARSHAN KUMAR	Kumar	Kumar	Kumar	Kumar	Kumar
44	U03BX22S0098	MANOJ KUMAR M	M	M	M	M	M
45	U03BX22S0100	PRAJWAL K R	KR	KR	KR	KR	KR
46	U03BX22S0099	MARWA HASSAN	Has	Has	Has	Has	Has
47	U03BX22S0101	ANJALI KUMARI	Anjali	Anjali	Anjali	Anjali	Anjali
48	U03BX22S0102	MOHAMMED RAYAN	Rayan	Rayan	Rayan	Rayan	Rayan
49	U03BX22S0103	PRANAY KUMAR	Kumar	Kumar	Kumar	Kumar	Kumar

50	U03BX22S0104	ARJITHA SHREYAVAS					
51	U03BX22S0105	YASHWANTH C					
52	U03BX22S0106	SASHANKAR BHUYAN					
53	U03BX22S0107	K SREEHARI					
54	U03BX22S0108	KUSHAL M					
55	U03BX22S0109	SANDEEP P					
56	U03BX22S0110	RAMAVATH SRIDHAR					
57	U03BX22S0111	AMAAN AHMED					
58	U03BX22S0112	ZAINAB INAMDAR					
59	U03BX22S0118	VARSHA V					
60	U03BX22S0121	PRASHANTHKUMAR. S					
61	U03BX22S0116	ADITHYA KUMAR					
62	U03BX22S0113	BIPIN PANDEY					
63	U03BX22S0119	MANASA S					
64	U03BX22S0120	GAHANA GANAPATHI					
65	U03BX22S0114	AKASH DEV S					
66	U03BX22S0115	SHREYAS MADIWALAR					
67	U03BX22S0117	MUNEEB AHAMED PERVIZ					
68	U03BX22S0122	MD FAREED AHMED					

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Pallavi BN

MBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

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VALUE ADDED PROGRAM SYLLABUS

CHATGPT & GENERATIVE AI FOR MBA STUDENTS

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VALUE- ADDED COURSE-CHAT GPT & GENERATIVE AI

MBA 2023-2024

Date :

SL No.	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	P03BX23M015116	Chitra L					
2	P03BX23M015116	Chitra L					
3	P03BX23M015167	VIDYA SREE K					
4	P03BX23M015029	sowmya v s					
5	P03BX23M015141	N S KOMALA					
6	P03BX23M015034	SOUMYA LAXMAN RAO KULKARNI					
7	P03BX23M015112	JUSTIN P EBENEZER					
8	P03BX23M015001	KAVYA N					
9	P03BX23M015002	JEEVITHA M					
10	P03BX23M015003	AJAY REDDY S					
11	P03BX23M015004	GUNASHREE M					
12	P03BX23M015005	VENKATESH S					
13	P03BX23M015006	JEEVITHA V B					
14	P03BX23M015007	SUNIL T V					
15	P03BX23M015008	BHAVANI K					
16	P03BX23M015009	RANGASWAMY P					
17	P03BX23M015010	PRAGATHI D					
18	P03BX23M015011	Pallavi B N					
19	P03BX23M015012	ABHISHEK V					
20	P03BX23M015013	K LAKSHMI					
21	P03BX23M015014	MANJULA M					
22	P03BX23M015035	VARUN R					
23	P03BX23M015015	PRASHMA PRAKASH					
24	P03BX23M015016	SHAMANTH C M					
25	P03BX23M015017	HEZU HUMA					
26	P03BX23M015018	SWATHI T S					
27	P03BX23M015019	CHETHAN KUMAR B S					
28	P03BX23M015020	PRIYANKA B M					
29	P03BX23M015021	LOKESH B					
30	P03BX23M015025	Kaiyan Kumar C S					
31	P03BX23M015024	POOJA S N					
32	P03BX23M015170	MOHAMMED ASHRAF ALI KHAN					
33	P03BX23M015054	Annapurna P					
34	P03BX23M015044	C SHWETHA					

35	P03BX23M015045	MANOJ J						
36	P03BX23M015132	LOKESH K S						
37	P03BX23M015037	DILIP G						
38	P03BX23M015139	MAHADEVAPRABHU M						
39	P03BX23M015072	SRINIVAS S						
40	P03BX23M015063	LATISHKUMAR ANNAPPA ACHARI						
41	P03BX23M015175	UTKARSH SRIVASTAV						
42	P03BX23M015047	YASHASWINI H A						
43	P03BX23M015187	MOHAMMED MUNTAZEEM						
44	P03BX23M015133	NISARGA V						
45	P03BX23M015160	NAGESH R						
46	P03BX23M015151	CHETHAN B R						
47	P03BX23M015183	SRIKANTH S						
48	P03BX23M015173	RAKSHITHA G S						
49	P03BX23M015110	JYOTHI R						
50	P03BX23M015130	HEMANTHRAJ S						
51	P03BX23M015127	TEJAS N S						
52	P03BX23M015121	SUSHMITHA S						
53	P03BX23M015055	YASHWANTH GOWDA K T						
54	P03BX23M015143	K MURALI REDDY						
55	P03BX23M015038	YASEEN B						
56	P03BX23M015161	VAISHNAVI VINAYAK SHIRUR						
57	P03BX23M015105	CHETHAN H						
58	P03BX23M015179	NITHIN KUMAR N						
59	P03BX23M015123	AKASH KUMAR C B						
60	P03BX23M015159	MISBA BEGUM						
61	P03BX23M015142	SUPRABHA M P						
62	P03BX23M015163	H S HARSHA VARDHAN						
63	P03BX23M015026	HARSHITH KUMAR M						
64	P03BX23M015062	HARSHITHA DIMPLE J						
65	P03BX23M015073	PRERANA E						
66	P03BX23M015023	YASHWANTH V						
67	P03BX23M015135	RAJASEKARAN R						
68	P03BX23M015136	M RAMKUMAR						
69	P03BX23M015109	GEETHA R						
70	P03BX23M015129	THASHWINI N						
71	P03BX23M015042	RAJINI R						
72	P03BX23M015039	SUMATHI N						
73	P03BX23M015048	MAMATHA DEVI						
74	P03BX23M015066	SOUNDARYA B						

75	P03BX23M015050	SYEDA ARSHIYA LUTHFAN					
76	P03BX23M015180	SANTHOSH KUMAR R					
77	P03BX23M015022	DEEKSHITH U					
78	P03BX23M015182	TEJAS K L					
79	P03BX23M015064	SHEETHAL M L					
80	P03BX23M015071	BIBI HAJIRA					
81	P03BX23M015065	MADHULINGA					
82	P03BX23M015067	NAVAJEEVAN KUMAR EDUPUGANTI					
83	P03BX23M015186	DEEPA S					
84	P03BX23M015137	MADHUSHREE M					
85	P03BX23M015058	CELSIA R					
86	P03BX23M015085	PAVAN KUMAR H					
87	P03BX23M015069	KARAN N					
88	P03BX23M015120	SHESHADRI S S					
89	P03BX23M015028	KAVYA M K					
90	P03BX23M015046	USHA M					
91	P03BX23M015192	PRANAV RAJAGOUDA PATIL					
92	P03BX23M015145	VEDAKEERTHI K S					
93	P03BX23M015122	SHAVEER					
94	P03BX23M015040	SHASHANK S					
95	P03BX23M015178	H L ASHUSHENA					
96	P03BX23M015060	CHANDANA K V					
97	P03BX23M015153	ROOPESH S					
98	P03BX23M015108	A SONIKA					
99	P03BX23M015176	VEERAMAHESH M					
100	P03BX23M015053	NAVEEN M S					
101	P03BX23M015140	PRATHAP S B					
102	P03BX23M015043	HEMANTH B S					
103	P03BX23M015148	RITHIK P					
104	P03BX23M015076	RAKSHITH T R					
105	P03BX23M015154	ABINAYA ELANGO					
106	P03BX23M015172	SHARANYA J					
107	P03BX23M015031	DILEEP DHARMA MADIVAL					
108	P03BX23M015149	MANOJ RAJ R					
109	P03BX23M015134	SHYLAJA P					
110	P03BX23M015150	KIRAN V					
111	P03BX23M015086	LOHITH					
112	P03BX23M015144	NANDINAYINI SIVA SANKARA					
113	P03BX23M015101	MANOJ S					
114	P03BX23M015027	HEMA M					
115	P03BX23M015057	ARJUN RAM S K					
116	P03BX23M015041	PAVAN KUMAR S					
117	P03BX23M015061	SIDDESH PATEL G					

118	P03BX23M015164	SUHAS K					
119	P03BX23M015174	MANOJ KUMAR K H					
120	P03BX23M015156	K V VARUN					
121	P03BX23M015068	VINOD KUMAR R					
122	P03BX23M015114	MOHAMMED ADNAN SHARIFF					
123	P03BX23M015115	MOHAMMED ADNAN SHARIFF					
124	P03BX23M015169	YOGESH M					
125	P03BX23M015152	KISHORE R					
126	P03BX23M015032	Abhishek M					
127	P03BX23M015111	M LATHA					
128	P03BX23M015155	NARAYANASWAMY					
129	P03BX23M015128	LAVANYA N P					
130	P03BX23M015052	SREE SHAKTHI M					
131	P03BX23M015059	AMBIKA N C					
132	P03BX23M015020	L ANU					
133	P03BX23M015036	GEETHA R					
134	P03BX23M015165	UMME MUSFERA					
135	P03BX23M015157	HANUMESH M					
136	P03BX23M015131	KUSUMA C M					
137	P03BX23M015181	LOHITH S					
138	P03BX23M015146	PAVITHRA K R					
139	P03BX23M015126	BRUNDA C					
140	P03BX23M015171	BHANU PRIYA S					
141	P03BX23M015103	INDUMATHI B					
142	P03BX23M015049	MEGHA A					
143	P03BX23M015117	ROJALIN BEHERA					
144	P03BX23M015056	SHASHI KUMARA K J					
145	P03BX23M015070	LIKHITH T U					
146	P03BX23M015033	SATHISH D N					
147	P03BX23M015158	NIKHIL M V					
148	P03BX23M015118	RAKSHITA CHANNALLI					
149	P03BX23M015051	GAYATHRI R					
150	P03BX23M015197	PRAPULLA C					
151	P03BX23M015079	CHANDANA V					
152	P03BX23M015138	NARASIMHARAJA N					
153	P03BX23M015102	A SANTHOSHA					
154	P03BX23M015082	SAHANA M					
155	P03BX23M015185	NAVYA SHREE M					
156	P03BX23M015106	RAKESH S GOWDA					
157	P03BX23M015184	BHAVANA P					
158	P03BX23M015113	PRATHAPA N					
159	P03BX23M015119	MADHU C V					
160	P03BX23M015177	N DARSHAN					
161	P03BX23M015090	UDAYAKUMARA A R					

162	P03BX23M015147	KARTHIK V						
163	P03BX23M015074	JASHWANTH						
164	P03BX23M015075	DIVYASHREE V						
165	P03BX23M015162	C M VARUN KUMAR						
166	P03BX23M015125	Mallesha P						
167	P03BX23M015078	VIJAY KUMAR B S						
168	P03BX23M015166	DARSHAN						
169	P03BX23M015077	VANI A V						
170	P03BX23M015081	SOUNDARYA M						
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172	P03BX23M015083	GANESH SHETTY R						
173	P03BX23M015089	LANCHANA M R						
174	P03BX23M015084	JAYANTH YADUNARAYAN S N						
175	P03BX23M015087	PRADEEP K						
176	P03BX23M015088	RAJU S						
177	P03BX23M015091	RADHIKA B R						
178	P03BX23M015099	SHODHAN M KATKE						
179	P03BX23M015096	SHILPA R						
180	P03BX23M015098	HARSHITHA K						
181	P03BX23M015095	NISARGA L						
182	P03BX23M015097	OWAIS UL HAQH						
183	P03BX23M015094	SHREYA P N						
184	P03BX23M015093	J TEJASWINI						
185	P03BX23M015124	SHASHIKALA M J						
186	P03BX23M015092	ALIYATASLEEM						
187	P03BX23M015100	MAMTHA J						
188	P03BX23M015168	SPOORTHI H						
189	P03BX23M015107	SANDESH K M						
190	P03BX23M015104	GAGAN GOWDA T N						
191	P03BX23M015188	MANOJ KUMAR S M						
192	P03BX23M015189	SATHVIKA M						
193	P03BX23M015190	HARFATH M						
194	P03BX23M015191	SOHAN JAIN A N						
195	P03BX23M015193	DEEPAK T						
196	P03BX23M015195	SHASHANK B R						
197	P03BX23M015194	VIKAS R						
198	P03BX23M015198	BHARGAV REDDY Y S						
199	P03BX23M015203	CHAYANIKA SHIT						
200	P03BX23M015200	ABHISHEK R						
201	P03BX23M015205	MAHESH BV						
202	P03BX23M015202	PUSHPINDER SINGH						
203	P03BX23M015204	MOHAN KUMAR S						
204	P03BX23M015201	NAVANEETH P M						
205	P03BX23M015199	SACHIN M R						
206	P03BX23M015206	POORNA PRASAD SHIVANNA						

207	P03BX23M015207	AJITH TEJ J					
208	P03BX23M015208	ANAND KUMAR Y					
209	P03BX23M015209	ANNAPOORNESHWARI R					
210	P03BX23M015210	CHATHURYA S					
211	P03BX23M015211	CHETHAN N					
212	P03BX23M015212	DHANALAKSHMI N					
213	P03BX23M015213	Harsha V					
214	P03BX23M015214	KAMALESH S					
215	P03BX23M015215	KEERTHANA N					
216	P03BX23M015216	KIRAN L					
217	P03BX23M015217	KUSUMA G					
218	P03BX23M015218	LAKSHMIRANI G R					
219	P03BX23M015219	LAVANYA M					
220	P03BX23M015220	LEKHANA H S					
221	P03BX23M015221	LEKHASHREE S					
222	P03BX23M015222	MADHUMITHA R					
223	P03BX23M015223	MADHU SUDHANA G					
224	P03BX23M015224	MAMATHA G					
225	P03BX23M015225	MAMATHA N					
226	P03BX23M015226	NIHARIKA TIWARI					
227	P03BX23M015228	PRAVEEN P					
228	P03BX23M015229	RAJESH G					
229	P03BX23M015230	RAKSHITH VIJAY					
230	P03BX23M015231	SAHANA H S					
231	P03BX23M015232	SIDDESH M R					
232	P03BX23M015233	SUMANTH J					
233	P03BX23M015234	VIKRAM R					
234	P03BX23M015235	VRUNDA V					
235	P03BX23M015236	AKASH C					
236	P03BX23M015237	M C HARSHAVARDHANA					
237	P03BX23M015238	GANGOTHRI G					
238	P03BX23M015240	BRINDA C R					
239	P03BX23M015241	BHUVAN M					
240	P03BX23M015242	GANESH S					

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Value Added Program Report

Advanced MS OFFICE: Advance Excel, Power point Presentation for Commerce & Management Department

(16th – 20th jan 2024)

CITY COLLEGE
Jayanagar,Bangalore

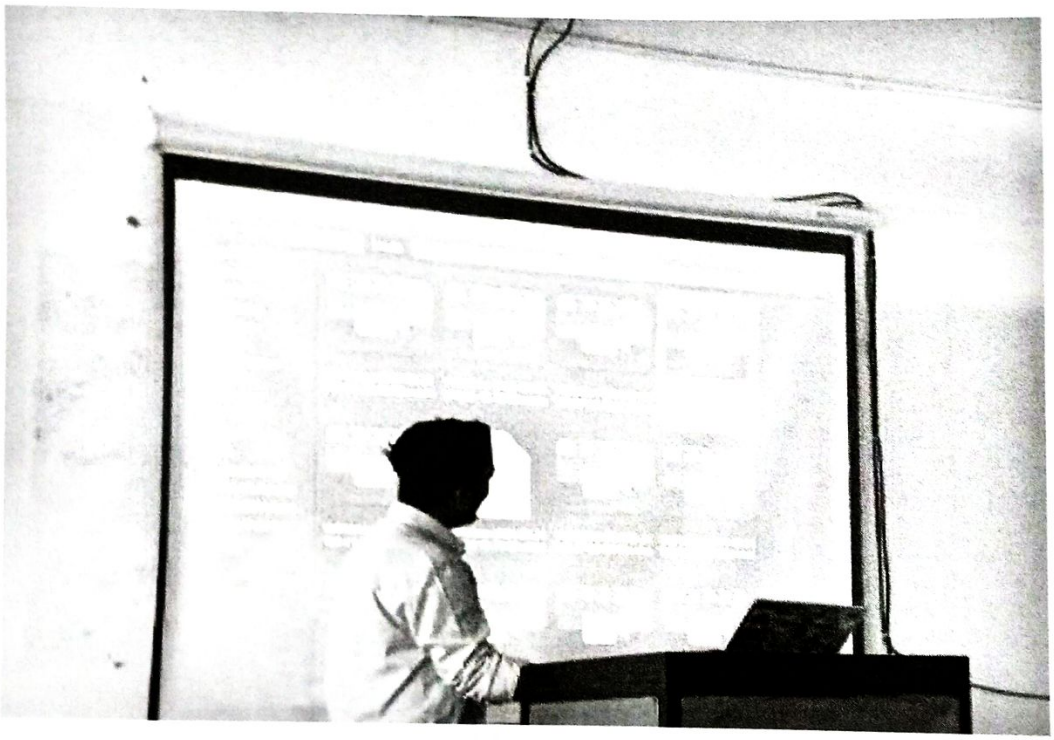
BY:Roopashree
Value added program coordinator

CITYCOLLEGE

No.27/2,33- cross,2- main Rd,7- block,Jayanagar,Bangalore-560082

MS OFFICE: Advance Excel, Power point Presentation BBA

Venue: City College
Value added program: Advanced MS OFFICE: Advance Excel, Power point Presentation
Date: 16th – 20th jan 2024
For : BBA & B.COM
Duration: 30hrs



1. **speaker profile:**
   John Doe

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Experienced Computer instructor with over 10 years of experience in managing and maintaining trainer. Throughout his career, he has displayed a high level of technical proficiency and a commitment to customer satisfaction. John is an organized, detail-oriented individual who excels in troubleshooting and problem-solving. He is a team player with excellent communication skills.

2. Objective of the Course:

- Right knowledge about Excel and how to use it smartly.
- Create your own Interactive Reports & Dashboards.
- Re implement the concepts on different problems.
- Organized way to learn excel for Building Reports and Dashboards.

3. Outcome of the Workshop:

- Gain knowledge on basic as well as advanced excel concepts and functions.
- Understand the practical application of the basic as well as advanced excel concepts.
- Develop their thought process in such a way so as to apply their learnings in their educational or professional life.
- Build a solid understanding of the Basics of Microsoft Excel.
- Learn the most common Excel functions used in the Office.
- Create dynamic reports by mastering PivotTables

4. Topics covered in the program:

- Easily build dynamic tools & Excel dashboards to filter, display and analyze your data
- Create your own formula-based Excel formatting rules
- Join datasets from multiple sources with X LOOKUP, INDEX & MATCH functions
- Manipulate dates, times, text, and arrays
- Lookup Functions,H LOOK UP Functions
- Conditional Formatting,What-If,Sum if Analysis
- Pivot Tables and charts

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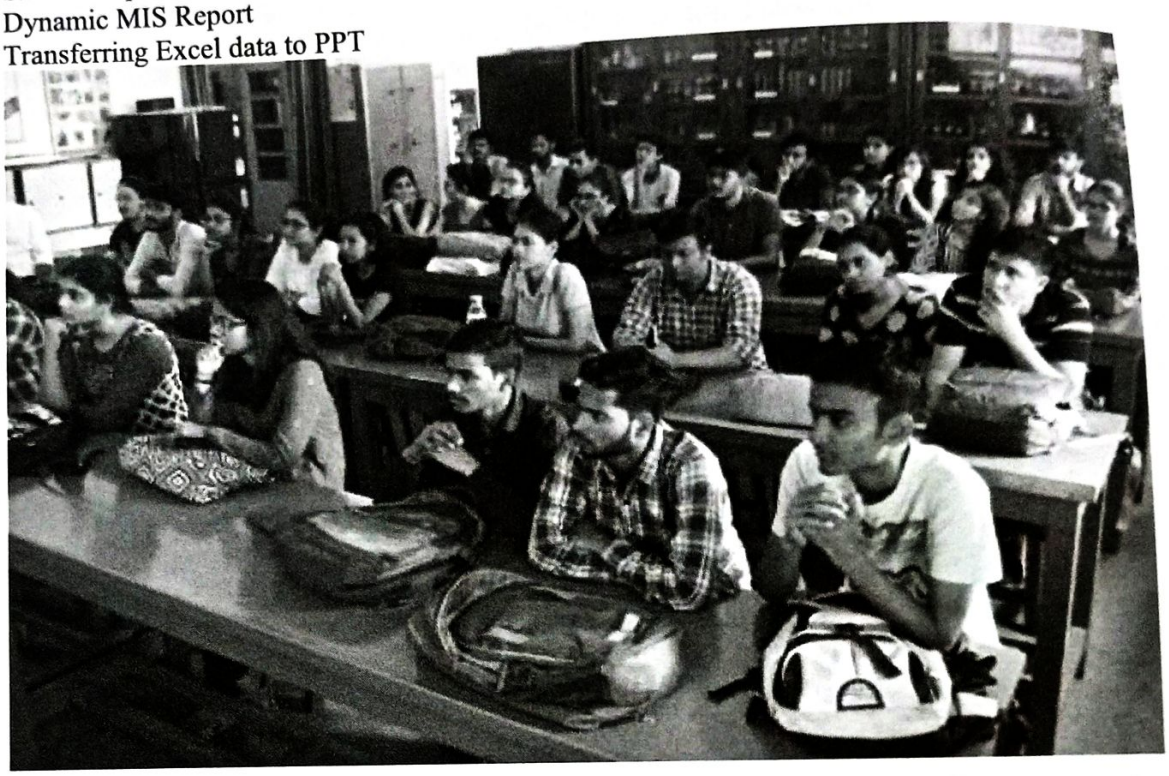
- Data Sorting, Data Filtering, Tables,Charts
- unlocking dynamic formulas with IF, V LOOKUP, INDEX, MATCH functions and many more
- Maintain large sets of Excel data in a list or table
- Create dynamic reports by mastering one of the most popular tools, PivotTables
- Slicer and pivot tables
- Dynamic MIS Report
- Transferring Excel data to PPT



5. CLASSROOM AND LAB ACTIVITIES:

- Basic concepts of Advanced MS Excel program, Assignment & editing statements, Data Types, operators and expressions etc, with examples and exercise.
- Recursion, Using an array, Using arrays with Functions
- The method of instruction followed for most of the sessions is activity based wherein students had to execute the programs/report which were instructed to understand them properly
- All the sessions were interactive in nature.

FACULTY COORDINATOR

PRINCIPAL

Principal
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Jayanagar, Bangalore-70

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Lalitha A

BBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "MS OFFICE, EXCEL, POWERPOINT"

Dr. Puttaraj P
Principal City College

Deepthi Ashok
Founder AES

Harshit U Parekh
Coach at AES & CA

ADVANCED EDUCATIONAL SERVICES

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Rohit Jain

BBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "MS OFFICE, EXCEL, POWERPOINT"

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Coach at AES & CA

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VALUE- ADDED COURSE- TALLY, MS OFFICE, EXCEL
ASSOCIATION WITH AES – BBA 2023 - 24

STUDENT'S ATTENDANCE LIST Date:

SL. NO	REGISTER NO.	STUDENT NAME	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX22M0004	KUNA TEJA	Teja	Teja	Teja	Teja	Teja
2	U03BX22M0001	KARAN KUMAR N	N	N	N	N	N
3	U03BX22M0002	MOHAMMED UWAIZ	Uwaiz	Uwaiz	Uwaiz	Uwaiz	Uwaiz
4	U03BX22M0003	LOKESH S	S	S	S	S	S
5	U03BX22M0005	SUDARSHAN H P	HP	HP	HP	HP	HP
6	U03BX22M0006	SURESH S	Suresh	Suresh	Suresh	Suresh	Suresh
7	U03BX22M0007	SWAROOP B	Roop	Roop	Roop	Roop	Roop
8	U03BX22M0008	AMIT CHAKMA	Amit	Amit	Amit	Amit	Amit
9	U03BX22M0009	VAIBHAV SINGH PUNDIR	Singh	Singh	Singh	Singh	Singh
10	U03BX22M0010	RANI KIRAN KISKU	Kisku	Kisku	Kisku	Kisku	Kisku
11	U03BX22M0011	ROSHAN	Roshan	Roshan	Roshan	Roshan	Roshan
12	U03BX22M0012	NEHA TAJ	Taj	Taj	Taj	Taj	Taj
13	U03BX22M0013	PUNITH KUMAR G	G	G	G	G	G
14	U03BX22M0014	PREM KUMAR K	K	K	K	K	K
15	U03BX22M0015	Adarsh Tamang	Adar	Adar	Adar	Adar	Adar
16	U03BX22M0016	WASEEQ UR RAHMAN	W	W	W	W	W
17	U03BX22M0017	AISHWARYA P	Aish	Aish	Aish	Aish	Aish
18	U03BX22M0018	FAISAL PASHA	Pasha	Pasha	Pasha	Pasha	Pasha
19	U03BX22M0019	SHUBASH DEY	Dey	Dey	Dey	Dey	Dey
20	U03BX22M0022	MOSTAFA AHMED BARBHUIYA	Ahmed	Ahmed	Ahmed	Ahmed	Ahmed
21	U03BX22M0020	SONU YADAV	Sonu	Sonu	Sonu	Sonu	Sonu
22	U03BX22M0021	HUZAIFA ASRAR	Asrar	Asrar	Asrar	Asrar	Asrar
23	U03BX22M0023	AFWAAN BAIG	Baig	Baig	Baig	Baig	Baig
24	U03BX22M0025	DINESH R	R	R	R	R	R
25	U03BX22M0026	UKHITHA S	S	S	S	S	S
26	U03BX22M0027	ABDUL WAHAB KHAN	Abdul	Abdul	Abdul	Abdul	Abdul
27	U03BX22M0028	MOHAMMED SAQIB	Saqib	Saqib	Saqib	Saqib	Saqib
28	U03BX22M0030	V AKASH KARTHIK	V	V	V	V	V
29	U03BX22M0032	V POOVARASU	Poova	Poova	Poova	Poova	Poova
30	U03BX22M0033	USMAN BIN SAYEED	Usman	Usman	Usman	Usman	Usman

31	U03BX22M0035	NANDINI M	M	M	M	M	M	
32	U03BX22M0037	HEMALATHA S	Latha	Latha	Latha	Latha	Latha	
33	U03BX22M0038	ABRAN PASHA	Pasha	Pasha	Pasha	Pasha	Pasha	
34	U03BX22M0039	ROHIT JAIN	Jain	Jain	Jain	Jain	Jain	
35	U03BX22M0040	HARSH VARDHAN SINGH	Singh	Singh	Singh	Singh	Singh	
36	U03BX22M0041	AKASH RANA	Rana	Rana	Rana	Rana	Rana	
37	U03BX22M0042	MOHAMED HARSHAQ K P	KP	KP	KP	KP	KP	
38	U03BX22M0044	MANJUNATH G R	GR	GR	GR	GR	GR	
39	U03BX22M0043	MOHAMMED SAYEED	Sayeed	Sayeed	Sayeed	Sayeed	Sayeed	
40	U03BX22M0045	M D MADAN KUMAR	Madan	Madan	Madan	Madan	Madan	
41	U03BX22M0046	DARSHAN YADAV U	Yadav	Yadav	Yadav	Yadav	Yadav	
42	U03BX22M0047	N KISHORE	N	N	N	N	N	
43	U03BX22M0048	RUSHDA KONAIN	Konain	Konain	Konain	Konain	Konain	
44	U03BX22M0052	NANDINI P G	Pg	Pg	Pg	Pg	Pg	
45	U03BX22M0050	SRIKANTH S	Sri	Sri	Sri	Sri	Sri	
46	U03BX22M0049	NASRUDEEN T	T	T	T	T	T	
47	U03BX22M0051	ASISH CHETRY	Ashish	Ashish	Ashish	Ashish	Ashish	
48	U03BX22M0053	HARISH KUMAR B	Kumar	Kumar	Kumar	Kumar	Kumar	
49	U03BX23M0016	Harshavardhan A	Harsh	Harsh	Harsh	Harsh	Harsh	
50	U03BX23M0008	Najeeb Pasha N	Pasha	Pasha	Pasha	Pasha	Pasha	
51	U03BX23M0006	LISHA CHOWDARY	Lisha	Lisha	Lisha	Lisha	Lisha	
52	U03BX23M0007	Mateen Pasha	Mateen	Mateen	Mateen	Mateen	Mateen	
53	U03BX23M0004	HARSHITH M	Harsh	Harsh	Harsh	Harsh	Harsh	
54	U03BX23M0011	RICHARD LEON FELLER	Feller	Feller	Feller	Feller	Feller	
55	U03BX23M0024	NIKITA KUMARI	Kumari	Kumari	Kumari	Kumari	Kumari	
56	U03BX23M0029	SNEHA AHMED	Ahmed	Ahmed	Ahmed	Ahmed	Ahmed	
57	U03BX23M0039	PARTH M NAIDU	Naidu	Naidu	Naidu	Naidu	Naidu	
58	U03BX23M0025	Preetham Yadav B	Yadav	Yadav	Yadav	Yadav	Yadav	
59	U03BX23M0010	RANJITHA C	Ranji	Ranji	Ranji	Ranji	Ranji	
60	U03BX23M0018	MOHAMMAD FARDEEN	Fardeen	Fardeen	Fardeen	Fardeen	Fardeen	
61	U03BX23M0038	CHINNI LAHARI	Lahari	Lahari	Lahari	Lahari	Lahari	
62	U03BX23M0015	GOPAL PARIT	Gopal	Gopal	Gopal	Gopal	Gopal	
63	U03BX23M0036	ZAIBA BEGUM	Zaiba	Zaiba	Zaiba	Zaiba	Zaiba	
64	U03BX23M0034	TEJESHWINI S	S	S	S	S	S	
65	U03BX23M0022	MUSKAN	Muskan	Muskan	Muskan	Muskan	Muskan	
66	U03BX23M0026	Rakshitha G	G	G	G	G	G	
67	U03BX23M0023	NAWAZ BAIG	Baig	Baig	Baig	Baig	Baig	
68	U03BX23M0035	YASH P KOTHARI	Yash	Yash	Yash	Yash	Yash	
69	U03BX23M0019	MOHAMMED ABIR	ABIR	ABIR	ABIR	ABIR	ABIR	
70	U03BX23M0020	MOHAMMED TAJAMUL	Tajamul	Tajamul	Tajamul	Tajamul	Tajamul	

71	U03BX23M0009	Prajwal V	V	V	V	V	V
72	U03BX23M0013	ADITYA SINGH BHADORIYA	Singh	Singh	Singh	Singh	Singh
73	U03BX23M0017	MD AMIN	Amin	Amin	Amin	Amin	Amin
74	U03BX23M0033	SYED ZAID	Zaid	Zaid	Zaid	Zaid	Zaid
75	U03BX23M0012	S NITHYA	S	S	S	S	S
76	U03BX23M0002	ARPAN M	Arpan	Arpan	Arpan	Arpan	Arpan
77	U03BX23M0030	SUHAIL R	Suhail	Suhail	Suhail	Suhail	Suhail
78	U03BX23M0001	AMRUTESH M L	ML	ML	ML	ML	ML
79	U03BX23M0037	ZOHRA FATHIMA	Zahra	Zohra	Zohra	Zohra	Zohra
80	U03BX23M0005	LALITHA A	Lalitha	Lalitha	Lalitha	Lalitha	Lalitha
81	U03BX23M0027	S SALMAN AHMED	Salman	Salman	Salman	Salman	Salman
82	U03BX23M0003	Dinesh	Dinesh	Dinesh	Dinesh	Dinesh	Dinesh
83	U03BX23M0032	SYED TARIQ PASHA	Syed	Syed	Syed	Syed	Syed
84	U03BX23M0028	SHAIK ABDUL REHMAN	ABdul	ABdul	ABdul	ABdul	ABdul
85	U03BX23M0014	Fardeen Khan	Khan	Khan	Khan	Khan	Khan
86	U03BX23M0021	MOHAMMED ZAID KHAN	Zaid Khan	Zaid Khan	Zaid Khan	Zaid Khan	Zaid Khan
87	U03BX23M0040	PRAVEEN KUMAR D	Kumar	Kumar	Kumar	Kumar	Kumar
88	U03BX23M0055	BI BI KUBRA	Kubra	Kubra	Kubra	Kubra	Kubra
89	U03BX23M0056	PREETHI KUMARI	Kubra	Kubra	Kubra	Kubra	Kubra
90	U03BX23M0057	KIRAN R	Kiran	Kiran	Kiran	Kiran	Kiran
91	U03BX23M0059	SRI HARI RAJ	Sri	Sri	Sri	Sri	Sri.

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VALUE- ADDED COURSE- TALLY, MS OFFICE, EXCEL
ASSOCIATION WITH AES – BCOM 2023- 24

STUDENT'S ATTENDANCE LIST Date:

SL. NO	REGISTER NO.	STUDENT NAME	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX21C0002	HARISH N					
2	U03BX21C0003	DEREK ROBIN FERNS					
3	U03BX21C0004	USMAN AHMED KHAN					
4	U03BX21C0005	KUMAWAT VIJAY RADHESHYAM					
5	U03BX21C0006	REVANNA M V					
6	U03BX21C0007	SHASHIDHAR H R					
7	U03BX21C0008	ABDUL RAZAK					
8	U03BX21C0009	OMKAR REDDY					
9	U03BX21C0010	AKASH C					
10	U03BX22C0002	KHAJI REHAN					
11	U03BX22C0001	YASHASHWINI T					
12	U03BX22C0003	LINGAYYA B STHAVARAMATHA					
13	U03BX22C0004	TARUN B R					
14	U03BX22C0005	MOHAMMED ZUBER					
15	U03BX22C0006	ANUSHKA SINGH					
16	U03BX22C0007	NISHA KUMARI					
17	U03BX22C0008	CHANDANA U					
18	U03BX22C0009	NIKITA YADAV					
19	U03BX22C0010	BIJOY KUMAR JAMATIA					
20	U03BX22C0012	FAYAZ B					
21	U03BX22C0013	MAHENDAR B					
22	U03BX22C0014	NAGA KRUTHIK S S					
23	U03BX22C0015	PREM K JAIN					
24	U03BX22C0016	K DEEPIKA					
25	U03BX22C0017	RAHUL REDDY R					
26	U03BX22C0019	VARUN J					
27	U03BX22C0020	DARSHAN U					
28	U03BX22C0021	JANCY S					
29	U03BX22C0022	MOHAMED HARSHAQ K P					
30	U03BX22C0023	VENNAPUSA BHAVANA					
31	U03BX22C0024	M YUVRAJ					
32	U03BX22C0025	VEDASHREE K					
33	U03BX22C0026	GOWTHAMRAJ S					

34	U03BX22C0027	KIRAN N	Kiran	Kiran	Kira	Kiran	Kiran
35	U03BX22C0030	PRIYADARSHINI J	Priya	Priya	Priya	Priya	Priya.
36	U03BX22C0031	RAKESH A	Rakhi	Rakhi	Rakhi	Rakhi	Rakhi
37	U03BX22C0029	DHEERAJ SHEKAR C	Deeraj	Deeraj	Deeraj	Deeraj	Deeraj
38	U03BX22C0028	SARATHI	Sarathi	Sarathi	Sarathi	Sarathi	Sarathi
39	U03BX22C0032	DARSHAN N	Darsha	Darshan	Darsha	Darsha	Darsha.
40	U03BX23C0002	ANIKA RASHMI MALAGAIAH	Anika	Anika	Anika	Anika	Anika
41	U03BX23C0003	FARHAN SAYEED	Fara	Fara	Fara	Fara	Fara.
42	U03BX23C0034	WAIKHOM GUNSON SINGH	Gunson	Gunson	Gunson	Gunson	Gunson
43	U03BX23C0031	SHABAZ KHAN	Shabaz	Shabaz	Shabaz	Shabaz	Shabaz
44	U03BX23C0018	PURUSHOTHAM GOWDA S	Puru	Puru	Puru	Puru	Puru
45	U03BX23C0035	ZAHID KHAN S	Zahid	Zahid	Zahid	Zahid	Zahid
46	U03BX23C0014	MANYA G	Manya	Manya	manya	manya	manya
47	U03BX23C0028	N Y Sandeep	Sand	Sand	Sand	Sand	Sand
48	U03BX23C0009	K PAVANI	Pavani	Pavani	Pavani	Pavani	Pavani
49	U03BX23C0030	SANIYA NAJAM	Saniya	Saniya	Saniya	Saniya	Saniya
50	U03BX23C0008	Jeevan M.	Jeeva	Jeeva	Jeeva	Jeeva	Jeeva
51	U03BX23C0012	Madhuvan K S	Madhu	Madhu	Madhu	Madhu	Madhu
52	U03BX23C0007	Jayanth M	Jayath	Jayath	Jayan	Jayath	Jayanth
53	U03BX23C0004	BINDU SHREE	Bindu	Bindu	Bindu	Bindu	Bindu
54	U03BX23C0016	Naveen M	Naveen	Naveen	Naveen	Naveen	Naveen
55	U03BX23C0025	MEEZAN PASHA	Meeza	Meeza	Meeza	Meeza	Meeza
56	U03BX23C0021	TARUN REDDY B S	Tarun	Tarun	Tarun	Tarun	Tarun
57	U03BX23C0027	MUVENDRA	M	M	M	M	M
58	U03BX23C0019	RISHA G	Re	Re	Re	Re	Re
59	U03BX23C0010	KEERTHANA V	Kee	Kee	Kee	Kee	Kee
60	U03BX23C0011	Lakshmi R	Laksh	Laksh	Laksh	Laksh	Laksh
61	U03BX23C0029	Nekheel Kumar gupta	Neeka	Neekal	Neekal	Neekal	Neekal
62	U03BX23C0006	Hemanth M C	Hem	Hem	Hem	Hem	Hem
63	U03BX23C0001	Abhishek Ruban J	Abhi	Abhi	Abh	Abh	Abh
64	U03BX23C0005	Hemanth Kumar B	Hem	Hem	Hem	Hem	Hem
65	U03BX23C0032	Shahid Khan	Shk	Shk	Shk	Shk	Shk
66	U03BX23C0020	SUNIDHI P	Sunidhi	Sunidhi	Sunidhi	Sunidhi	Sunidhi
67	U03BX23C0033	THULASI	Thul	Thul	Thul	Thul	Thul
68	U03BX23C0003	ARPITH P G	Arpith	Arpith	Arpith	Arpith	Arpith
69	U03BX23C0022	ADITH P G	Aditi	Adith	Adith	Adith	Aditi
70	U03BX23C0036	SAUD A	Saud	Saud	Saud	Saud	Saud
71	U03BX23C0013	Manoj Kumar	M	M	M	M	M
72	U03BX23C0017	Pawaneshwar M	Pawa	Pawa	Pawa	Pawa	Pawa
73	U03BX23C0015	Monica G	Monica	Monica	Monica	Monica	Monica
74	U03BX23C0026	MOHAMMED ZAKI	Moha	Moha	Moha	Moha	Moha
75	U03BX23C0024	JUNAID PASHA	Junaid	Junaid	Junaid	Junaid	Junaid
76	U03BX23C0037	ROSHAN BAIG	Rosh	Rosh	Rosh	Rosh	Rosh
77	U03BX23C0038	SAI DINESH	Sai	Sai	Sai	Sai	Sai

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VALUE ADDED PROGRAM SYLLABUS

TALLY, MS OFFICE, EXCEL, POWER POINT FOR BBA STUDENTS

1.MS WINDOWS, COMPUTER BASICS

- Computer Basic, Creating Folder, Paint
- Directories, input units, Output unit
- Central Processing Units,
- What is hard ware, what is Soft ware
- Windows short cut keys

2. MS WORD

Module 1: Text Basics

- Typing the text, Alignment of text
- Editing Text: Cut, Copy, Paste, Select All, Clear
- Find & Replace

Module 2: Text Formatting and saving file

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Change the Text Case
- Line spacing, Paragraph spacing

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- Shading text and paragraph
- Working with Tabs and Indents

3. Module 3: Working with Objects

- Shapes, Clipart and Picture, Word Art, Smart Art
- Columns and Orderings - To Add Columns to a Document
- Change the Order of Objects
- Page Number, Date & Time
- Inserting Text boxes
- Inserting Word art
- Inserting symbols
- Inserting Chart

Module 4: Header & Footers

- Inserting custom Header and Footer
- Inserting objects in the header and footer
- Add section break to a document

Module 5: Working with bullets and numbered lists

- Multilevel numbering and Bulleting
- Creating List
- Customizing List style
- Page bordering
- Page background

Module 6: Tables

- Working with Tables, Table Formatting

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- Table Styles
- Alignment option
- Merge and split option

Module 7: Styles and Content

- Using Build- in Styles, Modifying Styles
- Creating Styles

MS EXCEL

Module 1: Introduction to Excel

- Introduction to Excel interface
- Understanding rows and columns, Naming Cells
- Working with excel workbook and sheets

Module 2: Formatting excel work book:

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Wrap text, Merge and Centre
- Currency, Accounting and other formats
- Modifying Columns, Rows & Cells

Module 3: Perform Calculations with Functions

- Creating Simple Formulas
- Setting up your own formula
- Date and Time Functions, Financial Functions
- Logical Functions, Lookup and Reference

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- Functions Mathematical Functions
- Statistical Functions, Text Functions.

Module 4: Sort and Filter Data with Excel

Sort and filtering data

- Using number filter, Text filter
- Custom filtering
- Removing filters from columns
- Conditional formatting

MS POWERPOINT

Module 1: Setting Up PowerPoint Environment:

- New, Open, Close, Save, Save As
- Typing the text, Alignment of text
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Cut, Copy, Paste, Select All, Clear text
- Find & Replace
- Working with Tabs and Indents

Module 2: Creating slides and applying themes

- Inserting new slide
- Changing layout of slides
- Duplicating slides
- Copying and pasting slide
- Applying themes to the slide layout

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- Changing theme color
- Slide background
- Formatting slide background
- Using slide views

Module 3: Working with bullets and numbering

- Multilevel numbering and Bulleting
- Creating List
- Page bordering
- Page background
- Aligning text
- Text directions
- Columns option

Module 5: Hyperlinks and Action Buttons

- Inserting Hyperlinks and Action Buttons
- Edit Hyperlinks and Action Button
- Word Art and Shapes

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Report On Value added program on GST & Taxation

(11th March to 15th March 2024)

CITY COLLEGE
Jayanagar
Bangalore

Reported By:Deepashree B R
Asst. Prof.
City College,Bangalore

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Session Day 1:

Introductio

taxatio

CITY COLLEGE

No.27/2, 33rd cross, 2nd main Rd, 7th block, Jayanagar, Bangalore - 560082

Value Added Program -GST & Taxation

Date:11th to 15th march 2024

VAP Duration :30 Hrs

Time :9:30am to 12:30pm

1:00pm to 4:00pm

Students:3rd sem MBA

Venue:Seminar Hall & class room

OBJECTIVES OF THE VALUE ADDED PROGRAM:

- Objective of the course is
- Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules
- Students will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax.
- Students will be equipped with the knowledge of composition schemes under GST, Exemptions under GST, concept of supply of goods, nature of supply.
- Students will also learn about the customs law, valuation and baggage rules.

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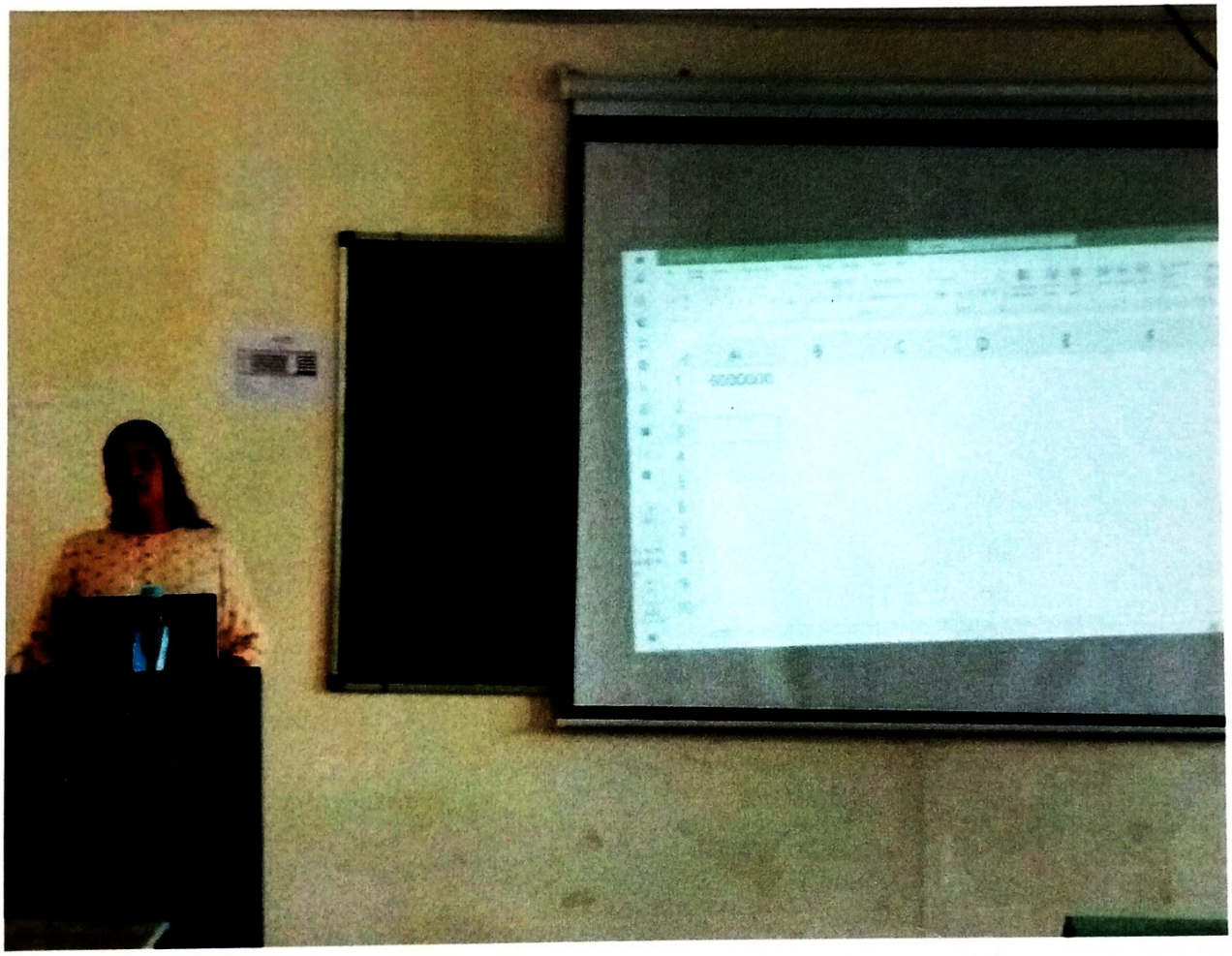
Session Day 1:

Introduction to Indirect Taxes and GST Indirect taxes – an overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST - GST-an overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST - supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.



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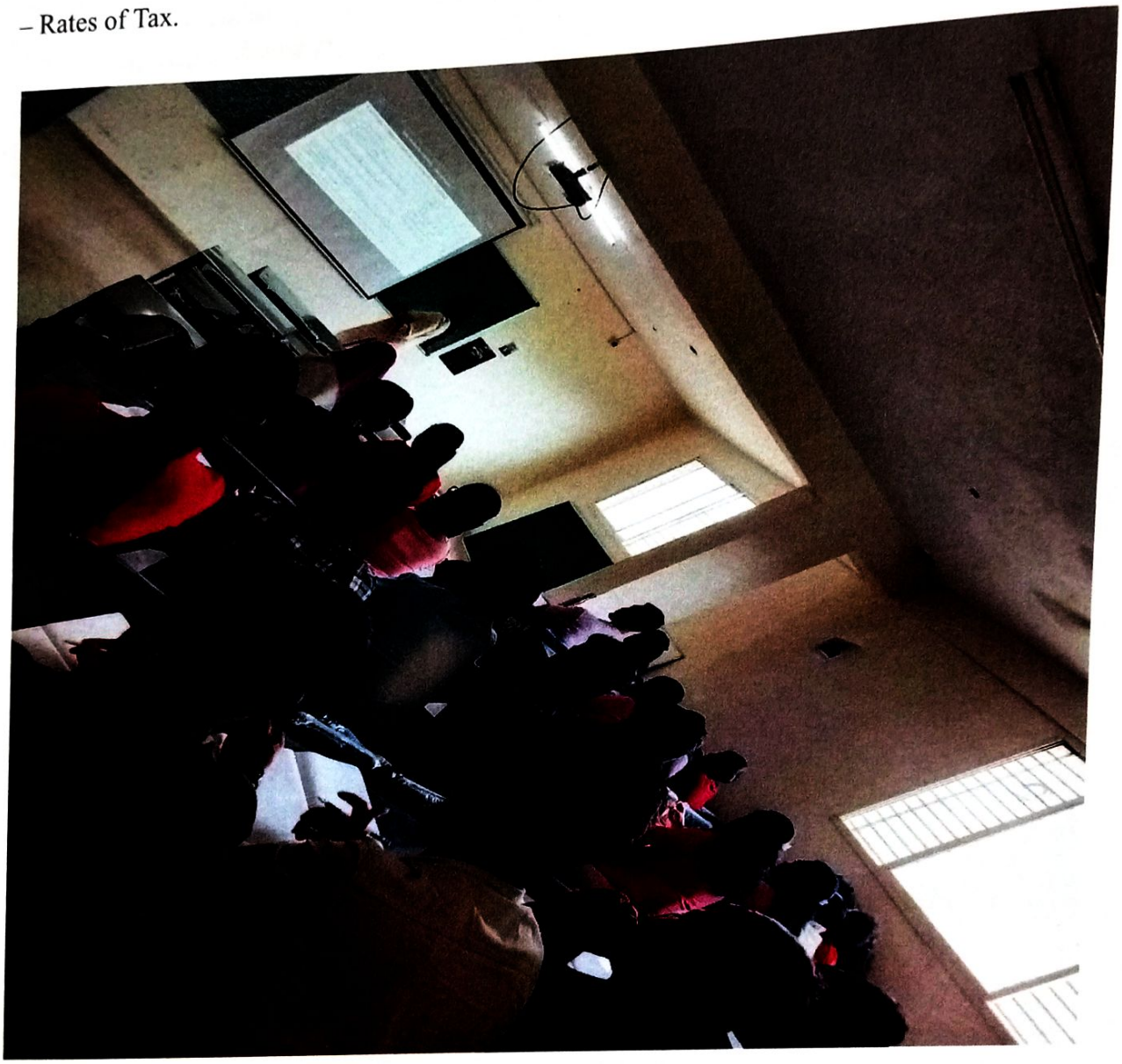
Session Day 2:

Goods and Services Tax - I Exemption from GST – Composition scheme in GST – Input Tax Credit – utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST – Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.



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Session Day 3:

Goods and Services Tax - II Central GST, Integrated GST, Union Territory GST – Goa GST - Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

Other Indirect Taxes. Goa Value Added Tax (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover, Works-Contract, Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products.

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Session Day 4:

NCCD of Customs - Transaction Value at the time and place of importation – rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty

Session Day 5:

Case day solving including different companies and doubt clearing session

Program outcome:

Goods and Service Tax (GST) is one of the most crucial Indirect tax reforms in India since independence. GST renders numerous benefits to different parties such as business and industry, central and state governments and the ultimate consumers. Hence, this course is designed to equip the student with the new concept of GST that has subsumed various indirect taxes prevailing earlier, introduce the students to GST law, relevant rules and procedures. GST was implemented in India on 1st July 2017. It required to be understood by everyone as all of us pay goods and service tax in some way or other to the government. This course is designed to develop the students with the various concepts of goods and service tax act law and procedures. The students learning this course should know persons liable to pay GST, valuation under GST, reverse charge, input tax credit, exemption from GST, composition scheme as well as the procedures of Customs law and Goa VAT. This course would enable students to make their careers in goods and services tax consultation. The purpose of this course is to gain expert knowledge of the principles of the indirect taxes including goods and service tax, customs law, Goa VAT, its relevant laws and rules.

Value Added Program Coordinator

Principal

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Value Added Program - GST Syllabus:

- Introduction to Indirect Taxes and GST Indirect taxes
- An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
- An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.
- Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.
- Goods and Services Tax - I Exemption from GST – Composition scheme in GST – Input Tax Credit
- Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
- Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.
- Goods and Services Tax - II Central GST, Integrated GST, Union Territory GST – Goa GST
- Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both
- Other Indirect Taxes.
- Value Added Tax (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,
- Works-Contract, Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products.
- NCCD of Customs - Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

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Room No: 401

CITY COLLEGE JAYANAGAR

VALUE ADDED PROGRAM -GST

Date:

STUDENT NAMES	MORNING 11/3	AFTERNOON 11/3	MORNING 12/3	AFTERNOON 12/3	MORNING 13/3	AFTERNOON 13/3
Deepika.T	✓	✓	Deepika.T	Deepika.T	Deepika.T	Deepika.T.
Mohan R	✓	✓	Mohan.R	Mohan.R	Mohan.R.	Mohan R
Swapna R	✓	✓	[redacted]	[redacted]	Swa.R	
Sarvesh.M	✓	✓	Sarvesh.M	Sarvesh.M	Sarvesh.M	Sarvesh.M
Manoj s	—	—	—	—	—	—
Suchithra TS	✓	✓	Suchithra	Suchithra	Suchithra	—
RANJANA V	✓	✓	Ranjana.V	Ranjana.V	Ranjana.V	—
Vaishnavi M	✓	✓	[redacted]	[redacted]	Vaishu	—
Hema.R	✓	✓	Hema.R	Hema.R	Hema.R	Hema.R
Nagaratna	✓	✓	Ratna	Ratna	Ratna	Ratna
Mohammed saqib						
~~Yashaswini M~~	✓	✓				
Nandini V	✓	✓	Nandini	Nandini	Nandini	Nandini
Swetha kumari	✓	✓	Swetha Kumari	Swetha Kumari	Swetha Kumari	Swetha Kumari
Kavana S	✓	✓	Kavana.S	Kavana.S	Kavana.S	Kavana.S
Sandeep s g	—	—				
Arun D S	✓	✓	[redacted]	[redacted]	[redacted]	[redacted]
Adarsh K	✓	✓	Adarsh	Adarsh	Adarsh K	Adarsh
Madhavi G	✓	✓	Madhavi.G	Madhavi.G	Madhavi.G	Madhavi.G
R Akhilesh	✓	✓				
Bhanupriya.T	✓	✓	Bhanupriya.T	Bhanupriya.T	Bhanupriya	Bhanupriya
Anusha BP	✓	✓				
Vani	✓	✓	Vani	Vani	Vani	Vani
Akash C C	✓	✓	[redacted]	[redacted]	[redacted]	[redacted]
Darshan R	✓	✓	Darshan	Darshan	Darshan.R	Darshan R
Dinesh Suresh	✓	✓	Dinesh.S	Dinesh.S	Dinesh.S	Dinesh.S

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Shravan R S	✓	✓					
AKASH KB	✓	✓					
Umme Salma							
Pushpalata g	✓	✓					
Naveen Kumar G	✓	✓					
Bharathi S	✓	✓					
Bhargava AM	✓	✓					
~~Divya k~~	✓	✓					
Deekshith B B	✓	✓					
Swathi Mukesh	✓	✓					
Kavya P							
Pooja S	✓	✓					
Shaila M N	✓	✓					
~~Aishwarya G Ganapa~~							
Shivaraj A S	–	–					
V. Yashasvi	✓	✓					
Anupriya. N	✓	✓					
Kavyashree. S	–	–					
Pooja. V	✓	✓					
Mahesh N	✓	✓					
Kiran Kumar B N	✓	✓					
Mohammad Saqib							
Kavitha. M	✓	✓					
~~Vaishnavi M~~							
Rajanikanth N	✓	✓					
Yashaswini M	✓	✓					
Mamatha TB	✓	✓					
R Akhilesh	✓	✓					
~~Nandini~~	–	–					
Preethi.r	✓	✓					
Archana	✓	✓					

Princi
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Divya .K	✓	✓				
~~Swapna R~~						
Raghul .V	✓	✓	Rahul.V	Rahul.V	Rahul.V	
Sultana	✓	✓				
Chandana.K	✓	✓				
Jagannath.C						
Eleka	✓	✓	Eleka	Eleka	Eleka	Eleka
Madhushree.G	✓	✓	Madhu	Madhu	Madhu	Madhu
~~Swathi Mukesh~~			~~2 Hall~~	~~2 Hall~~	—	—
Anusha.K.V.			Anus	Anush	Anush	Anush
Lakshmipriya.K.S			Lak	Laks	lakshmi	Lakshmi
Lokesh.S	✓	✓	Lokesh.S	Lokesh.S	Lokesh.S	Lokesh.S
Saharashree.N	0		Saharashree	Saharashree	Saharashree	Saharashree
Priyanka.K			Priya	Priya.K	Priyanka	Priyanka
Rakshitha.G.J			Rak	Rak	Rak	Rakshit
Sridhambal.S			Sri	Sri	Sri	—
Keerthy	✓	✓	keerthy.N.V	keerthy.N.V	keerthy.N.V	keerthy.N.V

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CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

MR. JAYANTH

MBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on Accounting & Taxation

Dr.Puttaraj. P
Principal, City College

Principal
CITY COLLEGE
Jayanagar, Bangalore-70

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

Harshit U Parekh
Coach at AES & CA

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

MS.SHAILA

MBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

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Dr.Puttaraj. P
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CITY COLLEGE
Jayanagar, Bangalore-70

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ADVANCED EDUCATIONAL SERVICES

Harshit U Parekh
Coach at AES & CA

ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

GST & TAXATION FOR MBA STUDENTS

1) Introduction to GST & Taxation

- Introduction to Indirect Taxes and GST Indirect taxes
- An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
- An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.

2) Classification of GST

- Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

3) Goods and Services Tax – I

- Exemption from GST – Composition scheme in GST – Input Tax Credit
- Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
- Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.

4)Goods and Services Tax - II

- Central GST, Integrated GST, Union Territory GST – Goa
- Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

5) Other Indirect Taxes.

- Value Added Tax
- (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,

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- Works-Contract,
- Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products

6) NCCD of Customs

- Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

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Sport Club Annual Responsibilities

Important Dates

The following is a summary of annual meetings, events, and deadlines that are noteworthy for the administration of Sport Clubs. Specific dates will be posted on the Sport Club Web page and will be emailed to the club officers

Sport Club Officers

The daily operation of any sport club is the responsibility of its officers. Clubs are required to have a president and a treasurer. It is recommended that clubs have additional elected positions to help the club function smoothly and properly. Ultimately the club officers are accountable for their club and the actions of the club

Officer Responsibilities

- The president is ultimately responsible for the proper functioning of the club
- Be present at a Sport Club Officers training session each semester
- Make sure that the club is represented at all Sport Club meetings and events
- Make sure officials club roster is up to date and all club members have signed the Assumption of Risk Agreement
- Ensure that all paperwork throughout the year is completed and returned on time

Treasurer

- Responsible for day to day administration of club budget
- Make sure that generated funds meet yearly requirements
- Handle all account transactions and submit the proper forms to the Student Senate Bookkeeper
- Keep club spreadsheet of all expenses and generated funds (including out of pocket expenses of club members
- Prepare the next year's budget allocation proposal by the deadline
- Work with the Office of Intramurals and Recreation and the Student Senate Bookkeeper to ensure financial records are in order
- Compose and submit financial report to the Office of Intramurals and Recreation by the end of both fall and spring semesters.

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka 560082

Employers Feedback

Dear Employer,

We shall very much appreciate and be grateful to you if you can spare some of your time to fill up this feedback form. It will help us to improve further and give you better employees in future.

How satisfied are you with our Alumni work performance in each of these areas.

5- Being an excellent , 4- Good, 3- Satisfied, 2- Must improve, 1- Not satisfied

Employer Name	Sri Shyam Timbers
Designation /Department	Project Trainee
Student Name	Mr. Ajay
Course Completed	MBA
Year of passing	2022

Questions	Your Feedback				
1.Rate the leadership skills of the employee	~~5~~	4	3	2	1
2. Rate the curriculum offered in relation to your current professional standards.	5	~~4~~	3	2	1
3. Rate whether the syllabus studied is sufficient to bridge the gap between academic and industry	5	~~4~~	3	2	1
4.Rate the use of technology and adaptability to the workplace	5	~~4~~	3	2	1
5.Rate the employees a team member and on his/ her pro-activeness.	5	~~4~~	3	2	1
6. Rate the employes willingness to take up any extra responsibility.	5	~~4~~	3	2	1
7. Rate the ability to contribute to the goal of the organisation	5	~~4~~	3	2	1
8. Rate the employee on ommunication and presentation skills.	~~5~~	4	3	2	1
9. Rate the employee on Planning and Organisation skills	~~5~~	4	3	2	1
10. Rate the employee attitude towards the seniors/peers/subordinates in the Organisation.	~~5~~	4	3	2	1

Any other Remarks:

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Employers Feedback

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How satisfied are you with our Alumni work performance in each of these areas.

5- Being an excellent , 4- Good, 3- Satisfied, 2- Must improve, 1- Not satisfied

Employer Name	Maximus
Designation /Department	Career Consultant
Student Name	Tasmiya Ayesha Khanum
Course Completed	(2022)- MBA
Year of passing	2022

Questions	Your Feedback				
1.Rate the leadership skills of the employee	✓5	4	3	2	1
2. Rate the curriculum offered in relation to your current professional standards.	5	✓4	3	2	1
3. Rate whether the syllabus studied is sufficient to bridge the gap between academic and industry	5	✓4	3	2	1
4.Rate the use of technology and adaptability to the workplace	5	✓4	3	2	1
5.Rate the employees a team member and on his/ her pro-activeness.	5	✓4	3	2	1
6. Rate the employes willingness to take up any extra responsibility.	✓5	4	3	2	1
7. Rate the ability to contribute to the goal of the organisation	✓5	4	3	2	1
8. Rate the employee on ommunication and presentation skills.	✓5	4	3	2	1
9. Rate the employee on Planning and Organisation skills	5	✓4	3	2	1
10. Rate the employee attitude towards the seniors/peers/subordinates in the Organisation.	5	✓4	3	2	1

Any other Remarks:

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Employers Feedback

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How satisfied are you with our Alumni work performance in each of these areas.

5- Being an excellent , 4- Good, 3- Satisfied, 2- Must improve, 1- Not satisfied

Employer Name	Tirtha Yatra
Designation /Department	Piligrimage Tourism
Student Name	Mr. Prasad V.R
Course Completed	MBA
Year of passing	2023.

Questions	Your Feedback				
1.Rate the leadership skills of the employee	✓5	4	3	2	1
2. Rate the curriculum offered in relation to your current professional standards.	5	4	✓3	2	1
3. Rate whether the syllabus studied is sufficient to bridge the gap between academic and industry	5	✓4	3	2	1
4.Rate the use of technology and adaptability to the workplace	5	✓4	3	2	1
5.Rate the employees a team member and on his/ her pro-activeness.	5	4	✓3	2	1
6. Rate the employes willingness to take up any extra responsibility.	5	✓4	3	2	1
7. Rate the ability to contribute to the goal of the organisation	✓5	4	3	2	1
8. Rate the employee on ommunication and presentation skills.	✓5	4	3	2	1
9. Rate the employee on Planning and Organisation skills	✓5	4	3	2	1
10. Rate the employee attitude towards the seniors/peers/subordinates in the Organisation.	✓5	4	3	2	1

Any other Remarks:

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Employers Feedback

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How satisfied are you with our Alumni work performance in each of these areas.

5- Being an excellent , 4- Good, 3- Satisfied, 2- Must improve, 1- Not satisfied

Employer Name	Maruthi Quality Management Services pvt ltd.
Designation /Department	Quality Management consultant
Student Name	Manohara S.
Course Completed	MBA
Year of passing	2023

Questions	Your Feedback				
1.Rate the leadership skills of the employee	5	4	3	2	1
2. Rate the curriculum offered in relation to your current professional standards.	5	4	3	2	1
3. Rate whether the syllabus studied is sufficient to bridge the gap between academic and industry	5	4	3	2	1
4.Rate the use of technology and adaptability to the workplace	5	4	3	2	1
5.Rate the employees a team member and on his/ her pro-activeness.	5	4	3	2	1
6. Rate the employes willingness to take up any extra responsibility.	5	4	3	2	1
7. Rate the ability to contribute to the goal of the organisation	5	4	3	2	1
8. Rate the employee on ommunication and presentation skills.	5	4	3	2	1
9. Rate the employee on Planning and Organisation skills	5	4	3	2	1
10. Rate the employee attitude towards the seniors/peers/subordinates in the Organisation.	5	4	3	2	1

Any other Remarks:

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Employers Feedback

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How satisfied are you with our Alumni work performance in each of these areas.

5- Being an excellent , 4- Good, 3- Satisfied, 2- Must improve, 1- Not satisfied

Employer Name	Amazon
Designation /Department	
Student Name	Harish Reddy
Course Completed	B.Com
Year of passing	2019

Questions	Your Feedback				
1.Rate the leadership skills of the employee	5 ✓	4	3	2	1
2. Rate the curriculum offered in relation to your current professional standards.	5 ✓	4	3	2	1
3. Rate whether the syllabus studied is sufficient to bridge the gap between academic and industry	5 ✓	4	3	2	1
4.Rate the use of technology and adaptability to the workplace	5 ✓	4	3	2	1
5.Rate the employees a team member and on his/ her pro-activeness.	5 ✓	4	3	2	1
6. Rate the employes willingness to take up any extra responsibility.	5 ✓	4	3	2	1
7. Rate the ability to contribute to the goal of the organisation	5 ✓	4	3	2	1
8. Rate the employee on ommunication and presentation skills.	5 ✓	4	3	2	1
9. Rate the employee on Planning and Organisation skills	5	4 ✓	3	2	1
10. Rate the employee attitude towards the seniors/peers/subordinates in the Organisation.	5	4 ✓	3	2	1

Any other Remarks:

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Employers Feedback

Dear Employer,

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How satisfied are you with our Alumni work performance in each of these areas.

5- Being an excellent , 4- Good, 3- Satisfied, 2- Must improve, 1- Not satisfied

Employer Name	DNNOV
Designation /Department	Trainee
Student Name	Swathi D
Course Completed	MBA
Year of passing	2022

Questions	Your Feedback				
1.Rate the leadership skills of the employee	✓5	4	3	2	1
2. Rate the curriculum offered in relation to your current professional standards.	✓5	4	3	2	1
3. Rate whether the syllabus studied is sufficient to bridge the gap between academic and industry	✓5	4	3	2	1
4.Rate the use of technology and adaptability to the workplace	✓5	4	3	2	1
5.Rate the employees a team member and on his/ her pro-activeness.	✓5	4	3	2	1
6. Rate the employes willingness to take up any extra responsibility.	✓5	4	3	2	1
7. Rate the ability to contribute to the goal of the organisation	5	✓4	3	2	1
8. Rate the employee on ommunication and presentation skills.	5	✓4	3	2	1
9. Rate the employee on Planning and Organisation skills	5	4	✓3	2	1
10. Rate the employee attitude towards the seniors/peers/subordinates in the Organisation.	5	4	✓5	2	1

Any other Remarks:

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Coaches/Instructors

- Expectations

The coach should restrict their contributions to coaching and refrain from activities involved in the Club's administration. A sport Club is first and foremost a student organization and, as such, the student representative (not the coach) must serve ~~as the~~ for ~~is on between~~ the Club and the Intramural both.

Recreation Staff.

The philosophy and key to the success of the Sport Club program has been the continued emphases is placed on student leadership and participation.

Overview

We can proudly claim that we have an outstanding Department of Physical Education and Sports. Through the decades, the Department has nurtured students showing potential in any area of sports and has assisted and motivated them to realize their full potential. Our impressive list of winners stands testimony to our accomplishments. Every year, we have students achieving distinction and winning medals at the international, national, state and university levels. Our students have left their mark in sports ranging from athletics to weightlifting, from taekwondo to throw ball. The college yoga team has won the Bangalore University Championships many times. The institution and the Management realize that sports achievements add a valuable dimension to our reputation and provide encouragement and support in the form of training facilities, allowances and cash awards.

The efforts of the Department is not limited to only outstanding sports achievers. The department attempts to live by its motto "Fitness - A Way of Life" and promotes an interest in sports and physical fitness among staff and students through the multigame, yoga classes, interclass tournaments and the annual Athletic Meet. The Sports committee with the Principal as Chairman plans the activities for the year and also ways of improving the performance of our budding sportspersons.

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CANDIDATE INTERVIEW EVALUATION FORM

Candidate Name	THEJAIKHRIENUO TSEIKHA
Qualification	MASTERS
Teaching Experience	
Position Applied	
DEMO PERFORMANCE	
Demo Date	15th JULY, 2024, 18th JULY, 2024
Demo Topic	
Demo Duration	
Subject Knowledge	
Usage of Board	
Voice Modulation	
Question Handling Skills	
Overall Rating	
Interviewed by	1. PRINCIPAL SIR 2.
Remarks by Prinicipal	

Thejakhrienuo Tseikha

Below Bethel Hr.sec.school,High School Kohima,797001
8132886709 | t.tseikha@gmail.com

Objective

Experienced in effectively engaging with students of diverse backgrounds and needs. Demonstrated exceptional communication skills, fostering clear and productive interactions. Proven ability to take on leadership responsibilities, guiding teams to success. Thrives in high-pressure environments, maintaining composure and delivering results. Naturally empathetic, adept at understanding and addressing individual needs. Possesses a proficient command of the English language, facilitating seamless communication.

Experience

- **Chinmayee Public School,Devanahalli.** May 2023 - April 2024
  Teacher, Coordinator .
  Planning and delivering lessons that meets the curriculum.
  Creating conductive learning environment for the students.
  Acting as liason between teachers, administration and parents.
  Conducting evaluation .

- **Government of Nagaland.(Contractual basis)**
  Personal Assistant
  Maintaining and planning daily tasks, providing Effective communication and organisation.

Education

- **Nalanda College of Education,Devanahalli , Bangaluru (rural)** Pursuing.
  Master Of Education

- **Patkai Christian College,Autonomous Seithekema,** 2016-2018
  Master in English

- **St.Josephs College ,Jakhama.** 2013-2016
  Bachelor of Arts (English honours)

- **Asian College of Teachers, Kolkata.**
  TEFL/TESOL
  Certified in 150 Hrs TESOL Accreditation.

- **Asian College of Teachers,kolkata.**
  Business English Teacher Training.(BETT)

Skills

- Strong subject Knowledge. Patience and empathy. Organisational skills. Effective communication. Ability to inspire .

Interests

- Reading, Writing, Travelling ,Baking and Gardening.

Additional Information

*Diploma in Computer Application.

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru- 560082

REPORT ON DATA ANALYTICS

Date: 21:3:2023

COURSE SUMMARY

The Data Analytics and Reporting course provides students with an introduction to data, the various steps involved in data pre-processing, and the tools used to analyse data.

The course has two important objectives:
(1) The use of tools and techniques to analyse data properties;
(2) To extract relevant information from data and use different ways of reporting data.

Data analysis is the cornerstone for any predictive analytics wherein the steps involved in getting clean model development data consume almost 90% of the entire project effort. This course helps students to derive insights from the data based on machine learning models and create reports.

BRIEF OUTLINE ABOUT THE PROGRAM:

Business Analytics is a way of deriving, analyzing, and understanding the data to generate understandable and right insights, observations, and future details to make data-driven decisions. In other words, working professionals from all domains learn business analytics and use learned skills and knowledge accordingly. As we are being witnessed to growing requisite of business decisions being data-driven, Analytics has become an essential part of the skill set to grow successful businesses. Leaning This Business Analytics Certification Online provides you with many benefits you get access to the best learning materials and resources and also you get flexibility.
The curriculum of this analytics course from AES Bangaluru, covers all concepts of business analytics i.e. the basics of business analytics and advanced concepts of business analytics. The AES experts will train in such a way that is going to hone your understanding of key concepts, your managerial judgment, and your ability to apply learning outcomes in real business problems.

OUTCOME OF THE PROGRAM:

Completing an Online Business Analytics Certification Course can yield a significant return on investment in terms of career advancement, financial growth, and personal development. By completing this course, you position yourself to enhance your professional trajectory, increase your earning potential, and broaden your skill set, making you a sought-after candidate in the competitive job market.

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PHOTOS OF THE SESSION:

In-Charge Faculty

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Data Analytics Course Syllabus

Introduction to Statistical Analysis

- Counting, Probability, and Probability Distributions
- Sampling Distributions
- Estimation and Hypothesis Testing
- Scatter Diagram
- Anova and Chisquare
- Imputation Techniques
- Data Cleaning
- Correlation and Regression

Introduction to Data Analytics

- Data Analytics Overview
- Importance of Data Analytics
- Types of Data Analytics
- Descriptive Analytics
- Diagnostic Analytics
- Predictive Analytics
- Prescriptive Analytics
- Benefits of Data Analytics
- Data Visualization for Decision Making
- Data Types, Measure Of central tendency, Measures of Dispersion
- Graphical Techniques, Skewness & Kurtosis, Box Plot
- Descriptive Stats
- Sampling Funnel, Sampling Variation, Central Limit Theorem, Confidence interval

Excel: Basics to Advanced

- Excel tutorial
- Text to Columns
- Concatenate
- The Concatenate Function
- The Right Function with Concatenation
- Absolute Cell References
- Data Validation
- Time and Date Calculations
- Conditional Formatting
- Exploring Styles and Clearing Formatting
- Using Conditional Formatting to Hide Cells
- Using the IF Function
- Changing the "Value if false" Condition to Text
- Pivot Tables

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Creating a Pivot Table

- Specifying PivotTable Data
- Changing a PivotTables Calculation

SQL

- Introduction to Oracle Database
- Retrieve Data using the SQL SELECT Statement
- Learn to Restrict and Sort Data
- Usage of Single-Row Functions to Customize Output
- Invoke Conversion Functions and Conditional Expressions
- Aggregate Data Using the Group Functions
- Display Data from Multiple Tables Using Joins
- Use Sub-Queries to Solve Queries
- The SET Operators
- Data Manipulation Statements
- Use of DDL Statements to Create and Manage Tables
- Other Schema Objects
- Control User Access

Tableau

Tableau Course Material

- Start Page
- Show Me
- Connecting to Excel Files
- Connecting to Text Files
- Connect to Microsoft SQL Server
- Connecting to Microsoft Analysis Services
- Creating and Removing Hierarchies
- Bins
- Joining Tables
- Data Blending

Learn Tableau Basic Reports

- Parameters
- Grouping Example 1
- Grouping Example 2
- Edit Groups
- Set
- Combined Sets
- Creating a First Report

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Learn Tableau Advanced Reports

- Dual Axis Reports
- Blended Axis
- Individual Axis
- Add Reference Lines

Learn Tableau Advanced Reports

- Dual Axis Reports
- Blended Axis
- Individual Axis
- Add Reference Lines

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CERTIFICATE

OF ACHIEVEMENT

This Acknowledges

Tejas K

BCA 2022-23
HAS SUCCESSFULLY COMPLETED THE
Certificate program on "BUSINESS ANALYTICS & STOCK MARKET "

VEENA ANGADI
PRINCIPAL CITY COLLEGE

Deepthi Ashok
Founder AES

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURSE-BUSINESS ANALYTICS USING POWER BI & TABLEAU 2022-23-BCA

STUDENT'S REGISTRATION LIST

Date: 22/5/23

SL.NO	USN No	Student Name	Signature
1	U03BX22S0002	Vikram M	
2	U03BX22S0003	HEMASHREE P S	
3	U03BX22S0004	SANJAY S	
4	U03BX22S0005	PRADEEP SINGH N	
5	U03BX22S0006	LOKESH B	
6	U03BX22S0007	GOWNI RAMESH	
7	U03BX22S0008	MAHESH KUMAR S	
8	U03BX22S0009	TEJAS K	
9	U03BX22S0010	NIKHIL R	
10	U03BX22S0011	KISHORE V	
11	U03BX22S0012	MAJUMDER SUVODIP PRADIP	
12	U03BX22S0016	SRIDHAR RAJ N	
13	U03BX22S0014	UMME HAFSA F	
14	U03BX22S0015	ROSHAN KUMAR PANDEY	
15	U03BX22S0017	TUSAR DEWAN CHAKMA	
16	U03BX22S0019	BHARGAB PROTIM B	
17	U03BX22S0021	RAJASHEKHAR	
18	U03BX22S0022	ANIVESH JHA	
19	U03BX22S0023	NIKATH PARVEEN S N	
20	U03BX22S0025	NIKITHA J	
21	U03BX22S0026	LIKITH M	
22	U03BX22S0027	SANJAY R	
23	U03BX22S0028	THOMSON SERAM	
24	U03BX22S0029	P PANISUBRAMANYAM	
25	U03BX22S0030	YUMNAM MICHAEL M	
26	U03BX22S0031	AKASH KUMAR	
27	U03BX22S0032	POORVI SAXENA	
28	U03BX22S0033	BINITA DAS	
29	U03BX22S0034	SUJATA NATH	
30	U03BX22S0038	PRIYANSHU MISHRA	
31	U03BX22S0035	NIHARIKA SHARMA	
32	U03BX22S0036	HEMANTH REDDY B	

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33	U03BX22S0037	V MADHUSHREE	
34	U03BX22S0039	MD MASHUD AHMED	
35	U03BX22S0040	VISHAL SUTHAR	
36	U03BX22S0041	AYAAN SHAFI	
37	U03BX22S0042	CHINMOY PHUKON	
38	U03BX22S0043	ADITYA	
39	U03BX22S0044	PRAVEENKUMAR E	
40	U03BX22S0045	HARISH INDORA P	
41	U03BX22S0046	MOULYA J	
42	U03BX22S0047	P C VAISHNAVI	
43	U03BX22S0048	SUPRIM MONDAL	
44	U03BX22S0049	DEEPSHIKHA KARMAKAR	
45	U03BX22S0050	RAJ KI SHORE PANDA	
46	U03BX22S0051	DINESH KUMAR O	
47	U03BX22S0052	FARUK ABDHULLA M	
48	U03BX22S0053	AJITH KUMAR R	
49	U03BX22S0054	KAMANA POUDEL	
50	U03BX22S0055	JAFFAR SHABAZ KHAN	
51	U03BX22S0057	ABHINASH S	
52	U03BX22S0056	POOJA B S	
53	U03BX22S0059	R PREM	
54	U03BX22S0060	AKASH KHADKA	
55	U03BX22S0061	BYRE GOWDA S A	
56	U03BX22S0062	S KIRTANA	
57	U03BX22S0066	SYED RAYAAN	
58	U03BX22S0063	AMRIT RAJ	
59	U03BX22S0064	A SAQIB	
60	U03BX22S0065	SHAIK VASIMA HABIB	
61	U03BX22S0067	SYED FARDEEN	
62	U03BX22S0068	ARAPIT YADAV	
63	U03BX22S0069	PRADEEP N C	
64	U03BX21S0001	RAGHUL KRISHNAMURTHY	
65	U03BX21S0002	RAKSHITHA S	
66	U03BX21S0003	YASHAS V MANCHI	
67	U03BX21S0004	VARUN J	
68	U03BX21S0005	ABHIJITH R NAIR	
69	U03BX21S0006	SANJAL P S	
70	U03BX21S0007	NAJMUL HUDA	
71	U03BX21S0008	HARSHITH M K	
72	U03BX21S0010	Vidhyashree K S	
73	U03BX21S0011	VIVEK KUMAR	
74	U03BX21S0012	VISHWAS KUMAR	
75	U03BX21S0013	SAHIL S	
76	U03BX21S0014	ROHITH C	

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VALUE ADDED PROGRAM SYLLABUS

BUSINESS ANALYTICS USINGMACHINE LEARNING FOR BCA STUDENTS

1) **Introduction to Business Analytics**

2) **Introduction to Python**

3) **Introduction to Machine learning and many of its tools**

- What is Machine Learning Rule-based algorithm V/S machine learning
- algorithm.
- Difference between Supervised and Unsupervised learning.
- Classification vs Regression
- K-NN classification
- Linear Regression
- Logistic Regression Training ,Testing and Cross Validation Data
- pickling and scaling
- Techniques, Error Metrics, Features and label

4) **Important Algorithms on Machine Learning**

- Support Vector Machines, K-Means Clustering,
- Random Forest
- Linear Linear Regression, Forecasting and prediction using regression
- Logistic Regression

5) **Important Algorithms on Machine Learning**

- Selecting Appropriate charts based on data
- Importing a dataset
- Data Insights - Numbers Vs Visuals
- Tableau software introduction along with its variants

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6) **Visualization Analytics and Tableau**

- Introduction to Histogram, boxplot, Gantt chart, Tree chart
- Competing With Analytics
- Using Analytics to Create Value
- Enterprise Data Management and Analytical and Modeling Tools

7) **Applying Business analytics**

Statistics - A Data-Driven Science
Comparing Populations - t-Tests and ANOVA
Simple Linear Regression
Exponential, Logarithmic, and Power Regression
Multiple Linear Regressions
Data Mining and Inferential Statistics
Analyzing Text and Networks
Locations and Imagery Data

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Value added program on Financial Literacy & stock market analysis for MBA

(17th – 21st Oct 2022)

Reported By: Deepashree B R
Asst. Prof. City College, Bangalore

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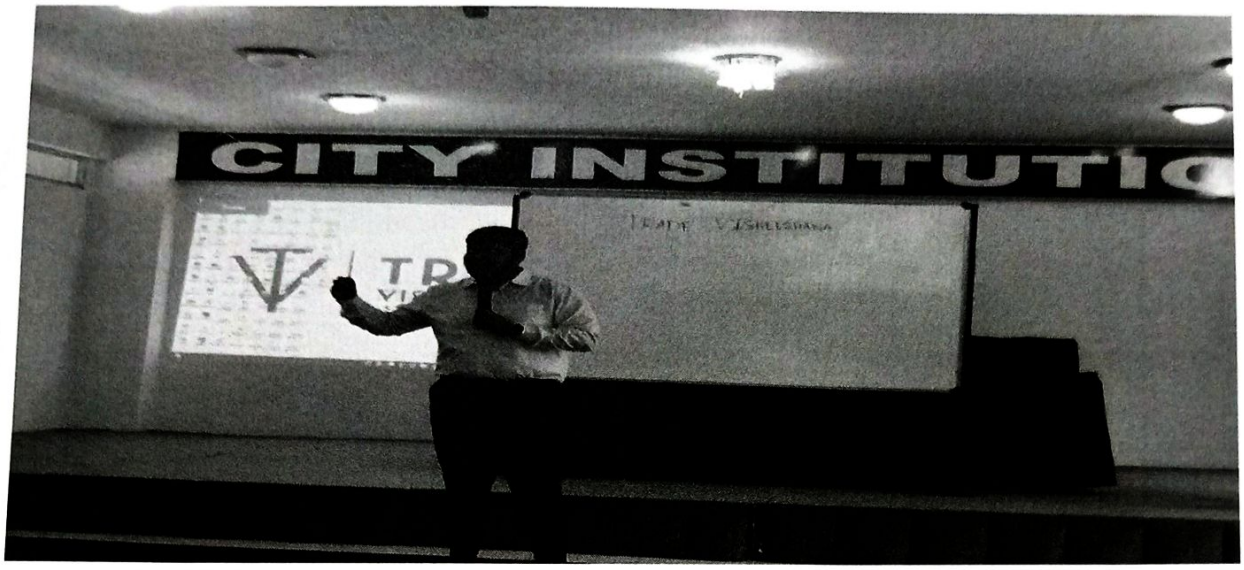
Value Added Program - Stock Market & Trading Training

Duration:30 hrs

Venue: Seminar Hall & class room

OBJECTIVES OF THE VALUE ADDED PROGRAM:

- Objective of the course is to introduce the different facets of actual trading. The students will be taught different types of trading strategies, as well as a concrete build-up of positions.
- To make them familiar with the notions of Relative Value trading, technical trading, fundamental trading, options trading. During the 20 hours of class, students will develop a concrete knowledge of how markets work.
- Each session will be done in a virtual trading floor, they will practically learn how to trade a few instruments. These sessions will teach them trading reflexes and appropriate reactions to market movements.
- Another objective is to educate the students to the notion of balance between risk and reward, to give them a framework that can help them when they decide to do investments (in a professional OR personal way). Such as:
- To Keep Money Safe. Capital preservation is one of the primary objectives of investment for people. ...
- To Help Money Grow. ...
- To Earn a Steady Stream of Income. ...
- To Minimize the Burden of Tax. ...
- To Save up for Retirement. ...
- To Meet your Financial Goals.



Speaker Profile

Bipin H.D & team

Bipin H.D is the founder of **Trade Vishleshan ,**stock market academy. His mission is of building Financial Literacy and Discipline in Stock Market Investing and Trading with proper knowledge and guidance in live market

His vision is to make every newcomer to the stock market as an Individual Trader and Help people to diversify their Investments by simplifying Stock Market Trading in Derivative Market by our experience and knowledge in stock market and our exclusive strategies. Trade Vishleshana Academy helps an Individual to enhance his knowledge and understand the advantages of Trading and Investing. He has 2 years of experience in the **finance and banking industry.Stock exchange** is an important factor in the capital market. It is a secure place where trading is done in a systematic way. Here, the securities are bought and sold as per well-structured rules and regulations. Securities mentioned here include debenture and share issued by a public company that is correctly listed at the stock exchange, debenture and bonds issued by the government bodies, municipal and public bodies.The following are the purposes of the workshop.

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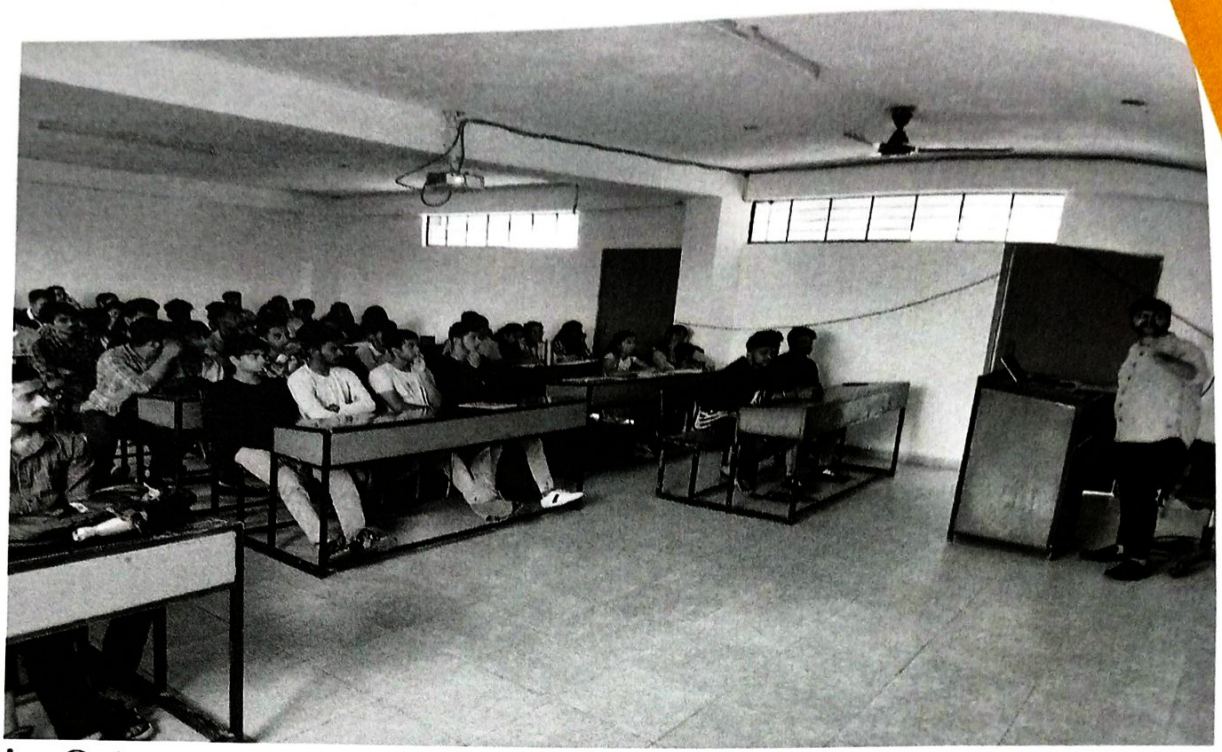

Learning Outcome

After having taken this course participants will:

Understand the vocabulary and grammar of a trading floor Experience the interactions between traders, sales, clients, brokers Realize in a personal and lively way what it requires to be a trader, a sales, a structure Identify Risk Management issues related to market positions Become familiar with practical trading techniques Formal training to Bloomberg platform (Bloomberg Market Concepts).

Implications and Conclusion:

To conclude, study largely suggests rejection of the random walk hypothesis in the Indian stock market. This implies that the Indian equity market is not weak or efficient. The results indicate no significant difference in the behaviour of index returns between the NSE and BSE. Nevertheless, the stock indices having higher liquidity and market capitalization prove to be less inefficient than small indices on both the exchanges.

Faculty coordinator **PRINCIPAL**

Certificate of Achievement

THIS ACKNOWLEDGES THAT

Aniruddh C N

MBA 2022-23

HAS SUCCESSFULLY COMPLETED THE

*Certificate program on "**FINANCIAL LITERACY & STOCK MARKET**"*

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DEEPTHI ASHOK
FOUNDER AES

Certificate of Achievement

THIS ACKNOWLEDGES THAT

Reena. M

MBA 2022-23

HAS SUCCESSFULLY COMPLETED THE

*Certificate program on "**FINANCIAL LITERACY & STOCK MARKET** "*

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CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

VALUE- ADDED COURSE-FINANCIAL LITERACY & STOCK MARKET ANALYSIS-MBA-2022-23

STUDENT'SATTENDANCE LIST Date:

SL.NO	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	P03BX21M0001	Premsagar A V					
2	P03BX21M0002	AACHAL JAIN					
3	P03BX21M0003	UMESH S					
4	P03BX21M0004	SHASHANK R					
5	P03BX21M0005	VANDANA U					
6	P03BX21M0006	RANJITHA M					
7	P03BX21M0007	HARSHA H					
8	P03BX21M0008	SUPRIYA S B					
9	P03BX21M0009	RASHMITHA P					
10	P03BX21M0010	LOCHANA S					
11	P03BX21M0011	GANAPATHI R PATIL					
12	P03BX21M0012	SYEDA ASIYA F					
13	P03BX21M0013	MOHAMMED ARBAZ					
14	P03BX21M0014	SUMANTH					
15	P03BX21M0015	CHANDRIKA G N					
16	P03BX21M0016	NAGESHA N					
17	P03BX21M0017	VINAY T M					
18	P03BX21M0018	SUBRAMANI V					
19	P03BX21M0019	Vinay s r					
20	P03BX21M0020	PRABHAVATHI G R					
21	P03BX21M0021	REENA M					
22	P03BX21M0022	Praveena p					
23	P03BX21M0023	NISARGA J					
24	P03BX21M0024	PAVAN KALYAN					
25	P03BX21M0025	ADIKESHAVA REDDY T					
26	P03BX21M0026	PAVAN KALYAN R					
27	P03BX21M0027	MahamadRafi					
28	P03BX21M0028	ANIRUDH C N					
29	P03BX21M0029	AJAY H S					
30	P03BX21M0030	PREETHI R					
31	P03BX21M0031	Dhanalakshmi N					
32	P03BX21M0032	MANOHARA S					
33	P03BX21M0033	SAHANA R					
34	P03BX21M0034	ASHWINI K					

35	P03BX21M0035	Pavan Kumar V S	
36	P03BX21M0036	BABU A	
37	P03BX21M0037	SWETHA K M	
38	P03BX21M0038	SAHANA C	
39	P03BX21M0039	P ROOPASHREE	
40	P03BX21M0040	BALAJI C	
41	P03BX21M0041	BHASKARA S A	
42	P03BX21M0042	ANILKUMAR D S	
43	P03BX21M0043	MANOJ D L	
44	P03BX21M0044	VIGNESH M	
45	P03BX21M0045	MAHADEVAPRASAD N	
46	P03BX21M0046	VARUN G A	
47	P03BX21M0047	SHASHANK M R	
48	P03BX21M0048	Rakshith R N	
49	P03BX21M0049	PRIYANKA B K	
50	P03BX21M0050	SHWETHA P	
51	P03BX21M0051	Charan G	
52	P03BX21M0052	MANOJ M	
53	P03BX21M0053	NAYANKUMAR V	
54	P03BX21M0054	Praveen g	
55	P03BX21M0055	CHANNAPPA G	
56	P03BX21M0056	KEERTHY S	
57	P03BX21M0057	YASHWANTH N	
58	P03BX21M0058	NANDAKISHOR R	
59	P03BX21M0059	Dinesh k	
60	P03BX21M0060	SACHIN S	
61	P03BX21M0061	SATHISH REDDY K	
62	P03BX21M0062	ANUSHA N S	
63	P03BX21M0063	ASHA D R	
64	P03BX21M0064	BHOOMIKA T	
65	P03BX21M0065	SUDHAKARARAJU S S	
66	P03BX21M0066	ANUSHA B V	
67	P03BX21M0067	LAKSHMI K N	
68	P03BX21M0068	APPU L	
69	P03BX21M0069	MAHALAKSHMI J D	
70	P03BX21M0070	Kusuma v	
71	P03BX21M0071	MONISHA D	
72	P03BX21M0072	MADHU SHREE T S	
73	P03BX21M0073	DIVYA SHREE A	
74	P03BX21M0074	RAHUL B S	
75	P03BX21M0075	NETHRA R	
76	P03BX21M0076	Ganakaraja s	
77	P03BX21M0077	KAVYA K N	
78	P03BX21M0078	Srirama K	
79	P03BX21M0079	RANJITHA P M	
80	P03BX21M0080	SHASHWATH H S	

126	P03BX21M0126	VYAS RADHIKA SANTOSH RAO					
127	P03BX21M0127	NISHCHITHA N					
128	P03BX21M0128	ROHITH R M					
129	P03BX21M0129	PUSHPAVATHI K					
130	P03BX21M0130	PREETHIKSHA S					
131	P03BX21M0131	MANMOHAN N					
132	P03BX21M0132	DAMODHARREDDY H					
133	P03BX21M0133	LAKSHMI A					
134	P03BX21M0134	PRADEEP S					
135	P03BX21M0135	BALAJI R					
136	P03BX21M0136	SANJAY B V					
137	P03BX21M0137	TADURU VAMSHIDHAR REDDY					
138	P03BX21M0138	SARAN S					
139	P03BX21M0139	SARAN S					
140	P03BX21M0140	AMBREESH R HUDED					
141	P03BX21M0141	SMITHA B					
142	P03BX21M0142	NIKHITHA R					
143	P03BX21M0143	MUSKAN AFREEN					
144	P03BX21M0144	RAKESH B					
145	P03BX21M0145	KARTHIK B R					
146	P03BX21M0146	KARTHIK N					
147	P03BX21M0147	SURESHA P S					
148	P03BX21M0148	PRAJWAL N S					
149	P03BX21M0149	GAGANA V					

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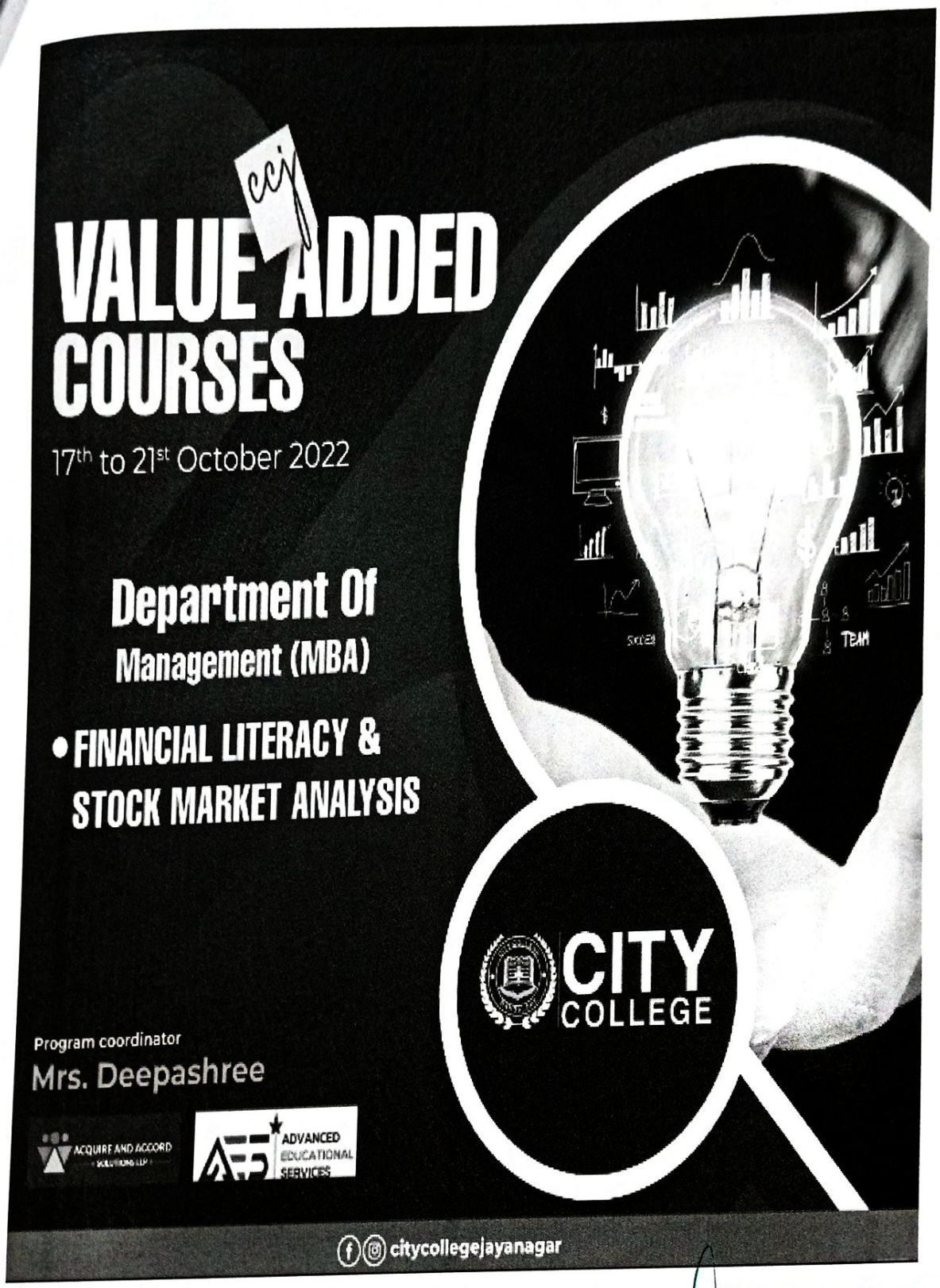
VALUE ADDED
COURSES
17th to 21st October 2022
Department Of
Management (MBA)
• FINANCIAL LITERACY &
STOCK MARKET ANALYSIS
CITY
COLLEGE
Program coordinator
Mrs. Deepashree
ACQUIRE AND ACCORD
ADVANCED
EDUCATIONAL
SERVICES
citycollegejayanagar

VALUE ADDED PROGRAM SYLLABUS

FINANCIAL LITERACY STOCK MARKET ANALYSIS FOR MBA STUDENTS

A) **Introduction to Stock Market, Investing, and Trading**

- The 2 Ways Investors Make Money in Stocks
- Investing vs. Trading vs. Gambling
- What Is A Stock Really
- Where Do Stocks Fit In A Diversified Portfolio
- Sample Portfolio Allocation based on historical Risks & Returns

B) **Diversification , Stocks Categories Inside the Stock Company**

- Size: Large, Mid, and Small-Cap Stocks
- Style: Growth Stocks
- Style: Dividend (Income Stocks)
- Style: Value Stocks
- Stock Sectors

C) **Understanding Risk:**

- with the Stock Market
- Introduction To Measuring Risk
- Pair Stock Risk With Your Own Personal View Of Risk
- Standard Deviation
- Sharpe Ratio
- Beta
- Alpha
- R-Squared
- Broader Risk Categories: Systemic And Un-Systemic Risk
- Screencast: Looking Up Stock Risk Measures
- Screencast: Looking Up Mutual Fund And ETF Risk Measures

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D) **WHAT TO BUY:**

- Individual Stocks: Benefits, Building a Portfolio, How Many, and Strategy

- Understanding Stock Mutual Funds
- Active vs. Index Stock Mutual Funds
- ETF: Exchange Traded Funds
- Using The Mutual Fund Style Box To Select Funds
- Understanding Mutual Fund Expenses
- Let's Compare Some Mutual Funds Expenses Demo With Real Funds

E) **STOCK MARKET STRATEGIES**

- Two Investing Extremes
- Investing In Growth Stocks
- Investing In Dividend Income Stocks
- Investing In Value Stocks
- Value Investing Example Case Study
- GARP: Growth At A Reasonable Price
- Technical Analysis & Charting
- Dogs Of The Dow
- Dividend Aristocrats
- DARTS

F) **Evaluate Stocks & Stock Ratios with Fundamental Analysis**

- Qualitative and Quantitative Analysis
- Key Financial Ratios when buying stocks
- Stock Ratio Categories
- Valuation: Price Earning (P/E)
- Valuation: Price To Earnings Growth (PEG)
- Valuation: Price To Sales (P/S)
- Valuation: Price To Book (P/B)
- Valuation: Dividend Yield
- Valuation: Dividend Payout
- Profitability: Return On Assets (ROA)
- Profitability: Return On Equity (ROE)
- Profitability: Profit Margin
- Liquidity: Current And Quick Ratio
- Debt: Debt To Equity
- Debt: Interest Coverage
- Efficiency: Asset Turnover.

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Value added program Report On

CYBER SECURITY for BCA

(2nd to 10th sept 2022)

CITY COLLEGE
Jayanagar
Bangalore

Reported By:Deepashree B R
Asst. Prof.
City College, Bangalore

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VALUE ADDED PROGRAM

CYBER SECURITY for BCA STUDENTS
ON 2nd TO 10th SEPT 2022

SREENATH. Gopinath
Director & CMO –Tech by heart India pvt.ltd Kochi

CITYCOLLEGE

No.27/2, 33rd cross, 2nd main Rd, 7th block, Jayanagar, Bangalore - 560082

Value added program Report On CYBER SECURITY for BCA

Date: 2nd to 10th sept 2022

VAP Duration: 30 Hrs

Time: 9:30am to 12:30pm

1:00pm to 4:00pm

Students: BCA 6TH SEM

Venue: Seminar Hall & class room

OBJECTIVES:

- The objective of cyber security is to educate students to stop or reduce harm. For computer networks, apps, devices, and data.

- To provide information on Cyber security refers to the use of a network plan. Software and other technologies defend groups and somebody from cyber attacks.
- Give the knowledge of Cyber security protection of internet-connected ways such as hardware. It adds software and data from cyber warnings.

- A strong cyber security plan can give a good protection behavior upon malicious crimes. Also, it is useful in stopping attacks that try to damage a system's activities.

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- More importantly, it requires a multi-pronged effort. Besides, it includes security management for better monitoring and visibility.

- Boost innovation by securing safer collaboration beyond all learning. It adds cloud and mobile.
- Scale effectively and securely. To defend your data in the group.
- Avoid data crimes and other cybercrimes that can turn down the cost of your business.
- Educating students how to take precautions on Mobile cybersecurity should not be taken for granted. Mobile crimes are on the growth and mobile device power.

Profile of the speaker:

SREENATH. Gopinath
BTECH-MBA (Associate Member National Cyber safety and Security Standard New Delhi*
Director & CMO –Tech by heart India pvt.ltd Kochi
*Centre head Appin Technogy lab (Delhi IIT Based Cyber Security Institution) Kochi, Kozhikode
Pride of Nation Award Winner First Keralite
APJ ABDUL KALAM Award winner
Rajeev Gandhi International Excellence Award -2021

Cyber Security Syllabus

Topics covered:

Social Media
Search Engines
Password & Password Strength
Cyber Crimes
Hacking
Stages of Hacking
Types of Hackers
Information Security

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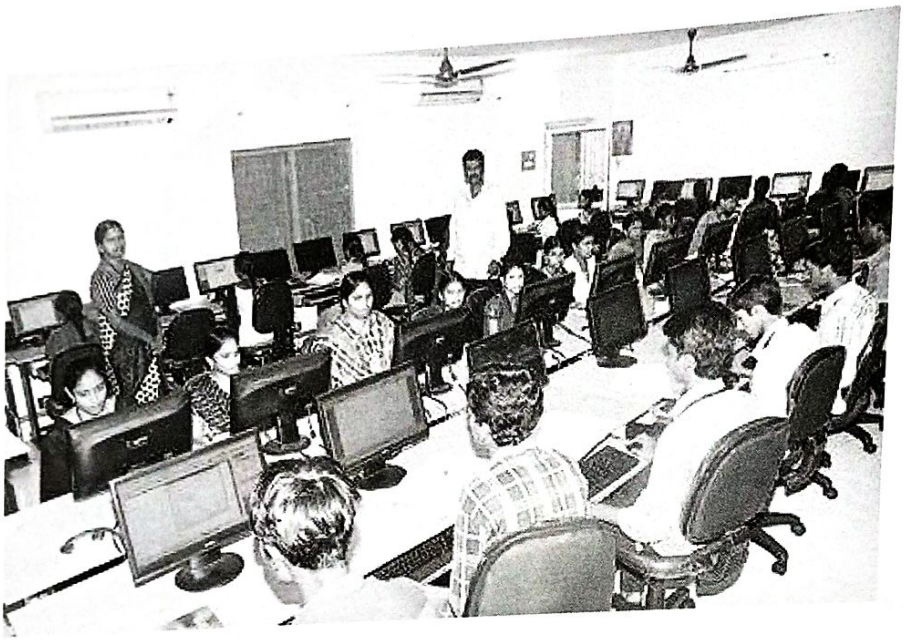
Denial Of Service attack
Spamming
Key logger
Credit Card / ATM CARD fraud
Social Engineering
IP spoofing, MAC spoofing
Web application attacks
SQL injection
Tor and Dark web
Android Hacking



COURSE OUTCOME:

Educating and training students to handle real scenarios , Every business will answer this problem in its own way. But, any analysis must include the assets that when given a warning.

Students gained knowledge about crimes and security, markets could not decide if they were cut for a long time.

This program helped students to have a correct business set plan. So, this is a key to avoid putting crimes in your data.

Shields are anything you can use to counter signs and reduce danger. So, students need to be alert to the people that look to be out of the data.
Guided with different tools and technologies to protect their data, information and hacking.

Value added program coordinator

principal

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURS- CYBER SECURITY & ETHICAL HACKING in ASSOCIATION WITH AES – BCA - 2022-23

STUDENT'S ATTENDANCE LIST Date:

SL. NO	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX22S0002	Vikram M					
2	U03BX22S0003	HEMASHREE P S					
3	U03BX22S0004	SANJAY S					
4	U03BX22S0005	PRADEEP SINGH N					
5	U03BX22S0006	LOKESH B					
6	U03BX22S0007	GOWNI RAMESH					
7	U03BX22S0008	MAHESH KUMAR S					
8	U03BX22S0009	TEJAS K					
9	U03BX22S0010	NIKHIL R					
10	U03BX22S0011	KISHORE V					
11	U03BX22S0012	MAJUMDER SUVODIP PRADIP					
12	U03BX22S0016	SRIDHAR RAJ N					
13	U03BX22S0014	UMME HAFSA F					
14	U03BX22S0015	ROSHAN KUMAR PANDEY					
15	U03BX22S0017	TUSAR DEWAN CHAKMA					
16	U03BX22S0019	BHARGAB PROTIM BORA					
17	U03BX22S0021	RAJASHEKHAR					
18	U03BX22S0022	ANIVESH JHA					
19	U03BX22S0023	NIKATH PARVEEN S N					
20	U03BX22S0025	NIKITHA J					
21	U03BX22S0026	LIKITH M					
22	U03BX22S0027	SANJAY R					
23	U03BX22S0028	THOMSON SERAM					
24	U03BX22S0029	B P PANISUBRAMANYAM					
25	U03BX22S0030	YUMNAM MICHAEL MEITEI					
26	U03BX22S0031	AKASH KUMAR					
27	U03BX22S0032	POORVI SAXENA					
28	U03BX22S0033	BINITA DAS					
29	U03BX22S0034	SUJATA NATH					
30	U03BX22S0038	PRIYANSHU MISHRA					

31	U03BX22S0035	NIHARIKA SHARMA
32	U03BX22S0036	HEMANTH REDDY B
33	U03BX22S0037	V MADHUSHREE
34	U03BX22S0039	MD MASHUD AHMED
35	U03BX22S0040	VISHAL SUTHAR
36	U03BX22S0041	AYAAN SHAFI
37	U03BX22S0042	CHINMOY PHUKON
38	U03BX22S0043	ADITYA
39	U03BX22S0044	PRAVEENKUMAR E
40	U03BX22S0045	HARISH INDORA P
41	U03BX22S0046	MOULYA J
42	U03BX22S0047	P C VAISHNAVI
43	U03BX22S0048	SUPRIM MONDAL
44	U03BX22S0049	DEEPSHIKHA KARMAKAR
45	U03BX22S0050	RAJ KI SHORE PANDA
46	U03BX22S0051	DINESH KUMAR O
47	U03BX22S0052	FARUK ABDHULLA M
48	U03BX22S0053	AJITH KUMAR R
49	U03BX22S0054	KAMANA POUDEL
50	U03BX22S0055	JAFFAR SHABAZ KHAN
51	U03BX22S0057	ABHINASH S
52	U03BX22S0056	POOJA B S
53	U03BX22S0059	R PREM
54	U03BX22S0060	AKASH KHADKA
55	U03BX22S0061	BYRE GOWDA S A
56	U03BX22S0062	S KIRTANA
57	U03BX22S0066	SYED RAYAAN
58	U03BX22S0063	AMRIT RAJ
59	U03BX22S0064	A SAQIB
60	U03BX22S0065	SHAIK VASIMA HABIB
61	U03BX22S0067	SYED FARDEEN
62	U03BX22S0068	ARAPIT YADAV
63	U03BX22S0069	PRADEEP N C
64	U03BX21S0001	RAGHUL KRISHNAMURTHY
65	U03BX21S0002	RAKSHITHA S
66	U03BX21S0003	YASHAS V MANCHI
67	U03BX21S0004	VARUN J
68	U03BX21S0005	ABHIJITH R NAIR
69	U03BX21S0006	SANJAL P S
70	U03BX21S0007	NAJMUL HUDA
71	U03BX21S0008	HARSHITH M K
72	U03BX21S0010	Vidhyashree K S
73	U03BX21S0011	VIVEK KUMAR
74	U03BX21S0012	VISHWAS KUMAR

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Certificate of Achievement

THIS ACKNOWLEDGES THAT

A. Saqib

BCA 2022-23

HAS SUCCESSFULLY COMPLETED THE

*Certificate program on "**CYBER SECURITY & ETHICAL HACKING** "*

VEENA ANGADI
PRINCIPAL
CITY COLLEGE

ADVANCED EDUCATIONAL SERVICES

DEEPTHI ASHOK
FOUNDER AES

ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

CYBER SECURITY & ETHICAL HACKING FOR BCA STUDENTS

1) Introduction to Hacking

- What Is Hacking?
- Who Are Hackers?
- Types Of Hackers?
- Hackers Group
- Advantages And Disadvantages Of Hacking.
- What Is Cyber War?
- Who Are Cyber Criminals?
- What Is Cyber Security?

2. Certification, Terminologies, Phases Of Hacking

- Certificate Needed To Become A Successful Hacker
- Ceh, Chfi, Esca & Lpt Certification (Ec-Council)
- Offensive Security Certification
- Important Terms Related To Ethical Hacking With Definition And It's
- Meaning.
- Phases Of Hacking Such As Reconnaissance, Scanning, Gaining Access,
- Maintaining Access, and Clearing Tracks.

3. Basic Networking Concept, Ip Address, Proxy Setting, & Vpn

- What Is the Internet?
- Advantages And Disadvantages Of Internet

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- Topologies
- What Is Ip Address?
- Classes Of Ip Address
- Versions Of Ip Address G. What Is Proxy Setting?
- Uses Of Proxy Setting
- Types Of Proxy Setting
- How To Make Your Own Vpn K. What Is Tor Bundle And Network?

4. What Is Kali Linux?

- How To Get Kali Linux?
- Kali Linux Features
- Installing Kali Linux
- Setting Up Lab With Kali Linux
- How To Make It Live Bootable With Pendrive
- Kali Linux Overviews After Installation
- Learning Basic Commands Regarding Kali Linux

5. Foot Printing (Information Gathering) With Kali Linux & Termux

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

6. Kali Linux Introduction, Installation, Introduction Of Basic Commands

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

7. Foot Printing (Information Gathering) With Kali Linux & Termux

- What Is Termux?
- How To Install Emulator In Windows
- Working With Emulators And Installing Termux.
- Working With Termux
- Installing Basic Command With Termux

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Report On Value added program on GST & Taxation for PG

(6th – 10th November 2023)

CITY COLLEGE
Jayanagar
Bangalore

Reported By: Deepashree B R
Asst. Prof.
City College,Bangalore

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Jayanagar, Bangalore-70

CITYCOLLEGE

No.27/2,33rd cross,2nd main Rd,7th block,Jayanagar,Bangalore-560082

Value added program on GST & Taxation for PG

Venue: City College
Value added program: Value added program on GST & Taxation for PG

Date: 6th – 10th November 2023
For : MBA
Duration: 30hrs

OBJECTIVES OF THE VALUE ADDED PROGRAM:

- Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules
- Students will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax.
- Students will be equipped with the knowledge of composition schemes under GST, Exemptions under GST, concept of supply of goods, nature of supply.
- Students will also learn about the customs law, valuation and baggage rules.

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Session Day 1:

Introduction to Indirect Taxes and GST Indirect taxes – an overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST - GST-an overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST - supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

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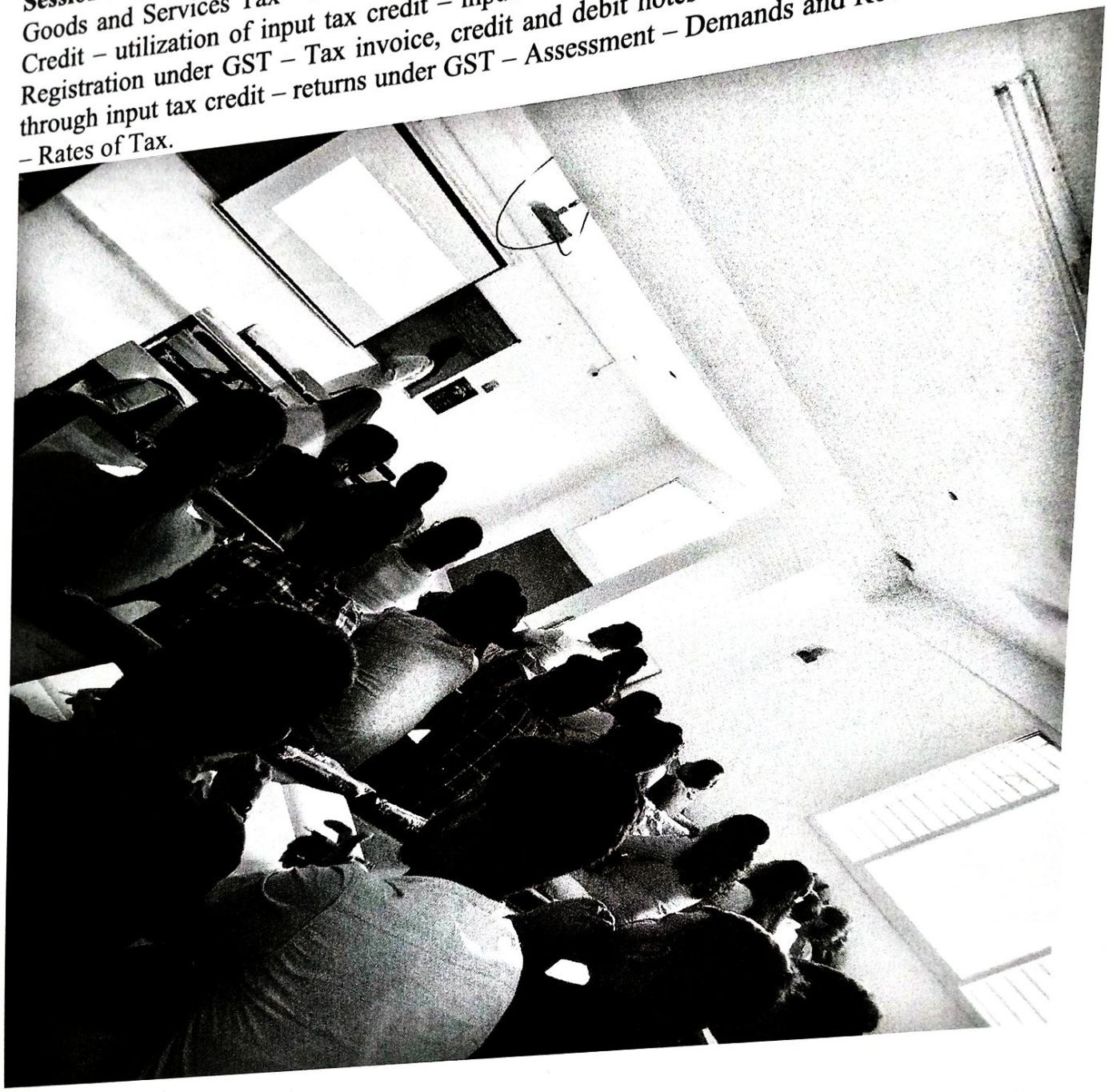
Session Day 2:

Goods and Services Tax - I Exemption from GST – Composition scheme in GST – Input Tax Credit – utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST – Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.



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Session Day 3:

Goods and Services Tax - II Central GST, Integrated GST, Union Territory GST – Goa GST - Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

Other Indirect Taxes. Goa Value Added Tax (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover, Works-Contract, Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products.

Session Day 4:

NCCD of Customs - Transaction Value at the time and place of importation – rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty

Session Day 5:

Case day solving including different companies and doubt clearing session

Program outcome:

Goods and Service Tax (GST) is one of the most crucial Indirect tax reforms in India since independence. GST renders numerous benefits to different parties such as business and industry, central and state governments and the ultimate consumers. Hence, this course is designed to equip the student with the new concept of GST that has subsumed various indirect taxes prevailing earlier, introduce the students to GST law, relevant rules and procedures. GST was implemented in India on 1st July 2017. It required to be understood by everyone as all of us pay goods and service tax in some way or other to the government. This course is designed to develop the students with the various concepts of goods and service tax act law and procedures. The students learning this course should know persons liable to pay GST, valuation under GST, reverse charge, input tax credit, exemption from GST, composition scheme as well as the procedures of Customs law and Goa VAT. This course would enable students to make their careers in goods and services tax consultation. The purpose of this course is to gain expert knowledge of the principles of the indirect taxes including goods and service tax, customs law, Goa VAT, its relevant laws and rules.

Value Added Program Coordinator

Principal

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

VALUE- ADDED COURSE- GST & TAXATION ASSOCIATION WITH AES – MBA -2022-23

STUDENT'S ATTENDANCE LIST Date:

SL. NO	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	P03BX21M0001	Premsagar A V					
2	P03BX21M0002	AACHAL JAIN					
3	P03BX21M0003	UMESH S					
4	P03BX21M0004	SHASHANK R					
5	P03BX21M0005	VANDANA U					
6	P03BX21M0006	RANJITHA M					
7	P03BX21M0007	HARSHA H					
8	P03BX21M0008	SUPRIYA S B					
9	P03BX21M0009	RASHMITHA P					
10	P03BX21M0010	LOCHANA S					
11	P03BX21M0011	GANAPATHI R PATIL					
12	P03BX21M0012	SYEDA ASIYA F					
13	P03BX21M0013	MOHAMMED ARBAZ					
14	P03BX21M0014	SUMANTH					
15	P03BX21M0015	CHANDRIKA G N					
16	P03BX21M0016	NAGESHA N					
17	P03BX21M0017	VINAY T M					
18	P03BX21M0018	SUBRAMANI V					
19	P03BX21M0019	Vinay s r					
20	P03BX21M0020	PRABHAVATHI G R					
21	P03BX21M0021	REENA M					
22	P03BX21M0022	Praveena p					
23	P03BX21M0023	NISARGA J					
24	P03BX21M0024	PAVAN KALYAN					
25	P03BX21M0025	ADIKESHAVA REDDY T					
26	P03BX21M0026	PAVAN KALYAN R					
27	P03BX21M0027	MahamadRafi					
28	P03BX21M0028	ANIRUDH C N					
29	P03BX21M0029	AJAY H S					
30	P03BX21M0030	PREETHI R					
31	P03BX21M0031	Dhanalakshmi N					
32	P03BX21M0032	MANOHARA S					
33	P03BX21M0033	SAHANA R					
34	P03BX21M0034	ASHWINI K					

35	P03BX21M0035	Pavan Kumar V S
36	P03BX21M0036	BABU A
37	P03BX21M0037	SWETHA K M
38	P03BX21M0038	SAHANA C
39	P03BX21M0039	P ROOPASHREE
40	P03BX21M0040	BALAJI C
41	P03BX21M0041	BHASKARA S A
42	P03BX21M0042	ANILKUMAR D S
43	P03BX21M0043	MANOJ D L
44	P03BX21M0044	VIGNESH M
45	P03BX21M0045	MAHADEVAPRASAD N
46	P03BX21M0046	VARUN G A
47	P03BX21M0047	SHASHANK M R
48	P03BX21M0048	Rakshith R N
49	P03BX21M0049	PRIYANKA B K
50	P03BX21M0050	SHWETHA P
51	P03BX21M0051	Charan G
52	P03BX21M0052	MANOJ M
53	P03BX21M0053	NAYANKUMAR V
54	P03BX21M0054	Praveen g
55	P03BX21M0055	CHANNAPPA G
56	P03BX21M0056	KEERTHY S
57	P03BX21M0057	YASHWANTH N
58	P03BX21M0058	NANDAKISHOR R
59	P03BX21M0059	Dinesh k
60	P03BX21M0060	SACHIN S
61	P03BX21M0061	SATHISH REDDY K
62	P03BX21M0062	ANUSHA N S
63	P03BX21M0063	ASHA D R
64	P03BX21M0064	BHOOMIKA T
65	P03BX21M0065	SUDHAKARARAJU S S
66	P03BX21M0066	ANUSHA B V
67	P03BX21M0067	LAKSHMI K N
68	P03BX21M0068	APPU L
69	P03BX21M0069	MAHALAKSHMI J D
70	P03BX21M0070	Kusuma v
71	P03BX21M0071	MONISHA D
72	P03BX21M0072	MADHU SHREE T S
73	P03BX21M0073	DIVYA SHREE A
74	P03BX21M0074	RAHUL B S
75	P03BX21M0075	NETHRA R
76	P03BX21M0076	Ganakaraja s
77	P03BX21M0077	KAVYA K N
78	P03BX21M0078	Srirama K
79	P03BX21M0079	RANJITHA P M
80	P03BX21M0080	SHASHWATH H S

81	P03BX21M0081	NANDISHA K R					
82	P03BX21M0082	SHIVANANDAREDDY N					
83	P03BX21M0083	AKASH K B					
84	P03BX21M0084	ANUSHA K S					
85	P03BX21M0085	KAVYASHREE K					
86	P03BX21M0086	BHAVANA J					
87	P03BX21M0087	AISHWARYA N					
88	P03BX21M0088	MANUMITHA R					
89	P03BX21M0089	GURUCHARAN GOUDA PATIL					
90	P03BX21M0090	VARUN S					
91	P03BX21M0091	PUNITHKUMAR R					
92	P03BX21M0092	DASHARATH G S					
93	P03BX21M0093	NIKITHA N					
94	P03BX21M0094	BHAVANI T S					
95	P03BX21M0095	GAYATHRI C J					
96	P03BX21M0096	VARUNA K G					
97	P03BX21M0097	K S NAGA SUDHA					
98	P03BX21M0098	Ananda Kumar V H					
99	P03BX21M0099	SHIVAPRASAD D					
100	P03BX21M0100	Suchithra N					
101	P03BX21M0101	SHREENIDHI S					
102	P03BX21M0102	Deepa. M					
103	P03BX21M0103	ABHISHEK N					
104	P03BX21M0104	ABHISHEK M					
105	P03BX21M0105	PRASHANTH G					
106	P03BX21M0106	SUHAS P					
107	P03BX21M0107	HEMESH RAO G					
108	P03BX21M0108	PRAJWAL G					
109	P03BX21M0109	YASHODHA R G					
110	P03BX21M0110	NAVEEN R					
111	P03BX21M0111	HAMSAVENI R					
112	P03BX21M0112	Punith Krishna S R					
113	P03BX21M0113	AQUIB AHMAD					
114	P03BX21M0114	CHETAN B B					
115	P03BX21M0115	RAMYA ASHWATH					
116	P03BX21M0116	LAVANYA L					
117	P03BX21M0117	FIRDOSE A L					
118	P03BX21M0118	MOHAMMED SAAD					
119	P03BX21M0119	V Gowtham					
120	P03BX21M0120	SINGAMALA VINAYKUMAR REDDY					
121	P03BX21M0121	SYEDA UMME HANI					
122	P03BX21M0122	JAGADISH					
123	P03BX21M0123	ESTHER RANI A					
124	P03BX21M0124	SHWETHA S H					
125	P03BX21M0125	PAVITHRA M C					

126	P03BX21M0126	VYAS RADHIKA SANTOSH RAO						
127	P03BX21M0127	NISHCHITHA N						
128	P03BX21M0128	ROHITH R M						
129	P03BX21M0129	PUSHPAVATHI K						
130	P03BX21M0130	PREETHIKSHA S						
131	P03BX21M0131	MANMOHAN N						
132	P03BX21M0132	DAMODHARREDDY H						
133	P03BX21M0133	LAKSHMI A						
134	P03BX21M0134	PRADEEP S						
135	P03BX21M0135	BALAJI R						
136	P03BX21M0136	SANJAY B V						
137	P03BX21M0137	TADURU VAMSHIDHAR REDDY						
138	P03BX21M0138	SARAN S						
139	P03BX21M0139	SARAN S						
140	P03BX21M0140	AMBREESH R HUDED						
141	P03BX21M0141	SMITHA B						
142	P03BX21M0142	NIKHITHA R						
143	P03BX21M0143	MUSKAN AFREEN						
144	P03BX21M0144	RAKESH B						
145	P03BX21M0145	KARTHIK B R						
146	P03BX21M0146	KARTHIK N						
147	P03BX21M0147	SURESHA P S						
148	P03BX21M0148	PRAJWAL N S						
149	P03BX21M0149	GAGANA V						

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ADVANCED EDUCATIONAL SERVICES

CERTIFICATE

OF ACHIEVEMENT

This Acknowledges

Nagesha . N

MBA 2022-23

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "GST & TAXATION"

VEENA ANGADI
PRINCIPAL CITY
COLLEGE

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

CERTIFICATE

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Certificate program on "GST & TAXATION "

VEENA ANGADI
PRINCIPAL CITY
COLLEGE

Deepthi Ashok
Founder AES

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VALUE ADDED PROGRAM SYLLABUS

GST & TAXATION FOR MBA STUDENTS

1) Introduction to GST & Taxation

- Introduction to Indirect Taxes and GST Indirect taxes
- An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
- An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.

2) Classification of GST

- Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

3) Goods and Services Tax – I

- Exemption from GST – Composition scheme in GST – Input Tax Credit
- Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
- Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.

4)Goods and Services Tax - II

- Central GST, Integrated GST, Union Territory GST – Goa
- Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

5) Other Indirect Taxes.

- Value Added Tax
- (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,
- Works-Contract,

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- Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products

6) NCCD of Customs

- Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

-

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Jayanagar, Bangalore-7

Report On Value added program
Digital Marketing for MBA

(6th -10th November 2023)

CITY COLLEGE
Jayanagar
Bangalore

Reported By:Deepashree B R
Asst. Prof.
City College,Bangalore

Principal
CITY COLLEGE
Jayanagar, Bangalore 70

CITY COLLEGE

No.27/2, 33rd cross, 2nd main Rd, 7th block, Jayanagar, Bangalore - 560082

Value Added Program On Digital Marketing for MBA

Date: 6th -10th November 2023

VAP Duration: 30 Hrs

Time: 9:30am to 12:30pm

1:00pm to 4:00pm

For: 3rd sem MBA students
Speaker of the program:
Dr. C B Venkata Krishna Prasad
Director - Acquire and Accord Solution LLP

Objectives of the session: Receive unparalleled guidance from industry mentors, teaching assistants, and graders

- Receive one-on-one feedback on submissions and personalized feedback on improvement
- Student support is available 7 days a week, 24*7. Timely doubt resolution by industry experts and peers
- Personalized expert feedback on assignments and projects
- Regular live sessions by experts to clarify concept-related doubts
- Live sessions by experts on various industry topics
- One-on-one discussion and feedback sessions with industry mentors

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Topics covered on Day1:

Digital Marketing Landscape

Fundamentals of Marketing: Journey from Traditional Marketing to Digital Marketing, Digital Marketing Metrics and Channels, Customer Centricity

Case Studies: Digital Channels Deep Dive -

Designing a Web Presence, Social Media Marketing,Search Engine Optimisation (SEO)

- **Case Studies:**
- Blog Creation Project (WordPress),Social Media Marketing Live Project (Facebook Ads Manager),Stukent Mimic Social (Leadership track)

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Day2:session:

Marketing Analytics and Integrated Strategy:

Web Analytics,Defining a Robust Digital Marketing Strategy,Planning DM Resources (Agency/Team,Case Studies: 2 case studies on reputed companies in E-commerce and Transportation, Web Analytics Live Project (Google Analytics),Capstone Project and E-Commerce Bootcamp, e-Commerce Bootcam ,Capstone Proje

Day3:session:

Designing Website
Basics of Search Engine Optimization
Basics of Search Engine Marketing

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Day4 & 5:session:
Basics of Social Media Marketing (Test 2)
Digital Display Marketing
Email Marketing
Affiliate marketing

Digital Marketing Student Learning Outcomes

- Communication: Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to college-level expectations.
- Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.
- Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions.
- Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.
- Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform.
- A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement.
- Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively.

Value Added Coordinator

Principal

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CITY COLLEGE
Jayanagar, Bangalore-70

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

VALUE- ADDED COURS- DIGITAL MARKETING ASSOCIATION WITH AES – MBA -2022-23

STUDENT'S ATTENDANCE LIST Date:

SL NO	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	P03BX21M0001	Premsagar A V					
2	P03BX21M0002	AACHAL JAIN					
3	P03BX21M0003	UMESH S					
4	P03BX21M0004	SHASHANK R					
5	P03BX21M0005	VANDANA U					
6	P03BX21M0006	RANJITHA M					
7	P03BX21M0007	HARSHA H					
8	P03BX21M0008	SUPRIYA S B					
9	P03BX21M0009	RASHMITHA P					
10	P03BX21M0010	LOCHANA S					
11	P03BX21M0011	GANAPATHI R PATIL					
12	P03BX21M0012	SYEDA ASIYA F					
13	P03BX21M0013	MOHAMMED ARBAZ					
14	P03BX21M0014	SUMANTH					
15	P03BX21M0015	CHANDRIKA G N					
16	P03BX21M0016	NAGESHA N					
17	P03BX21M0017	VINAY T M					
18	P03BX21M0018	SUBRAMANI V					
19	P03BX21M0019	Vinay s r					
20	P03BX21M0020	PRABHAVATHI G R					
21	P03BX21M0021	REENA M					
22	P03BX21M0022	Praveena p					
23	P03BX21M0023	NISARGA J					
24	P03BX21M0024	PAVAN KALYAN					
25	P03BX21M0025	ADIKESHAVA REDDY T					
26	P03BX21M0026	PAVAN KALYAN R					
27	P03BX21M0027	MahamadRafi					
28	P03BX21M0028	ANIRUDH C N					
29	P03BX21M0029	AJAY H S					
30	P03BX21M0030	PREETHI R					
31	P03BX21M0031	Dhanalakshmi N					
32	P03BX21M0032	MANOHARA S					

33	P03BX21M0033	SAHANA R						
34	P03BX21M0034	ASHWINI K						
35	P03BX21M0035	Pavan Kumar V S						
36	P03BX21M0036	BABU A						
37	P03BX21M0037	SWETHA K M						
38	P03BX21M0038	SAHANA C						
39	P03BX21M0039	P ROOPASHREE						
40	P03BX21M0040	BALAJI C						
41	P03BX21M0041	BHASKARA S A						
42	P03BX21M0042	ANILKUMAR D S						
43	P03BX21M0043	MANOJ D L						
44	P03BX21M0044	VIGNESH M						
45	P03BX21M0045	MAHADEVAPRASAD N						
46	P03BX21M0046	VARUN G A						
47	P03BX21M0047	SHASHANK M R						
48	P03BX21M0048	Raksnith R N						
49	P03BX21M0049	PRIYANKA B K						
50	P03BX21M0050	SHWETHA P						
51	P03BX21M0051	Charan G						
52	P03BX21M0052	MANOJ M						
53	P03BX21M0053	NAYANKUMAR V						
54	P03BX21M0054	Praveen g						
55	P03BX21M0055	CHANNAPPA G						
56	P03BX21M0056	KEERTHY S						
57	P03BX21M0057	YASHWANTH N						
58	P03BX21M0058	NANDAKISHOR R						
59	P03BX21M0059	Dinesh k						
60	P03BX21M0060	SACHIN S						
61	P03BX21M0061	SATHISH REDDY K						
62	P03BX21M0062	ANUSHA N S						
63	P03BX21M0063	ASHA D R						
64	P03BX21M0064	BHOOMIKA T						
65	P03BX21M0065	SUDHAKARARAJU S S						
66	P03BX21M0066	ANUSHA B V						
67	P03BX21M0067	LAKSHMI K N						
68	P03BX21M0068	APPU L						
69	P03BX21M0069	MAHALAKSHMI J D						
70	P03BX21M0070	Kusuma v						
71	P03BX21M0071	MONISHA D						
72	P03BX21M0072	MADHU SHREE T S						
73	P03BX21M0073	DIVYA SHREE A						
74	P03BX21M0074	RAHUL B S						

75	P03BX21M0075	NETHRA R						
76	P03BX21M0076	Ganakaraja s						
77	P03BX21M0077	KAVYA K N						
78	P03BX21M0078	Srirama K						
79	P03BX21M0079	RANJITHA P M						
80	P03BX21M0080	SHASHWATH H S						
81	P03BX21M0081	NANDISHA K R						
82	P03BX21M0082	SHIVANANDAREDDY N						
83	P03BX21M0083	AKASH K B						
84	P03BX21M0084	ANUSHA K S						
85	P03BX21M0085	KAVYASHREE K						
86	P03BX21M0086	BHAVANA J						
87	P03BX21M0087	AISHWARYA N						
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89	P03BX21M0089	GURUCHARAN GOUDA PATIL						
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91	P03BX21M0091	PUNITHKUMAR R						
92	P03BX21M0092	DASHARATH G S						
93	P03BX21M0093	NIKITHA N						
94	P03BX21M0094	BHAVANI T S						
95	P03BX21M0095	GAYATHRI C J						
96	P03BX21M0096	VARUNA K G						
97	P03BX21M0097	K S NAGA SUDHA						
98	P03BX21M0098	Ananda Kumar V H						
99	P03BX21M0099	SHIVAPRASAD D						
100	P03BX21M0100	Suchithra N						
101	P03BX21M0101	SHREENIDHI S						
102	P03BX21M0102	Deepa. M						
103	P03BX21M0103	ABHISHEK N						
104	P03BX21M0104	ABHISHEK M						
105	P03BX21M0105	PRASHANTH G						
106	P03BX21M0106	SUHAS P						
107	P03BX21M0107	HIMESH RAO G						
108	P03BX21M0108	PRAJWAL G						
109	P03BX21M0109	YASHODHA R G						
110	P03BX21M0110	NAVEEN R						
111	P03BX21M0111	HAMSAVENI R						
112	P03BX21M0112	Punith Krishna S R						
113	P03BX21M0113	AQUIB AHMAD						
114	P03BX21M0114	CHETAN B B						
115	P03BX21M0115	RAMYA ASHWATH						
116	P03BX21M0116	LAVANYA L						
117	P03BX21M0117	FIRDOSE A L						
118	P03BX21M0118	MOHAMMED SAAD						

Certificate of Achievement

THIS ACKNOWLEDGES THAT

Premsagar A.V

MBA 2022-23

HAS SUCCESSFULLY COMPLETED THE

*Certificate program on "**Digital Marketing** "*

VEENA ANGADI
PRINCIPAL
CITY COLLEGE

ADVANCED EDUCATIONAL SERVICES

DEEPTHI ASHOK
FOUNDER AES

ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

DIGITAL MARKETING FOR MBA STUDENTS

1. INRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Why Digital Marketing?

2. Digital Marketing Channels

- Understanding the Digital Consumer
- Digital Marketing Channels
- Digital Marketing Metrics

3. Starting a blog

- Setting up your own blog
- Creating Content
- Introduction to Marketing

4.SOE

- Digital Marketing Channels
- Starting a blog
- The basics
- Keywords and their basics
- Creating an SEO strategy
- The significance of SEO for every business

5. Search Engine Marketing

- Creating SEM campaigns
- SEM Reports and Optimization
- Create a Search Ad Campaign

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- Content Calendars
- Creating content for different channels
- Content Scheduling
- Search Engine Marketing

6. Content Marketing

- Creating content for social media
- Distribution platforms
- Establishing brand presence
- The gateway to success - secret social recipe

7. SOCIAL MARKETING AND FREELANCING

- Starting your own email campaigns
- Using the right platforms
- Starting a newsletter
- How to become a freelancer
- The do's and don'ts of freelancing
- Landing your first gig
- Finding clients globally

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Value added program Report
Digital Marketing for Commerce & Management

(2nd – 6th Jan 2023)

CITY COLLEGE
Jayanagar
Bangalore

Reported By: Namratha
Asst. Prof. City College, Bangalore

Principal
CITY COLLEGE
Jayanagar, Bangalore 70

Value Added Program on Digital Marketing for Commerce & Management

VAP Duration: 30 Hrs

Time: 9:30am to 12:30pm

1:00pm to 4:00pm

For: B.COM & BBA students

Objectives of the session: Receive unparalleled guidance from industry mentors, teaching assistants, and graders

- Receive one-on-one feedback on submissions and personalized feedback on improvement
- Student support is available 7 days a week, 24*7. Timely doubt resolution by industry experts and peers
- Personalized expert feedback on assignments and projects
- Regular live sessions by experts to clarify concept-related doubts
- Live sessions by experts on various industry topics
- One-on-one discussion and feedback sessions with industry mentors

Speaker of the program:

Raghu Raj Profile A technologically motivated man Mr. Raghu Raj completed his Mechanical Engineering with Project Management Swinburne University Melbourne Australia. A serial social entrepreneur cofounded Smart Neta, one of the most prominent company known for helping national political parties in India and abroad. He is also associated with NGOs like CAF (Citizen Action Forum), Arocha Wildlife Research and B.PAC, also key role for an orphanage. He has trained and delivered talks to thousands of students in India, UAE and other Asian Countries from technology to youth in Politics focusing on Smart Campaigns.

He is well known for his innovative methods for solving civic issues like waste management, increasing green cover, ward management etc. He also has Patenting for some of his research under IP India. He has worked with renowned companies like NAL, ISRO, BOSCH, SIEMENS AUSTRALIA, to name a few with 3 decade varied experience from CAD, Transducer, AI, Data analytics to Geo Spatial Maps with extensive On-Ground Election Campaign Management. This unique combination is his strength in building cutting edge technology for Command Centre to increase Election campaign efficiency and effectively. His technology driven approach to solve issues and to manage elections, is the need of the hour. Needless to say, Mr. Raghu is on a self-built technological path of success.

Principal
CITY COLLEGE
Jayanagar, Bangalore-70

Topics covered :

Digital Marketing Landscape

Fundamentals of Marketing: Journey from Traditional Marketing to Digital Marketing, Digital Marketing Metrics and Channels, Customer Centricity

Case Studies: Digital Channels Deep Dive -

Designing a Web Presence, Social Media Marketing,Search Engine Optimisation (SEO)

- **Case Studies:**
- Blog Creation Project (WordPress),Social Media Marketing Live Project (Facebook Ads Manager),Stukent Mimic Social (Leadership track)

Basics of Social Media Marketing (Test 2)

Digital Display Marketing, Email Marketing, Affiliate marketing

Outcomes

- Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions.
- Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.
- Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform.
- A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement.
- Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively.

Value Added Coordinator **Principal**

Value added program Report
Digital Marketing for Commerce & Management

(2nd – 6th Jan 2023)

CITY COLLEGE
Jayanagar
Bangalore

Reported By: Namratha
Asst. Prof. City College, Bangalore

Principal
CITY COLLEGE
Jayanagar, Bangalore 70

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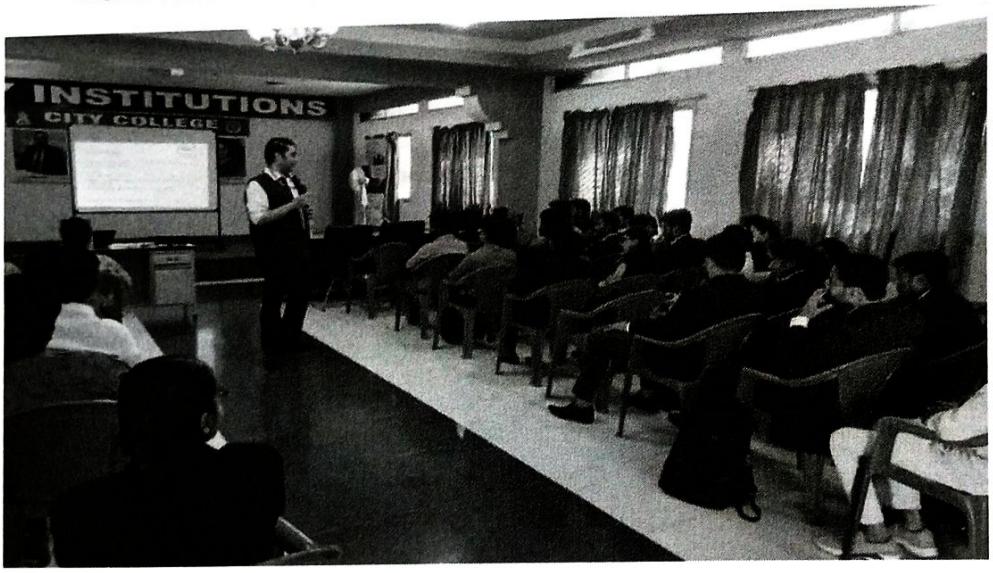
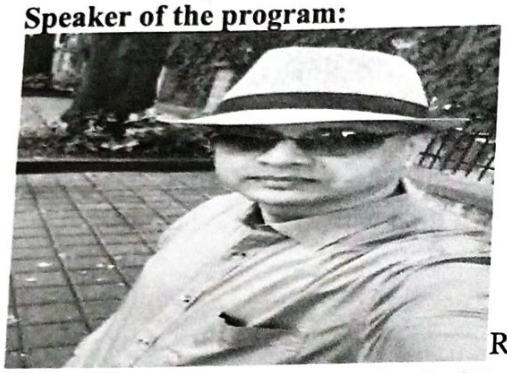


Speaker of the program:



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CITY COLLEGE
Jayanagar, Bangalore 70

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- Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively.

Value Added Coordinator **Principal**

Certificate of Achievement

THIS ACKNOWLEDGES THAT

Nisarga J

MBA 2022-23

HAS SUCCESSFULLY COMPLETED THE

*Certificate program on "**Digital Marketing** "*

VEENA ANGADI
PRINCIPAL
CITY COLLEGE

ADVANCED EDUCATIONAL SERVICES

DEEPTHI ASHOK
FOUNDER AES

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

VALUE- ADDED COURSE- DIGITAL MARKETING ASSOCIATION WITH AES – BBA & BCOM- 2022-23

STUDENT'S REGISTRATION LIST Date:

SL.NO	REG No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX21C0002	HARISH N	harish	harish	harish	harish	harish
2	U03BX21C0003	DEREK ROBIN FERNS	Robin	Robin	Robin	Robin	Robin
3	U03BX21C0004	USMAN AHMED KHAN	Usman	Usman	Usman	Usman	Usman
4	U03BX21C0005	KUMAWAT VIJAY RADHESHYAM	Vijay	Vijay	Vijay	Vijay	Vijay
5	U03BX21C0006	REVANNA M V	Revanna	Revanna	Revanna	Revanna	Revanna
6	U03BX21C0007	SHASHIDHAR H R	Shashi	Shashi	Shashi	Shashi	Shashi
7	U03BX21C0008	ABDUL RAZAK	Abdul	Abdul	Abdul	Abdul	Abdul
8	U03BX21C0009	OMKAR REDDY	Omkar	Omkar	Omkar	Omkar	Omkar
9	U03BX21C0010	AKASH C	Akash	Akash	Akash	Akash	Akash
10	U03BX22M0010	RANI KIRAN KISKU	Rani	Rani	Rani	Rani	Rani
11	U03BX22M0011	ROSHAN	Roshan	Roshan	Roshan	Roshan	Roshan
12	U03BX22M0012	NEHA TAJ	Taj	Taj	Taj	Taj	Taj
13	U03BX22M0013	PUNITH KUMAR G	Kumar	Kumar	Kumar	Kumar	Kumar
14	U03BX22M0014	PREM KUMAR K	prem	prem	prem	prem	prem
15	U03BX22M0015	Adarsh Tamang	Tmg	Tmg	Tmg	Tmg	Tmg
16	U03BX22M0016	WASEEQ UR RAHMAN	Waseeq	Waseeq	Waseeq	Waseeq	Waseeq
17	U03BX22M0017	AISHWARYA P	Aish	Aish	Aish	Aish	Aish
18	U03BX22M0018	FAISAL PASHA	Faisl	Faisl	Faisl	Faisl	Faisl
19	U03BX22M0019	SHUBASH DEY	Dey	Dey	Dey	Dey	Dey
20	U03BX22M0022	MOSTAFA AHMED BARBHUIYA	Barbh	Barbh	Barbh	Barbh	Barbh
21	U03BX22M0020	SONU YADAV	Sonu	Sonu	Sonu	Sonu	Sonu
22	U03BX22M0021	HUZAIFA ASRAR	Hazaifa	Hazaifa	Hazaifa	Hazaifa	Hazaifa
23	U03BX22M0023	AFWAAN BAIG	Baig	Baig	Baig	Baig	Baig
24	U03BX22M0025	DINESH R	Dinesh	Dinesh	Dinesh	Dinesh	Dinesh
25	U03BX22M0026	LIKHITHA S	Likitha	Likitha	Likitha	Likitha	Likitha
26	U03BX22M0027	ABDUL WAHAB KHAN	Khan	Khan	Khan	Khan	Khan
27	U03BX22M0028	MOHAMMED SAQIB	Saqib	Saqib	Saqib	Saqib	Saqib
28	U03BX22M0030	V AKASH KARTHIK	Akash	Akash	Akash	Akash	Akash
29	U03BX22M0032	V POOVARASU	Poov	Poov	Poov	Poov	Poov

30	U03BX22M0033	USMAN BIN SAYEED					
31	U03BX22M0035	NANDINI M					
32	U03BX22M0037	HEMALATHA S					
33	U03BX22M0038	ABRAN PASHA					
34	U03BX22M0039	ROHIT JAIN					
35	U03BX22M0040	HARSH VARDHAN SINGH					
36	U03BX22M0041	AKASH RANA					
37	U03BX22M0042	MOHAMED HARSHAQ K P					
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40	U03BX22M0045	M D MADAN KUMAR					
41	U03BX22M0046	DARSHAN YADAV U					
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69	U03BX22C0023	VENNAPUSA BHAVANA					
70	U03BX22C0024	M YUVRAJ					

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VALUE ADDED PROGRAM SYLLABUS

DIGITAL MARKETING FOR BBA STUDENTS

1. INRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Why Digital Marketing?

2. Digital Marketing Channels

- Understanding the Digital Consumer
- Digital Marketing Channels
- Digital Marketing Metrics

3. Starting a blog

- Setting up your own blog
- Creating Content
- Introduction to Marketing

4.SOE

- Digital Marketing Channels
- Starting a blog
- The basics
- Keywords and their basics
- Creating an SEO strategy
- The significance of SEO for every business

5. Search Engine Marketing

- Creating SEM campaigns
- SEM Reports and Optimization
- Create a Search Ad Campaign

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- Content Calendars
- Creating content for different channels
- Content Scheduling
- Search Engine Marketing

6. Content Marketing

- Creating content for social media
- Distribution platforms
- Establishing brand presence
- The gateway to success - secret social recipe

7. SOCIAL MARKETING AND FREELANCING

- Starting your own email campaigns
- Using the right platforms
- Starting a newsletter
- How to become a freelancer
- The do's and don'ts of freelancing
- Landing your first gig
- Finding clients globally

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> "Education sparks curiosity and lights the way to lifelong learning."

Our Mission & Values

At Advanced Educational Services (AES), we empower students to excel in digital marketing. We believe every student can achieve greatness with the right guidance and resources.

Our passionate instructors and cutting-edge facilities inspire students to reach their full potential. We foster a culture of innovation and growth, preparing students for success in the digital marketing industry.

About Us

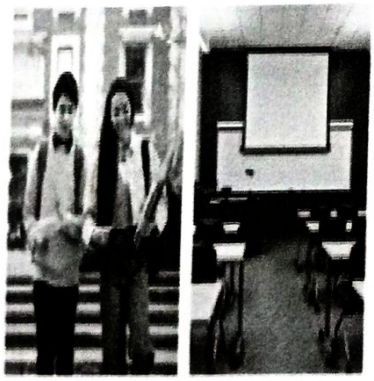
AES is dedicated to providing a comprehensive digital marketing education that prepares students for success in their careers.

We aim to create a welcoming and inclusive environment where all learners can thrive and develop essential skills for the digital age.

Enroll Today!

Why choose us?

- Small Class Sizes
- Experienced Teachers
- Safe Environment
- Supportive Peers



Important Dates

- Course Start Date: September 1
- Industry Networking Event: November 15-16, 2023

Open Enrollment

for students of all backgrounds and abilities. Come visit us to learn more!

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Value Added Program Report

Advanced MS OFFICE: Advance Excel, Power point Presentation

(10TH TO 25TH July 2023)

CITY COLLEGE
Jayanagar,Bangalore

BY:Deepashree
Value added program coordinator

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CITY COLLEGE

No.27/2,33rd cross,2nd main Rd,7th block,Jayanagar,Bangalore-560082

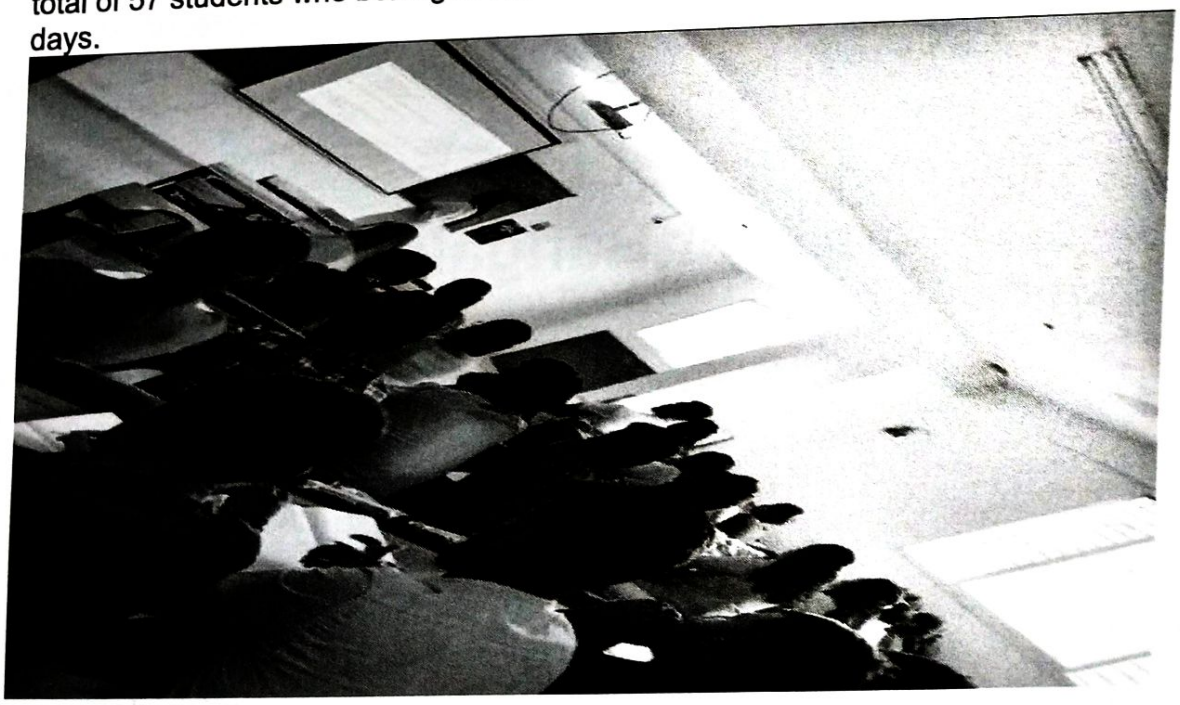
MS OFFICE: Advance,Excel, Power point Presentation BCOM

Venue: City College
Value added program: Advanced MS OFFICE: Advance Excel, Power point Presentation
Date: 10TH TO 25TH July 2023

For final year : B.com

1. Introduction:

The Department of Commerce and Management conducted a value added course on "Advanced MS Excel" from July 2022 to August 2022 (duration of 20 hours). The trainer of the session is Deepashree B R (Assistant Professor of Dept. of Commerce and Management). A total of 57 students who belong to B.COM and BBA 6th semester attended the course for all days.



2. Objective of the Course:

- Right knowledge about Excel and how to use it smartly.
- Create your own Interactive Reports & Dashboards.
- Re implement the concepts on different problems.
- Organized way to learn excel for Building Reports and Dashboards.

3. Outcome of the Workshop:

- Gain knowledge on basic as well as advanced excel concepts and functions.
- Understand the practical application of the basic as well as advanced excel concepts.
- Develop their thought process in such a way so as to apply their learnings in their educational or professional life.
- Build a solid understanding of the Basics of Microsoft Excel.
- Learn the most common Excel functions used in the Office.
- Create dynamic reports by mastering PivotTables

4. Topics covered in the program:

- Easily build dynamic tools & Excel dashboards to filter, display and analyze your data
- Create your own formula-based Excel formatting rules
- Join datasets from multiple sources with X LOOKUP, INDEX & MATCH functions
- Manipulate dates, times, text, and arrays
- Lookup Functions,H LOOK UP Functions
- Conditional Formatting,What-If,Sum if Analysis
- Pivot Tables and charts
- Data Sorting,Data Filtering,Tables,Charts
- unlocking dynamic formulas with IF, V LOOKUP, INDEX, MATCH functions and many more
- Maintain large sets of Excel data in a list or table
- Create dynamic reports by mastering one of the most popular tools, PivotTables
- Slicer and pivot tables
- Dynamic MIS Report
- Transferring Excel data to PPT

5. CLASSROOM AND LAB ACTIVITIES:

- Basic concepts of Advanced MS Excel program, Assignment & editing statements, Data Types, operators and expressions etc, with examples and exercise.
- Recursion, Using an array, Using arrays with Functions

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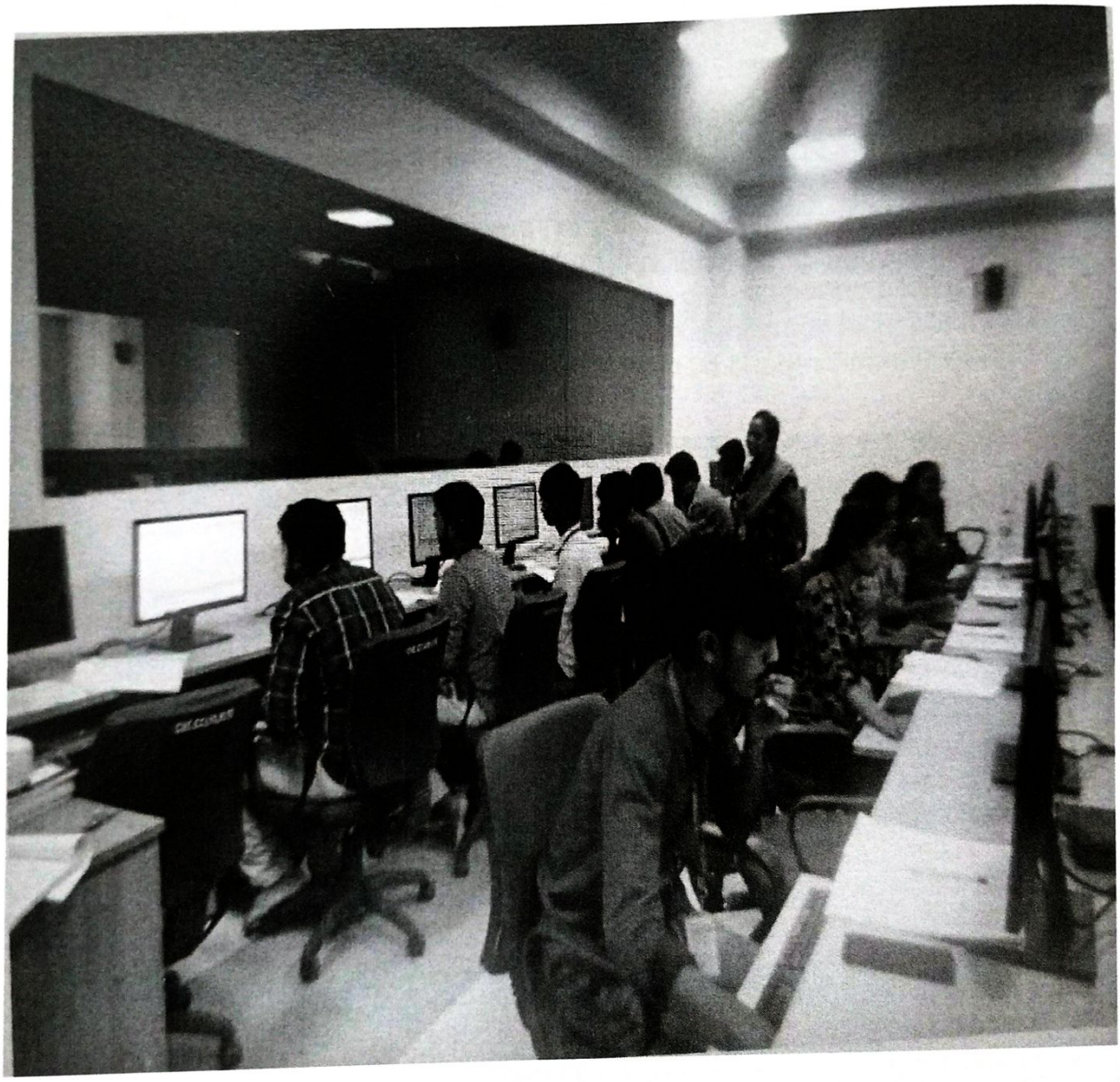
- The method of instruction followed for most of the sessions is activity based wherein students had to execute the programs/report which were instructed to understand them properly
- All the sessions were interactive in nature.



6. Feedback from Students on the value added program
7. Attendance sheet attached
8. Certificate issued is attached

Certificate of Achievement

THIS ACKNOWLEDGES THAT

Jancy . S

B.COM 2022-23

HAS SUCCESSFULLY COMPLETED THE

*Certificate program on "**TALLY, MS OFFICE, EXCEL, POWER POINT** "*

VEENA ANGADI
PRINCIPAL
CITY COLLEGE

ADVANCED EDUCATIONAL SERVICES

DEEPTHI ASHOK
FOUNDER AES

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

VALUE- ADDED COURSE- TALLY, MS OFFICE, EXCEL ASSOCIATION WITH AES – BCOM & BBA 2022 -23

STUDENT'S ATTENDANCE LIST Date:

SL. NO	REG No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX22M0004	KUNA TEJA					
2	U03BX22M0001	KARAN KUMAR N					
3	U03BX22M0002	MOHAMMED UWAIZ					
4	U03BX22M0003	LOKESH S					
5	U03BX22M0005	SUDARSHAN H P					
6	U03BX22M0006	SURESH S					
7	U03BX22M0007	SWAROOP B					
8	U03BX22M0008	AMIT CHAKMA					
9	U03BX22M0009	VAIBHAV SINGH PUNDIR					
10	U03BX22M0010	RANI KIRAN KISKU					
11	U03BX22M0011	ROSHAN					
12	U03BX22M0012	NEHA TAJ					
13	U03BX22M0013	PUNITH KUMAR G					
14	U03BX22M0014	PREM KUMAR K					
15	U03BX22M0015	Adarsh Tamang					
16	U03BX22M0016	WASEEQ UR RAHMAN					
17	U03BX22M0017	AISHWARYA P					
18	U03BX22M0018	FAISAL PASHA					
19	U03BX22M0019	SHUBASH DEY					
20	U03BX22M0022	MOSTAFA AHMED BARBHUIYA					
21	U03BX22M0020	SONU YADAV					
22	U03BX22M0021	HUZAIFA ASRAR					
23	U03BX22M0023	AFWAAN BAIG					
24	U03BX22M0025	DINESH R					
25	U03BX22M0026	LIKHITHA S					
26	U03BX22M0027	ABDUL WAHAB KHAN					
27	U03BX22M0028	MOHAMMED SAQIB					
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70	U03BX22C0024	M YUVRAJ					
71	U03BX22C0025	VEDASHREE K					
72	U03BX22C0026	GOWTHAMRAJ S					
73	U03BX22C0027	KIRAN N					

74	U03BX22C0030	PRIYADARSHINI J					
75	U03BX22C0031	RAKESH A					
76	U03BX22C0029	DHEERAJ SHEKAR C					
77	U03BX22C0028	SARATHI					
78	U03BX22C0032	DARSHAN N					

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ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

TALLY, MS OFFICE, EXCEL, POWER POINT FOR B.COM STUDENTS

1.MS WINDOWS, COMPUTER BASICS

- Computer Basic, Creating Folder, Paint
- Directories, input units, Output unit
- Central Processing Units,
- What is hard ware, what is Soft ware
- Windows short cut keys

2. MS WORD

Module 1: Text Basics

- Typing the text, Alignment of text
- Editing Text: Cut, Copy, Paste, Select All, Clear
- Find & Replace

Module 2: Text Formatting and saving file

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Change the Text Case
- Line spacing, Paragraph spacing
- Shading text and paragraph

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- Working with Tabs and Indents

3. Module 3: Working with Objects

- Shapes, Clipart and Picture, Word Art, Smart Art
- Columns and Orderings - To Add Columns to a Document
- Change the Order of Objects
- Page Number, Date & Time
- Inserting Text boxes
- Inserting Word art
- Inserting symbols
- Inserting Chart

Module 4: Header & Footers

- Inserting custom Header and Footer
- Inserting objects in the header and footer
- Add section break to a document

Module 5: Working with bullets and numbered lists

- Multilevel numbering and Bulleting
- Creating List
- Customizing List style
- Page bordering
- Page background

Module 6: Tables

- Working with Tables, Table Formatting
- Table Styles

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- Alignment option
- Merge and split option

Module 7: Styles and Content

- Using Build- in Styles, Modifying Styles
- Creating Styles

MS EXCEL

Module 1: Introduction to Excel

- Introduction to Excel interface
- Understanding rows and columns, Naming Cells
- Working with excel workbook and sheets

Module 2: Formatting excel work book:

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Wrap text, Merge and Centre
- Currency, Accounting and other formats
- Modifying Columns, Rows & Cells

Module 3: Perform Calculations with Functions

- Creating Simple Formulas
- Setting up your own formula
- Date and Time Functions, Financial Functions
- Logical Functions, Lookup and Reference
- Functions Mathematical Functions

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- Statistical Functions, Text Functions.

Module 4: Sort and Filter Data with Excel

Sort and filtering data

- Using number filter, Text filter
- Custom filtering
- Removing filters from columns
- Conditional formatting

MS POWERPOINT

Module 1: Setting Up PowerPoint Environment:

- New, Open, Close, Save, Save As
- Typing the text, Alignment of text
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Cut, Copy, Paste, Select All, Clear text
- Find & Replace
- Working with Tabs and Indents

Module 2: Creating slides and applying themes

- Inserting new slide
- Changing layout of slides
- Duplicating slides
- Copying and pasting slide
- Applying themes to the slide layout
- Changing theme color

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- Slide background
- Formatting slide background
- Using slide views

Module 3: Working with bullets and numbering

- Multilevel numbering and Bulleting
- Creating List
- Page bordering
- Page background
- Aligning text
- Text directions
- Columns option

Module 5: Hyperlinks and Action Buttons

- Inserting Hyperlinks and Action Buttons
- Edit Hyperlinks and Action Button
- Word Art and Shapes

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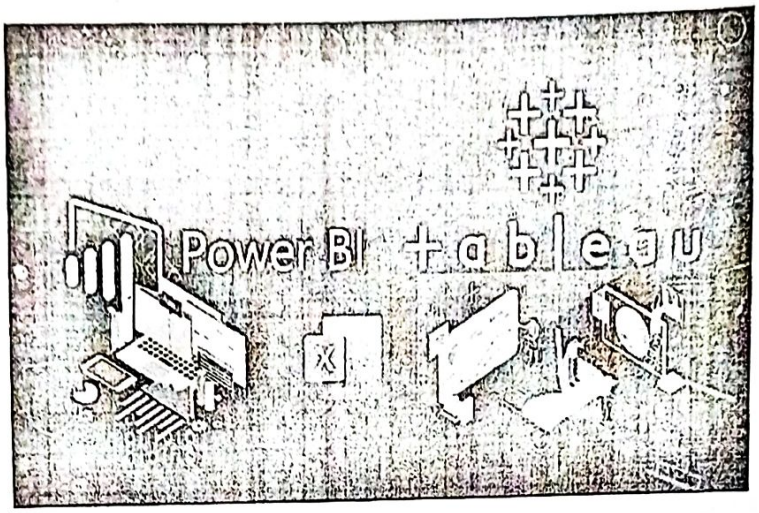
REPORT ON BUSINESS ANALYTICS using Power BI & Tableau



OBJECTIVE OF THE ACTIVITY:

To Train students in Business Analytics using power : BI & Tableau as per the industry demand. Need: The students learning management subjects should be well-trained on excel as per the industry demand.

BRIEF OUTLINE ABOUT THE PROGRAM:

Business intelligence (BI) helps organizations analyse historical and current data, so they can quickly uncover actionable insights for making strategic decisions. Business intelligence tools make this possible by processing large data sets across multiple sources and presenting findings in visual formats that are easy to understand and share.

Business intelligence systems combine data gathering, data storage, and knowledge management with data analysis to evaluate and transform complex data into meaningful, actionable information, which can be used to support more effective strategic, tactical, and operational insights and decision-making. Business intelligence environments consist of a variety of technologies, applications, processes, strategies, products, and technical architectures used to enable the collection, analysis, presentation, and dissemination of internal and external business information.

Tableau is a data visualization and business intelligence tool used for reporting and analysing vast volumes of data. It helps users create different charts, graphs, maps, dashboards, and stories for visualizing and analysing data, to help in making business decisions. It can connect to several data sources . Tableau enables users to create reports by joining and blending different datasets

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OUTCOME OF THE PROGRAM:

- The students learnt various features of Microsoft Excel
- They learnt handling data using' BI & Tableau.
- Students became well versed with the Business Analytics utility which in turn increased their employability.

In-Charge Faculty

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Syllabus on
BUSINESS ANALYTICS using Power BI & Tableau

Duration: 4 weeks **No. of Classes: 20 hours**

Modules	Topics
Module – 1	Introduction to Power BI
Module -2	Data Extraction
Module -3	Data Transformation – Shaping and Combining Data
Module -4	Data Modelling and DAX
Module -5	- Data Visualization with Analytics
Module -6	Power BI Service (Cloud), Q & A, and Data Insights
Module -7	Power BI Settings, Administration, and Direct Connectivity
Module -8	Embedded Power BI with API and Power BI Mobile
Module -9	Power BI Advance and Power BI Premium
Module -10	Introduction to Tableau architecture
Module -11	Working with Tableau dashboard
Module -12	Implementing data blending and aggregation
Module -13	Data visualization and real-time analytics
Module -14	Generated fields and special fields
Module -15	Connecting Tableau with R

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CITY COLLEGE

Date: 23-Jan-2023

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka 560082

DEPARTMENT OF COMPUTER APPLICATION

Attendance of Value added program

Program- Business Analytics using Power: BI & Tableau

Sl. No.	Student Name	Register Number	Signature
1	AGABA CALVIN A	19JQSB7001	
2	AISHWARYA M	19JQSB7002	
3	ALIYA BANU	19JQSB7003	Aliya Banu.
4	ARATHI S	19JQSB7004	
5	DARSHAN R	19JQSB7007	
6	DHARSHAN S	19JQSB7008	
7	FATHIMA MUSKAAN	19JQSB7009	
8	GURUKIRAN N	19JQSB7010	
9	MADHUSUDAN A	19JQSB7011	
10	MALI MANGAL RAM	19JQSB7012	
11	MOHAMMED AFAN R	19JQSB7013	
12	NELSON JOHN S	19JQSB7014	
13	PRATHYUSHA N	19JQSB7016	
14	PRITESH KUMAR SINGH	19JQSB7017	
15	SACHIN L	19JQSB7018	
16	SANATH S SRIVATSA	19JQSB7019	
17	SANDHYA G	19JQSB7020	Sandya.G
18	SHREYAS C	19JQSB7021	
19	SUMUKH V	19JQSB7022	
20	UDAY KUMAR R	19JQSB7024	

Coordinator

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Syllabus on
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Date: 23-Jan-2023

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka 560082

DEPARTMENT OF COMPUTER APPLICATION

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11	MOHAMMED AFAN R	19JQSB7013	
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15	SACHIN L	19JQSB7018	
16	SANATH S SRIVATSA	19JQSB7019	
17	SANDHYA G	19JQSB7020	
18	SHREYAS C	19JQSB7021	
19	SUMUKH V	19JQSB7022	
20	UDAY KUMAR R	19JQSB7024	

Coordinator

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Register number	Student Name	Signature
20JRCMD033	MD Izaaz Siddiqua S	
20JRCMD011	Ashwini.M	
20JRCMD037	Bavankumar K	
20JRCMD049	Lavanya.K.S	
20JRCMD042	Lavanya.N	
20JRCMD047	Leeyal Kale	
20JRCHD025	Vanishree.S	
20JRCMD004	Shalini.M	
20JRCMD019	Fathima Sultana	
20JRCMD061	Tasmiya Ayesha Khanum	
20JRCMD046	Deepa.S	
20JRCMD038	Gowtham.R.C	
20JRCMD010	Arun Jambagi	
20JRCMD058	Sindhana.M	
20JRCMD051	Rakhi.R	
20JRCMD044	Rajeevan.N	
20JRCMD035	Narmatha N.K	
20JRCMD002	Ajay	
20JRCMD062	Anand.D	
20JRCMD054	Sharanya.M	
20JRCMD040	Shruthi.B	
20JRCMD055	Ambikeshwar.M	
20JRCMD005	Bhavesh.S.K	
20JRCMD057	Sudharsan.M	
20JRCHD020	Hafiz Rahman	
20JRCMD041	Pooja.K	
20JRCMD022	Yashwini.A	
20JRCMD036	Naveenkumar.V	
20JRCMD001	ABHILASH.L	
20JRCMD018	VIKAS.V	
20JRCMD016	Chandan HR	
20JRCMD060	Monisay	
20JRCMD029	Leela. B.V.	
20JRCMD008	Bhavana K.M.	
20JRCMD013	Chandika - Gy.S	
20JRCMD012	Abhinav V J	
20JRCMD003	Vidya.V	
20JRCMD026	Anitha.S.R	
20JRCMD027	Nivedha.B.E	
20JRCMD014	Bhoomika.K	

Faculty Incharge

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EXCELR
Raising Excellence

EDL

CERTIFICATE

Of Participation

This certificate is proudly presented to

Kaparthy Satheeshbabugari Naga Sudha

For successful completion of 30 hours Live Training Program on

Business Analytics using Power BI and Tableau

Held from 02nd Jan 2023 to 20th Jan 2023

Issue Date: 24th January 2023
Certificate Code: 12962E/EXCELR

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Ram Tavva
CEO, ExcelR Solutions

EXCELR
Raising Excellence

EDL
Everyday Learning

CERTIFICATE

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Kaparthy Satheeshbabugari Naga Sudha

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Ram Tavva
CEO, ExcelR Solutions

EXCELR
Raising Excellence

EDL
Everyday Learning

CERTIFICATE

Of Participation

This certificate is proudly presented to

Reena M

For successful completion of 30 hours Live Training Program on

Business Analytics using Power BI and Tableau

Held from 02nd Jan 2023 to 20th Jan 2023

Issue Date: 24th January 2023
Certificate Code: 11443E/EXCELR

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Ram Tavva
CEO, ExcelR Solutions

EXCELR
Raising Excellence

CERTIFICATE

Of Participation

This certificate is proudly presented to

Kavyashree K

For successful completion of 30 hours Live Training Program on

Business Analytics using Power BI and Tableau

Held from 02nd Jan 2023 to 20th Jan 2023

Ram Tavva
CEO, ExcelR Solutions

Issue Date: 24th January 2023
Certificate Code: 13785E/EXCELR

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Jayanagar, Bangalore-70

Advanced MS Excel - B.com & BBA VI th sem

1/7

STUDENT'S Register Number	B.COM & BBA VI TH SEM STUDENTS NAME	1 1/7	2 2/7	3 4/7	4 8/7	5 11/7	6 14/7	7 18/7	8 22/7	9 25/7	10 29/7	11 1/8	12 5/8	13 8/8	14 12/8	15 16/8	16 18/8	17 22/8	18 24/8	19 25/8	20 26/8
19JQC26001	AISHWARYA A	1	2	2	2	2	3	4	5	6	7	7	7	8	9	9	10	11	11	12	13
19JQC26002	AKASH P	0	0	0	0	0	0	0	0	0	0	0	1	1	2	3	4	5	6	7	8
19JQC26003	AMAR R	0	0	0	0	0	0	0	0	0	0	0	1	2	2	3	4	5	6	7	7
19JQC26005	ANURAG K K	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	4	5	5	6	7
19JQC26006	ARFATH AHMED	1	2	3	3	4	4	5	6	7	8	8	9	10	11	11	12	13	14	15	16
19JQC26007	BALAJI GOWDA A	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	8
19JQC26008	BHAVANA C	0	0	0	0	0	0	0	0	0	0	0	1	1	2	3	4	5	6	7	8
19JQC26009	BHUPATHI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	7
19JQC26010	DHANUSH K MURTHY	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	8
19JQC26011	FIZA SHAIKH	1	1	1	1	1	1	1	1	1	1	1	2	3	4	4	5	6	6	7	8
19JQC26012	GAGANA K	1	1	1	1	1	1	1	1	1	1	1	2	3	4	5	6	6	7	8	9
19JQC26014	JASWANTH M	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26015	K J PRANAV	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	8
19JQC26016	KANGJAM AVINASH MEITEI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26017	KARAN R	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	8
19JQC26018	KARTHICK RAJ P	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26019	KARTHIK K	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	4	5	6	7	8
19JQC26020	KIRAN N	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26021	LOHITH V PECHI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26023	MADHURA R	1	1	2	2	2	2	3	3	4	0	0	1	2	3	4	5	6	7	8	9
19JQC26024	MOHAMMED REHAN	0	0	0	0	0	0	0	0	0	1	1	2	3	4	5	6	7	8	9	9
19JQC26025	MOHD FAISAL KHAN	1	2	3	4	5	6	7	8	9	9	10	11	12	13	14	15	16	17	18	19
19JQC26026	NAYAZPASHA	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19
19JQC26027	NISHANT CHAKMA	1	1	1	1	1	1	1	1	1	1	1	2	3	4	5	6	7	8	9	10
19JQC26030	PRIYANKA K	0	1	2	3	3	4	4	5	5	5	5	6	7	8	9	10	11	12	13	13
19JQC26031	RAGHU P	1	2	2	2	2	3	3	3	3	3	3	4	5	6	7	8	9	10	11	12
19JQC26032	RAKESH E	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26033	SANDEEP M	0	0	0	0	0	0	0	0	0	01	9	3	4	5	6	7	8	9	10	10
19JQC26034	SAYOOJ K	0	0	0	0	0	0	0	0	01	2	8	3	4	5	6	7	8	9	10	10
19JQC26036	STALIN G	0	0	0	0	0	0	0	0	01	2	9	3	4	5	6	7	8	9	10	11
19JQC26037	SUMAIYA BANU	1	2	3	4	4	4	5	6	7	8	8	9	10	11	12	13	14	15	16	16
19JQC26038	SWAROOP V	0	1	2	3	4	4	4	4	4	5	5	6	7	8	9	10	11	12	13	14
19JQC26040	SYED UWAIZ N	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9

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		1/7	3/7	7/7	9/7	14/7	16/7	18/7	21/7	23/7	28/7	1/8	5/8	8/8	11/8	16/8	18/8	22/8	24/8	25/8	26/8
19JQC26041	TRISHA N S	P	1	2	2	3	3	4	5	5	6	6	7	8	9	10	11	12	12	13	14
19JQC41001	AMAN PRASAD SAHU	P	1	2	3	4	4	5	6	6	7	7	8	9	10	11	12	13	13	14	14
19JQC41002	ARUNKUMAR H	P	2	3	3	4	5	6	7	8	8	8	9	10	11	12	13	14	15	15	16
19JQC41004	CHANDANA H	0		0	0	0	0	0	0	0	0	0	3	4	5	6	7	8	9	10	11
19JQC41006	GURU PRASAD B S	P	1	2	3	4	5	6	7	7	7	8	8	9	10	11	12	13	14	15	16
19JQC41007	HEMANTH A V	P	2	3	4	4	5	6	7	8	9	9	10	11	12	13	14	15	16	17	18
19JQC41009	IBRAHIM KHAN	0	0	0	0	0	0	0	0	0	0	0	2	3	4	5	6	7	8	9	10
19JQC41011	KHATEEJA FARHEEN	0	0	0	0	0	0	0	0	0	1	1	2	3	4	5	6	7	8	9	9
19JQC41013	MOHAMMED AKBAR KHAN	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	9	10
19JQC41014	MOHAMMED FAHADULLA	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	10	11
19JQC41015	NACHIKETH K B	P	2	3	4	4	5	5	6	6	6	7	6	9	10	10	11	12	13	14	14
19JQC41016	NALINI P M	P	2	3	4	5	6	7	8	9	9	9	9	10	10	10	10	11	11	12	13
19JQC41017	NASIR ALABUDI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC41018	PAVAN KUMAR	P	2	3	4	5	6	7	7	8	8	8	9	10	10	11	12	13	14	15	15
19JQC41019	PRAJWAL A	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	8
19JQC41020	PRATHAP A	P	2	3	3	4	5	6	7	7	7	7	8	9	10	11	12	13	14	15	15
19JQC41021	PRIYANKA R	1	1	2	2	2	2	3	3	4	4	4	5	6	7	8	9	10	11	12	13
19JQC41022	ROHIT PRASAD	P	1	2	2	2	3	3	4	4	4	5	6	7	8	9	10	11	12	12	13
19JQC41024	SANMATHI N	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC41025	SATHYA MURTY A	1	2	3	3	4	5	6	7	7	8	8	9	10	11	11	12	13	14	15	15
19JQC41026	SAYED MEHAK IMRAN	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC41027	SUNIL C R	P	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	17	18
19JQC41030	SYED MOHAMMED MEHDI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC41031	SYED VAKIL AHMED	1	1	2	2	2	2	3	3	3	4	4	5	6	7	8	9	10	11	11	12

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CITY COLLEGE
Jayanagar Bangalore
Value added program on stock market & Trading for Commerce & Management
(2nd – 6th jan 2023)

Reported By: Namratha
Asst. Prof. City College, Bangalore

Principal
CITY COLLEGE
Jayanagar, Bangalore 70

Value Added Program - Stock Market & Trading Training

Duration:30 hrs

Venue: Seminar Hall & class room

SPEAKER PROFILE:

Mr. K Anil Kumar

Educational Qualification: MBA from Gulbarga University
LLM from Kuvempu University

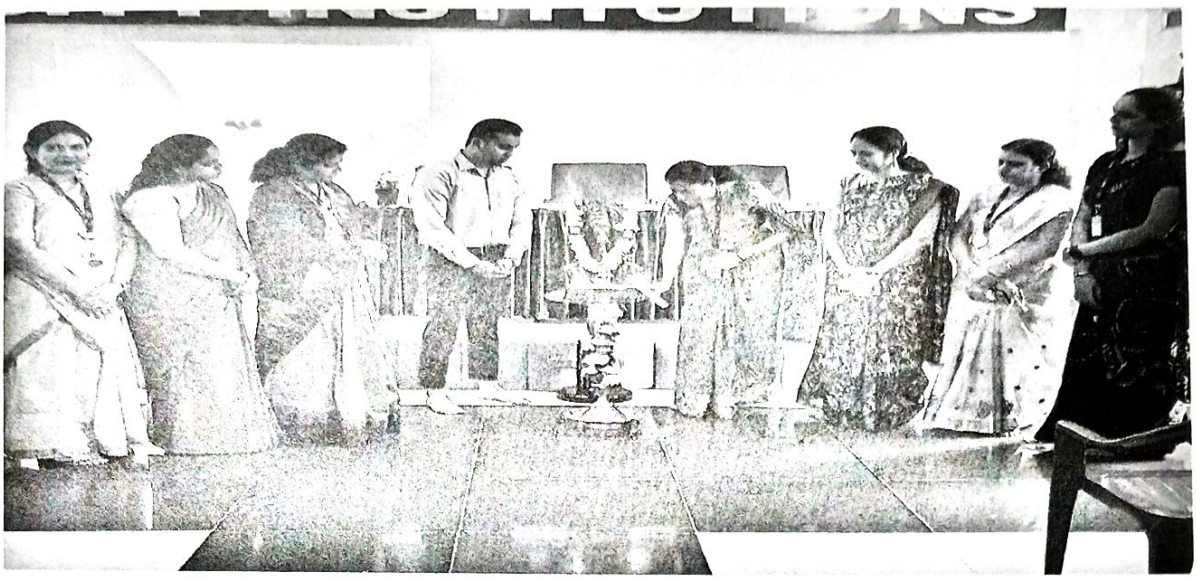
CORPORATE EXPERIENCE: Corporate Experience of 21 years in various roles and responsibilities at Stock Holding Corporation of India Limited

Manage investments of Corporate; Institutions and Ultra HNI customers & Family Business Houses

Presentations given at Major Corporate on 'How to Make Money earn Money' & 'Strategic Financial Planning'-Presentations given at Government Offices on 'Modern Financial Investment' avenues

Job Profile :Handling a team of around 45 manpower

Specialization Field: Capital Market; Depository; Mutual Fund; PMS; Alternate Investments; NPS and others



Learning Outcome

After having taken this course participants will:

Understand the vocabulary and grammar of a trading floor Experience the interactions between traders, sales, clients, brokers Realize in a personal and lively way what it requires to be a trader, a sales, a structure Identify Risk Management issues related to market positions Become familiar with practical trading techniques Formal training to Bloomberg platform (Bloomberg Market Concepts).

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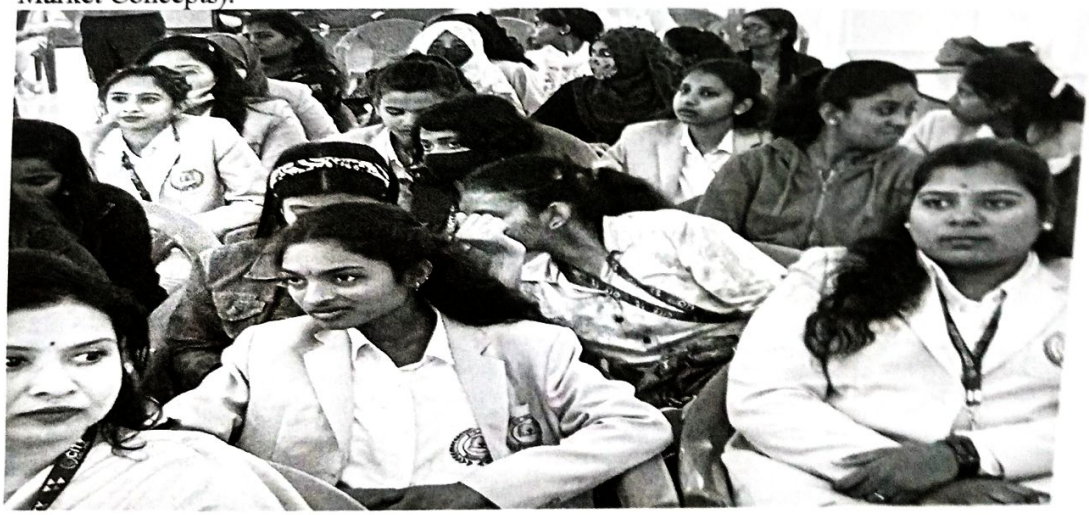

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CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURS- STOCK MARKET ANALYSIS & TRADING ASSOCIATION WITH AES – MBA 2023 - 24

STUDENT'S ATTENDANCE LIST Date:

SL. NO	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	P03BX22M015001	ABHISHEK					
2	P03BX22M015002	Abhishek M R					
3	P03BX22M015003	AISHWARYA G GANAPA					
4	P03BX22M015004	AKASH C C					
5	P03BX22M015005	Akkamahadevi					
6	P03BX22M015006	Ananda H N					
7	P03BX22M015007	ANIL KUMAR N					
8	P03BX22M015008	ANUPRIYA N					
9	P03BX22M015009	ANUSHA B P					
10	P03BX22M015010	ARBAZ KHAN A					
11	P03BX22M015011	ARCHANA D					
12	P03BX22M015012	BHANUPRIYA T					
13	P03BX22M015013	BHARATHI S					
14	P03BX22M015014	CHANDAN S H					
15	P03BX22M015015	CHANDANA K					
16	P03BX22M015016	CHANDANA M					
17	P03BX22M015017	DEEKSHITH B B					
18	P03BX22M015018	DEEPIKA T					
19	P03BX22M015019	DINESH SURESH REVANKAR					
20	P03BX22M015020	DIVYA K					
21	P03BX22M015021	ELEKA					
22	P03BX22M015022	GOWTHAM N A					
23	P03BX22M015023	Gurudevi Hiremath					
24	P03BX22M015024	HARSHITHA P					
25	P03BX22M015025	HEMA R					
26	P03BX22M015026	INCHARA C P					
27	P03BX22M015027	JAWERIYA SULTANA					
28	P03BX22M015028	KARTHIK N					
29	P03BX22M015029	KAVANA S					
30	P03BX22M015030	KAVITHA M					
31	P03BX22M015031	KAVYA P					

32	P03BX22M015032	KEERTHY N V					
33	P03BX22M015033	KIRAN KUMAR B N					
34	P03BX22M015034	KRUTIK PATTAR					
35	P03BX22M015035	LOKESH S					
36	P03BX22M015036	MAHESH N					
37	P03BX22M015037	MAHESH P					
38	P03BX22M015038	Mahesh Y K					
39	P03BX22M015039	MAMATHA T B					
40	P03BX22M015040	MANUKUMAR D N					
41	P03BX22M015041	MOHAMMED SAQIB					
42	P03BX22M015042	MOHAN KUMAR R J					
43	P03BX22M015043	MOHAN R					
44	P03BX22M015044	NAGENDRA N					
45	P03BX22M015045	NANDINI V					
46	P03BX22M015046	Niranjan Naik					
47	P03BX22M015047	NISARGA K P					
48	P03BX22M015048	NITHIN KUMAR V					
49	P03BX22M015049	NITHYA D S					
50	P03BX22M015050	PAVAN B N					
51	P03BX22M015051	PAVITHRA S					
52	P03BX22M015052	PRADEEP GOWLI M R					
53	P03BX22M015053	PRAVEEN NAGARAJ KARADI					
54	P03BX22M015054	PRIYANKA K					
55	P03BX22M015055	PRIYANKA N					
56	P03BX22M015056	PUNITH KUMAR N					
57	P03BX22M015057	PUNITHA POOJA SHRI M					
58	P03BX22M015058	RAHUL K					
59	P03BX22M015059	RAHUL V					
60	P03BX22M015060	RAJANIKANTH N					
61	P03BX22M015061	RAKSHITHA G J					
62	P03BX22M015062	RANJANA V					
63	P03BX22M015063	RANVEER CHINDALAY					
64	P03BX22M015064	SAHANA B					
65	P03BX22M015065	SANDEEP S G					
66	P03BX22M015066	SANJANA					
67	P03BX22M015067	SARVESH M					
68	P03BX22M015068	SATISH REDDY H K					
69	P03BX22M015069	SHAILA M N					
70	P03BX22M015070	Shilpa N P					
71	P03BX22M015071	Shivukumar Shankrappa Hullur					
72	P03BX22M015072	SHRAVAN R S					
73	P03BX22M015073	SMITHA B P					

74	P03BX22M015074	SUCHITHRA T S						
75	P03BX22M015075	SURYA S						
76	P03BX22M015076	SWAPNA R						
77	P03BX22M015077	SWATHI MUKESH						
78	P03BX22M015078	SWETHA KUMARI						
79	P03BX22M015079	TASHWINI H M						
80	P03BX22M015080	UMME SALMA						
81	P03BX22M015081	VAISHNAVI M						
82	P03BX22M015082	VANI						
83	P03BX22M015083	VASATHA K S						
84	P03BX22M015084	Venugopal C A						
85	P03BX22M015085	ADARSHANAIDU K S						
86	P03BX22M015086	ANUSHA K V						
87	P03BX22M015087	BHARATH REDDY S M						
88	P03BX22M015088	CHANDANA K						
89	P03BX22M015089	DEEPA K R						
90	P03BX22M015090	LAKSHMIPRIYA K B						
91	P03BX22M015091	POOJA V						
92	P03BX22M015092	PUSHPALATHA						
93	P03BX22M015093	SAHANASHREE N						
94	P03BX22M015094	SHIVARAJ A S						
95	P03BX22M015096	SAKSHI B S						
96	P03BX22M015097	Naveen Kumar G						
97	P03BX22M015098	POOJA S						
98	P03BX22M015099	NANDEESH K						
99	P03BX22M015100	PREETHI R						
100	P03BX22M015101	Sushma M R						
101	P03BX22M015102	MANOJ S						
102	P03BX22M015103	RAGHU HOSAMANI						
103	P03BX22M015104	MADHU SHREE G						
104	P03BX22M015105	SUHAS P PUROHIT						
105	P03BX22M015106	YASHASVI V						
106	P03BX22M015108	SUMA N C						
107	P03BX22M015109	Adarsha K						
108	P03BX22M015110	AKASH K B						
109	P03BX22M015111	R AKHILESH						
110	P03BX22M015112	AMEENA ZAFFAR						
111	P03BX22M015113	Arun D S						
112	P03BX22M015114	ASHWITHA S						
113	P03BX22M015115	BHARGAVA A M						
114	P03BX22M015116	CHIDAMBER S						
115	P03BX22M015117	DARSHAN R						
116	P03BX22M015118	GOVARDHAN N						
117	P03BX22M015119	JAGANNATH C						
118	P03BX22M015120	JAYANTH V						

119	P03BX22M015121	KAVYASHREE S					
120	P03BX22M015122	HIREMATH KEERTI RUDRAMUNI					
121	P03BX22M015123	KUSHAL N C					
122	P03BX22M015124	MADHAVI G					
123	P03BX22M015125	MOHAMED MUSRAF K J					
124	P03BX22M015126	MOHAMED RAIHAN S					
125	P03BX22M015127	SANMATHI N					
126	P03BX22M015128	NAGARATNA					
127	P03BX22M015129	RABIYA BASRI					
128	P03BX22M015130	RAGHAVENDRA K H					
129	P03BX22M015132	RAKSHITHA RANI R L					
130	P03BX22M015133	RAMAREDDY K C					
131	P03BX22M015134	RIYANKA MONDAL					
132	P03BX22M015135	SACHIN U D					
133	P03BX22M015136	SAHANA R M					
134	P03BX22M015137	Shantha D					
135	P03BX22M015138	DEEPAK R					
136	P03BX22M015139	SRIKANTH R					
137	P03BX22M015140	VINAY S R					
138	P03BX22M015141	YASHASWINI M					
139	P03BX22M015142	ZAIBA BANU					
140	P03BX22M015143	KAVYASHREE B					
141	P03BX22M015144	SOUNDARYA J N					
142	P03BX22M015145	Chaithra S					
143	P03BX22M015146	VINOD KUMAR C S					
144	P03BX22M015147	MOHAMMED SHAHIL PANGAT					
145	P03BX22M015148	BHADRI K M					
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149	P03BX22M015152	ANUSHA D M					
150	P03BX22M015153	ARUN KUMAR T					
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152	P03BX22M015155	BHAVANA S					
153	P03BX22M015156	BINDU B K					
154	P03BX22M015157	CHAITHANYA V					
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157	P03BX22M015160	CHINMAYI K					
158	P03BX22M015161	CHITHRASHREE D K					
159	P03BX22M015162	GOWDACHETHANA					
160	P03BX22M015163	HARSHITHA N					

161	P03BX22M015164	HEMANTH G					
162	P03BX22M015165	INDIRA M					
163	P03BX22M015166	KARTHIK M Y					
164	P03BX22M015167	LEKHANA T S					
165	P03BX22M015168	MAHADEVAPPA AYYAPPA BANI					
166	P03BX22M015169	MAHALAKSHMI P L					
167	P03BX22M015170	MANOJ M B					
168	P03BX22M015171	MISBA BEGUM					
169	P03BX22M015172	PALLAVI G					
170	P03BX22M015173	PAVITHRA K					
171	P03BX22M015174	PRAJWAL P					
172	P03BX22M015175	PRAVEENKUMAR M					
173	P03BX22M015176	R MD MUFFASSER					
174	P03BX22M015177	RANGANATH C					
175	P03BX22M015178	SAHANA D B					
176	P03BX22M015179	SHASHANK M R					
177	P03BX22M015180	SRINIVAS RAO S					
178	P03BX22M015181	TEJASWINI U					
179	P03BX22M015182	VAISHNAVI M					
180	P03BX22M015183	VARUN H M					
181	P03BX22M015184	VINAY S					
182	P03BX22M015185	VANDANA S KAMKAR					
183	P03BX22M015186	Sahana p					
184	P03BX22M015187	V PRIYADARSHINI					
185	P03BX22M015188	BHUVANESH Y S					
186	P03BX22M015190	NAGARAJ S MADIWALAR					
187	P03BX22M015191	VANDHANA VENKATESH					
188	P03BX22M015192	KRISHNA KISHORE M					
189	P03BX22M015193	BALAKUMAR A					
190	P03BX22M015194	NAVEEN CHIGATAGERI					
191	P03BX22M015195	MIZBA KHANUM A					
192	P03BX22M015196	RAKSHITH G					
193	P03BX22M015197	CHANDRASHEKHAR SOMANATH NAIK					
194	P03BX22M015198	SEEMA BANU N					
195	P03BX22M015199	KIRAN					
196	P03BX22M015200	MADHUKAR M					
197	P03BX22M015201	RANJITHA G					
198	P03BX22M015202	NAGARAJA H B					
199	P03BX22M015203	REVANNA SIDDAPPA R J					

200	P03BX22M015208	SYEDA MISBAH KHATIB						
201	P03BX22M015210	HASEEF B						
202	P03BX22M015211	M G LIKHITHA						
203	P03BX22M015213	SHASHANK DN						
204	P03BX22M015214	THILAK KANNAN						
205	P03BX22M015216	SHILPA BAI R						
206	P03BX22M015217	SAQLAIN M BHAIRAKDAR						
207	P03BX22M015218	AMBATI GANESH						
208	P03BX22M015219	VALLURI VENKATESH						
209	P03BX22M015220	SANDHYA V						

Principal
CITY COLLEGE
Jayanagar, Bangalore-70

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Deepika T

MBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "STOCK MARKET ANALYSIS & TRADING"

Dr. Puttaraj P
Principal City College

Deepthi Ashok
Founder AES

Harshit U Parekh
Coach at AES & CA

ADVANCED EDUCATIONAL SERVICES

CERTIFICATE of ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Kavya P

MBA 2023-24

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "STOCK MARKET ANALYSIS & TRADING"

Dr. Puttaraj P
Principal City College

Deepthi Ashok
Founder AES

Harshit
Harshit U Parekh
Coach at AES & CA

ADVANCED EDUCATIONAL SERVICES

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Dr. Puttaraj P
Principal City College

Deepthi Ashok
Founder AES

Harshit
Harshit U Parekh
Coach at AES & CA

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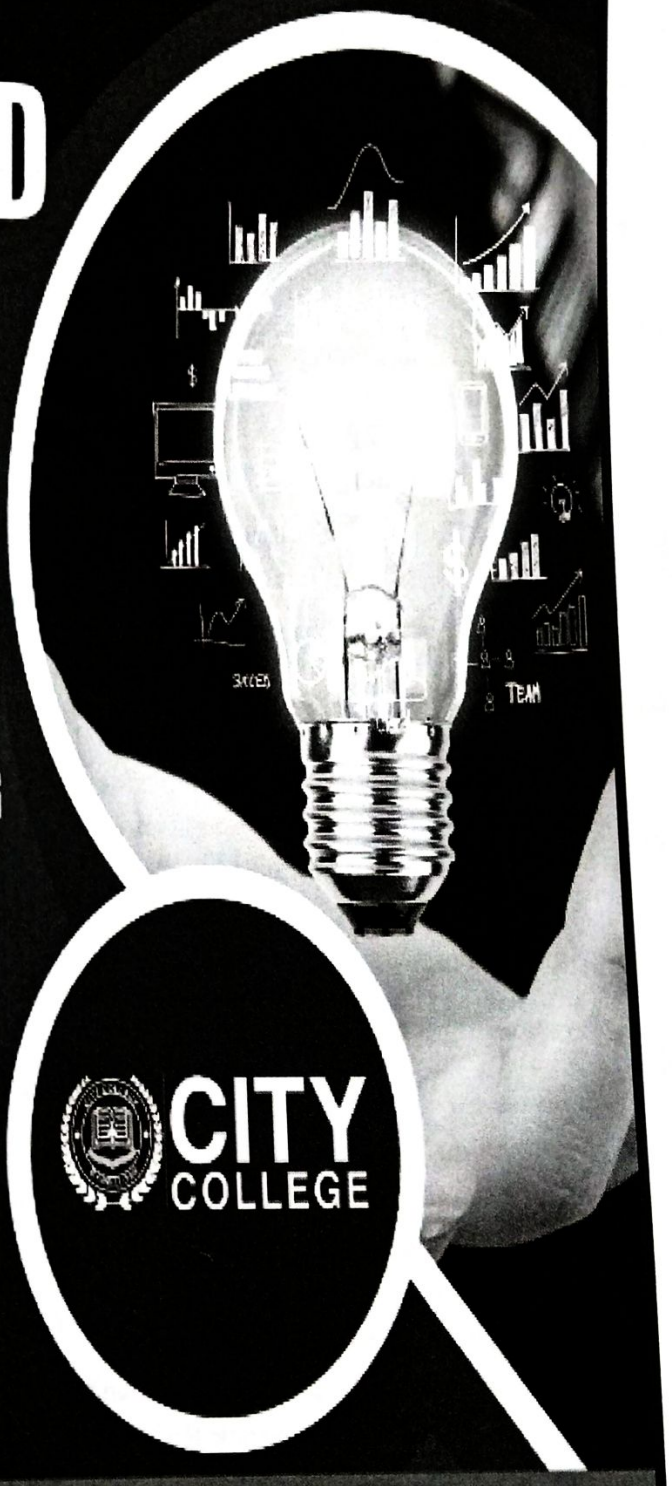
VALUE ADDED COURSES

02nd to 06th January 2023



Department Of
Business Administration & Commerce (UG)

- STOCK MARKET & TRADING
- DIGITAL MARKETING
- ADVANCE EXCEL

CITY COLLEGE

Program coordinator

Mrs. Namratha

ACQUIRE AND ACCORD SOLUTIONS LLP

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VALUE ADDED PROGRAM SYLLABUS

INVESTMENT ANALYSIS & STOCK MARKET TRADING FOR BBA STUDENTS

A) Introduction to Stock Market, Investing, and Trading

- The 2 Ways Investors Make Money in Stocks
- Investing vs. Trading vs. Gambling
- What Is A Stock Really
- Where Do Stocks Fit In A Diversified Portfolio
- Sample Portfolio Allocation based on historical Risks & Returns

B) Diversification , Stocks Categories Inside the Stock Company

- Size: Large, Mid, and Small-Cap Stocks
- Style: Growth Stocks
- Style: Dividend (Income Stocks)
- Style: Value Stocks
- Stock Sectors

C) Understanding Risk:

- with the Stock Market
- Introduction To Measuring Risk
- Pair Stock Risk With Your Own Personal View Of Risk
- Standard Deviation
- Sharpe Ratio
- Beta, Alpha, R-Squared
- Broader Risk Categories: Systemic And Un-Systemic Risk
- Screencast: Looking Up Stock Risk Measures
- Screencast: Looking Up Mutual Fund And ETF Risk Measures

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D) **WHAT TO BUY:**

- Individual Stocks: Benefits, Building a Portfolio, How Many, and Strategy
- Understanding Stock Mutual Funds
- Active vs. Index Stock Mutual Funds
- ETF: Exchange Traded Funds
- Using The Mutual Fund Style Box To Select Funds
- Understanding Mutual Fund Expenses
- Let's Compare Some Mutual Funds Expenses Demo With Real Funds

E) **STOCK MARKET STRATEGIES**

- Two Investing Extremes
- Investing In Growth Stocks
- Investing In Dividend Income Stocks
- Investing In Value Stocks
- Value Investing Example Case Study
- GARP: Growth At A Reasonable Price
- Technical Analysis & Charting
- Dogs Of The Dow
- Dividend Aristocrats
- DARTS

F) **Evaluate Stocks & Stock Ratios with Fundamental Analysis**

- Qualitative and Quantitative Analysis
- Key Financial Ratios when buying stocks
- Stock Ratio Categories
- Valuation: Price Earning (P/E)
- Valuation: Price To Earnings Growth (PEG)
- Valuation: Price To Sales (P/S)
- Valuation: Price To Book (P/B)
- Valuation: Dividend Yield
- Valuation: Dividend Payout
- Profitability: Return On Assets (ROA)
- Profitability: Return On Equity (ROE)
- Profitability: Profit Margin
- Liquidity: Current And Quick Ratio
- Debt: Debt To Equity
- Debt: Interest Coverage

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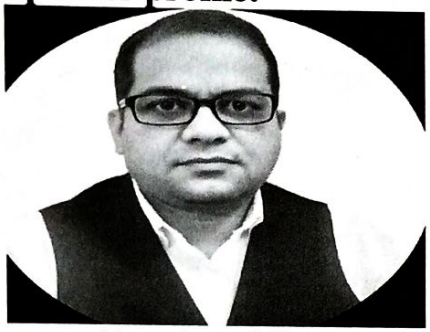
Value Added Program Report

MS OFFICE: Advance Excel, Power point Presentation for Commerce & Management Department

Venue: City College
Date: 13th – 18th September 2021
Duration: 30hrs
Faculty Incharge: Rithu Tyagi

Speaker profile:



Guru Datt B N

Experienced Computer instructor with 10 years of experience in managing and maintaining trainer. Throughout his career, he has displayed a high level of technical proficiency and a commitment to customer satisfaction.He is an organized, detail-oriented individual who excels in troubleshooting and problem-solving. He is a team player with excellent communication skills.

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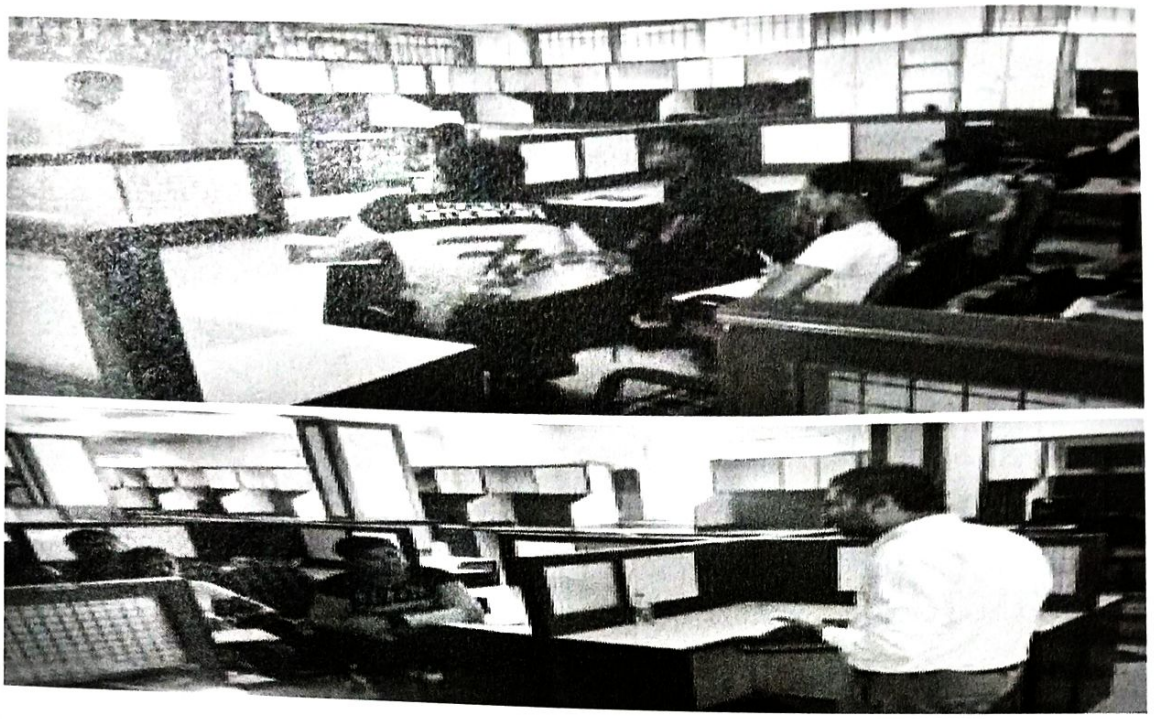
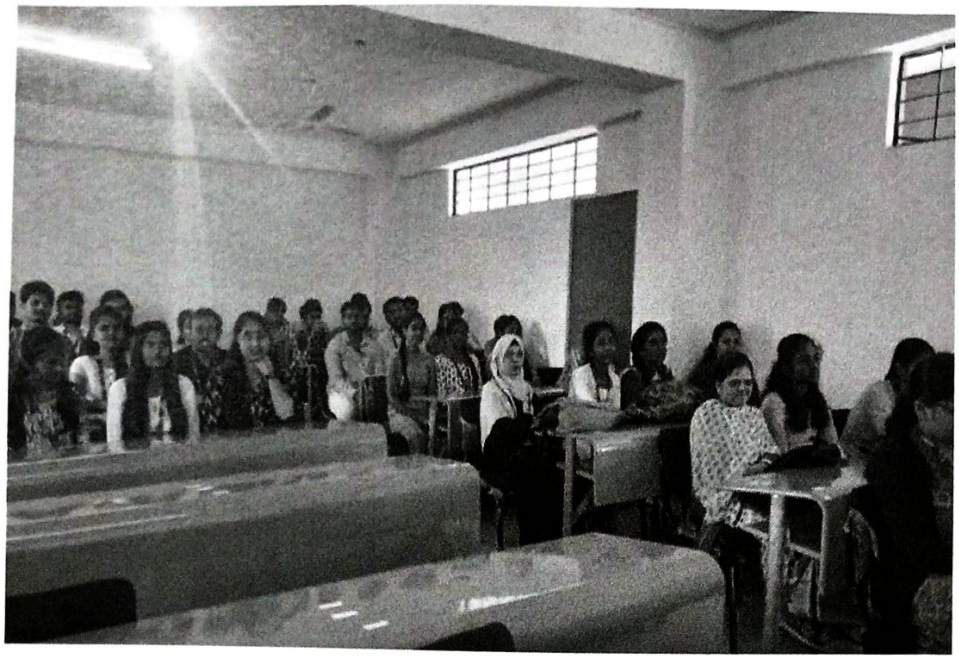


Objective of the Course:

- Right knowledge about Excel and how to use it smartly.
- Create your own Interactive Reports & Dashboards.
- Re implement the concepts on different problems.
- Organized way to learn excel for Building Reports and Dashboards.



Outcome of the Workshop:

- Gain knowledge on basic as well as advanced excel concepts and functions.
- Understand the practical application of the basic as well as advanced excel concepts.
- Develop their thought process in such a way so as to apply their learnings in their educational or professional life.
- Build a solid understanding of the Basics of Microsoft Excel.
- Learn the most common Excel functions used in the Office.
- Create dynamic reports by mastering PivotTables

FACULTY COORDINATOR

PRINCIPAL

Principal
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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

VALUE- ADDED COURSE- TALLY, MS OFFICE, EXCEL ASSOCIATION WITH AES – BCOM & BBA 2021-22

STUDENT'S ATTANDANCE LIST Date:

Sl.No	Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	K.J Pranav					
2	Bhupathi					
3	Nayaz Pasha					
4	Vikash Kumar Sahu					
5	Jaswanth M					
6	Mohammed Rehan					
7	Priyanka K					
8	Kangjam Avinash Meitei					
9	Akash.P					
10	Anurag. K K					
11	Sayoo J. K					
12	Stali.G					
13	Dhanush K Murthy					
14	Moho Faisal Khan					
15	Fiza Shaikh					
16	Balaji Gowda. A					
17	Anand Singh					
18	Vincent Paul. P					
19	Areeth Ahmed					
20	Swaroop. V					
21	Sandeep. M					
22	Nishanth. G					
23	Syed Fahad					
24	Karthick Raj. P					
25	Karthik. K					
26	Kiran. N					
27	Amar. R					
28	Sumaiya Banu					
29	Madhura. R					
30	M. Asma Jabeen					
31	Trisha N. S					
32	Bhavana. C					

33	Lohith v Pechi					
34	Karan. R					
35	Rakesh. E					
36	Nishant Chakma					
37	Gagana. K					
38	Raghu. P					
39	Soundarya. V					
40	Syed Uwaiz. N					
41	Aishwarya. A					
42	P. V. Bharadwaj					
43	Hitendra Kumar					

BCOM

SL.No	Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	N.Sanmathi					
2	Nalini. PM					
3	Sunil C.R					
4	Syed Vakti Ahmed					
5	Nachiketh K.B					
6	Aman Prasad Sahu					
7	Rohit Prasad					
8	Mohammed Akbar Khan					
9	Tabrez Farooki.					
10	Prathap. A					
11	Hemanth A. V					
12	Hruthik. C					
13	Roopa Bai. G					
14	Mohammed Fahadulla					
15	Guru Prasad B. S.					
16	Joshna. J					
17	Sayed Mehak Imran					
18	Ibrahim Khan					
19	Pavan Kumar. L					
20	Syed Mohammed Mehdi					
21	Surya. K.					
22	Arun Kumar. H					
23	Khateeja Fareen					
24	Prajwal. A					
25	Sathya Murthy.					
26	Bharath N.R					
27	Daniel Raaj					
28	Krishna. G					
29	Syed AL Haseeb					
30	Nasir Alabudi					

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Jayanagar, Bangalore-70

CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Sayoo. J K

BBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on **"TALLY, MS OFFICE, EXCEL, POWER POINT"**

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

HEMANTH A V

B.COM 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on **"TALLY, MS OFFICE, EXCEL, POWER POINT"**

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

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VALUE ADDED PROGRAM SYLLABUS

TALLY, MS OFFICE, EXCEL, POWERPOINT FOR B.COM STUDENTS

1.MS WINDOWS, COMPUTER BASICS

- Computer Basic, Creating Folder, Paint
- Directories, input units, Output unit
- Central Processing Units,
- What is hard ware, what is Soft ware
- Windows short cut keys

2. MS WORD

Module 1: Text Basics

- Typing the text, Alignment of text
- Editing Text: Cut, Copy, Paste, Select All, Clear
- Find & Replace

Module 2: Text Formatting and saving file

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Change the Text Case
- Line spacing, Paragraph spacing
- Shading text and paragraph

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- Working with Tabs and Indents

3. Module 3: Working with Objects

- Shapes, Clipart and Picture, Word Art, Smart Art
- Columns and Orderings - To Add Columns to a Document
- Change the Order of Objects
- Page Number, Date & Time
- Inserting Text boxes
- Inserting Word art
- Inserting symbols
- Inserting Chart

Module 4: Header & Footers

- Inserting custom Header and Footer
- Inserting objects in the header and footer
- Add section break to a document

Module 5: Working with bullets and numbered lists

- Multilevel numbering and Bulleting
- Creating List
- Customizing List style
- Page bordering
- Page background

Module 6: Tables

- Working with Tables, Table Formatting
- Table Styles

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- Alignment option
- Merge and split option

Module 7: Styles and Content

- Using Build- in Styles, Modifying Styles
- Creating Styles

MS EXCEL

Module 1: Introduction to Excel

- Introduction to Excel interface
- Understanding rows and columns, Naming Cells
- Working with excel workbook and sheets

Module 2: Formatting excel work book:

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Wrap text, Merge and Centre
- Currency, Accounting and other formats
- Modifying Columns, Rows & Cells

Module 3: Perform Calculations with Functions

- Creating Simple Formulas
- Setting up your own formula
- Date and Time Functions, Financial Functions
- Logical Functions, Lookup and Reference
- Functions Mathematical Functions

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- Statistical Functions, Text Functions.

Module 4: Sort and Filter Data with Excel

Sort and filtering data

- Using number filter, Text filter
- Custom filtering
- Removing filters from columns
- Conditional formatting

MS POWERPOINT

Module 1: Setting Up PowerPoint Environment:

- New, Open, Close, Save, Save As
- Typing the text, Alignment of text
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Cut, Copy, Paste, Select All, Clear text
- Find & Replace
- Working with Tabs and Indents

Module 2: Creating slides and applying themes

- Inserting new slide
- Changing layout of slides
- Duplicating slides
- Copying and pasting slide
- Applying themes to the slide layout
- Changing theme color

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- Slide background
- Formatting slide background
- Using slide views

Module 3: Working with bullets and numbering

- Multilevel numbering and Bulleting
- Creating List
- Page bordering
- Page background
- Aligning text
- Text directions
- Columns option

Module 5: Hyperlinks and Action Buttons

- Inserting Hyperlinks and Action Buttons
- Edit Hyperlinks and Action Button
- Word Art and Shapes

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Value added program on GST & Taxation For Commerce & Management

Date: 13th – 18th September 2 021
Duration: 30hrs
Program Coordinator: Niveditha

Speaker Profile:

Prathusha V N

Chartered Accountant (Nov'07) and Company Secretary (Dec'08). She has worked 9 years with Tata Consultancy, ICICI Bank, BDI, RVCF, DK India, PISPL etc and then started her own practice since 2017.

Currently she is providing the GST Training at various plate form viz. Ministry of MSME, Indian Air force, SGST Officer, CA club India, Tax scan etc.

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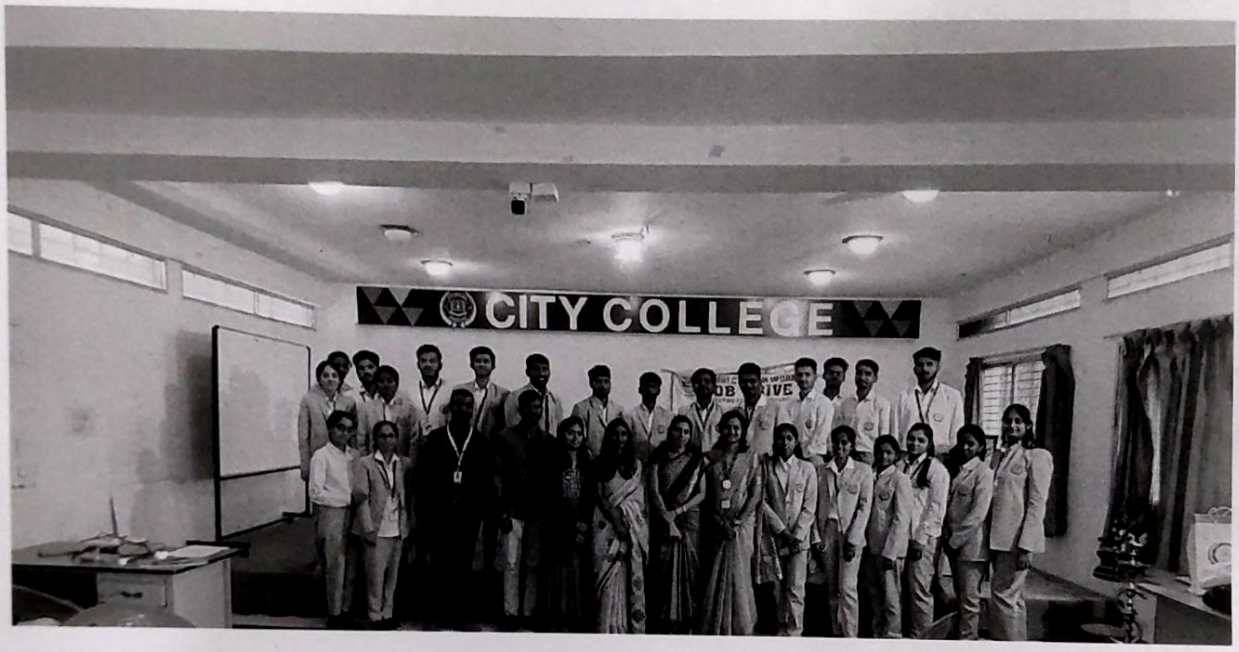
OBJECTIVES OF THE VALUE ADDED PROGRAM:

- Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules
- Students will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax.
- Students will be equipped with the knowledge of composition schemes under GST, Exemptions under GST, concept of supply of goods, nature of supply.
- Students will also learn about the customs law, valuation and baggage rules



Goods and Services Tax - II Central GST, Integrated GST, Union Territory GST – Goa GST - Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

Other Indirect Taxes. Goa Value Added Tax (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover, Works-Contract, Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products.

Program outcome:

Goods and Service Tax (GST) is one of the most crucial Indirect tax reforms in India since independence. GST renders numerous benefits to different parties such as business and industry, central and state governments and the ultimate consumers. Hence, this course is designed to equip the student with the new concept of GST that has subsumed various indirect taxes prevailing earlier, introduce the students to GST law, relevant rules and procedures. GST was implemented in India on 1st July 2017. It required to be understood by everyone as all of us pay goods and service tax in some way or other to the government. This course is designed to develop the students with the various concepts of goods and service tax act law and procedures. The students learning this course should know persons liable to pay GST, valuation under GST, reverse charge, input tax credit, exemption from GST, composition scheme as well as the procedures of Customs law and Goa VAT. This course would enable students to make their careers in goods and services tax consultation. The purpose of this course is to gain expert knowledge of the principles of the indirect taxes including goods and service tax, customs law, Goa VAT, its relevant laws and rules.

Value Added Program Coordinator

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURSE- TALLY, MS OFFICE, EXCEL
ASSOCIATION WITH AES – BCOM

STUDENT'S REGISTRATION LIST

Date: 12/9/22

SL.NO	REGISTER NO.	STUDENT NAME	Signature
1	U03BX21C0002	HARISH N	Harish.N.
2	U03BX21C0003	DEREK ROBIN FERNS	Derk
3	U03BX21C0004	USMAN AHMED KHAN	usman.
4	U03BX21C0005	KUMAWAT VIJAY RADHESHYAM	Kiel
5	U03BX21C0006	REVANNA M V	Revanna.
6	U03BX21C0007	SHASHIDHAR H R	Shashidhar.
7	U03BX21C0008	ABDUL RAZAK	ABDUL RAZAK
8	U03BX21C0009	OMKAR REDDY	Omkar.
9	U03BX21C0010	AKASH C	Akash.c.
10	U03BX22C0002	KHAJI REHAN	Khaji Rehan
11	U03BX22C0001	YASHASHWINI T	Yashaswini
12	U03BX22C0003	LINGAYYA B STHAVARAMATHA	Lingayya
13	U03BX22C0004	TARUN B R	Tarun.
14	U03BX22C0005	MOHAMMED ZUBER	Zuber.
15	U03BX22C0006	ANUSHKA SINGH	Anushka Singh.
16	U03BX22C0007	NISHA KUMARI	
17	U03BX22C0008	CHANDANA U	Chandhana.
18	U03BX22C0009	NIKITA YADAV	Yadav
19	U03BX22C0010	BIJOY KUMAR JAMATIA	Bijoy
20	U03BX22C0012	FAYAZ B	Fayaz.
21	U03BX22C0013	MAHENDAR B	mahendar.B.
22	U03BX22C0014	NAGA KRUTHIK S S	Naga. S.S.
23	U03BX22C0015	PREM K JAIN	Prem.K.
24	U03BX22C0016	R DEEPIKA	Deepika.
25	U03BX22C0017	RAHUL REDDY R	Rahul
26	U03BX22C0019	VARUN J	Varun.J.
27	U03BX22C0020	DARSHAN U	Darshan.U
28	U03BX22C0021	JANCY S	Jancy
29	U03BX22C0022	MOHAMED HARSHAQ K P	Harshaq
30	U03BX22C0023	VENNAPUSA BHAVANA	Bhavana
31	U03BX22C0024	M YUVRAJ	

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32	U03BX22C0025	VEDASHREE K	
33	U03BX22C0026	GOWTHAMRAJ S	
34	U03BX22C0027	KIRAN N	
35	U03BX22C0030	PRIYADARSHINI J	
36	U03BX22C0031	RAKESH A	
37	U03BX22C0029	DHEERAJ SHEKAR C	
38	U03BX22C0028	SARATHI	
39	U03BX22C0032	DARSHAN N	
40	U03BX23C0002	ANIKA RASHMI MALAGAIAH	
41	U03BX23C0003	FARHAN SAYEED	
42	U03BX23C0034	WAIKHOM GUNSON SINGH	
43	U03BX23C0031	SHABAZ KHAN	
44	U03BX23C0018	PURUSHOTHAM GOWDA S	
45	U03BX23C0035	ZAHID KHAN S	
46	U03BX23C0014	MANYA G	
47	U03BX23C0028	N Y Sandeep	
48	U03BX23C0009	K PAVANI	
49	U03BX23C0030	SANIYA NAJAM	
50	U03BX23C0008	Jeevan M	
51	U03BX23C0012	Madhuvan K S	
52	U03BX23C0007	Jayanth M	
53	U03BX23C0004	BINDU SHREE	
54	U03BX23C0016	Naveen M	
55	U03BX23C0025	MEEZAN PASHA	
56	U03BX23C0021	TARUN REDDY B S	
57	U03BX23C0027	MUVENDRA	
58	U03BX23C0019	RISHA G	
59	U03BX23C0010	KEERTHANA V	
60	U03BX23C0011	Lakshmi R	
61	U03BX23C0029	Nekheel Kumar gupta	
62	U03BX23C0006	Hemanth M C	
63	U03BX23C0001	Abhishek Ruban J	
64	U03BX23C0005	Hemanth Kumar B	
65	U03BX23C0032	Shahid Khan	
66	U03BX23C0020	SUNIDHI P	
67	U03BX23C0033	THULASI	
68	U03BX23C0003	ARPITH P G	
69	U03BX23C0022	ADITH P G	
70	U03BX23C0036	SAUD A	
71	U03BX23C0013	Manoj Kumar	
72	U03BX23C0017	Pawaneshwar M	
73	U03BX23C0015	Monica G	
74	U03BX23C0026	MOHAMMED ZAKI	
75	U03BX23C0024	JUNAID PASHA	
76	U03BX23C0037	ROSHAN BAIG	
77	U03BX23C0038	SAI DINESH	

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33	U03BX22M0038	ABRAN PASHA	
34	U03BX22M0039	ROHIT JAIN	
35	U03BX22M0040	HARSH VARDHAN SINGH	
36	U03BX22M0041	AKASH RANA	
37	U03BX22M0042	MOHAMED HARSHAQ K P	
38	U03BX22M0044	MANJUNATH G R	
39	U03BX22M0043	MOHAMMED SAYEED	
40	U03BX22M0045	M D MADAN KUMAR	
41	U03BX22M0046	DARSHAN YADAV U	
42	U03BX22M0047	N KISHORE	
43	U03BX22M0048	RUSHDA KONAIN	
44	U03BX22M0052	NANDINI P G	
45	U03BX22M0050	SRIKANTH S	
46	U03BX22M0049	NASRUDEEN T	
47	U03BX22M0051	ASISH CHETRY	
48	U03BX22M0053	HARISH KUMAR B	
49	U03BX23M0016	Harshavardhan A	
50	U03BX23M0008	Najeeb Pasha N	
51	U03BX23M0006	LISHA CHOWDARY	
52	U03BX23M0007	Mateen Pasha	
53	U03BX23M0004	HARSHITH M	
54	U03BX23M0011	RICHARD LEON FELLER	
55	U03BX23M0024	NIKITA KUMARI	
56	U03BX23M0029	SNEHA AHMED	
57	U03BX23M0039	PARTH M NAIDU	
58	U03BX23M0025	Preetham Yadav B	
59	U03BX23M0010	RANJITHA C	
60	U03BX23M0018	MOHAMMAD FARDEEN	
61	U03BX23M0038	CHINNI LAHARI	
62	U03BX23M0015	GOPAL PARIT	
63	U03BX23M0036	ZAIBA BEGUM	
64	U03BX23M0034	TEJESHWINI S	
65	U03BX23M0022	MUSKAN	
66	U03BX23M0026	Rakshitha G	
67	U03BX23M0023	NAWAZ BAIG	
68	U03BX23M0035	YASH P KOTHARI	
69	U03BX23M0019	MOHAMMED ABIR	
70	U03BX23M0020	MOHAMMED TAJAMUL	
71	U03BX23M0009	Prajwal V	
72	U03BX23M0013	ADITYA SINGH BHADORIYA	
73	U03BX23M0017	MD AMIN	
74	U03BX23M0033	SYED ZAID	
75	U03BX23M0012	S NITHYA	
76	U03BX23M0002	ARPAN M	
77	U03BX23M0030	SUHAIL R	
78	U03BX23M0001	AMRUTESH M L	

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79	U03BX23M0037	ZOHRA FATHIMA	Zohra fathima.
80	U03BX23M0005	LALITHA A	Lalitha.
81	U03BX23M0027	S SALMAN AHMED	Ahmed
82	U03BX23M0003	Dinesh	Dinesh
83	U03BX23M0032	SYED TARIQ PASHA	Pasha.
84	U03BX23M0028	SHAIK ABDUL REHMAN	Rehman
85	U03BX23M0014	Fardeen Khan	Fardeen Khan
86	U03BX23M0021	MOHAMMED ZAID KHAN	Zaid.
87	U03BX23M0040	PRAVEEN KUMAR D	Praveen Kumar.
88	U03BX23M0055	BI BI KUBRA	Kubra
89	U03BX23M0056	PREETHI KUMARI	
90	U03BX23M0057	KIRAN R	
91	U03BX23M0059	SRI HARI RAJ	Hari

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VALUE ADDED PROGRAM SYLLABUS

GST & TAXATION FOR MBA STUDENTS

1) **Introduction to GST & Taxation**
   - Introduction to Indirect Taxes and GST Indirect taxes
   - An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
   - An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.

2) **Classification of GST**
   - Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

3) **Goods and Services Tax – I**
   - Exemption from GST – Composition scheme in GST – Input Tax Credit
   - Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
   - Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.

4) **Goods and Services Tax - II**
   - Central GST, Integrated GST, Union Territory GST – Goa
   - Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

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5) Other Indirect Taxes.

- Value Added Tax
- (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,
- Works-Contract,
- Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products

6) NCCD of Customs

- Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

-

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Value added program Report on Cyber security & Ethical Hacking for BCA

Date: 20th to 24th December 2021
VAP Duration: 30 Hrs
Time: 9:30am to 12:30pm
1:00pm to 4:00pm

Program Coordinator: Rithu Tyagi
Venue: Seminar Hall & class room
Students: BCA students

Speaker Profile:

Sandip Ghor

Instructed introductory, intermediate and advanced levels of Microsoft Office Professional Suite desktop application computer classes including Word, Excel, PowerPoint, Access, and Internet Explorer to over 175 adult students

Instructed Career, Family and Life Skills training to over 10 off-site corporate clients. Provided career assessment and advisement to adult students with chemical dependencies in a vocational setting using Choices computer software. Developed and coordinated employment opportunities for individuals transitioning to competitive employment. Designed and facilitated vocational evaluation processes, workshops and job related activities. Observed, managed, documented and reported student progress.

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PROGRAM OBJECTIVES:

- The objective of cyber security is to educate students to stop or reduce harm. For computer networks, apps, devices, and data.
- To provide information on Cyber security refers to the use of a network plan. Software and other technologies defend groups and somebody from cyber attacks.
- Give the knowledge of Cyber security protection of internet-connected ways such as hardware. It adds software and data from cyber warnings.
- A strong cyber security plan can give a good protection behavior upon malicious crimes. Also, it is useful in stopping attacks that try to damage a system's activities.
- More importantly, it requires a multi-pronged effort. Besides, it includes security management for better monitoring and visibility.
- Boost innovation by securing safer collaboration beyond all learning. It adds cloud and mobile.
- Scale effectively and securely. To defend your data in the group.
- Avoid data crimes and other cybercrimes that can turn down the cost of your business.
- Educating students how to take precautions on Mobile cybersecurity should not be taken for granted. Mobile crimes are on the growth and mobile device power.

PROGRAM OUTCOME:

Educating and training students to handle real scenarios , Every business will answer this problem in its own way. But, any analysis must include the assets that when given a warning.

Students gained knowledge about crimes and security, markets could not decide if they were cut for a long time.

This program helped students to have a correct business set plan. So, this is a key to avoid putting crimes in your data.

Shields are anything you can use to counter signs and reduce danger. So, students need to be alert to the people that look to be out of the data.

Guided with different tools and technologies to protect their data, information and hacking.

Value added program coordinator

principal

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VALUE ADDED PROGRAM SYLLABUS

CYBER SECURITY & ETHICAL HACKING FOR BCA STUDENTS

1) Introduction to Hacking

- What Is Hacking?
- Who Are Hackers?
- Types Of Hackers?
- Hackers Group
- Advantages And Disadvantages Of Hacking.
- What Is Cyber War?
- Who Are Cyber Criminals?
- What Is Cyber Security?

2. Certification, Terminologies, Phases Of Hacking

- Certificate Needed To Become A Successful Hacker
- Ceh, Chfi, Esca & Lpt Certification (Ec-Council)
- Offensive Security Certification
- Important Terms Related To Ethical Hacking With Definition And It's
- Meaning.
- Phases Of Hacking Such As Reconnaissance, Scanning, Gaining Access,
- Maintaining Access, and Clearing Tracks.

3. Basic Networking Concept, Ip Address, Proxy Setting, & Vpn

- What Is the Internet?
- Advantages And Disadvantages Of Internet
- Topologies
- What Is Ip Address?
- Classes Of Ip Address

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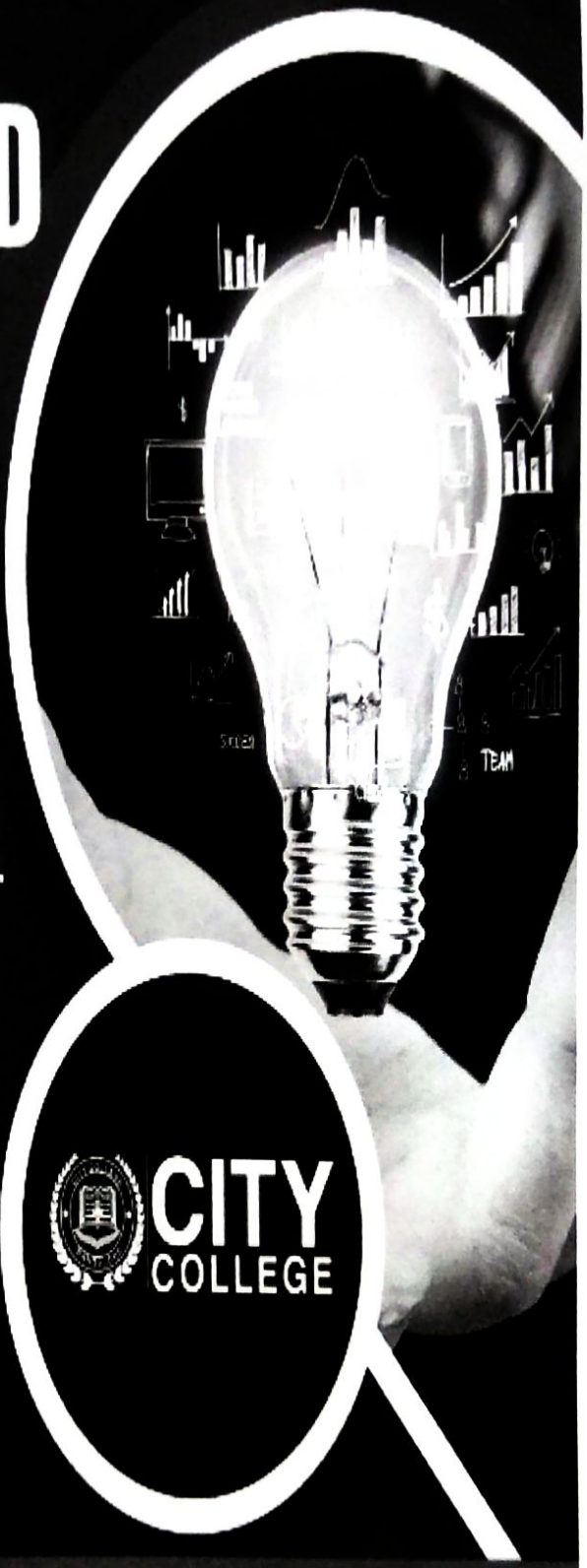
VALUE ADDED COURSES

10th to 14st October 2022



Department Of
Computer Application (UG)

- **CYBER SECURITY & ETHICAL HACKING**

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Program coordinator

Mrs. Ritu Tyagi

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- Versions Of Ip Address G. What Is Proxy Setting?
- Uses Of Proxy Setting
- Types Of Proxy Setting
- How To Make Your Own Vpn K. What Is Tor Bundle And Network?

4. What Is Kali Linux?

- How To Get Kali Linux?
- Kali Linux Features
- Installing Kali Linux
- Setting Up Lab With Kali Linux
- How To Make It Live Bootable With Pendrive
- Kali Linux Overviews After Installation
- Learning Basic Commands Regarding Kali Linux

5. Foot Printing (Information Gathering) With Kali Linux & Termux

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

6. Kali Linux Introduction, Installation, Introduction Of Basic Commands

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

7. Foot Printing (Information Gathering) With Kali Linux & Termux

- What Is Termux?
- How To Install Emulator In Windows
- Working With Emulators And Installing Termux.
- Working With Termux
- Installing Basic Command With Termux
- Installing Tools Under Termux.

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VALUE- ADDED COURS- CYBER SECURITY & ETHICAL HACKINGin ASSOCIATION WITH AES

BCA

STUDENT'S REGISTRATION LIST

Date: 20/12/21

SL.NO	USN No	Student Name	Signature
1	U03BX22S0001	SHAIK FAYAAZ SAHEB	
2	U03BX22S0002	Vikram M	
3	U03BX22S0003	HEMASHREE P S	
4	U03BX22S0004	SANJAY S	
5	U03BX22S0005	PRADEEP SINGH N	
6	U03BX22S0006	LOKESH B	
7	U03BX22S0007	GOWNI RAMESH	
8	U03BX22S0008	MAHESH KUMAR S	
9	U03BX22S0009	TEJAS K	
10	U03BX22S0010	NIKHIL R	
11	U03BX22S0011	KISHORE V	
12	U03BX22S0012	MAJUMDER SUVODIP PRADIP	
13	U03BX22S0016	SRIDHAR RAJ N	
14	U03BX22S0014	UMME HAFSA F	
15	U03BX22S0015	ROSHAN KUMAR PANDEY	
16	U03BX22S0017	TUSAR DEWAN CHAKMA	
17	U03BX22S0019	BHARGAB PROTIM BORA	
18	U03BX22S0021	RAJASHEKHAR	
19	U03BX22S0022	ANIVESH JHA	
20	U03BX22S0023	NIKATH PARVEEN S N	

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21	U03BX22S0025	NIKITHA J	Nikitha. J
22	U03BX22S0026	LIKITH M	
23	U03BX22S0027	SANJAY R	Sanjay
24	U03BX22S0028	THOMSON SERAM	
25	U03BX22S0029	B P PANISUBRAMANYAM	
26	U03BX22S0030	YUMNAM MICHAEL MEITEI	
27	U03BX22S0031	AKASH KUMAR	Akash Kumar
28	U03BX22S0032	POORVI SAXENA	Poorvi
29	U03BX22S0033	BINITA DAS	Dash
30	U03BX22S0034	SUJATA NATH	
31	U03BX22S0038	PRIYANSHU MISHRA	Priyanshu
32	U03BX22S0035	NIHARIKA SHARMA	Nihi
33	U03BX22S0036	HEMANTH REDDY B	Reddy
34	U03BX22S0037	V MADHUSHREE	V. Madhushree
35	U03BX22S0039	MD MASHUD AHMED	Ahmed
36	U03BX22S0040	VISHAL SUTHAR	Vishal
37	U03BX22S0041	AYAAN SHAFI	Ayaan Shafi
38	U03BX22S0042	CHINMOY PHUKON	
39	U03BX22S0043	ADITYA	
40	U03BX22S0044	PRAVEENKUMAR E	
41	U03BX22S0045	HARISH INDORA P	Harish Indora P.
42	U03BX22S0046	MOULYA J	Moulya
43	U03BX22S0047	P C VAISHNAVI	P. C. Vaishnavi
44	U03BX22S0048	SUPRIM MONDAL	Suprim. Mondal
45	U03BX22S0049	DEEPSHIKHA KARMAKAR	Deepshikha. Karmakar
46	U03BX22S0050	RAJ KI SHORE PANDA	Panda

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47	U03BX22S0051	DINESH KUMAR O	Dinesh. Kumar.O
48	U03BX22S0052	FARUK ABDHULLA M	FARUK. ABDHULLA.M
49	U03BX22S0053	AJITH KUMAR R	Ajith. kumar.R.

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CERTIFICATE

OF ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Meghana . S

BCA 2020-21

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "CYBER SECURITY & ETHICAL HACKING"

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

Report on Value Added Program

Advanced MS Excel

(July & August 2022)

CITY COLLEGE

Jayanagar,Bangalore

BY:Deepashree

Value added program coordinator

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Jayanagar, Bangalore-70

CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Anand Singh

BBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on **"TALLY, MS OFFICE, EXCEL, POWER POINT"**

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

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CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Rohit Prasad

B.COM 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on "**TALLY, MS OFFICE, EXCEL, POWER POINT**"

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Principal City College

Deepthi Ashok
Founder AES

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- Develop their thought process in such a way so as to apply their learnings in their educational or professional life.
- Build a solid understanding of the Basics of Microsoft Excel.
- Learn the most common Excel functions used in the Office.
- Create dynamic reports by mastering PivotTables

4.Topics covered in the program:

- Easily build dynamic tools & Excel dashboards to filter, display and analyze your data
- Create your own formula-based Excel formatting rules
- Join datasets from multiple sources with X LOOKUP, INDEX & MATCH functions
- Manipulate dates, times, text, and arrays
- Lookup Functions,H LOOK UP Functions
- Conditional Formatting,What-If,Sum if Analysis
- Pivot Tables and charts
- Data Sorting,Data Filtering,Tables,Charts
- unlocking dynamic formulas with IF, V LOOKUP, INDEX, MATCH functions and many more
- Maintain large sets of Excel data in a list or table
- Create dynamic reports by mastering one of the most popular tools, PivotTables
- Slicer and pivot tables
- Dynamic MIS Report
- Transferring Excel data to PPT

5.CLASSROOM AND LAB ACTIVITIES:

- Basic concepts of Advanced MS Excel program, Assignment & editing statements, Data Types, operators and expressions etc, with examples and exercise.
- Recursion, Using an array, Using arrays with Functions

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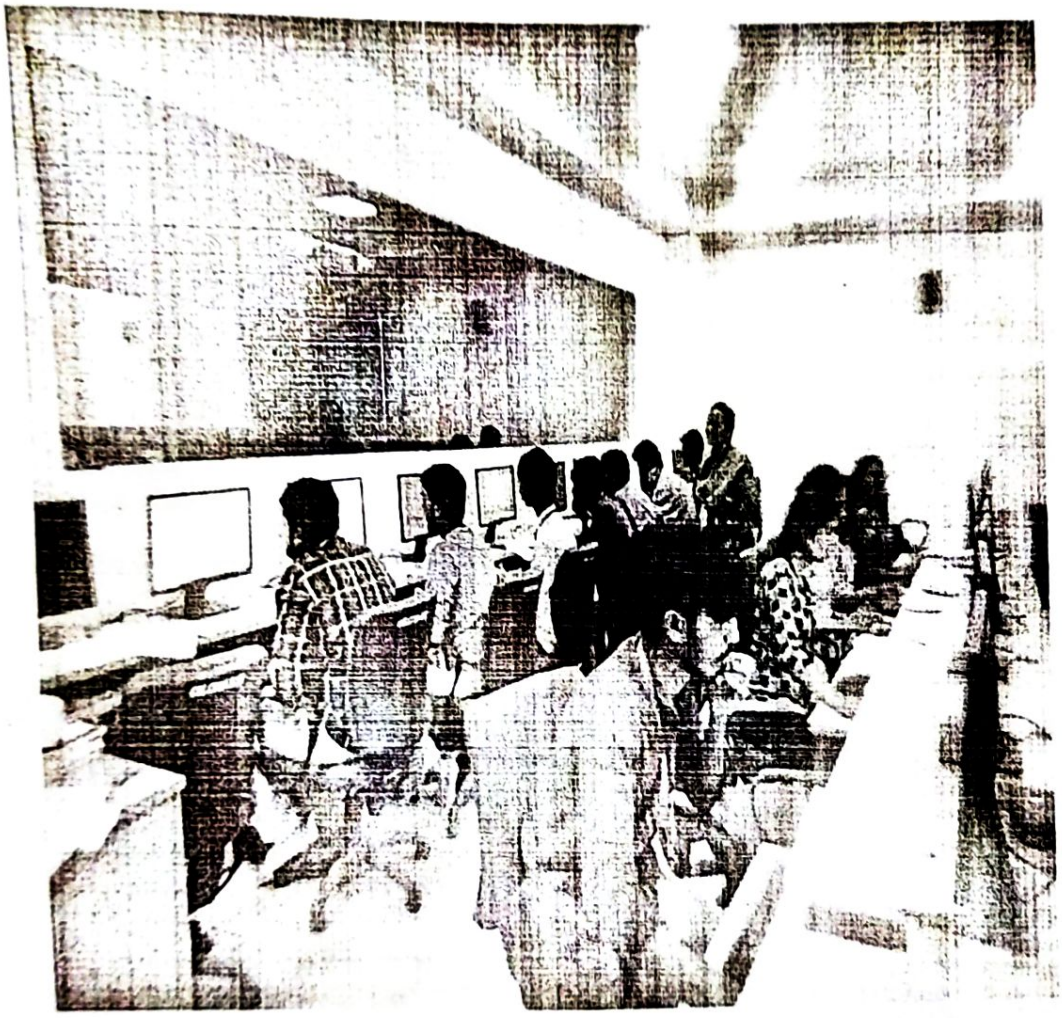
- The method of instruction followed for most of the sessions is activity based wherein students had to execute the programs/report which were instructed to understand them properly
- All the sessions were interactive in nature.



6. Feedback from Students on the value added program

7.Attendance sheet attached

8.Certificate issued is attached

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VALUE ADDED PROGRAM ADVANCED MS EXCEL
FEEDBACK FROM BBA & BCOM STUDENTS

Name of the student: MADHURA. R

Dept name & semester: BBA, 6th Sem

Particulars	Very good	Good	Average	Poor
Information on content coverage	✓			
Response from the trainer	✓			
Course material	✓			
Lab activities	✓			
Assignments	✓			
Overall assessment	✓			

Suggestions /feedback to improve the program:

Worth well to attend

Signature of the student

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VALUE ADDED PROGRAM ADVANCED MS EXCEL
FEEDBACK FROM BBA & BCOM STUDENTS

Name of the student: SUNIL . C.R

Dept name & semester: B.COM 6TH SEM

Particulars	Very good	Good	Average	Poor
Information on content coverage	✓			
Response from the trainer	✓			
Course material	✓			
Lab activities	✓			
Assignments	✓			
Overall assessment	✓			

Suggestions /feedback to improve the program:

Everything went Well

Signature of the student

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VALUE ADDED PROGRAM ADVANCED MS EXCEL
FEEDBACK FROM BBA & BCOM STUDENTS

Name of the student: Kiran. N

Dept name & semester: BBA, 6 semester.

Particulars	Very good	Good	Average	Poor
Information on content coverage	✓			
Response from the trainer	✓			
Course material	✓			
Lab activities	✓			
Assignments		✓		
Overall assessment	✓			

Suggestions /feedback to improve the program:

Gained Somuch knowledge

Signature of the student

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Advanced MS Excel - B.com & BBA VI th sem

1/7

STUDENT'S Register Number	B.COM & BBA VI TH SEM STUDENTS NAME	1 1/7	2 2/7	3 4/7	4 8/7	5 11/7	6 14/7	7 18/7	8 22/7	9 25/7	10 29/7	11 1/8	12 5/8	13 8/8	14 12/8	15 16/8	16 18/8	17 22/8	18 24/8	19 25/8	20 26/8
19JQC26001	AISHWARYA A	1	2	2	2	2	3	4	5	6	7	7	7	8	9	9	10	11	11	12	13
19JQC26002	AKASH P	0	0	0	0	0	0	0	0	0	0	0	1	1	2	3	4	5	6	7	8
19JQC26003	AMAR R	0	0	0	0	0	0	0	0	0	0	0	1	2	2	3	4	5	6	7	7
19JQC26005	ANURAG K K	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	4	5	5	6	7
19JQC26006	ARFATH AHMED	1	2	3	3	4	4	5	6	7	8	8	9	10	11	11	12	13	14	15	16
19JQC26007	BALAJI GOWDA A	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	8
19JQC26008	BHAVANA C	0	0	0	0	0	0	0	0	0	0	0	1	1	2	3	4	5	6	7	8
19JQC26009	BHUPATHI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	7
19JQC26010	DHANUSH K MURTHY	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	8
19JQC26011	FIZA SHAIKH	1	1	1	1	1	1	1	1	1	1	1	2	3	4	4	5	6	6	7	8
19JQC26012	GAGANA K	1	1	1	1	1	1	1	1	1	1	1	2	3	4	5	6	6	7	8	9
19JQC26014	JASWANTH M	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26015	K J PRANAV	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	8
19JQC26016	KANGJAM AVINASH MEITEI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26017	KARAN R	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	8
19JQC26018	KARTHICK RAJ P	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26019	KARTHIK K	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	4	5	6	7	8
19JQC26020	KIRAN N	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	6	7	8
19JQC26021	LOHITH V PECHI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26023	MADHURA R	1	1	2	2	2	2	3	3	4	0	0	1	2	3	4	5	6	7	8	9
19JQC26024	MOHAMMED REHAN	0	0	0	0	0	0	0	0	0	1	1	2	3	4	4	5	6	7	8	9
19JQC26025	MOHD FAISAL KHAN	1	2	3	4	5	6	7	8	9	9	10	11	12	13	13	14	15	16	17	18
19JQC26026	NAYAZPASHA	1	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	18	19
19JQC26027	NISHANT CHAKMA	1	1	1	1	1	1	1	1	1	1	1	2	3	4	5	6	7	8	9	10
19JQC26030	PRIYANKA K	0	1	2	3	3	4	4	5	5	5	5	6	7	8	9	10	11	12	13	13
19JQC26031	RAGHU P	1	2	2	2	2	3	3	3	3	3	3	4	5	6	7	8	9	10	11	12
19JQC26032	RAKESH E	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9
19JQC26033	SANDEEP M	0	0	0	0	0	0	0	0	0	0	0	1	3	4	5	6	7	8	9	10
19JQC26034	SAYOOJ K	0	0	0	0	0	0	0	0	0	1	1	3	3	4	5	6	7	8	9	10
19JQC26036	STALIN G	0	0	0	0	0	0	0	0	0	1	1	3	3	4	5	6	7	8	9	10
19JQC26037	SUMAIYA BANU	1	2	3	4	4	4	5	6	7	8	8	9	10	11	12	13	14	15	16	16
19JQC26038	SWAROOP V	0	1	2	3	4	4	4	4	4	5	5	6	7	8	9	10	11	12	13	14
19JQC26040	SYED UWAIZ N	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9

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		1/7	2/7	3/7	4/7	8/7	11/7	12/7	13/7	22/7	29/7	4/8	5/8	9/8	10/8	15/8	16/8	18/8	22/8	24/8	25/8	26/8
19JQC26041	TRISHA N S	P	1	2	2	3	3	4	5	5	6	6	7	8	9	10	11	12	12	13	14	
19JQC41001	AMAN PRASAD SAHU	P	1	2	3	4	4	5	6	6	7	7	8	9	10	11	12	13	13	14	14	
19JQC41002	ARUNKUMAR H	P	2	3	3	4	5	6	7	8	8	8	9	10	11	12	13	14	15	15	16	
19JQC41004	CHANDANA H	0		0	0	0	0	0	0	0	0	0	3	4	5	6	7	8	9	10	11	
19JQC41006	GURU PRASAD B S	P	1	2	3	4	5	6	7	7	7	8	8	9	10	11	12	13	14	15	16	
19JQC41007	HEMANTH A V	P	2	3	4	4	5	6	7	8	9	9	10	11	12	13	14	15	16	17	18	
19JQC41009	IBRAHIM KHAN	0	0	0	0	0	0	0	0	0	0	0	2	3	4	5	6	7	8	9	10	
19JQC41011	KHATEEJA FARHEEN	0	0	0	0	0	0	0	0	0	1	1	2	3	4	5	6	7	8	9	9	
19JQC41013	MOHAMMED AKBAR KHAN	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	9	11	
19JQC41014	MOHAMMED FAHADULLA	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	9	10	
19JQC41015	NACHIKETH K B	P	2	3	4	4	5	5	6	6	6	7	8	9	10	10	11	12	13	14	14	
19JQC41016	NALINI P M	0	P	2	3	4	5	6	7	8	9	9	9	10	10	10	10	11	11	12	13	
19JQC41017	NASIR ALABUDI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	
19JQC41018	PAVAN KUMAR	P	2	3	4	5	6	7	7	8	8	8	9	10	10	11	12	13	14	15	15	
19JQC41019	PRAJWAL A	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	7	8	
19JQC41020	PRATHAP A	P	2	3	3	4	5	6	7	7	7	7	8	9	10	11	12	13	14	15	15	
19JQC41021	PRIYANKA R	1	1	2	2	2	2	3	3	4	4	4	5	6	7	8	9	10	11	12	13	
19JQC41022	ROHIT PRASAD	P	1	2	2	2	3	3	4	4	4	5	6	7	8	9	10	11	12	12	13	
19JQC41024	SANMATHI N	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	
19JQC41025	SATHYA MURTY A	1	2	3	3	4	5	6	7	7	8	8	9	10	11	11	12	13	14	15	15	
19JQC41026	SAYED MEHAK IMRAN	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	
19JQC41027	SUNIL C R	P	2	3	4	5	6	7	8	9	10	10	11	12	13	14	15	16	17	17	18	
19JQC41030	SYED MOHAMMED MEHDI	0	0	0	0	0	0	0	0	0	0	0	1	2	3	4	5	6	7	8	9	
19JQC41031	SYED VAKIL AHMED	1	1	2	2	2	2	3	3	3	4	4	5	6	7	8	9	10	11	11	12	

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राष्ट्रीय परीक्षा एजेंसी
National Testing Agency

Study Webs of Active–Learning for Young Aspiring Minds (SWAYAM) January 2024 Semester Exam
Admit Card-Provisional

Roll Number:	KK04050750	Application Number:	2415210032965
Candidate's Name:	AKASH M L	Gender:	MALE
Date of Birth:	02-03-2003	Father's Name :	LOKESHWARAPPA M P
Category:	GENERAL	Person with Disability (PwD) :	NO
Scribe :	NA		

KK04050750

Candidate's Signature

Test Details

Course Code	cec24-mg02
Course Name	Digital Marketing
Mode of Exam	CBT
Date of Examination	27-05-2024
Shift of Examination	Second
Time of Test	3:00 PM to 6:00 PM
Reporting / Entry Time at Centre	01.00 PM
Gate Closing Time of Centre	02.30 PM
Venue of the Test	EAST POINT GROUP OF INSTITUTIONS-TAB,JNANA PRABHA, EAST POINT CAMPUS, VIRGO NAGAR POST, AVALAHALLI, BENGALURU, KARNATAKA 560049

Senior Director (NTA)

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राष्ट्रीय परीक्षा एजेंसी
National Testing Agency

Study Webs of Active–Learning for Young Aspiring Minds (SWAYAM) January 2024 Semester Exam
Admit Card-Provisional

Roll Number:	KK04050580	**Application Number:**	2415210056265
Candidate's Name:	ABDUL WAHAB A	**Gender:**	MALE
Date of Birth:	14-07-2001	**Father's Name :**	ABDUL RAZAK A
Category:	OBC-(NCL)	**Person with Disability (PwD) :**	NO
Scribe :	NA		

KK04050580

Candidate's Signature

Abdulwahab

Test Details

Course Code	cec24-mg02
Course Name	Digital Marketing
Mode of Exam	CBT
Date of Examination	27-05-2024
Shift of Examination	Second
Time of Test	3:00 PM to 6:00 PM
Reporting / Entry Time at Centre	01.00 PM
Gate Closing Time of Centre	02.30 PM
Venue of the Test	EAST POINT GROUP OF INSTITUTIONS, FAB,JNANA PRABHA, EAST POINT CAMPUS, VIRGO NAGAR POST, AVALAHALLI, BENGALURU, KARNATAKA 560049

Senior Director (NTA)

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar,

Bengaluru- 560082

Date: 30.12.2022

REPORT ON "DIGITAL MARKETING"

OBJECTIVE OF THE SESSION:

The session aimed to give an overview of Digital Marketing. Digital marketing is the component of marketing that uses the internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

BRIEF OUTLINE ABOUT THE PROGRAM:

The sessions started by the speaker telling what digital marketing is and why one needs this. The topic was very well explained by using real-life examples and scenarios. Digital marketing has been used as an approach for earning an alternative and proper source of income. For this digital platforms are been used such as search engines like Google, social media sites like Facebook, LinkedIn, and some of the freelancing websites such as Fiverr. As it was about marketing, aspects like expense and audience were looked into. As marketing is most effective through social media, the pros and cons of the same were discussed. The students and speaker had interactions regarding various topics in digital marketing. The money involved in marketing was highlighted. Types of ads and how they work on social media and platforms were explained thoroughly. There are also different types of courses that are available for learning digital marketing and using those marketing skills on our social media platforms and websites for earning money. Digital marketing has allowed businesses to start allocating their marketing resources to the right set of people through the right channels.

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OUTCOME OF THE PROGRAM:

Outcome of this webinar has made us realise that Digital marketing has allowed us to remove all sorts of geographical barriers. This has led to an increase in global audience reach. The speaker also told us about the Digital marketing universe that involves social media marketing, search engine optimisation, doing marketing research and analysis and paid marketing. We also got to know about the ways celebrities and influencers use the digital marketing for their business and content promotion on their social media and websites.

PHOTOS OF THE SESSION:

In-Charge Faculty

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Students Attendance List

Sl. No.	Register No.	Name
1	20JQC26001	ASHRITH B S
2	20JQC26002	BHAGAT RAAJ V
3	20JQC26003	FELIX S
4	20JQC26004	MOHAMMED AASIM ABRAR
5	20JQC26005	MOHAMMED TOUSEEF K
6	20JQC26006	NAZEERA M
7	20JQC26007	POOJA CHETRY
8	20JQC26008	RAHUL NARAYAN SINGH D
9	20JQC26009	SHADAB SHARIEFF
10	20JQC26010	SHRUJAN NAIK
11	20JQC26013	UMESH RAJ M
12	20JQC41001	AAMIR HUSSAIN SHARIFF
13	20JQC41002	ANSHI KUMARI
14	20JQC41003	BHAVANA V
15	20JQC41004	BHAVESH
16	20JQC41006	CHANDRASEN B S
17	20JQC41007	CHARAN T
18	20JQC41008	CHAURASIYA NIVEDITA RAGHAVENDRA
19	20JQC41009	DANIEL D
20	20JQC41011	DEEKSHITH GOWDA T S
21	20JQC41013	DIVYA DHARSHINI J
22	20JQC41014	FARHAN HUSSAIN KHAN
23	20JQC41015	GAGAN KUMAR Y S
24	20JQC41016	GOWTHAM K R
25	20JQC41017	HALEEMA SADIYA
26	20JQC41019	HEMANTH K L
27	20JQC41020	HRISHAV PAUL
28	20JQC41021	JAYALAKSHMI E
29	20JQC41022	MADIHA BEGUM
30	20JQC41023	MAGESH D
31	20JQC41024	MOHAMMED ADNAN
32	20JQC41025	MOHAMMED SHEEZAN
33	20JQC41026	MOHAMMED SUMAIR
34	20JQC41027	MOHAN RAJ G
35	20JQC41028	MUDASSIR PASHA M
36	20JQC41029	MUNNA SAH
37	20JQC41031	NOOR AAMNA SANOBER

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38	20JQC41032	NOOR TASMIYA S
39	20JQC41033	PAVAN KUMAR R
40	20JQC41034	PAVAN KUMAR V M
41	20JQC41035	PRAMOD M
42	20JQC41036	PRASHANTHA M
43	20JQC41037	PRIYA G
44	20JQC41039	RAMYA C
45	20JQC41040	RANJAN
46	20JQC41041	ROHITH L P
47	20JQC41043	SRIVATSA S G
48	20JQC41044	VARSHITHA L

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURSE- DIGITAL MARKETING ASSOCIATION WITH AES – BBA & BCOM- 2021-22

STUDENT'S ATTENDANCE LIST Date:

Sl. No.	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	U03BX21M0004	D Gurusimha					
2	U03BX21M0001	Keerthi Raj K					
3	U03BX21M0002	MOHAMMED GHUFRAN					
4	U03BX21M0003	Shreeshanth					
5	U03BX21M0006	ABHAY VISHWAKARMA					
6	U03BX21M0008	Mansoor Ali s					
7	U03BX21M0009	RASHMI N					
8	U03BX21M0010	ABHISHEK K S					
9	U03BX21M0011	BHUVAN S					
10	U03BX21M0012	RAHIB KHAN					
11	U03BX21M0013	CHAITHANYA R					
12	U03BX21M0014	Sumanth Kumar R					
13	U03BX21M0015	BITTU PRASAD					
14	U03BX21C0002	HARISH N					
15	U03BX21C0003	DEREK ROBIN FERNS					
16	U03BX21C0004	USMAN AHMED KHAN					
17	U03BX21C0005	KUMAWAT VIJAY RADHESHYAM					
18	U03BX21C0006	REVANNA M V					
19	U03BX21C0007	SHASHIDHAR H R					
20	U03BX21C0008	ABDUL RAZAK					
21	U03BX21C0009	OMKAR REDDY					
22	U03BX21C0010	AKASH C					

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CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Rashmi N

BBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on "**DIGITAL MARKETING**"

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Sumanth Kumar R

BBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on **"DIGITAL MARKETING"**

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

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CITYCOLLEGE

No.27/2,33- cross,2- main Rd,7- block,Jayanagar,Bangalore-560082

Value added program on GST & Taxation for PG

(14th – 18th October 2022)

Reported By: Deepashree B R
Asst. Prof. City College,Bangalore

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Jayanagar, Bangalore 70

Value added program on GST & Taxation For MBA

Venue: City College
Value added program: Value added program on GST & Taxation for PG
Duration: 30hrs

RESOUSCE PERSON PROFILE:

Mr. K Anil Kumar
Educational Qualification: MBA from Gulbarga University
LLM from Kuvempu University

CORPORATE EXPERIENCE: Corporate Experience of 21 years in various roles and responsibilities at Stock Holding Corporation of India Limited
Manage investments of Corporate; Institutions and Ultra HNI customers & Family Business Houses
Presentations given at Major Corporate on 'How to Make Money earn Money' & 'Strategic Financial Planning'-Presentations given at Government Offices on 'Modern Financial Investment' avenues

Job Profile :Handling a team of around 45 manpower

Specialization Field: Capital Market; Depository; Mutual Fund; PMS; Alternate Investments; NPS and others.

OBJECTIVES OF THE VALUE ADDED PROGRAM:

- Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules
- Students will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax.
- Students will be equipped with the knowledge of composition schemes under GST, Exemptions under GST, concept of supply of goods, nature of supply.
- Students will also learn about the customs law, valuation and baggage rules.

Introduction to Indirect Taxes and GST Indirect taxes – an overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST - GST-an overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST - supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

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Program outcome:

Goods and Service Tax (GST) is one of the most crucial Indirect tax reforms in India since independence. GST renders numerous benefits to different parties such as business and industry, central and state governments and the ultimate consumers. Hence, this course is designed to equip the student with the new concept of GST that has subsumed various indirect taxes prevailing earlier, introduce the students to GST law, relevant rules and procedures. GST was implemented in India on 1st July 2017. It required to be understood by everyone as all of us pay goods and service tax in some way or other to the government. This course is designed to develop the students with the various concepts of goods and service tax act law and procedures. The students learning this course should know persons liable to pay GST, valuation under GST, reverse charge, input tax credit, exemption from GST, composition scheme as well as the procedures of Customs law and Goa VAT. This course would enable students to make their careers in goods and services tax consultation. The purpose of this course is to gain expert knowledge of the principles of the indirect taxes including goods and service tax, customs law, Goa VAT, its relevant laws and rules.

Value Added Program Coordinator **Principal**

V 21-22

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

VALUE- ADDED COURSE- GST & TAXATION ASSOCIATION WITH AES – MBA -2020-21

STUDENT'S REGISTRATION LIST Date: 25/1/22

SL.No	Name	Signature
1	Jyothi K	
2	Kavya D. G	
3	Chetan T. N	
4	Roja K. A	
5	Harisha V	
6	Ajay Kumar	
7	Pooja Tirumaleshwar Hegde	
8	Shashikantha Shetty	
9	Mahendra Balappanavar	
10	Bharath. V	
11	Adith Prajwal	
12	Heena Taj S. A	
13	Y. R Rajath	
14	Bharath Kumar M	
15	Gayathri. R	
16	Jasmine Mary Priya D	
17	Chaithra K. N	
18	Prashanth. R	
19	Jayammal. C	
20	Akshitha. T	
21	Karthik. G	
22	Nishanth M. V	
23	Pavan Kumar M	
24	Shiva Reddy B. R	
25	Manjula. J	
26	Devika. S	

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27	Thanushree. V	
28	Chaithra. M	
29	Babu Reddy V. M	
30	Mythri B. R	
31	Ambarisha. V	
32	Gowrishankara	
33	Prasad V. R	
34	Kavya. S	
35	Ramyashree. G	
36	Madhan Kumar. B	
37	Sandhya S. P	
38	Sufia Fathima	
39	Arun. M	
40	D S Prashanth	
41	Syed Shahabaaz	
42	Girish. K	
43	Monisha. S	
44	Adithya H. S	
45	Abhiram. N	
46	Kaushik Hazza	
47	Sujaya LM	
48	Karhale Shripad Vishwanath	
49	Shubham Rai	
50	Gandharva CM	
51	Arpitha. J	
52	Chaithra. K	
53	Suha Akif TR	
54	Altha Balasanjay	
55	Syed Saquib	
56	Nehru. N	
57	Burila Ganesh	
58	Reshma BN	
59	Pandu PV	
60	Nisha Das	
61	Vinutha Kumari. V	
62	Tanny Banerjee	
63	Sathish G	
64	G Sahera Begum	

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65	Aman Khare	
66	Pratim Pahari	
67	R. Ramamani	
68	Vadluri Nithin Goud	
69	Raju. M	
70	Sushma KL	
71	Manoj BM	
72	Vattipalli Kedhara Krishna Chaithanya	
73	Chandana S. A	
74	Gokul R	
75	Priyanka	
76	Vinutha. R	
77	Niranjan N G	
78	Nikhitha. D	
79	Sunny Singh	
80	Vallampatla Tejaswi	
81	Keerthi Somavarapu	
82	Kousitti Muniveera Kumar	
83	Chigulla Prashant	
84	Shilpa. A	
85	Abhishek Rao. P	
86	Ravi K B	
87	Akhila. B	
88	Dimple Dave	
89	Poushali Biswas	
90	Archana. U	
91	Abhishek. S	
92	Chaithra. C	
93	Abhimanyu K V	
94	Vineeta Nair	
95	Mohammed Arbaaz Jahagirdar	
96	Shumaiya Alam Laskar	
97	Kolla Kaushal Kumar	
98	Baishali Dhar	
99	Shaik Sajid	

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100	Harshal Waman Nerkar	Harshal Waman Nerkar.
101	Anurag M N	
102	Mounitha K L	Mounitha K
103	Priyanka V	
104	Archana R	Archana R.
105	Samitha Varsha	Samitha Varsha.
106	M Swetha	
107	Divine Kumar. A	Divine Kumar. A.
108	Rakshith Patil GU	Rakshith Patil GU

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CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Devika . S

MBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on **"GST & TAXATION"**

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

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of Participation

THIS ACKNOWLEDGES THAT

KARTHIK .G

MBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on "**GST & TAXATION**"

VEENA ANGADI
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VALUE ADDED PROGRAM SYLLABUS

GST & TAXATION FOR MBA STUDENTS

1) Introduction to GST & Taxation

- Introduction to Indirect Taxes and GST Indirect taxes
- An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
- An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.

2) Classification of GST

- Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

3) Goods and Services Tax – I

- Exemption from GST – Composition scheme in GST – Input Tax Credit
- Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
- Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.

4)Goods and Services Tax - II

- Central GST, Integrated GST, Union Territory GST – Goa
- Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

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5) Other Indirect Taxes.

- Value Added Tax
- (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,
- Works-Contract,
- Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products

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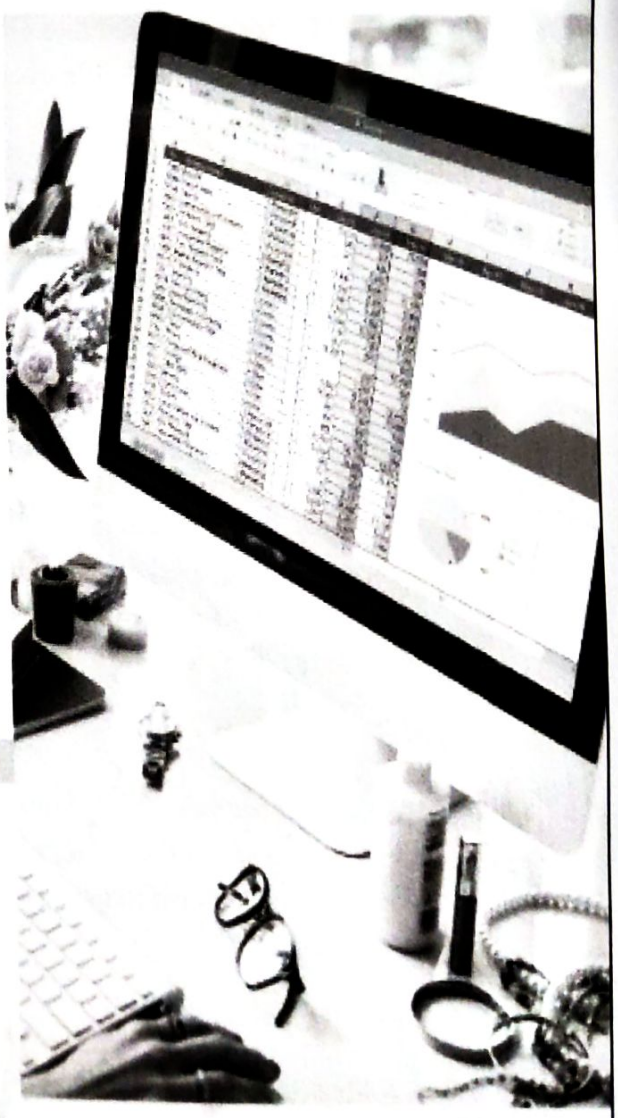
VALUE ADDED COURSES

In Collaboration with AES Ltd

04th to 08th September 2023

- GST & Taxation
- Digital Marketing

Department of Management (PG)



Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs.Deepashree

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6) NCCD of Customs

- Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

-

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka 560082

Department of Commerce & Management - UG

REPORT ON "TALLY ERP.9+GST

OBJECTIVE OF THE SESSION:

Module Objective: In this module student learns about advanced features of Tally ERP 9.0 for better management and generation of advanced and MIS Reports.

- Understanding Day Book Reports
- Altering and Deleting Transactions, Cheque Printing
- Pre-Allocation of Bills
- Bank Reconciliation
- Understanding BRS Process
- Manufacturing Vouchers
- Budgets and Controls
- Stock Valuation-Cash Book and Bank Book
- Understanding Payroll
- Understanding Tally Audit

BRIEF OUTLINE ABOUT THE PROGRAM:

In this module student will get the knowledge of Tally software which is updated with GST i.e. Tally ERP 9 Release 6, which is packed with rich capabilities for quick and easy GST return filing, helping business owners and tax consultants minimize rejection of returns in the GSTN portal.

- What is GST?
- Introduction of GST in Tally
- Enabling GST in F11 Features
- Creating Stock Item with GST
- Creating Purchase Ledger with GST
- Creating Sales Ledger with GST
- Creating Output GST Tax Ledger
- Creating output GST Tax Ledger
- Creating Customer Ledger
- Creating Supplier Ledger

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OUTCOME OF THE 4 DAYS PROGRAM:

It is a professional job in accounting and is found in every industry. Here the professional is responsible for preparing daily sales reports into excel spreadsheets, gathering daily cash receipts from all heads and process accounts payable cheques.

Also, their day-to-day tasks include maintaining accounting documents in the database and preparing payment vouchers.

PHOTOS OF THE SESSION:

In-Charge Faculty

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"TALLY ERP.9 / GST"

Course Contents

Duration: 4 weeks **No. of Classes: 24**

Module	Topics
Module - 1	Computer Fundamentals
Module -2	Introduction to accounting, Introduction to Tally, accounting basics associated with Tally
Module -3	Tally-features & advantages, Different versions of Tally Configuration and Feature Settings
Module -4	Working with Tally ERP &9.0 - Tally window Tools, Gateway of Tally, Shortcut keys in Tally
Module -5	Tally- Company creation - Company creation process, Company Info Menu Options –Quick Access to options using alphabets.
Module -6	Accounting Groups and its types in Tally, Ledgers –introduction, Menu & its options- Ledger creation using different groups.
Module -7	Ledger creation with opening balance, Ledger creation with applicable taxes.
Module -8	Exercise Practice- Exercise on Ledger Creation
Module -9	Inventory in Tally-introduction, stock category & groups, Stock Creation- Creation of stock item and its unit of measure
Module -10	Book-Keeping in Tally, Vouchers-definition & types of vouchers
Module -11	To start with voucher creation, Voucher entry process
Module -12	Exercise on Voucher entry
Module -13	Reports in Tally & Ratio Analysis, Reports generation & Printing
Module -14	Tally Lab Assignment – Practice
Module -15	Tally Theory / Practical Exam

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Value Added Program - GST Syllabus:

- Introduction to Indirect Taxes and GST Indirect taxes
- An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
- An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.
- Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.
- Goods and Services Tax - I Exemption from GST – Composition scheme in GST – Input Tax Credit
- Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
- Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.
- Goods and Services Tax - II Central GST, Integrated GST, Union Territory GST – Goa GST
- Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both
- Other Indirect Taxes.
- Value Added Tax (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,
- Works-Contract, Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products.
- NCCD of Customs - Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

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Department of Commerce and Management

Attendance of Value added program

Program-Tally ERP.9 +GST Expert

Sl No	Name
1	AMAN PRASAD SAHU
2	ARUNKUMAR H
3	CHANDANA H
4	GURU PRASAD B S
5	HEMANTH A V
6	IBRAHIM KHAN
7	KHATEEJA FARHEEN
8	MOHAMMED AKBAR KHAN
9	MOHAMMED FAHADULLA
10	NACHIKETH K B
11	NALINI P M
12	NASIR ALABUDI
13	PAVAN KUMAR
14	PRAJWAL A
15	PRATHAP A
16	PRIYANKA R
17	ROHIT PRASAD
18	SANMATHI N
19	SATHYA MURTY A
20	SAYED MEHAK IMRAN
21	SUNIL C R
22	SYED MOHAMMED MEHDI
23	SYED VAKIL AHMED

Coordinator

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Certificate of Completion

Certified Tally ERP.9 + GST Expert

This is to certify that

SATHYA MURTY.A

Has successfully completed the certificate program in "Tally ERP.9 + GST Expert

Duration of the course: 24 hours of theory and Practical

Founder Director
Advanced Educational Services,
Bengaluru- 560011, Karnataka

Principal
City College, Jayanagar
Bengaluru- 560082

Date of Issue:

Certificate No.: AES/City/TEGE/

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REPORT ON PYTHON PROGRAMMING

OBJECTIVE OF THE ACTIVITY:

By learning the python programming languages, you can excel in multiple fields:

- Scientific and mathematical computing
- Computer graphics
- game development
- Finance and trading
- Security and penetration testing
- Mapping and geography
- System automation and administration
- Web developments
- General and application-specific scripting

BRIEF OUTLINE ABOUT THE PROGRAM:

Python is a great language for beginning programmers, but it also has the power and flexibility to run major applications like Pinterest and Drop box. This versatility allows developers to use Python to create stand-alone scripts and web applications as well as do large-scale backend development.

Many programmers choose Python as their first language because of its popularity, active and diverse developer community as well as its ease of application. In addition, Python can be applied in a variety of different ways to support game development, website creation, tool development, process automation, scientific programming, data visualization, data analytics and data science.

OUTCOME OF THE PROGRAM:

- Creating a program in Python IDLE
- Implementing OOPs concepts in programming
- Using arrays and data structures
- Creating an application with graphics in Python
- Implementing error handling
- Learning how to read and write files in Python
- Learning how to design object-oriented programs with Python classes

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OTOS OF THE SESSION:

In-Charge Faculty

Principal

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CERTIFICATE OF ACHIEVEMENT

MADHUSUDAN.A

is hereby awarded the certificate of achievement for successful completion of

"PYTHON PROGRAMMING"

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Advanced Educational Services,
Bengaluru- 560011, Karnataka

Principal
City College, Jayanagar
Bengaluru- 560082

Date of Issue:

Certificate No.: AES/City/PP/

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CERTIFICATE OF ACHIEVEMENT

UDAY KUMAR. R

is hereby awarded the certificate of achievement for successful completion of

"PYTHON PROGRAMMING"

Founder Director
Advanced Educational Services,
Bengaluru- 560011, Karnataka

Principal
City College, Jayanagar
Bengaluru- 560082

Date of Issue:

Certificate No.: AES/City/PP/

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DEPARTMENT OF COMPUTER APPLICATION

Attendance of Value added program

Program- PYTHON PROGRAMMING

Sl. No.	Student Name	Student Signatures
1	AGABA CALVIN A	
2	AISHWARYA M	
3	ALIYA BANU	
4	ARATHI S	
5	DARSHAN R	
6	DHARSHAN S	
7	FATHIMA MUSKAAN	
8	GURUKIRAN N	
9	MADHUSUDAN A	
10	MALI MANGAL RAM	
11	MD AFAN RAZIQ	
12	NELSON JOHN S	
13	PRATHYUSHA N	
14	PRITESH KUMAR S	
15	SACHIN L	
16	SANATH SRIVATSA	
17	SANDHYA G	
18	SHREYAS C	
19	SUMUKH V	
20	UDAY KUMAR R	
21	AGABA CALVIN A	
22	AISHWARYA M	
23	ALIYA BANU	
24	ARATHI S	
25	DARSHAN R	

Coordinator

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ONLINE VALUE ADDED PROGRAM SYLLABUS

PYTHON USING MACHINE LEARNING FOR BCA STUDENTS

1) **Introduction to Python**

2) **Introduction to Machine learning and many of its tools**

- What is Machine Learning Rule-based algorithm V/S machine learning
- algorithm.
- Difference between Supervised and Unsupervised learning.
- Classification vs Regression
- K-NN classification
- Linear Regression
- Logistic Regression Training ,Testing and Cross Validation Data
- pickling and scaling
- Techniques, Error Metrics, Features and label

3) **Important Algorithms on Machine Learning**

- Support Vector Machines, K-Means Clustering,
- Random Forest
- Linear Linear Regression, Forecasting and prediction using regression
- Logistic Regression

4) **Important Algorithms on Machine Learning**

- Selecting Appropriate charts based on data
- Importing a dataset
- Data Insights - Numbers Vs Visuals
- Tableau software introduction along with its variants

5) **Visualization Analytics and Tableau**

- Introduction to Histogram, boxplot, Gantt chart, Tree chart
- Competing With Analytics

- Using Analytics to Create Value
- Enterprise Data Management and Analytical and Modeling Tools

6) Applying Business analytics

Statistics - A Data-Driven Science
Comparing Populations - t-Tests and ANOVA
Simple Linear Regression
Exponential, Logarithmic, and Power Regression
Multiple Linear Regressions
Data Mining and Inferential Statistics
Analyzing Text and Networks
Locations and Imagery Data

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VALUE- ADDED COURSE- PYTHON PROGRAMMING IN ASSOCIATION WITH AES – BCA – 2021-22

STUDENT'S ATTENDANCE LIST Date:

SL.NO	STUDENT NAME	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	Naveen. G					
2	Hepzaiba J					
3	M. Arham Raziq					
4	Geethanjali. G					
5	Bilal Ahmed. S					
6	Shashank. B. S					
7	Misba Banu					
8	Tulasi Lohar Sona					
9	K. V. Karthik					
10	Dharanikumar G					
11	Appurvan. S					
12	Dabbadi Channamalla					
13	Vinod Kumar A					
14	Prajwal. G					
15	Sindhu N					
16	Rohith S					
17	Santhosh. K					
18	Meghana. S					
19	Riya Das					
20	N. Sonika					
21	Pallaprolu Sai Lokesh					
22	Poojitha V					
23	Aman Khan					
24	Balaji. D					
25	Karthik Vinod Huvinagidad					
26	Bharath C K					

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Jayanagar Bangalore

Report On Value added program Digital Marketing for MBA

(14^{TH} – 18^{TH} November 2022)

Reported By: Deepashree B R
Asst. Prof.
City College, Bangalore

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Value Added Program On Digital Marketing for MBA

VAP Duration: 30 Hrs

Time: 9:30am to 12:30pm

1:00pm to 4:00pm

Speaker of the program:

Raghu Raj Profile A technologically motivated man Mr. Raghu Raj completed his Mechanical Engineering with Project Management Swinburne University Melbourne Australia. A serial social entrepreneur cofounded Smart Neta, one of the most prominent company known for helping national political parties in India and abroad. He is also associated with NGOs like CAF (Citizen Action Forum), Arocha Wildlife Research and B.PAC, also key role for an orphanage. He has trained and delivered talks to thousands of students in India, UAE and other Asian Countries from technology to youth in Politics focusing on Smart Campaigns.

He is well known for his innovative methods for solving civic issues like waste management, increasing green cover, ward management etc. He also has Patenting for some of his research under IP India. He has worked with renowned companies like NAL, ISRO, BOSCH, SIEMENS AUSTRALIA, to name a few with 3 decade varied experience from CAD, Transducer, AI, Data analytics to Geo Spatial Maps with extensive On-Ground Election Campaign Management. This unique combination is his strength in building cutting edge technology for Command Centre to increase Election campaign efficiency and effectively. His technology driven approach to solve issues and to manage elections, is the need of the hour. Needless to say, Mr. Raghu is on a self-built technological path of success.

Objectives of the session: Receive unparalleled guidance from industry mentors, teaching assistants, and graders

- Receive one-on-one feedback on submissions and personalized feedback on improvement
- Student support is available 7 days a week, 24*7. Timely doubt resolution by industry experts and peers
- Personalized expert feedback on assignments and projects
- Regular live sessions by experts to clarify concept-related doubts
- Live sessions by experts on various industry topics
- One-on-one discussion and feedback sessions with industry mentors

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Learning Outcomes

- Communication: Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to college-level expectations.
- Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.
- Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions.
- Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.

- Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform.
- A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement.
- Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively.

Value Added Coordinator **Principal**

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VALUE- ADDED COURSE- DIGITAL MARKETING IN ASSOCIATION WITH AES
-MBA- 2021-22

STUDENT'S ATTENDANCE LIST **Date:**

Sl. No.	USN No	Student Name	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
1	P03BX21M0001	Premsagar A V					
2	P03BX21M0002	AACHAL JAIN					
3	P03BX21M0003	UMESH S					
4	P03BX21M0004	SHASHANK R					
5	P03BX21M0005	VANDANA U					
6	P03BX21M0006	RANJITHA M					
7	P03BX21M0007	HARSHA H					
8	P03BX21M0008	SUPRIYA S B					
9	P03BX21M0009	RASHMITHA P					
10	P03BX21M0010	LOCHANA S					
11	P03BX21M0011	GANAPATHI R PATIL					
12	P03BX21M0012	SYEDA ASIYA FATHIMA					
13	P03BX21M0013	MOHAMMED ARBAZ					
14	P03BX21M0014	SUMANTH					
15	P03BX21M0015	CHANDRIKA G N					
16	P03BX21M0016	NAGESHA N					
17	P03BX21M0017	VINAY T M					
18	P03BX21M0018	SUBRAMANI V					
19	P03BX21M0019	Vinay s r					
20	P03BX21M0020	PRABHAVATHI G R					
21	P03BX21M0021	REENA M					
22	P03BX21M0022	Praveena p					
23	P03BX21M0023	NISARGA J					
24	P03BX21M0024	PAVAN KALYAN					
25	P03BX21M0025	ADIKESHAVA REDDY T N					
26	P03BX21M0026	PAVAN KALYAN R					
27	P03BX21M0027	MahamadRafi					
28	P03BX21M0028	ANIRUDH C N					
29	P03BX21M0029	AJAY H S					
30	P03BX21M0030	PREETHI R					
31	P03BX21M0031	Dhanalakshmi N					
32	P03BX21M0032	MANOHARA S					

33	P03BX21M0033	SAHANA R					
34	P03BX21M0034	ASHWINI K					
35	P03BX21M0035	Pavan Kumar V S					
36	P03BX21M0036	BABU A					
37	P03BX21M0037	SWETHA K M					
38	P03BX21M0038	SAHANA C					
39	P03BX21M0039	P ROOPASHREE					
40	P03BX21M0040	BALAJI C					
41	P03BX21M0041	BHASKARA S A					
42	P03BX21M0042	ANILKUMAR D S					
43	P03BX21M0043	MANOJ D L					
44	P03BX21M0044	VIGNESH M					
45	P03BX21M0045	MAHADEVAPRASAD N					
46	P03BX21M0046	VARUN G A					
47	P03BX21M0047	SHASHANK M R					
48	P03BX21M0048	Rakshith R N					
49	P03BX21M0049	PRIYANKA B K					
50	P03BX21M0050	SHWETHA P					
51	P03BX21M0051	Charan G					
52	P03BX21M0052	MANOJ M					
53	P03BX21M0053	NAYANKUMAR V					
54	P03BX21M0054	Praveen g					
55	P03BX21M0055	CHANNAPPA GANIGER					
56	P03BX21M0056	KEERTHY S					
57	P03BX21M0057	YASHWANTH N					
58	P03BX21M0058	NANDAKISHOR R					
59	P03BX21M0059	Dinesh k					
60	P03BX21M0060	SACHIN S					
61	P03BX21M0061	SATHISH REDDY K					
62	P03BX21M0062	ANUSHA N S					
63	P03BX21M0063	ASHA D R					
64	P03BX21M0064	BHOOMIKA T					
65	P03BX21M0065	SUDHAKARARAJU S S					
66	P03BX21M0066	ANUSHA B V					
67	P03BX21M0067	LAKSHMI K N					
68	P03BX21M0068	APPU L					
69	P03BX21M0069	MAHALAKSHMI J D					
70	P03BX21M0070	Kusuma v					
71	P03BX21M0071	MONISHA D					
72	P03BX21M0072	MADHU SHREE T S					
73	P03BX21M0073	DIVYA SHREE A					
74	P03BX21M0074	RAHUL B S					

75	P03BX21M0075	NETHRA R					
76	P03BX21M0076	Ganakaraja s					
77	P03BX21M0077	KAVYA K N					
78	P03BX21M0078	Srirama K					
79	P03BX21M0079	RANJITHA P M					
80	P03BX21M0080	SHASHWATH H S					
81	P03BX21M0081	NANDISHA K R					
82	P03BX21M0082	SHIVANANDAREDDY N					
83	P03BX21M0083	AKASH K B					
84	P03BX21M0084	ANUSHA K S					
85	P03BX21M0085	KAVYASHREE K					
86	P03BX21M0086	BHAVANA J					
87	P03BX21M0087	AISHWARYA N					
88	P03BX21M0088	MANUMITHA R					
89	P03BX21M0089	GURUCHARAN GOUDA PATIL					
90	P03BX21M0090	VARUN S					
91	P03BX21M0091	PUNITHKUMAR R					
92	P03BX21M0092	DASHARATH G S					
93	P03BX21M0093	NIKITHA N					
94	P03BX21M0094	BHAVANI T S					
95	P03BX21M0095	GAYATHRI C J					
96	P03BX21M0096	VARUNA K G					
97	P03BX21M0097	KAPARTHY SATHEESHBABUGARI NAGA SUDHA					
98	P03BX21M0098	Ananda Kumar V H					
99	P03BX21M0099	SHIVAPRASAD D					
100	P03BX21M0100	Suchithra N					
101	P03BX21M0101	SHREENIDHI S					
102	P03BX21M0102	Deepa. M					
103	P03BX21M0103	ABHISHEK N					
104	P03BX21M0104	ABHISHEK M					
105	P03BX21M0105	PRASHANTH G					
106	P03BX21M0106	SUHAS P					
107	P03BX21M0107	HIMESH RAO G					
108	P03BX21M0108	PRAJWAL G					
109	P03BX21M0109	YASHODHA R G					
110	P03BX21M0110	NAVEEN R					
111	P03BX21M0111	HAMSAVENI R					
112	P03BX21M0112	Punith Krishna S R					
113	P03BX21M0113	AQUIB AHMAD					
114	P03BX21M0114	CHETAN B B					

115	P03BX21M0115	RAMYA ASHWATH	RA	RA	RA	RA	RA
116	P03BX21M0116	LAVANYA L	Lav	Lav	Lav	Lav	Lav
117	P03BX21M0117	FIRDOSE A L	Dosc	Dosc	Dosc	Dosc	Dosc
118	P03BX21M0118	MOHAMMED SAAD	MS	MS	MS	MS	MS
119	P03BX21M0119	V Gowtham	Vum	Vum	Vum	Vum	Vum
120	P03BX21M0120	SINGAMALA VINAYKUMAR REDDY	Reddy	Reddy	Reddy	Reddy	Reddy
121	P03BX21M0121	SYEDA UMME HANI	Hani	Hani	Hani	Hani	Hani
122	P03BX21M0122	JAGADISH	H	H	H	H	H
123	P03BX21M0123	ESTHER RANI A	Rani	Rani	Rani	Rani	Rani
124	P03BX21M0124	SHWETHA S H	SH	SH	SH	SH	SH
125	P03BX21M0125	PAVITHRA M C	Pavi	Pavi	Pavi	Pavi	Pavi
126	P03BX21M0126	VYAS RADHIKA SANTOSH RAO	RaO	RaO	RaO	RaO	RaO
127	P03BX21M0127	NISHCHITHA N	NN	NN	NN	NN	NN
128	P03BX21M0128	ROHITH R M	R	R	R	R	R
129	P03BX21M0129	PUSHPAVATHI K	Pusha	Pusha	Pusha	Pusha	Pusha
130	P03BX21M0130	PREETHIKSHA S	PSw	PSw	PSw	PSw	PSw
131	P03BX21M0131	MANMOHAN N	Mohan	Mohan	Mohan	Mohan	Mohan
132	P03BX21M0132	DAMODHARREDDY H	Reddy H	Reddy H	Reddy H	Reddy H	Reddy H
133	P03BX21M0133	LAKSHMI A	Lax	Lax	Lax	Lax	Lax
134	P03BX21M0134	PRADEEP S	Deeps	Deeps	Deeps	Deeps	Deeps
135	P03BX21M0135	BALAJI R	Bala	Bala	Bala	Bala	Bala
136	P03BX21M0136	SANJAY B V	B.V.	B.V.	B.V.	B.V.	B.V.
137	P03BX21M0137	TADURU VAMSHIDHAR REDDY	TVR	TVR	TVR	TVR	TVR
138	P03BX21M0138	SARAN S	Sw	Sw	Sw	Sw	Sw
139	P03BX21M0139	SARAN S	S	S	S	S	S
140	P03BX21M0140	AMBREESH R HUDED	Ambri	Ambri	Ambri	Ambri	Ambri
141	P03BX21M0141	SMITHA B	Smi	Smi	Smi	Smi	Smi
142	P03BX21M0142	NIKHITHA R	Ni..R	Ni...R	Ni...R	Ni..R	Ni...R
143	P03BX21M0143	MUSKAN AFREEN	Afree	Afree	Afre	Afree	Afri
144	P03BX21M0144	RAKESH B	Raki	Raki	Raki	Raki	Raki
145	P03BX21M0145	KARTHIK B R	Kw	Kw	Kw	Kw	Kw
146	P03BX21M0146	KARTHIK N	N	N	N	N	N
147	P03BX21M0147	SURESHA P S	PS	PS	PS	PS	PS
148	P03BX21M0148	PRAJWAL N S	Praju	Praju	Praju	Praju	Praju
149	P03BX21M0149	GAGANA V	Gagana	Gagana	Gagana	Gagana	Gagana

Principal
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CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Akash K B

MBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on **"DIGITAL MARKETING"**

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

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CERTIFICATE

of Participation

THIS ACKNOWLEDGES THAT

Revanna M.V

MBA 2021-22

HAS SUCCESSFULLY COMPLETED THE Certificate program on **"DIGITAL MARKETING"**

VEENA ANGADI
Principal City College

Deepthi Ashok
Founder AES

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VALUE ADDED PROGRAM SYLLABUS

DIGITAL MARKETING FOR MBA STUDENTS

1. INRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Why Digital Marketing?

2. Digital Marketing Channels

- Understanding the Digital Consumer
- Digital Marketing Channels
- Digital Marketing Metrics

3. Starting a blog

- Setting up your own blog
- Creating Content
- Introduction to Marketing

4.SOE

- Digital Marketing Channels
- Starting a blog
- The basics
- Keywords and their basics
- Creating an SEO strategy
- The significance of SEO for every business

5. Search Engine Marketing

- Creating SEM campaigns
- SEM Reports and Optimization

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- Create a Search Ad Campaign

- Content Calendars
- Creating content for different channels
- Content Scheduling
- Search Engine Marketing

6. Content Marketing

- Creating content for social media
- Distribution platforms
- Establishing brand presence
- The gateway to success - secret social recipe

7. SOCIAL MARKETING AND FREELANCING

- Starting your own email campaigns
- Using the right platforms
- Starting a newsletter
- How to become a freelancer
- The do's and don'ts of freelancing
- Landing your first gig
- Finding clients globally

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> *"Education sparks curiosity and lights the way to lifelong learning."*

Our Mission & Values

At Advanced Educational Services (AES), we empower students to excel in digital marketing. We believe every student can achieve greatness with the right guidance and resources.

Our passionate instructors and cutting-edge facilities inspire students to reach their full potential. We foster a culture of innovation and growth, preparing students for success in the digital marketing industry.

About Us

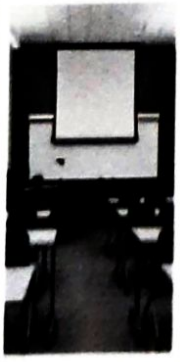
AES is dedicated to providing a comprehensive digital marketing education that prepares students for success in their careers.

We aim to create a welcoming and inclusive environment where all learners can thrive and develop essential skills for the digital age.

Enroll Today!

Why choose us?

- Small Class Sizes
- Experienced Teachers
- Safe Environment
- Supportive Peers



Important Dates

- Course Start Date: September 1
- Industry Networking Event: November 15-16, 2023

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Online Value Added Program Report On Mutual Fund & Stock Market

Prepared By: Preethi
Asst. Prof. City College, Bangalore

Date: 12th - 17th October 2020

NO. of Students: BBA & B.com

Mode: Online for 30hrs

About Speaker

Shailaja Nath

After her Post graduation she joined the Investment industry. Her realization that "Investment in knowledge pays the best interest" carved his passion for spreading financial literacy. she has been in the Investment industry since 2002, in Training since 2013 and in Trading since 2016. She has been coached by renowned personalities in the area of trading, investing and speaking. Technical Analysis is her favourite subject, she has helped several finance and non-finance professionals in generating second income.

Knowledge Bell is a registered training partner with **Akhanda Joythi Fundation, Securities and Exchange Board of India, National Institute of Securities Market, Banks and Mutual Fund companies.** The team has a track record of conducting over 1700 investor awareness programs and 250 workshops across the country. Team takes the pride of addressing over 60000 participants till date in its various programs. **Team has added over 500 new financial entrepreneurs to the Mutual Fund Distribution Industry, at a zero cost under a livelihood project.** Vinod is a resource person for **Karnataka State Higher Education Council directed Financial Education and Investment Awareness Project.**

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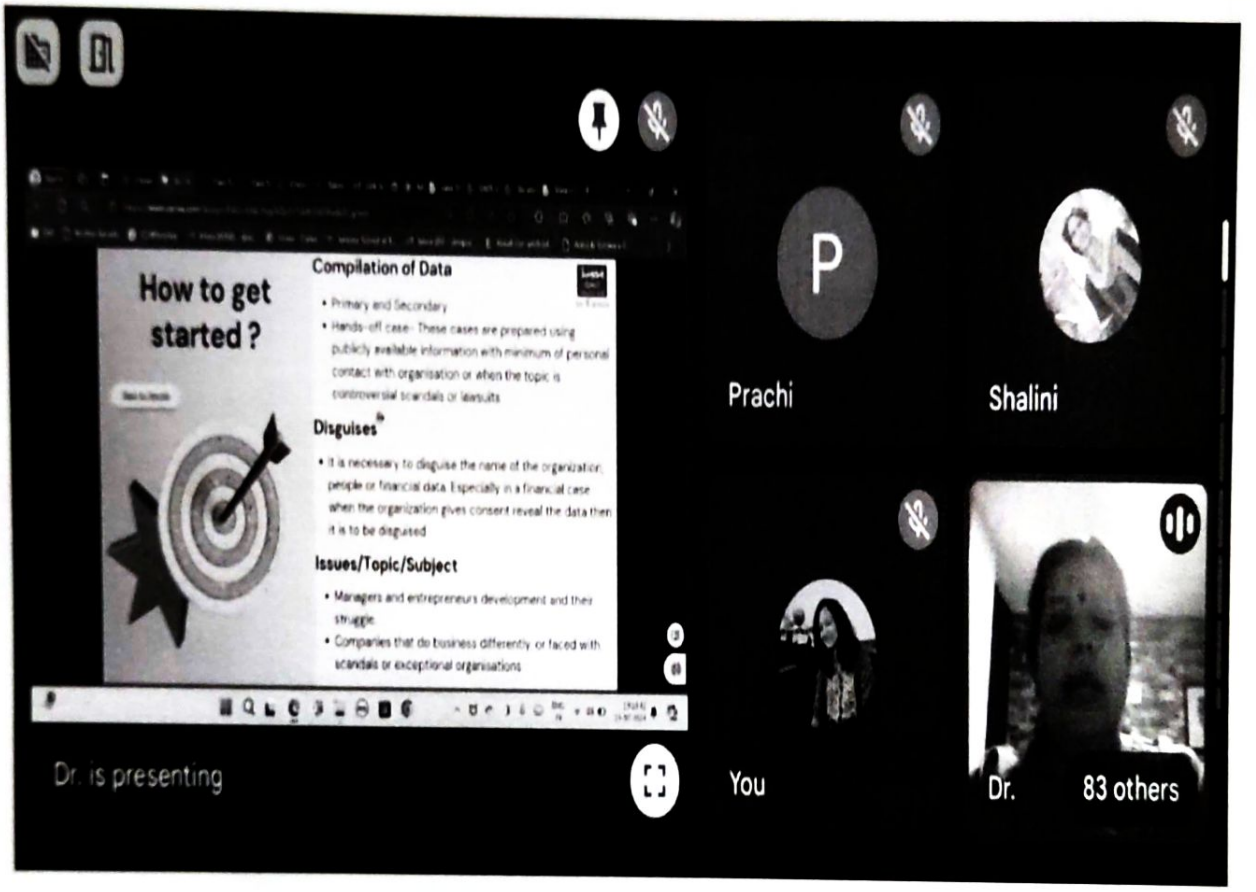
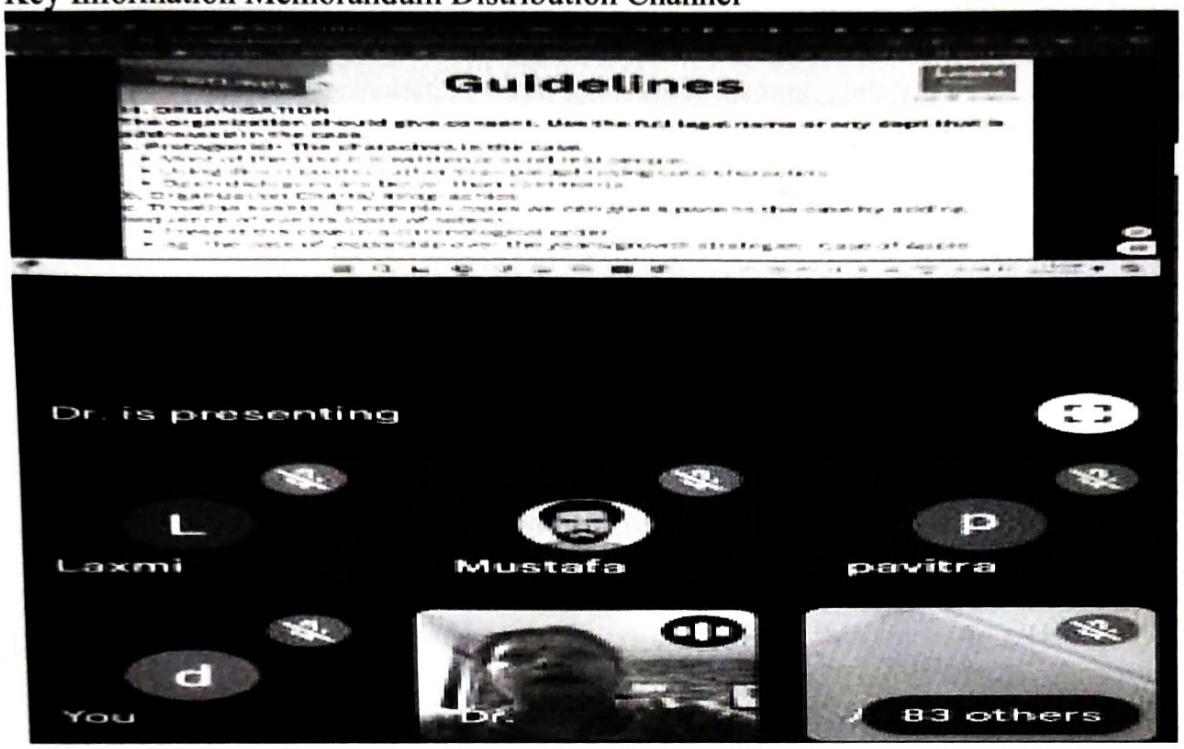
Objectives of the Workshop:

1. To provide knowledge about organization and management of mutual funds
2. To understand the complexities of mutual fund functions
3. To get insights requited to become a good investment advisor
4. To equip the students appear for NISM series V-A



Content : Legal Structure of Mutual Fund and Regulatory Environment Regulatory environment of mutual funds in India,Rights and obligations of investors ,AMFI's Code of Ethics , AMFI's Code of Conduct for Intermediaries of mutual funds

Content IV: Offer Document Offer Document in a mutual fund ,
Key Information Memorandum Distribution Channel



1. Master the trading strategies.
2. Know the techniques and intraday stock tips to protect your capital.
3. Know the procedures to earn more while investing lesser capital.
4. Understand risk management and earn more by losing less.
5. Enjoy trading after understanding the techniques.
6. Have enough sources to face the challenges coming your way.
7. Invest as per your capacity and not refrain from exploring diversified stocks in the fear of losing your money.
8. This training will help you become the boss of your independent business.

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Learning Outcome

After having taken this course participants will:

Understand the vocabulary and grammar of a trading floor Experience the interactions between traders, sales, clients, brokers Realise in a personal and lively way what it requires to be a trader, a sales, a structurer Identify Risk Management issues related to market positions Become familiar with practical trading techniques Formal training to Bloomberg platform (Bloomberg Market Concepts).Students should be trained in the Bloomberg system, and be able to access information and quotes on basic financial instruments. They should be able to link Excel sheets to Bloomberg quotes.

Implications and Conclusion:

To conclude, study largely suggests rejection of the random walk hypothesis in the Indian stock market. This implies that the Indian equity market is not weak or efficient. The results indicate no significant difference in the behaviour of index returns between the NSE and BSE. Nevertheless, the stock indices having higher liquidity and market capitalization prove to be less inefficient than small indices on both the exchanges.

Furthermore, the small indices with less liquidity appear to be more vulnerable to external shocks. Sector Wise, there has not been much difference. In the light of the present evidence, it is clear that policy reforms aimed at improving the efficiency have not brought the desired results. In view of the above discussion, some policy implications are proposed here. The evidence of the existence of potential excess returns in short horizons of investment calls for policy measures aiming at proper dissemination of information to the participants. **This** has further support from the episodic nonlinear dependence, which suggests that investors take time to respond to the events. Further, to improve the performance of small indices having lesser liquidity, it is important to improve the liquidity of smaller stocks. Encouraging retail trading and promoting the mutual funds in the Indian market may achieve this. RBI's initiative for financial literacy and NSE's certificate courses for financial education are welcoming steps in this direction. External events have always created panic in the Indian stock market.

Value Added program coordinator

FACULTY COORDINATOR **PRINCIPAL**

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BBA 2020-21

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "STOCK MARKET TRADING"

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

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ONLINE - VALUE- ADDED COURSE-STOCK MARKET ANALYSIS & INVESTMENT ANALYSIS-MBA- 2020-21

STUDENT'S REGISTRATION LIST **Date:** 19/8/20

SL.No	Name	Signature
1	Jyothi K	Jyothi.....
2	Kavya D. G	Kavya D.
3	Chetan T. N	
4	Roja K. A	
5	Harisha V	
6	Ajay Kumar	
7	Pooja Tirumaleshwar Hegde	
8	Shashikantha Shetty	
9	Mahendra Balappanavar	
10	Bharath. V	Bharath
11	Adith Prajwal	Adith Prajwal
12	Heena Taj S. A	Heena
13	Y. R Rajath	Rajath
14	Bharath Kumar M	
15	Gayathri. R	Gayathri R
16	Jasmine Mary Priya D	
17	Chaithra K. N	Chaithra K.
18	Prashanth. R	
19	Jayammal. C	Jaya.

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20	Akshitha. T	
21	Karthik. G	
22	Nishanth M. V	
23	Pavan Kumar M	
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25	Manjula. J	
26	Devika. S	
27	Thanushree. V	
28	Chaithra. M	
29	Babu Reddy V. M	
30	Mythri B. R	
31	Ambarisha. V	
32	Gowrishankara	
33	Prasad V. R	
34	Kavya. S	
35	Ramyashree. G	
36	Madhan Kumar. B	
37	Sandhya S. P	
38	Sufia Fathima	
39	Arun. M	
40	D S Prashanth	
41	Syed Shahabaaz	
42	Girish. K	
43	Monisha. S	
44	Adithya H. S	
45	Abhiram. N	
46	Kaushik Hazza	
47	Sujaya LM	
48	Karhale Shripad Vishwanath	
49	Shubham Rai	

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50	Gandharva CM	
51	Arpitha. J	
52	Chaithra. K	
53	Suha Akif TR	
54	Altha Balasanjay	
55	Syed Saquib	
56	Nehru. N	
57	Burila Ganesh	
58	Reshma BN	
59	Pandu PV	
60	Nisha Das	
61	Vinutha Kumari. V	
62	Tanny Banerjee	
63	Sathish G	
64	G Sahera Begum	
65	Aman Khare	
66	Pratim Pahari	
67	R. Ramamani	
68	Vadluri Nithin Goud	
69	Raju. M	
70	Sushma KL	
71	Manoj BM	
72	Krishna Chaithanya	
73	Chandana S. A	
74	Gokul R	
75	Priyanka	
76	Vinutha. R	
77	Niranjan N G	
78	Nikhitha. D	
79	Sunny Singh	
80	Vallampatla Tejaswi	

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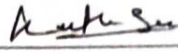
81	Keerthi Somavarapu	
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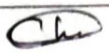
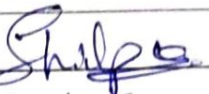
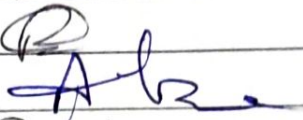
83	Chigulla Prashant	
84	Shilpa. A	
85	Abhishek Rao. P	
86	Ravi K B	
87	Akhila. B	
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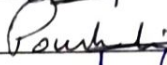
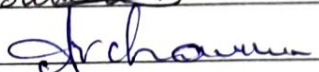
89	Poushali Biswas	
90	Archana. U	
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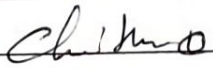
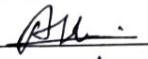
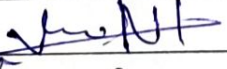
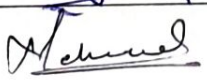
92	Chaithra. C	
93	Abhimanyu K V	
94	Vineeta Nair	
95	Mohammed Arbaaz Jahagirdar	
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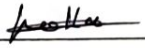
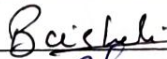
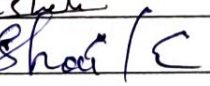
97	Kolla Kaushal Kumar	
98	Baishali Dhar	
99	Shaik Sajid	
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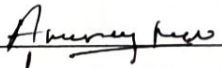
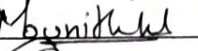
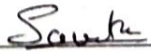
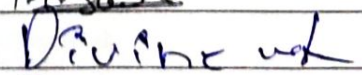
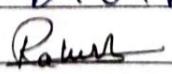
101	Anurag M N	
102	Mounitha K L	
103	Priyanka V	
104	Archana R	
105	Samitha Varsha	
106	M Swetha	
107	Divine Kumar. A	
108	Rakshith Patil GU	

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ONLINE VALUE ADDED PROGRAM SYLLABUS

STOCK MARKET & MUTUAL FUND ANALYSIS FOR BBA STUDENTS

A) **Introduction to Stock Market, Investing, and Trading**

- The 2 Ways Investors Make Money in Stocks
- Investing vs. Trading vs. Gambling
- What Is A Stock Really
- Where Do Stocks Fit In A Diversified Portfolio
- Sample Portfolio Allocation based on historical Risks & Returns

B) **Diversification, Stocks Categories Inside the Stock Company**

- Size: Large, Mid, and Small-Cap Stocks
- Style: Growth Stocks
- Style: Dividend (Income Stocks)
- Style: Value Stocks
- Stock Sectors

C) **Understanding Risk:**

- with the Stock Market
- Introduction To Measuring Risk
- Pair Stock Risk With Your Own Personal View Of Risk
- Standard Deviation
- Sharpe Ratio
- Beta
- Alpha
- R-Squared
- Broader Risk Categories: Systemic And Un-Systemic Risk
- Screencast: Looking Up Stock Risk Measures
- Screencast: Looking Up Mutual Fund And ETF Risk Measures

D) **WHAT TO BUY:**

- Individual Stocks: Benefits, Building a Portfolio, How Many, and Strategy
- Understanding Stock Mutual Funds
- Active vs. Index Stock Mutual Funds
- ETF: Exchange Traded Funds
- Using The Mutual Fund Style Box To Select Funds
- Understanding Mutual Fund Expenses
- Let's Compare Some Mutual Funds Expenses Demo With Real Funds

E) **STOCK MARKET STRATEGIES**

- Two Investing Extremes
- Investing In Growth Stocks
- Investing In Dividend Income Stocks
- Investing In Value Stocks
- Value Investing Example Case Study
- GARP: Growth At A Reasonable Price
- Technical Analysis & Charting, Dogs Of The Dow
- Dividend Aristocrats,DARTS

F) **Evaluate Stocks & Stock Ratios with Fundamental Analysis**

- Qualitative and Quantitative Analysis
- Key Financial Ratios when buying stocks
- Stock Ratio Categories
- Valuation: Price Earning (P/E)
- Valuation: Price To Earnings Growth (PEG)
- Valuation: Price To Sales (P/S)
- Valuation: Price To Book (P/B)
- Valuation: Dividend Yield
- Valuation: Dividend Payout
- Profitability: Return On Assets (ROA)
- Profitability: Return On Equity (ROE)
- Profitability: Profit Margin
- Liquidity: Current And Quick Ratio
- Debt: Debt To Equity
- Debt: Interest Coverage
- Efficiency: Asset Turnover.

MUTUAL FUNDS:

Introduction to Mutual Funds

- They have relatively low risks. By law, they can invest only in certain high-quality, short-term investments issued by U.S. corporations, and federal, state and local governments.
- Bond funds have higher risks than money market funds because they typically aim to produce higher returns. Because there are many different types of bonds, the risks and rewards of bond funds can vary dramatically.
- Stock funds invest in corporate stocks.

Types of mutual funds

- **Growth funds** focus on stocks that may not pay a regular dividend but have potential for above-average financial gains.
- **Income funds** invest in stocks that pay regular dividends.
- **Index funds** track a particular market index such as the Standard & Poor's 500 Index.
- **Sector funds** specialize in a particular industry segment.

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Ruchitha .H.D

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HAS SUCCESSFULLY COMPLETED THE

Certificate program on "GST & TAXATION"

Arun

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

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ONLINE VALUE- ADDED COURSE- GST & TAXATION ASSOCIATION WITH AES – MBA -2020-21

STUDENT'S ATTENDANCE LIST **Date:**

SL .No	Name	Day 1	Day 2	Day 3	Day 4	Day 5
1	Nithyashree P. V					
2	Chandana. M					
3	Sushmitha. M. S					
4	Varsha. L					
5	Sushma. S					
6	Naveen Gowda					
7	Mamatha					
8	Nayana. B. A					
9	Ankitha. J					
10	Bhargavi. V					
11	Lakshmi H S					
12	Megha Arakeri					
13	Sindhu. H. S					
14	Shrwthi. K					
15	Santhosh P					
16	Jeevith. B. M					
17	Swetha. R					
18	Meghana K. S					
19	Hemanth C. R					
20	Ruchitha. H. D					
21	Manw H. M					
22	Kowshik. P. P					
23	Sagar Vastrad					
24	Santoshkumar					
25	N.Mahesh Babu					
26	Abhinav. G					
27	Monisha. A					
28	Harani. N. Babu					

29	Swathi. M					
30	Gagana. B. Reddy					
31	Shreevatsa Hegde					
32	Vibha. V. Narayan					
33	Surjith Debbarma					
34	Lovely Singh					
35	Gopal					
36	Johnson					
37	Chandana K. S					
38	Aishwarya Chavan					
39	Sudipta Pal					
40	N Mohammed Nasurullah					
41	Biswajit Biswal					
42	Meeala Saieesh Sambasiya Rao					
43	MD Shaqir Tanvir					
44	Vaishnavi Gupta					
45	Yashwanth Gowda R					
46	Gangid Naveen					
47	J Samson Franklin					
48	Arun Arunachalachari Dhanashekar					
49	C H Saikumar					
50	Abhijeet Biswas					
51	Juttur Supraja					
52	Sinde Tejeswar Rao					
53	Subhi Saxena					
54	Vadla Prashant					
55	Praveen kumar N					
56	Daita Shrauan. T					
57	Aashitha Anand					
58	George Robin Joy Khyllaji					
59	Sathya Ambarish					
60	Prajapati Pooja Karshan Bhai					
61	Ramired Sorasit					
62	M.D. Myeenuddin B. S					
63	Deeksha Janmeda					
64	Anitha. N					
65	Gagan Deep					
66	Heena Kauser					
67	Walekar Ketan Ganpat					

68	Veelagacharla Manvitha					
69	Krnus Evans					
70	Jerin Mathhow John					
71	Rekha R					
72	Ranjith Y					
73	R Varshini					
74	Krishna Babu A					
75	Medishelti Alehhya					
76	Hari Priyanga. K					
77	Divyashree K. U					
78	Ramakrishnna					
79	Vepamakula Sai Raghavi					
80	Abhilash. G.					
81	Secil Sheldin Sabastin					
82	Ragesh V V					
83	Darshan A					
84	Venkatesh C. S					
85	Tikkshaa					
86	Sachin Shivandappaji					
87	Rohan V Chand Gadkar					
88	Salone Chakar Borthy					
89	Krishnaswamy D					
90	T. Bhargavi					
91	Shiva Kumar R					
92	Vinay Babu R					
93	Sachin Deroz					
94	Rajesh N					
95	Bharath B					
96	Shashank K M					
97	Balaji K					
98	Sheikh Simran					
99	Teresa Shirleey					
100	Sharath Kumar					
101	Mamatha S					
102	Mowrya Vandana					
103	K MSamrain Midhai					
104	Sapna Kumari					
105	Pooja Joshi					
106	Pushpalatha Sharma					

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GST & TAXATION FOR MBA STUDENTS

1) **Introduction to GST & Taxation**
   - Introduction to Indirect Taxes and GST Indirect taxes
   - An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
   - An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.

2) **Classification of GST**
   - Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

3) **Goods and Services Tax – I**
   - Exemption from GST – Composition scheme in GST – Input Tax Credit
   - Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
   - Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.

4) **Goods and Services Tax - II**
   - Central GST, Integrated GST, Union Territory GST – Goa
   - Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

5) **Other Indirect Taxes.**

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- Value Added Tax
- (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,
- Works-Contract,
- Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products

6) NCCD of Customs

- Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

-

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No.27/2,33rd cross,2nd main Rd,7th block,Jayanagar,Bangalore-560082

Online VAP on Tally, MS OFFICE: Advance Excel, Power point Presentation BCOM &BBA

Venue: City College
Faculty In charge: V. Nagaraj

Date: 7th – 11th Sept 2020
Duration:30hrs

Resource Person:

DR.K. Sugathi

Principal, Vivekananda College of Arts & Science For Women ,Tamil Nadu, India. Lifetime Member of CMAOI Association. Bachelor of Commerce -1995 • Post graduate Diploma in Business Management-1996 • Masters of Business Administration-1998 • Currently pursued PhD in Leadership with Jain University Bangalore
Certifications • Instruments: Herrmann Brain Dominance Instrument (HBDI)
Myers-Briggs Type Indicator (MBTI)
• Learner Centered Training Workshop (LCTW) • NLP Diploma and Accelerated Learning Program

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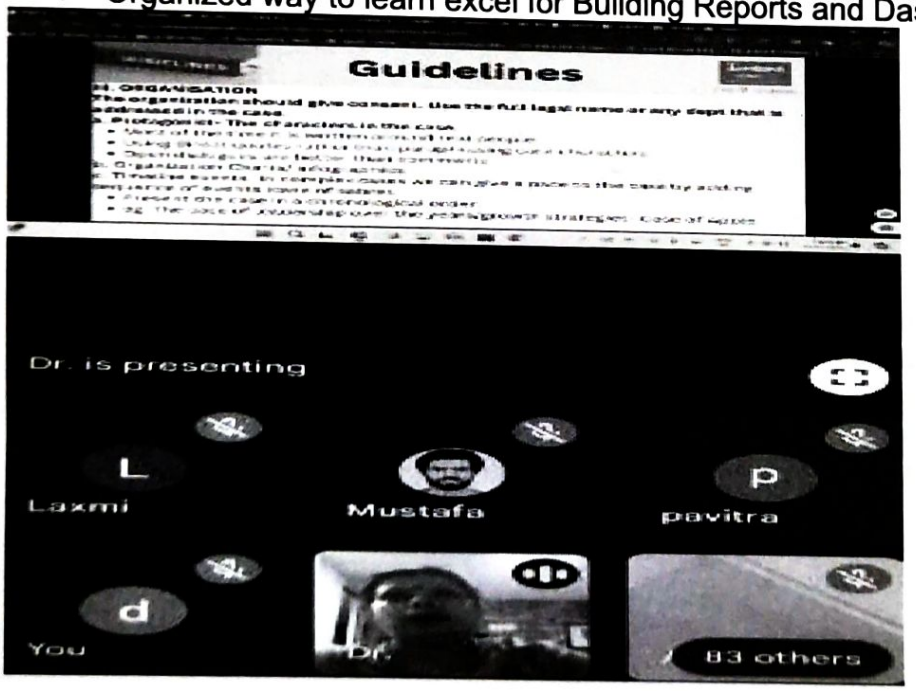
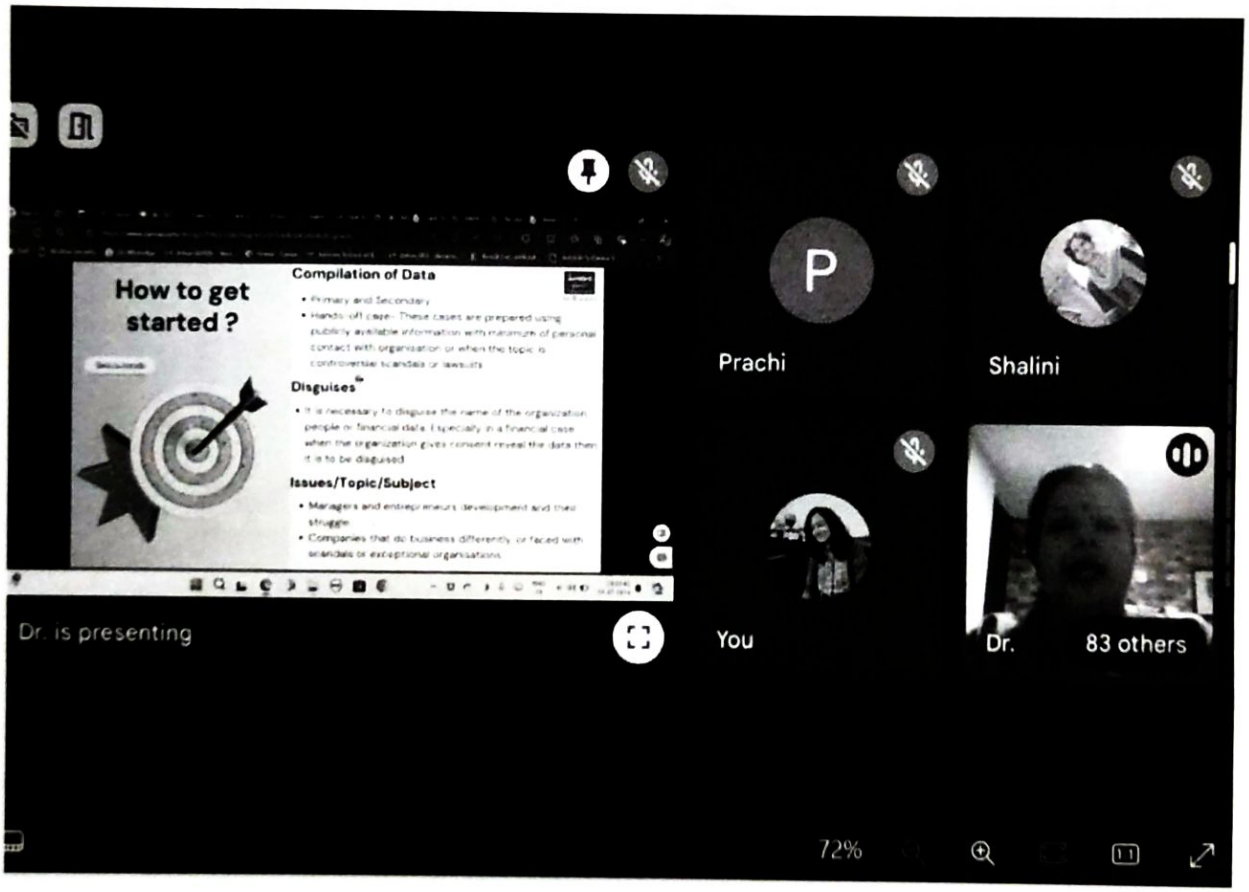
Objective of the Course:

- Right knowledge about Excel and how to use it smartly.
- Create your own Interactive Reports & Dashboards.
- Re implement the concepts on different problems.
- Organized way to learn excel for Building Reports and Dashboards.



Outcome of the Workshop:

- Gain knowledge on basic as well as advanced excel concepts and functions.
- Understand the practical application of the basic as well as advanced excel concepts.
- Develop their thought process in such a way so as to apply their learnings in their educational or professional life.
- Build a solid understanding of the Basics of Microsoft Excel.
- Learn the most common Excel functions used in the Office.
- Create dynamic reports by mastering PivotTables



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Program Content:

- Easily build dynamic tools & Excel dashboards to filter, display and analyze your data
- Create your own formula-based Excel formatting rules
- Join datasets from multiple sources with X LOOKUP, INDEX & MATCH functions
- Manipulate dates, times, text, and arrays
- Lookup Functions,H LOOK UP Functions
- Conditional Formatting,What-If,Sum if Analysis
- Pivot Tables and charts
- Data Sorting,Data Filtering,Tables,Charts
- unlocking dynamic formulas with IF, V LOOKUP, INDEX, MATCH functions and many more
- Maintain large sets of Excel data in a list or table
- Create dynamic reports by mastering one of the most popular tools, PivotTables
- Slicer and pivot tables
- Dynamic MIS Report
- Transferring Excel data to PPT

Faculty In charge

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HAS SUCCESSFULLY COMPLETED THE

Certificate program on "TALLY, MS OFFICE, EXCEL, POWER POINT"

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

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CERTIFICATE

OF ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Shravan K S

B.COM 2020-21

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "TALLY, MS OFFICE, EXCEL, POWER POINT"

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

CITY COLLEGE

No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

ONLINE VALUE- ADDED COURSE- TALLY,MS OFFICE-EXCEL,POWER POINT IN ASSOCIATION WITH AES – BBA & BCOM- 2020-21

STUDENT'S ATTENDANCE LIST **Date:**

BBA:

Sl. No	Name	Day 1	Day 2	Day 3	Day 4	Day 5
1	Rahul Narayan Singh. D	Rahul	Rahul	Rahul	Rahul	Rahul
2	Nazeera M	Nazeera	Nazeera	Nazeera	Nazeera	Nazeera
3	Mohammed Touseef. K	Mohus	Mohus	Mohus	Mohus	Mohus
4	Mohammed Aasim Abrar	Mohamm	Mohamm	Mohamm	Mohamm	Mohamm
5	Shadab Sharieff	Shadab	Shadab	Shadab	Shadab	Shadab
6	Felix. S	Felix	Felix	Felix	Felix	Felix
7	Shrujan Naik	Naik	Naik	Naik	Naik	Naik
8	Ashrith B S	Ashrith	Ashrith	Ashrith	Ashrith	Ashrith
9	Somanna K. T	Somus	Somus	Somus	Somus	Somus
10	Syed Wasim Uddin	Syed	Syed	Syed	Syed	Syed
11	Umesh Raj M	Raj	Raj	Raj	Raj	Raj
12	Bhagai Raaj. V	Bhagai	Bhagai	Bhagai	Bhagai	Bhagai
13	Pooja Chetry	Pooja	Pooja	Pooja	Pooja	Pooja

BCOM

Sl. No	Name	Day 1	Day 2	Day 3	Day 4	Day 5
1	Akshatha M S	Akha	Akha	Akha	Akha	Akha
2	Ameena n	Ame	Amen	Amn	Amn	Amn
3	Amina Jahan Fathima	Amina	Amina	Amina	Amina	Amina
4	Arun Kumar V	Arun	Arun	Arun	Arun	Arun
5	Bhaskar S	Bhaska	Bhaska	Bhaska	Bhaska	Bhaska
6	Harisha M	Harisha	Harisha	Harisha	Harisha	Harisha

7	Harsha R	Harsha	Harsha	Harsha	Harsha	Harsha
8	Hemanth K	Hema	Hema	Hema	Hema	Hema
9	Jayanth Yadunarayan SN	Jayanth	Jayanth	Jayanth	Jayanth	Jayanth
10	Kishorekumar M	Kis	Kis	Kis	Kis	Kis
11	Manojkumar K M	MM	MM	MM	MM	MM
12	Mohammed Zuhed Khan	Khan	Khan	Khan	Khan	Khan
13	Mohammed Maaz	Maaz	Maaz	Maaz	Maaz	Maaz
14	Mohammed Shohaib Ahmed	Ahmed	Ahmed	Ahmed	Ahmed	Ahmed
15	Naveed Ambar	Nameen	Nameen	Nameen	Nameen	Nameen
16	Pavan Kumar V	Pavan	Pavan	Pavan	Pavan	Pavan
17	Pavithra P	Pavithra	Pavithra	Pavithra	Pavithra	Pavithra
18	PP Immanuel	PP	PP	PP	PP	PP
19	Prasad V	Prasad	Prasad	Prasad	Prasad	Prasad
20	Priyadharshini V	Priyg	Priya	Priya	Priya	Priya
21	Rajesh C	Rajes	Rajes	Rajes	Rajes	Rajes
22	Ranjan S	Ranjan	Ranjan	Ranjan	Ranjan	Ranjan
23	Ravi Kumar M	Ravi	Ravi	Ravi	Ravi	Ravi
24	Sadaqathulla Baig	Sas	Sas	Sas	Sas	Sas
25	Sagar M	Sagar	Sagar	Sagar	Sagar	Sagar
26	Sameeruddin Khan	Samee	Samee	Samee	Samee	Samee
27	Shanti jyoti Chakma	Jyoth	Jyoth	jyoti	jyoth	jyoti
28	Sharik Kaif	Sharik	Sharik	Sharik	Sharik	Sharik
29	Shravan KS	Shrav	Shrav	Shrav	Shrav	Shrav
30	Suvarna K	Suvarna	Suvarna	Suvarn	Suvarn	Suvarn
31	Swathi	Swathi	Swathi	Swathi	Swathi	Swathi
32	Swathi Barman	Swathi	Swathi	Swathi	Swathi	Swathi
33	Syed Fazil Pasha	Syed	Syed	Syed	Syed	Syed
34	Tejaswini BC	Teja	Teja	Teja	Teja	Teja.
35	Varshith NR	Varsh	Varsh	Varsh	Varsh	Varsh
36	Varun S	Varun	Varun	Varun	Varun	Varun
37	Veena. S	Veena	Veena	Veena	Veena	Veena
38	Vishal Sahu	Vishal	Vishal	Vishal	Vishal	Vishal
39	Zahid Hassan	Zahid	Zahid	Zahid	Zahid	Zahid
40	Amulya	Amulya	Amulya	Amya	Amya	Amya
41	Mutahhira	Mutah	Mutah	Mutah	Mutah	Mutah

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ONLINE VALUE ADDED PROGRAM SYLLABUS

TALLY, MS OFFICE, EXCEL, POWER POINT FOR COMMERCE & MANAGEMENT STUDENTS

1. TALLY

- Ledger creation
- Company creation
- Transaction Entry
- Cost center Creation
- Rectification of errors
- Balance sheet Creation

1.MS WINDOWS, COMPUTER BASICS

- Computer Basic, Creating Folder, Paint
- Directories, input units, Output unit
- Central Processing Units,
- What is hard ware, what is Soft ware
- Windows short cut keys

2. MS WORD

Module 1: Text Basics

- Typing the text, Alignment of text
- Editing Text: Cut, Copy, Paste, Select All, Clear

☐ Find & Replace

Module 2: Text Formatting and saving file

☐ New, Open, Close, Save, Save As

☐ Formatting Text: Font Size, Font Style

☐ Font Color, Use the Bold, Italic, and Underline

☐ Change the Text Case

☐ Line spacing, Paragraph spacing

☐ Shading text and paragraph

☐ Working with Tabs and Indents

3. Module 3: Working with Objects

☐ Shapes, Clipart and Picture, Word Art, Smart Art

☐ Columns and Orderings - To Add Columns to a Document

☐ Change the Order of Objects

☐ Page Number, Date & Time

☐ Inserting Text boxes

☐ Inserting Word art

☐ Inserting symbols

☐ Inserting Chart

Module 4: Header & Footers

☐ Inserting custom Header and Footer

☐ Inserting objects in the header and footer

☐ Add section break to a document

Module 5: Working with bullets and numbered lists

- Multilevel numbering and Bulleting
- Creating List
- Customizing List style
- Page bordering
- Page background

Module 6: Tables

- Working with Tables, Table Formatting
- Table Styles
- Alignment option
- Merge and split option

Module 7: Styles and Content

- Using Build- in Styles, Modifying Styles
- Creating Styles

MS EXCEL

Module 1: Introduction to Excel

- Introduction to Excel interface
- Understanding rows and columns, Naming Cells
- Working with excel workbook and sheets

Module 2: Formatting excel work book:

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Wrap text, Merge and Centre

- Currency, Accounting and other formats
- Modifying Columns, Rows & Cells

Module 3: Perform Calculations with Functions

- Creating Simple Formulas
- Setting up your own formula
- Date and Time Functions, Financial Functions
- Logical Functions, Lookup and Reference
- Functions Mathematical Functions
- Statistical Functions, Text Functions.

Module 4: Sort and Filter Data with Excel

Sort and filtering data

- Using number filter, Text filter
- Custom filtering
- Removing filters from columns
- Conditional formatting

MS POWERPOINT

Module 1: Setting Up PowerPoint Environment:

- New, Open, Close, Save, Save As
- Typing the text, Alignment of text
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Cut, Copy, Paste, Select All, Clear text
- Find & Replace

- Working with Tabs and Indents

Module 2: Creating slides and applying themes

- Inserting new slide
- Changing layout of slides
- Duplicating slides
- Copying and pasting slide
- Applying themes to the slide layout
- Changing theme color
- Slide background
- Formatting slide background
- Using slide views

Module 3: Working with bullets and numbering

- Multi level numbering and Bulleting
- Creating List
- Page bordering
- Page background
- Aligning text
- Text directions
- Columns option

Module 5: Hyperlinks and Action Buttons

- Inserting Hyperlinks and Action Buttons
- Edit Hyperlinks and Action Button
- Word Art and Shapes

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No.27/2,33- cross,2- main Rd,7- block,Jayanagar,Bangalore-560082

Online Value Added Program On Digital Marketing for MBA

VAP Duration: 30 Hrs **Date:10th** -16th August 2020
Mode: Online **Faculty Coordinator: Ramakanth**

Speaker of the program:

Shashidhar Puttala Mobile: +91 9886238071

e-mail: sputtala@in.ibm.com sha_vim@yahoo.co.in I am a management professional with 20 years of experience in management Development / Learning consulting and coaching. I have worked with well-known organizations such as JSW Steels (Independent learning consultant) National Institute of sales, IIMB (Premier Business School in Asia) Since August 2007, I have been working as a Leadership Development Facilitator and coach in IBM India. I deliver high impact learning interventions in areas that are critical to an organization's success: leadership, personal excellence and inter-personal Relationships. Indeed, these same competencies are determinants of success in Personal life as well. Certifications

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Objectives of the session: Receive unparalleled guidance from industry mentors, teaching assistants, and graders

- Receive one-on-one feedback on submissions and personalized feedback on improvement
- Student support is available 7 days a week, 24*7. Timely doubt resolution by industry experts and peers
- Personalized expert feedback on assignments and projects
- Regular live sessions by experts to clarify concept-related doubts
- Live sessions by experts on various industry topics
- One-on-one discussion and feedback sessions with industry mentors

Learning Outcomes

- Communication: Communicate clearly and effectively in both written, oral and digital forms to an intended audience using strategies and methods appropriate to college-level expectations.
- Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.

_Critical Thinking and Problem Solving: Students will demonstrate critical thinking characterized by the ability to define business problems with the evidence available, discern fact from opinion, determine underlying causes, and formulate and evaluate potential solutions.

- Students will identify and implement best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework.
- Leadership and Team Collaboration: Student's leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform.
- A key ingredient in the student's development of leadership and teamwork skills is self-assessment; therefore, students will assess their own leadership style, strengths, and areas for improvement.
- Students will show effective group collaboration by making material contributions to group projects, demonstrating responsiveness and availability as a team member, communicating clearly and effectively.

Value Added Coordinator

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka-560070

ONLINE VALUE- ADDED COURSE- DIGITAL MARKETING IN ASSOCIATION WITH AES – MBA -2020-21

STUDENT'S ATTENDANCE LIST Date:

SL. No	Name	Day 1	Day 2	Day 3	Day 4	Day 5
1	Jyothi K	J.K	J.K	J.K	J.K	J.K
2	Kavya D. G	KAVYA	KAVYA	KAVYA	KAVYA	KAVYA
3	Chetan T. N					
4	Roja K. A	ROJA	ROJA	ROJA	ROJA	ROJA
5	Harisha V	H.V	H.V	H.V	H.V	H.V
6	Ajay Kumar	A.J	A.J	A.J	A.J	A.J
7	Pooja Tirumaleshwar Hegde	P.HED	P.HED	P.HED	P.HED	P.HED
8	Shashikantha Shetty	S.S	S.S	S.S	S.S	S.S
9	Mahendra Balappanavar					
10	Bharath V	BHA	BHA	BHA	BHA	BHA
11	Adith Prajwal	ADITH	ADITH	ADITH	ADITH	ADITH
12	Heena Taj S. A	HEENA	HEENA	HEENA	HEENA	HEENA
13	Z. R Rajath	Z.RAJ	Z.RAJ	Z.RAJ	Z.RAJ	Z.RAJ
14	Bharath Kumar M	KUMAR	KUMAR	KUMAR	KUMAR	KUMAR
15	Gayathri. R	G.R	G.R	G.R	G.R	G.R
16	Jasmine Mary Priya D	PRIYA	PRIYA	PRIYA	PRIYA	PRIYA
17	Chaithra K. N	K.N	K.N	K.N	K.N	K.N
18	Prashanth. R	PRAN.R	PRAN.R	PRAN.R	PRAN.R	PRAN.R
19	Jayaminal. C	JAYA	JAYA	JAYA	JAYA	JAYA
20	Akshitha. T	AKS	AKS	AKS	AKS	AKS
21	Karthik G	KARTHI	KARTHI	KARTH	KARTHI	KARTHI
22	Nishanth M. V	NISHANTH	NISHANTH	NISHANTH	NISHANTH	NISHANTH
23	Pavan Kumar M	P.KUMA	P.KUMA	P.KUMA	P.KUMA	P.KUMA
24	Shiva Reddy B. R	SHIVA	SHIVA	SHIVA	SHIVA	SHIVA
25	Manjula J	M	M	M	M	M
26	Devika. S	DEV	DEV	DEV	DEV	DEV
27	Thanushree. V	T.V	T.V	T.V	T.V	T.V
28	Chaithra. M	CHITRA	CHITRA	CHITRA	CHITRA	CHITRA
29	Babu Reddy V. M	B.R.V	B.R.V	B.R.V	B.R.V	B.R.V
30	Mythri B. R	MYTHRI	MYTHRI	MYTHRI	MYTHRI	MYTHRI

31	Ambarisha. V					
32	Gowrishankara					
33	Prasad V. R					
34	Kavya. S					
35	Ramyashree. G					
36	Madhan Kumar. B					
37	Sandhya S. P					
38	Sufia Fathima					
39	Arun. M					
40	D S Prashanth					
41	Syed Shahabaaz					
42	Girish. K					
43	Monisha. S					
44	Adithya H. S					
45	Abhiram. N					
46	Kaushik Hazza					
47	Sujaya LM					
48	Karhale Shripad Vishwanath					
49	Shubham Rai					
50	Gandharva CM					
51	Arpitha. J					
52	Chaithra. K					
53	Suha Akif TR					
54	Altha Balasanjay					
55	Syed Saquib					
56	Nehru. N					
57	Burila Ganesh					
58	Reshma BN					
59	Pandu PV					
60	Nisha Das					
61	Vinutha Kumari. V					
62	Tanny Banerjee					
63	Sathish G					
64	G Sahera Begum					
65	Aman Khare					
66	Pratim Pahari					
67	S. Ramamani					
68	Vadluri Nithin Goud					
69	Raju. M					
70	Sushma KL					
71	Manoj BM					
72	Vattipalli Kedhara Krishna Chaithanya					

73	Chandana S. A					
74	Gokul R					
75	Priyanka					
76	Vinutha. R					
77	Niranjan N G					
78	Nikhitha. D					
79	Sunny Singh					
80	Vallampatla Tejaswi					
81	Keerthi Somavarapu					
82	Kousitti Muniveera Kumar					
83	Chigulla Prashant					
84	Shilpa. A					
85	Abhishek Rao. P					
86	Ravi K B					
87	Akhila. B					
88	Dimple Dave					
89	Poushali Biswas					
90	Archana. U					
91	Abhishek. S					
92	Chaithra. C					
93	Abhimanyu K V					
94	Vineeta Nair					
95	Mohammed Arbaaz Jahagirdar					
96	Shumaiya Alam Laskar					
97	Kolla Kaushal Kumar					
98	Baishali Dhar					
99	Shaik Sajid					
100	Harshal Waman Nerkar					
101	Anurag M N					
102	Mounitha K L					
103	Priyanka V					
104	Archana R					
105	Samitha Varsha					
106	M Swetha					
107	Divine Kumar. A					
108	Rakshith Patil GU					

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THIS ACKNOWLEDGES THAT

Nithyashree P.V

MBA 2020-21

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "DIGITAL MARKETING"

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

CITY COLLEGE

ACQUIRE AND ACCORD SOLUTIONS LLP

CERTIFICATE

OF ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Jeevith .B. M

MBA 2020-21

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "DIGITAL MARKETING"

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

DIGITAL MARKETING FOR MBA STUDENTS

1. INRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Why Digital Marketing?

2. Digital Marketing Channels

- Understanding the Digital Consumer
- Digital Marketing Channels
- Digital Marketing Metrics

3. Starting a blog

- Setting up your own blog
- Creating Content
- Introduction to Marketing

4.SOE

- Digital Marketing Channels
- Starting a blog
- The basics
- Keywords and their basics
- Creating an SEO strategy
- The significance of SEO for every business

5. Search Engine Marketing

- Creating SEM campaigns
- SEM Reports and Optimization
- Create a Search Ad Campaign

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- Content Calendars
- Creating content for different channels
- Content Scheduling
- Search Engine Marketing

6. Content Marketing

- Creating content for social media
- Distribution platforms
- Establishing brand presence
- The gateway to success - secret social recipe

7. SOCIAL MARKETING AND FREELANCING

- Starting your own email campaigns
- Using the right platforms
- Starting a newsletter
- How to become a freelancer
- The do's and don'ts of freelancing
- Landing your first gig
- Finding clients globally

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

ONLINE - VALUE ADDED COURSE- CYBER SECURITY & ETHICAL HACKING IN ASSOCIATION WITH AES – BCA – 2020-21

STUDENT'S ATTENDANCE LIST **Date:**

SL. No	Name	Day 1	Day 2	Day 3	Day 4	Day 5
1	Varsha Rani. V					
2	Sandhya. G					
3	Arathi. S					
4	Aishwarya M					
5	Fathima Muskaan					
6	Shreyas. C					
7	Mohammed Afan					
8	Rupayan Chakma					
9	Syed Zamrooth Raza					
10	Aliya Banu					
11	Bipin Sahani. R					
12	Sanath. S. Srivatsa					
13	Prathyusha. N					
14	Mali Mangal Ram					
15	Guru Kiran. N					
16	Pritesh Kumar Singh					
17	Sumukh. V					
18	Darshan. R					
19	Agaba Calvin Ayebale					
20	Madhusudan. A					
21	Nelson John. S					
22	Uday Kumar R					
23	Dharshan. S					
24	Prajwal Venkatesh					
25	Sachin. L					
26	Naveen. G					
27	Hepzaiba J					
28	Arham Raziq					
29	Geethanjali. G					
30	Bilal Ahmed. S					
31	Shashank. B. S					
32	Misba Banu					

33	Tulasi Lohar Sona	Tulasi	Tulasi	Tulasi	Tulasi	Tulasi
34	K. V. Karthik	Karthik	Karthik	Karthik	Karthik	Karthik
35	Dharanikumar G	Dharu	Dharu	Dharu	Dharu	Dharu
36	Appurvan. S	APPU S	APPU S	APPU S	APPU S	APPU S
37	Dabbadi Channamalla	Dhus	Dhus	Dhus	Dhus	Dhus
38	Vinod Kumar A	Vinod	Vinod	Vinod	Vinod	Vinod
39	Prajwal. G	Prajwal	Prajwal	Prajwal	Prajwal	Prajwal
40	Sindhu N	Sindu	Sindu	Sindu	Sindu	Sindu
41	Rohith S	Rohith	Rohith	Rohith	Rohith	Rohith
42	Santhosh. K	Santhu	Santhu	Santhu	Santhu	Santhu
43	Meghana. S	Meg	Meg	Meg	Meg	Meg
44	Riya Das	Das	Das	Das	Das	Das
45	M. Sonika	Sonika	Sonika	Sonika	Sonika	Sonika
46	Pallaprolu Sai Lokesh	Sai	Sai	Sai	Sai	Sai
47	Poojitha V	Pooja	Pooja	Pooja	Pooja	Pooja
48	Aman Khan	Aman	Aman	Aman	Aman	Aman
49	Balaji. D	Balaji	Balaji	Balaji	Balaji	Balaji
50	Karthik Vinod Huvinagidad	Karthik	Karthik	Karthik	Karthik	Karthik
51	Bharath C K	Bharath	Bharath	Bharath	Bharath	Bharath

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BBA 2020-21

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "CYBER SECURITY & ETHICAL HACKING"

Dr. ARUN MUDHOL
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ONLINE VALUE ADDED PROGRAM SYLLABUS

CYBER SECURITY & ETHICAL HACKING FOR BCA STUDENTS

1) Introduction to Hacking

- What Is Hacking?
- Who Are Hackers?
- Types Of Hackers?
- Hackers Group
- Advantages And Disadvantages Of Hacking.
- What Is Cyber War?
- Who Are Cyber Criminals?
- What Is Cyber Security?

2. Certification, Terminologies, Phases Of Hacking

- Certificate Needed To Become A Successful Hacker
- Ceh, Chfi, Esca & Lpt Certification (Ec-Council)
- Offensive Security Certification
- Important Terms Related To Ethical Hacking With Definition And It's
- Meaning.
- Phases Of Hacking Such As Reconnaissance, Scanning, Gaining Access,
- Maintaining Access, and Clearing Tracks.

3. Basic Networking Concept, Ip Address, Proxy Setting, & Vpn

- What Is the Internet?
- Advantages And Disadvantages Of Internet
- Topologies

- What Is Ip Address?
- Classes Of Ip Address
- Versions Of Ip Address G. What Is Proxy Setting?
- Uses Of Proxy Setting
- Types Of Proxy Setting
- How To Make Your Own Vpn K. What Is Tor Bundle And Network?

4. What Is Kali Linux?

- How To Get Kali Linux?
- Kali Linux Features
- Installing Kali Linux
- Setting Up Lab With Kali Linux
- How To Make It Live Bootable With Pendrive
- Kali Linux Overviews After Installation
- Learning Basic Commands Regarding Kali Linux

5. Foot Printing (Information Gathering) With Kali Linux & Termux

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

6. Kali Linux Introduction, Installation, Introduction Of Basic Commands

- Advance Kali Linux Commands
- Installing Basic Tools In Kali Linux
- Information Gathering With Kali Linux Inbuilt Tools

7. Foot Printing (Information Gathering) With Kali Linux & Termux

- What Is Termux?
- How To Install Emulator In Windows
- Working With Emulators And Installing Termux.
- Working With Termux
- Installing Basic Command With Termux
- Installing Tools Under Termux.

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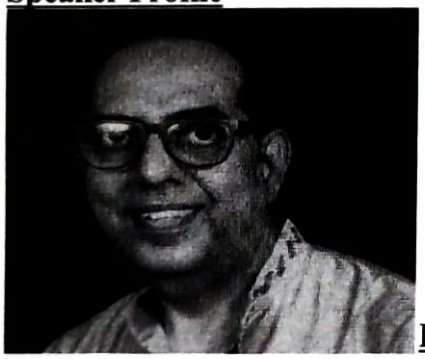
No.27/2,33rd cross,2nd main Rd,7th block,Jayanagar,Bangalore-560082

Online Value Added Program
On Stock Market & Investment Analysis

Date: on 10th &16th August 2020
NO. of Students: MBA Students
Mode: Online 30 hours
Faculty Incharge: Niveditha Naidu
Speaker Profile



Prof. Gulshan Chhabra

BE-NIT Calicut, Dual PGDM, MDP-MDI Gurgaon (Founder & Chief Mentor, Summit Careers) Prof. Gulshan Chhabra has a rich and varied experience of over two decades in mentoring & coaching students across the country. Earlier, he was the Course Director & then the Vice President of T.I.M.E. Pvt. Ltd. He has successfully crafted a lot of success stories and has the distinction of guiding thousands of students into corporate placements, IIMs & other premier institutes in India & abroad for higher studies. His area of expertise is Aptitude, Analytical Reasoning and Personality development. Under his leadership, Summit Academy has been conferred as one of the top startups in the country under 'Smart Fifty' initiative by DST, Govt. of India & IIM Calcutta in 2018. He was instrumental in collaborating with St. Joseph's University, Bengaluru for Placement & Training services

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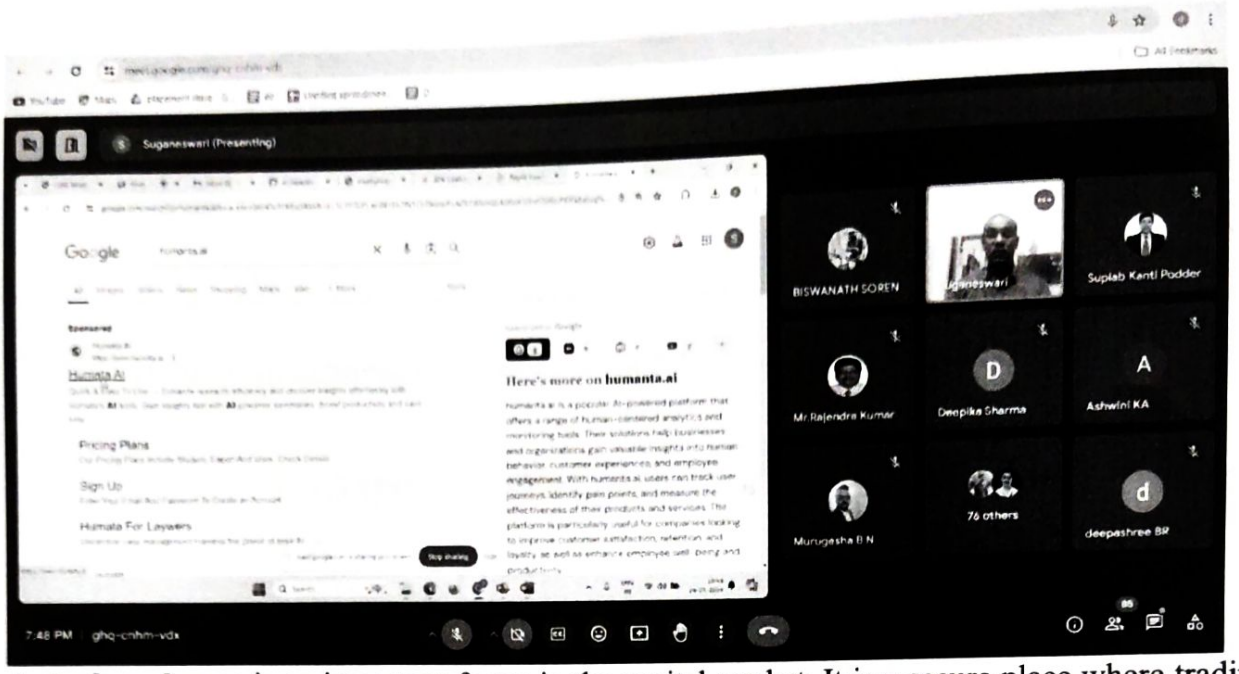
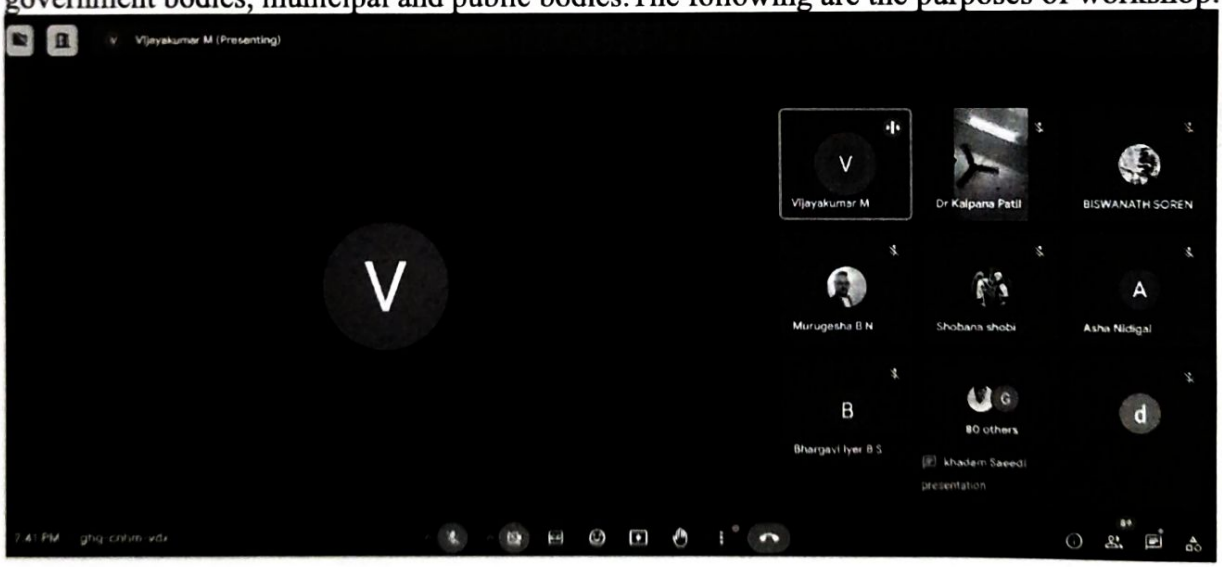


A stock exchange is an important factor in the capital market. It is a secure place where trading is done in a systematic way. Here, the securities are bought and sold as per well-structured rules and regulations. Securities mentioned here include debenture and share issued by a public company that is correctly listed at the stock exchange, debenture and bonds issued by the government bodies, municipal and public bodies.The following are the purposes of workshop.



OBJECTIVES OF THE WORKSHOP:

The objective of the course is to introduce the different facets of actual trading. The students will be taught different types of trading strategies, as well as a concrete build-up of positions. They will become familiar with the notions of Relative Value trading, technical trading, fundamental trading, options trading. During the thirty hours of class, students will develop a concrete knowledge of how markets work. Since a big part of each session will be done in a virtual trading floor, they will practically learn how to trade a few instruments. These sessions will teach them trading reflexes and appropriate reactions to market movements. Another objective is to educate the students to the notion of balance between risk and reward, to give them a framework that can help them when they decide to do investments (in a professional OR personal way).

Learning Outcome

After having taken this course participants will:

Understand the vocabulary and grammar of a trading floor Experience the interactions between traders, sales, clients, brokers Realise in a personal and lively way what it requires to be a trader, a sales, a structurer Identify Risk Management issues related to market positions Become familiar with practical trading techniques Formal training to Bloomberg platform (Bloomberg Market Concepts).Students should be trained in the Bloomberg system, and be able to access information and quotes on basic financial instruments. They should be able to link Excel sheets to Bloomberg quotes.

Implications and Conclusion:

To conclude, study largely suggests rejection of the random walk hypothesis in the Indian stock market. This implies that the Indian equity market is not weak or efficient. The results indicate no significant difference in the behaviour of index returns between the NSE and BSE. Nevertheless, the stock indices having higher liquidity and market capitalization prove to be less inefficient than small indices on both the exchanges.

Furthermore, the small indices with less liquidity appear to be more vulnerable to external shocks. Sector Wise, there has not been much difference. In the light of the present evidence, it is clear that policy reforms aimed at improving the efficiency have not brought the desired results. In view of the above discussion, some policy implications are proposed here. The evidence of the existence of potential excess returns in short horizons of investment calls for policy measures aiming at proper dissemination of information to the participants. **This** has further support from the episodic nonlinear dependence, which suggests that investors take time to respond to the events. Further, to improve the performance of small indices having lesser liquidity in the Indian stock market.

Value Added program coordinator

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Certificate program on "STOCK MARKET TRADING"

Dr. ARUN MUDHOL
Principal City College

Deepthi Ashok
Founder AES

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No. 27/2, 33rd Cross, 2nd Main Rd, 7th Block, Jayanagar, Bengaluru, Karnataka- 560070

ONLINE - VALUE- ADDED COURSE-STOCK MARKET ANALYSIS & INVESTMENT ANALYSIS-MBA- 2020-21

STUDENT'S ATTENDANCE LIST **Date:**

SL. No	Name	Day 1	Day 2	Day 3	Day 4	Day 5
1	Jyothi K					
2	Kavya D. G					
3	Chetan T. N					
4	Roja K. A					
5	Harisha V					
6	Ajay Kumar					
7	Pooja Tirumaleshwar Hegde					
8	Shashikantha Shetty					
9	Mahendra Balappanavar					
10	Bharath. V					
11	Adith Prajwal					
12	Heena Taj S. A					
13	Y. R Rajath					
14	Bharath Kumar M					
15	Gayathri. R					
16	Jasmine Mary Priya D					
17	Chaithra K. N					
18	Prashanth. R					
19	Jayanmal. C					
20	Akshitha. T					
21	Karthik. G					
22	Nishanth M. V					
23	Pavan Kumar M					
24	Shiva Reddy B. R					
25	Manjula. J					
26	Devika. S					
27	Thanushree. V					
28	Chaithra. M					
29	Babu Reddy V. M					
30	Mythri B. R					
31	Ambarisha. V					
32	Gowrishankara					

33	Prasad V. R					
34	Kavya. S					
35	Ramyashree. G					
36	Madhan Kumar. B					
37	Sandhya S. P					
38	Sufia Fathima					
39	Arun. M					
40	D S Prashanth					
41	Syed Shahabaaz					
42	Girish. K					
43	Monisha. S					
44	Adithya H. S					
45	Abhiram. N					
46	Kaushik Hazza					
47	Sujaya LM					
48	Karhale Shripad Vishwanath					
49	Shubham Rai					
50	Gandharva CM					
51	Arpitha. J					
52	Chaithra. K					
53	Suha Akif TR					
54	Altha Balasanjay					
55	Syed Saquib					
56	Nehru. N					
57	Burila Ganesh					
58	Reshma BN					
59	Pandu PV					
60	Nisha Das					
61	Vinutha Kumari. V					
62	Tanny Banerjee					
63	Sathish G					
64	G Sahera Begum					
65	Aman Khare					
66	Pratim Pahari					
67	R. Ramamani					
68	Vadluri Nithin Goud					
69	Raju. M					
70	Sushma KL					
71	Manoj BM					
72	Krishna Chaithanya					
73	Chandana S. A					
74	Gokul R					
75	Priyanka					

76	Vinutha. R					
77	Niranjan N G					
78	Nikhitha. D					
79	Sunny Singh					
80	Vallampatla Tejaswi					
81	Keerthi Somavarapu					
82	Kousitti Muniveera Kumar					
83	Chigulla Prashant					
84	Shilpa. A					
85	Abhishek Rao. P					
86	Ravi K B					
87	Akhila. B					
88	Dimple Dave					
89	Poushali Biswas					
90	Archana. U					
91	Abhishek. S					
92	Chaithra. C					
93	Abhimanyu K V					
94	Vineeta Nair					
95	Mohammed Arbaaz Jahagirdar					
96	Shumaiya Alam Laskar					
97	Kolla Kaushal Kumar					
98	Baishali Dhar					
99	Shaik Sajid					
100	Harshal Waman Nerkar					
101	Anurag M N					
102	Mounitha K L					
103	Priyanka V					
104	Archana R					
105	Samitha Varsha					
106	M Swetha					
107	Divine Kumar. A					
108	Rakshith Patil GU					

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19-20

ADVANCED EDUCATIONAL SERVICES

ONLINE VALUE ADDED PROGRAM SYLLABUS

STOCK MARKET & MUTUAL FUND ANALYSIS FOR MBA STUDENTS

A) **Introduction to Stock Market, Investing, and Trading**

- The 2 Ways Investors Make Money in Stocks
- Investing vs. Trading vs. Gambling
- What Is A Stock Really
- Where Do Stocks Fit In A Diversified Portfolio
- Sample Portfolio Allocation based on historical Risks & Returns

B) **Diversification, Stocks Categories Inside the Stock Company**

- Size: Large, Mid, and Small-Cap Stocks
- Style: Growth Stocks
- Style: Dividend (Income Stocks)
- Style: Value Stocks
- Stock Sectors

C) **Understanding Risk:**

- with the Stock Market
- Introduction To Measuring Risk
- Pair Stock Risk With Your Own Personal View Of Risk
- Standard Deviation
- Sharpe Ratio
- Beta
- Alpha
- R-Squared
- Broader Risk Categories: Systemic And Un-Systemic Risk
- Screencast: Looking Up Stock Risk Measures
- Screencast: Looking Up Mutual Fund And ETF Risk Measures

D) **WHAT TO BUY:**

- Individual Stocks: Benefits, Building a Portfolio, How Many, and Strategy
- Understanding Stock Mutual Funds
- Active vs. Index Stock Mutual Funds
- ETF: Exchange Traded Funds
- Using The Mutual Fund Style Box To Select Funds
- Understanding Mutual Fund Expenses
- Let's Compare Some Mutual Funds Expenses Demo With Real Funds

E) **STOCK MARKET STRATEGIES**

- Two Investing Extremes
- Investing In Growth Stocks
- Investing In Dividend Income Stocks
- Investing In Value Stocks
- Value Investing Example Case Study
- GARP: Growth At A Reasonable Price
- Technical Analysis & Charting, Dogs Of The Dow
- Dividend Aristocrats,DARTS

F) **Evaluate Stocks & Stock Ratios with Fundamental Analysis**

- Qualitative and Quantitative Analysis
- Key Financial Ratios when buying stocks
- Stock Ratio Categories
- Valuation: Price Earning (P/E)
- Valuation: Price To Earnings Growth (PEG)
- Valuation: Price To Sales (P/S)
- Valuation: Price To Book (P/B)
- Valuation: Dividend Yield
- Valuation: Dividend Payout
- Profitability: Return On Assets (ROA)
- Profitability: Return On Equity (ROE)
- Profitability: Profit Margin
- Liquidity: Current And Quick Ratio
- Debt: Debt To Equity
- Debt: Interest Coverage
- Efficiency: Asset Turnover.

MUTUAL FUNDS:

Introduction to Mutual Funds

- They have relatively low risks. By law, they can invest only in certain high-quality, short-term investments issued by U.S. corporations, and federal, state and local governments.
- Bond funds have higher risks than money market funds because they typically aim to produce higher returns. Because there are many different types of bonds, the risks and rewards of bond funds can vary dramatically.
- Stock funds invest in corporate stocks.

Types of mutual funds

- **Growth funds** focus on stocks that may not pay a regular dividend but have potential for above-average financial gains.
- **Income funds** invest in stocks that pay regular dividends.
- **Index funds** track a particular market index such as the Standard & Poor's 500 Index.
- **Sector funds** specialize in a particular industry segment.

CITY COLLEGE Jayanagar Bangalore

Online Value Added Program Report On Mutual Fund & Stock Market

(On20th &26th September 2019)

Prepared By: Sanghamesh
Asst. Prof.
City College,Bangalore

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No.27/2, 33rd cross, 2nd main Rd, 7th block, Jayanagar, Bangalore - 560082

Date:20th&26th

NO.of Students:Final year MBA Students

Mode: Online for 30hrs

About Speaker

Suryakanth Sharma

Post his graduation he joined the Investment industry. His realization that "Investment in knowledge pays the best interest" carved his passion for spreading financial literacy. He has been in the Investment industry since 2002, in Training since 2013 and in Trading since 2016. Vinod has been coached by renowned personalities in the area of trading, investing and speaking. Technical Analysis is his favourite subject, he has helped several finance and non-finance professionals in generating second income.

Under his leadership, team "I" has exhibited remarkable achievements. Knowledge Bell is a registered training partner with **Akhanda Joythi Fundation, Securities and Exchange Board of India, National Institute of Securities Market, Banks and Mutual Fund companies.** The team has a track record of conducting over 1700 investor awareness programs and 250 workshops across the country. Team takes the pride of addressing over 60000 participants till date in its various programs. **Team has added over 500 new financial entrepreneurs to the Mutual Fund Distribution Industry, at a zero cost under a livelihood project.** Vinod is a resource person for **Karnataka State Higher Education Council directed Financial Education and Investment Awareness Project.**

"We just share, YOU learn and LOVE it" that's how he appreciates his students.

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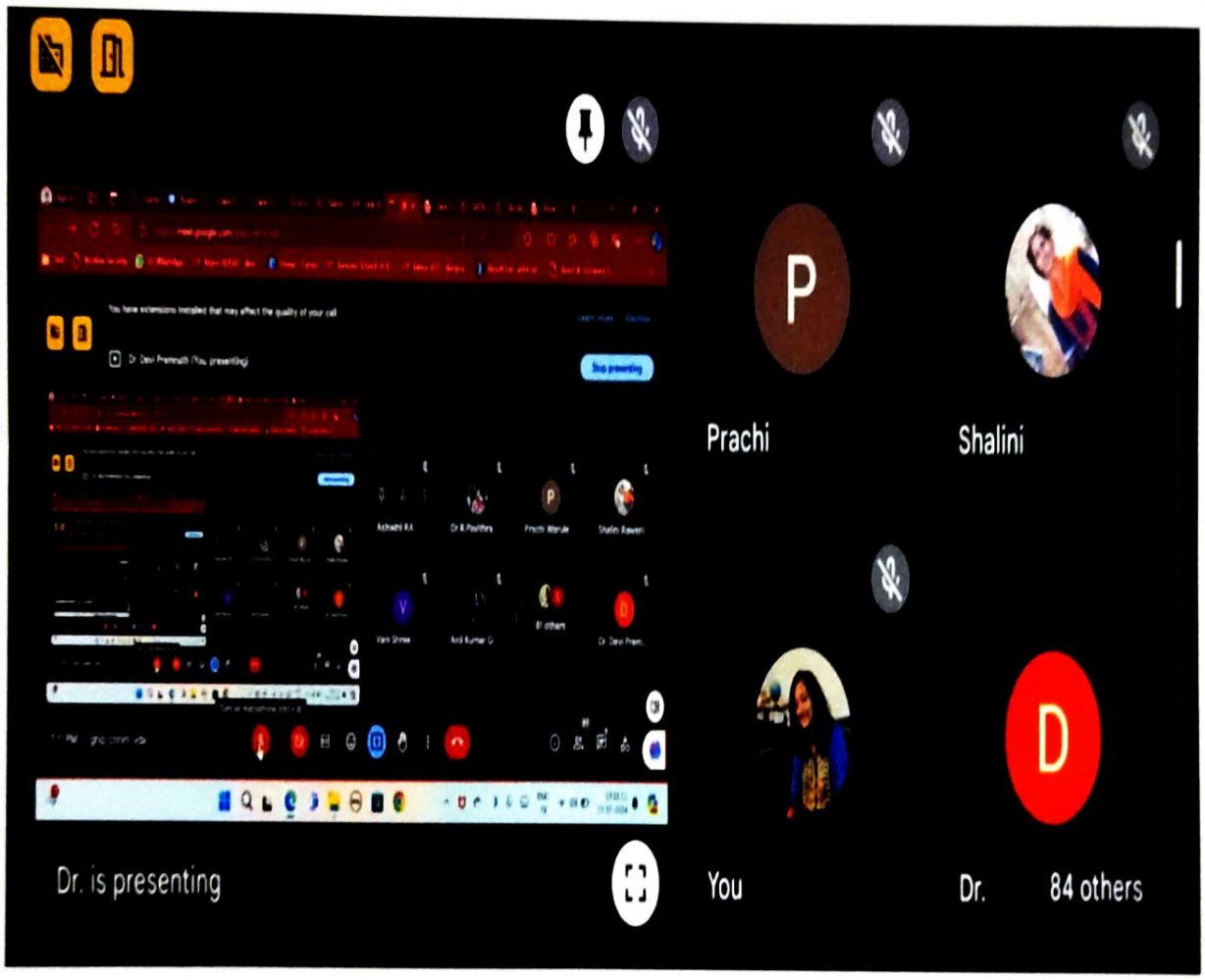
Objectives of the Workshop:

1. To provide knowledge about organization and management of mutual funds
2. To understand the complexities of mutual fund functions
3. To get insights requited to become a good investment advisor
4. To equip the students appear for NISM series V-A



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Syllabus :

Content I :Introduction , Concept Of Mutual Fund Concept and role of mutual funds ,Advantages and disadvantages of mutual funds for investors , Types of mutual fund schemes ,

Content II :Key developments in the mutual fund industry over the years Types of Mutual Fund Role of key constituents and other service providers of the mutual fund ecosystem

Content III: Legal Structure of Mutual Fund and Regulatory Environment Regulatory environment of mutual funds in India,Rights and obligations of investors ,AMFI's Code of Ethics , AMFI's Code of Conduct for Intermediaries of mutual funds

Content IV: Offer Document Offer Document in a mutual fund ,

Key Information Memorandum Distribution Channel

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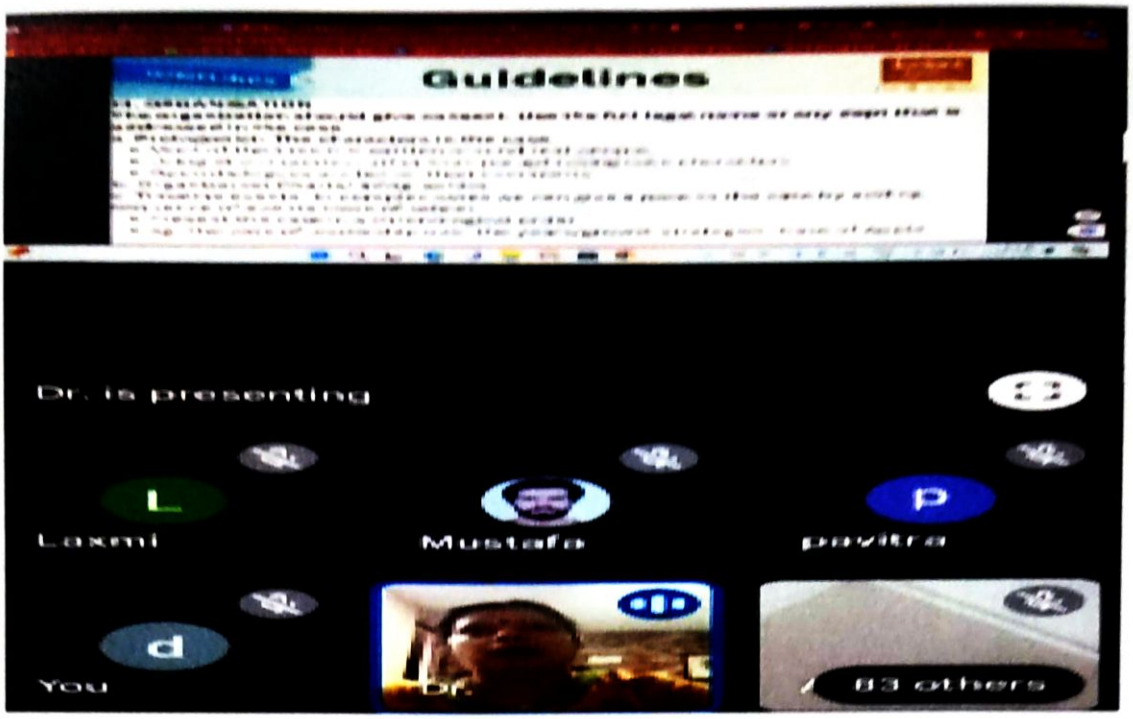

1. Master the trading strategies.
2. Know the techniques and intraday stock tips to protect your capital.
3. Know the procedures to earn more while investing lesser capital.
4. Understand risk management and earn more by losing less.
5. Enjoy trading after understanding the techniques.
6. Have enough sources to face the challenges coming your way.
7. Invest as per your capacity and not refrain from exploring diversified stocks in the fear of losing your money.
8. This training will help you become the boss of your independent business.

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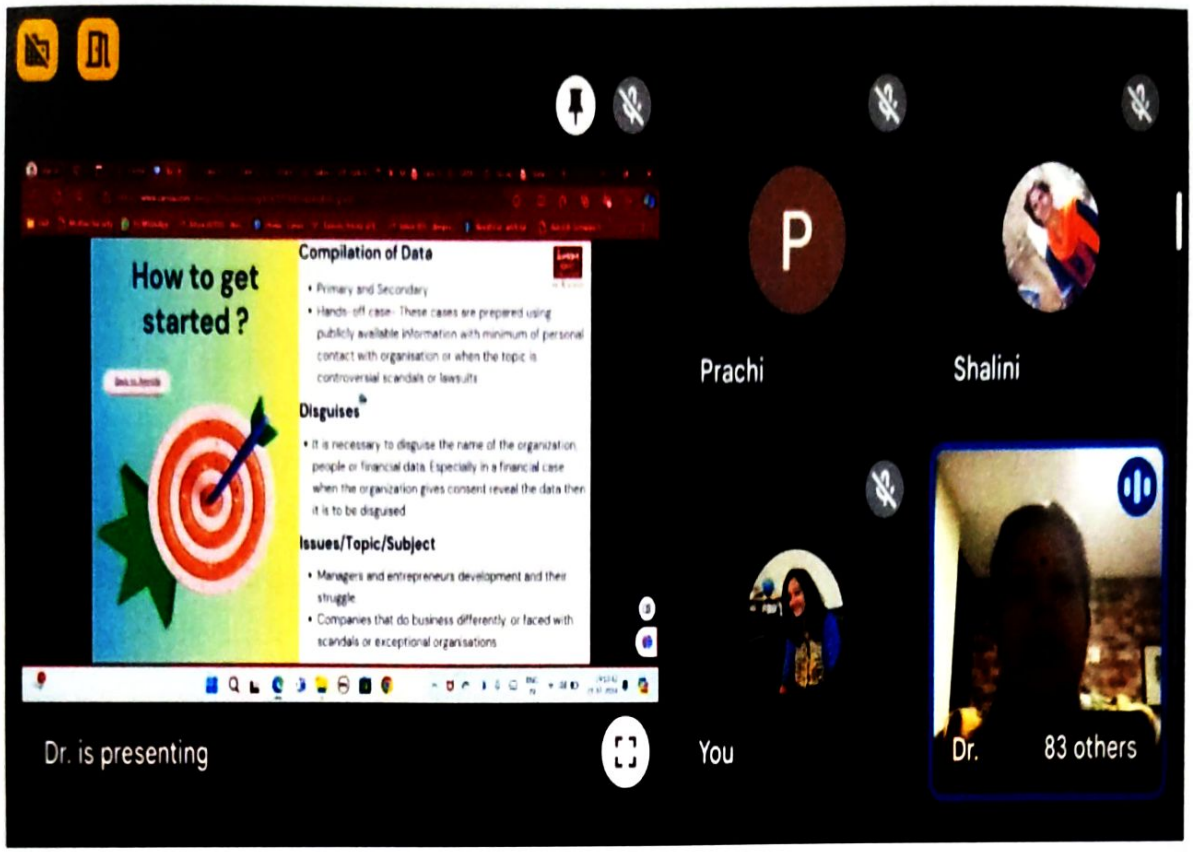

Topics Covered

Introduction to stock market and stock exchange

Functions of Stock Exchange

Description of the financial markets;Market Participants and Stock Broker,Typology of Trading jobs ,Main Trading strategies

Introduction to Options trading ,Introduction to Technical Analysis: patterns

Technical analysis: indicators; Risk management principles SEBI and Its Functions,BSE and NSEDemat account and Live stock market demo

Learning Outcome

After having taken this course participants will:

Understand the vocabulary and grammar of a trading floor Experience the interactions between traders, sales, clients, brokers Realise in a personal and lively way what it requires to be a trader,

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a sales, a structurer Identify Risk Management issues related to market positions Become familiar with practical trading techniques Formal training to Bloomberg platform (Bloomberg Market Concepts).Students should be trained in the Bloomberg system, and be able to access information and quotes on basic financial instruments. They should be able to link Excel sheets to Bloomberg quotes.

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Value Added program coordinator

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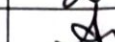
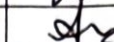
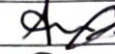
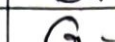
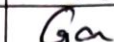
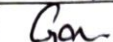
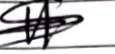
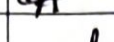
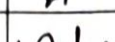
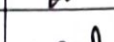
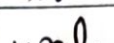
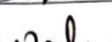
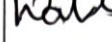
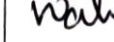
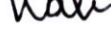
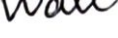
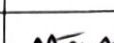
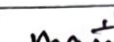
ONLINE VALUE ADDED COURSE-MUTUAL FUND & STOCK MARKET 2019-20 -MBA

STUDENT'S ATTENDANCE LIST Date:

SL.NO	Student Names	Day 1	Day 2	Day 3	Day 4	Day5
1	Nithyashree P. V					
2	Chandana. M					
3	Sushmitha. M. S					
4	Varsha. L					
5	Sushma. S					
6	Naveen Gowda					
7	Mamatha					
8	Nayana. B. A					
9	Ankitha. J					
10	Bhargavi. V					
11	Lakshmi H S					
12	Megha Arakeri					
13	Sindhu. H. S					
14	Shrwthi. K					
15	Santhosh P					
16	Jeevith. B. M					
17	Swetha. R					
18	Meghana K. S					
19	Hemanth C. R					
20	Ruchitha. H. D					
21	Manw H. M					
22	Kowshik. P. P					
23	Sagar Vastrad					
24	Santoshkumar					
25	N.Mahesh Babu					
26	Abhinav. G					
27	Monisha. A					
28	Harani. N. Babu					
29	Swathi. M					

30	Gagana. B. Reddy					
31	Shreevatsa Hegde					
32	Vibha. V. Narayan					
33	Surjith Debbarma					
34	Lovely Singh					
35	Gopal					
36	Johnson					
37	Chandana K. S					
38	Aishwarya Chavan					
39	Sudipta Pal					
40	N Mohammed Nasurullah					
41	Biswajit Biswal					
42	Meeala Saieesh Sambasiya Rao					
43	MD Shaqir Tanvir					
44	Vaishnavi Gupta					
45	Yashwanth Gowda R					
46	Gangid Naveen					
47	J Samson Franklin					
48	Arun Arunachalachari Dhanashekar					
49	C H Saikumar					
50	Abhijeet Biswas					
51	Juttur Supraja					
52	Sinde Tejeswar Rao					
53	Subhi Saxena					
54	Vadla Prashant					
55	Praveen kumar N					
56	Daita Shrauan. T					
57	Aashitha Anand					
58	George Robin Joy Khyllaji					
59	Sathya Ambarish					
60	Prajapati Pooja Karshan Bhai					
61	Ramired Sorasit					

62	M.D. Myeenuddin B. S					
63	Deeksha Janmeda					
64	Anitha. N					
65	Gagan Deep					
66	Heena Kauser					
67	Walekar Ketan Ganpat					
68	Veelagacharla Manvitha					
69	Krnus Evans					
70	Jerin Mathhow John					
71	Rekha R					
72	Ranjith Y					
73	R Varshini					
74	Krishna Babu A					
75	Medishelti Alehhya					
76	Hari Priyanga. K					
77	Divyashree K. U					
78	Ramakrishnna					
79	Vepamakula Sai Raghavi					
80	Abhilash. G.					
81	Secil Sheldin Sabastin					
82	Ragesh V V					
83	Darshan A					
84	Venkatesh C. S					
85	Tikkshaa					
86	Sachin Shivandappaji					
87	Rohan V Chand Gadkar					
88	Salone Chakar Borthy					
89	Krishnaswamy D					
90	R. Bhargavi					
91	Shiva Kumar R					
92	Vinay Babu R					
93	Sachin Dcroz					

94	Rajesh N					
95	Bharath B					
96	Shashank K M					
97	Balaji K					
98	Sheikh Simran					
99	Teresa Shirleey					
100	Sharath Kumar					
101	Mamatha S					
102	Mowrya Vandana					
103	K MSamrain Midhai					
104	Sapna Kumari					
105	Pooja Joshi					
106	Pushpalatha Sharma					

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Certificate of Participation

This is to certify that

Harini Babu

From City college, Bengaluru
Participated in the Financial Literacy program by Akhanda Jyothis Foundation", joint collaboration with Associations of Mutual Fund in India on 20 to 26 September-2019

General Manager, AJF

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20-21

ONLINE VALUE ADDED PROGRAM SYLLABUS

STOCK MARKET & INVESTMENT ANALYSIS FOR MBA STUDENTS

A) **Introduction to Stock Market, Investing, and Trading**

- The 2 Ways Investors Make Money in Stocks
- Investing vs. Trading vs. Gambling
- What Is A Stock Really
- Where Do Stocks Fit In A Diversified Portfolio
- Sample Portfolio Allocation based on historical Risks & Returns

B) **Diversification, Stocks Categories Inside the Stock Company**

- Size: Large, Mid, and Small-Cap Stocks
- Style: Growth Stocks
- Style: Dividend (Income Stocks)
- Style: Value Stocks
- Stock Sectors

C) **Understanding Risk:**

- with the Stock Market
- Introduction To Measuring Risk
- Pair Stock Risk With Your Own Personal View Of Risk
- Standard Deviation
- Sharpe Ratio
- Beta
- Alpha
- R-Squared
- Broader Risk Categories: Systemic And Un-Systemic Risk
- Screencast: Looking Up Stock Risk Measures
- Screencast: Looking Up Mutual Fund And ETF Risk Measures

D) **WHAT TO BUY:**

- Individual Stocks: Benefits, Building a Portfolio, How Many, and Strategy
- Understanding Stock Mutual Funds
- Active vs. Index Stock Mutual Funds
- ETF: Exchange Traded Funds
- Using The Mutual Fund Style Box To Select Funds
- Understanding Mutual Fund Expenses
- Let's Compare Some Mutual Funds Expenses Demo With Real Funds

E) **STOCK MARKET STRATEGIES**

- Two Investing Extremes
- Investing In Growth Stocks
- Investing In Dividend Income Stocks
- Investing In Value Stocks
- Value Investing Example Case Study
- GARP: Growth At A Reasonable Price
- Technical Analysis & Charting, Dogs Of The Dow
- Dividend Aristocrats,DARTS

F) **Evaluate Stocks & Stock Ratios with Fundamental Analysis**

- Qualitative and Quantitative Analysis
- Key Financial Ratios when buying stocks
- Stock Ratio Categories
- Valuation: Price Earning (P/E)
- Valuation: Price To Earnings Growth (PEG)
- Valuation: Price To Sales (P/S)
- Valuation: Price To Book (P/B)
- Valuation: Dividend Yield
- Valuation: Dividend Payout
- Profitability: Return On Assets (ROA)
- Profitability: Return On Equity (ROE)
- Profitability: Profit Margin
- Liquidity: Current And Quick Ratio
- Debt: Debt To Equity
- Debt: Interest Coverage
- Efficiency: Asset Turnover.

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ONLINE VALUE- ADDED COURSE- PYTHON USING MACHINE LEARNING IN ASSOCIATION WITH AES – BCA – 2019-20

STUDENT'S ATTENDANCE LIST **Date:**

Sl. No	Name	Day 1	Day 2	Day 3	Day 4	Day5
1	Varsha Rani. V					
2	Sandhya. G					
3	Arathi. S					
4	Aishwarya M					
5	Fathima Muskaan					
6	Shreyas. C					
7	Mohammed Afan. R					
8	Rupayan Chakma					
9	Syed Zamrooth Raza					
10	Aliya Banu					
11	Bipin Sahani. R					
12	Sanath. S. Srivatsa					
13	Prathyusha. N					
14	Mali Mangal Ram					
15	Guru Kiran. N					
16	Pritesh Kumar Singh					
17	Sumukh. V					
18	Darshan. R					
19	Agaba Calvin Ayebale					
20	Madhusudan. A					
21	Nelson John. S					
22	Uday Kumar R					
23	Dharshan. S					
24	Prajwal Venkatesh					
25	Sachin. L					

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Bipin Sahani . R

BCA 2019-20

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "PYTHON USING MACHINE LEARNING"

Malini

Dr. MALINI.N
Principal City College

Deepthi Ashok
Founder AES

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THIS ACKNOWLEDGES THAT

Aishwarya M

BCA 2019-20

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "PYTHON USING MACHINE LEARNING"

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Founder AES

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VALUE ADDED PROGRAM SYLLABUS

PYTHON USING MACHINE LEARNING FOR BCA STUDENTS

1) **Introduction to Python**

2) **Introduction to Machine learning and many of its tools**

- What is Machine Learning Rule-based algorithm V/S machine learning
- algorithm.
- Difference between Supervised and Unsupervised learning.
- Classification vs Regression
- K-NN classification
- Linear Regression
- Logistic Regression Training ,Testing and Cross Validation Data
- pickling and scaling
- Techniques, Error Metrics, Features and label

3) **Important Algorithms on Machine Learning**

- Support Vector Machines, K-Means Clustering,
- Random Forest
- Linear Linear Regression, Forecasting and prediction using regression
- Logistic Regression

4) **Important Algorithms on Machine Learning**

- Selecting Appropriate charts based on data
- Importing a dataset
- Data Insights - Numbers Vs Visuals
- Tableau software introduction along with its variants

5) **Visualization Analytics and Tableau**

- Introduction to Histogram, boxplot, Gantt chart, Tree chart
- Competing With Analytics

- Using Analytics to Create Value
- Enterprise Data Management and Analytical and Modeling Tools

6) **Applying Business analytics**

Statistics - A Data-Driven Science
Comparing Populations - t-Tests and ANOVA
Simple Linear Regression
Exponential, Logarithmic, and Power Regression
Multiple Linear Regressions
Data Mining and Inferential Statistics
Analyzing Text and Networks
Locations and Imagery Data

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ONLINE VALUE- ADDED COURSE-TALLY ,MS OFFICE,EXCEL,POWER POINT IN ASSOCIATION WITH AES -BBA- 2019-20

STUDENT'S ATTENDANCE LIST Date:

Sl.No	Reg No	Name	Day 1	Day 2	Day 3	Day 4	Day5
1	18JQC26001	A.N Koushik Reddy					
2	18JQC26002	Afnaz Shariff					
3	18JQC26003	Al Faizulla Shariff					
4	18JQC26004	Chathurya M N					
5	18JQC26005	Dhanush VR					
6	18JQC26006	Gagana D					
7	18JQC26007	Gagana R					
8	18JQC26008	Gelasam Meghasyam					
9	18JQC26009	Kaushik. S					
10	18JQC26010	Lokesha. G					
11	18JQC26011	Mannan Turabi					
12	18JQC26012	Mohammed Adnan Pasha					
13	18JQC26013	Mohammed Kashiff					
14	18JQC26014	Mohammed Saif					
15	18JQC26015	Nelson.Y					
16	18JQC26016	Pavan. M					
17	18JQC26017	Prem Kumar Thakur					
18	18JQC26018	Rakshitha. R					
19	18JQC26019	Sadiq N					
20	18JQC26020	Sauray. KS					
21	18JQC26021	Shivank Dinesh Kumar					
22	18JQC26022	Shravani. R. A					
23	18JQC26023	Shravani. R. S					
24	18JQC26024	Shreyas Raman					
25	18JQC26025	Syed Shafahath					
26	18JQC26026	Syed Noor Asma					
27	18JQC26027	Tabasum Taj					
28	18JQC26028	Varshitha.H					
29	18JQC26029	Zeba Fathima					
30	18JQC26030	Aditi vats					
31	18JQC26031	Aditya Kumar					

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Lokesha . G

BBA 2019-20

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Certificate program on "TALLY, MS OFFICE, EXCEL, POWERPOINT"

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THIS ACKNOWLEDGES THAT

Mohammed Adnan Pasha

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VALUE ADDED PROGRAM SYLLABUS

TALLY, MS OFFICE, EXCEL, POWER POINT FOR BBA STUDENTS

1.MS WINDOWS, COMPUTER BASICS

- Computer Basic, Creating Folder, Paint
- Directories, input units, Output unit
- Central Processing Units,
- What is hard ware, what is Soft ware
- Windows short cut keys

2. MS WORD

Module 1: Text Basics

- Typing the text, Alignment of text
- Editing Text: Cut, Copy, Paste, Select All, Clear
- Find & Replace

Module 2: Text Formatting and saving file

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Change the Text Case
- Line spacing, Paragraph spacing

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- Shading text and paragraph
- Working with Tabs and Indents

3. Module 3: Working with Objects

- Shapes, Clipart and Picture, Word Art, Smart Art
- Columns and Orderings - To Add Columns to a Document
- Change the Order of Objects
- Page Number, Date & Time
- Inserting Text boxes
- Inserting Word art
- Inserting symbols
- Inserting Chart

Module 4: Header & Footers

- Inserting custom Header and Footer
- Inserting objects in the header and footer
- Add section break to a document

Module 5: Working with bullets and numbered lists

- Multilevel numbering and Bulleting
- Creating List
- Customizing List style
- Page bordering
- Page background

Module 6: Tables

- Working with Tables, Table Formatting

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- Table Styles
- Alignment option
- Merge and split option

Module 7: Styles and Content

- Using Build- in Styles, Modifying Styles
- Creating Styles

MS EXCEL

Module 1: Introduction to Excel

- Introduction to Excel interface
- Understanding rows and columns, Naming Cells
- Working with excel workbook and sheets

Module 2: Formatting excel work book:

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Wrap text, Merge and Centre
- Currency, Accounting and other formats
- Modifying Columns, Rows & Cells

Module 3: Perform Calculations with Functions

- Creating Simple Formulas
- Setting up your own formula
- Date and Time Functions, Financial Functions
- Logical Functions, Lookup and Reference

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- Functions Mathematical Functions
- Statistical Functions, Text Functions.

Module 4: Sort and Filter Data with Excel

Sort and filtering data

- Using number filter, Text filter
- Custom filtering
- Removing filters from columns
- Conditional formatting

MS POWERPOINT

Module 1: Setting Up PowerPoint Environment:

- New, Open, Close, Save, Save As
- Typing the text, Alignment of text
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Cut, Copy, Paste, Select All, Clear text
- Find & Replace
- Working with Tabs and Indents

Module 2: Creating slides and applying themes

- Inserting new slide
- Changing layout of slides
- Duplicating slides
- Copying and pasting slide
- Applying themes to the slide layout

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- Changing theme color
- Slide background
- Formatting slide background
- Using slide views

Module 3: Working with bullets and numbering

- Multilevel numbering and Bulleting
- Creating List
- Page bordering
- Page background
- Aligning text
- Text directions
- Columns option

Module 5: Hyperlinks and Action Buttons

- Inserting Hyperlinks and Action Buttons
- Edit Hyperlinks and Action Button
- Word Art and Shapes

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ONLINE VALUE- ADDED COURSE-TALLY ,MS OFFICE,EXCEL,POWER POINT IN ASSOCIATION WITH AES -BCOM- 2019-20

STUDENT'S ATTENDANCE LIST **Date:**

SL. No	Reg No	Name	Day 1	Day 2	Day 3	Day 4	Day5
1	18JQC41001	Akshatha M S					
2	18JQC41002	Ameena n					
3	18JQC41003	Amina Jahan Fathima					
4	18JQC41004	Arun Kumar V					
5	18JQC41005	Bhaskar S					
6	18JQC41006	Harisha M					
7	18JQC41007	Harsha R					
8	18JQC41008	Hemanth K					
9	18JQC41009	Jayanth Yadunarayan SN					
10	18JQC41010	Kishorekumar M					
11	18JQC41011	Manojkumar K M					
12	18JQC41012	Mohammed Zuhed Khan					
13	18JQC41013	Mohammed Maaz					
14	18JQC41014	Mohammed Shohaib Ahmed					
15	18JQC41015	Naveed Ambar					
16	18JQC41016	Pavan Kumar V					
17	18JQC41017	Pavithra P					
18	18JQC41018	PP Immanuel					
19	18JQC41019	Prasad V					
20	18JQC41020	Priyadharshini V					
21	18JQC41021	Rajesh C					
22	18JQC41022	Ranjan S					
23	18JQC41023	Ravi Kumar M					
24	18JQC41024	Sadaqathulla Baig					

25	18JQC41025	Sagar M					
26	18JQC41026	Sameeruddin Khan					
27	18JQC41027	Shanti jyoti Chakma					
28	18JQC41028	Sharik Kaif					
29	18JQC41029	Shravan KS					
30	18JQC41030	Suvarna K					
31	18JQC41031	Swathi					
32	18JQC41032	Swathi Barman					
33	18JQC41033	Syed Fazil Pasha					
34	18JQC41034	Tejaswini BC					
35	18JQC41035	Varshith NR					
36	18JQC41036	Varun S					
37	18JQC41037	Veena. S					
38	18JQC41038	Vishal Sahu					
39	18JQC41039	Zahid Hassan					
40	18JQC41040	Amulya					
41	18JQC41041	Mutahhira					

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Certificate program on "TALLY, MS OFFICE, EXCEL, POWERPOINT"

Malini

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Shravani .R.A

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VALUE ADDED PROGRAM SYLLABUS

TALLY, MS OFFICE, EXCEL, POWERPOINT FOR B.COM STUDENTS

1.MS WINDOWS, COMPUTER BASICS

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- Directories, input units, Output unit
- Central Processing Units,
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Module 2: Text Formatting and saving file

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Change the Text Case
- Line spacing, Paragraph spacing
- Shading text and paragraph

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- Working with Tabs and Indents

3. Module 3: Working with Objects

- Shapes, Clipart and Picture, Word Art, Smart Art
- Columns and Orderings - To Add Columns to a Document
- Change the Order of Objects
- Page Number, Date & Time
- Inserting Text boxes
- Inserting Word art
- Inserting symbols
- Inserting Chart

Module 4: Header & Footers

- Inserting custom Header and Footer
- Inserting objects in the header and footer
- Add section break to a document

Module 5: Working with bullets and numbered lists

- Multilevel numbering and Bulleting
- Creating List
- Customizing List style
- Page bordering
- Page background

Module 6: Tables

- Working with Tables, Table Formatting
- Table Styles

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- Alignment option
- Merge and split option

Module 7: Styles and Content

- Using Build- in Styles, Modifying Styles
- Creating Styles

MS EXCEL

Module 1: Introduction to Excel

- Introduction to Excel interface
- Understanding rows and columns, Naming Cells
- Working with excel workbook and sheets

Module 2: Formatting excel work book:

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Wrap text, Merge and Centre
- Currency, Accounting and other formats
- Modifying Columns, Rows & Cells

Module 3: Perform Calculations with Functions

- Creating Simple Formulas
- Setting up your own formula
- Date and Time Functions, Financial Functions
- Logical Functions, Lookup and Reference
- Functions Mathematical Functions

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- Statistical Functions, Text Functions.

Module 4: Sort and Filter Data with Excel

Sort and filtering data

- Using number filter, Text filter
- Custom filtering
- Removing filters from columns
- Conditional formatting

MS POWERPOINT

Module 1: Setting Up PowerPoint Environment:

- New, Open, Close, Save, Save As
- Typing the text, Alignment of text
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Cut, Copy, Paste, Select All, Clear text
- Find & Replace
- Working with Tabs and Indents

Module 2: Creating slides and applying themes

- Inserting new slide
- Changing layout of slides
- Duplicating slides
- Copying and pasting slide
- Applying themes to the slide layout
- Changing theme color

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- Slide background
- Formatting slide background
- Using slide views

Module 3: Working with bullets and numbering

- Multilevel numbering and Bulleting
- Creating List
- Page bordering
- Page background
- Aligning text
- Text directions
- Columns option

Module 5: Hyperlinks and Action Buttons

- Inserting Hyperlinks and Action Buttons
- Edit Hyperlinks and Action Button
- Word Art and Shapes

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Jayanagar, Bangalore

ADVANCED EDUCATIONAL SERVICES

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ACQUIRE AND ACCORD SOLUTIONS LLP

CERTIFICATE

OF ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Sumanth

MBA 2019-20

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "GST & TAXATION"

Dr. MALINI.N
Principal City College

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

CITY COLLEGE

ACQUIRE AND ACCORD SOLUTIONS LLP

CERTIFICATE

OF ACHIEVEMENT

THIS ACKNOWLEDGES THAT

Ajay H S

MBA 2019-20

HAS SUCCESSFULLY COMPLETED THE

Certificate program on "GST & TAXATION"

Malini

Dr. MALINI.N
Principal City College

Deepthi Ashok
Founder AES

ADVANCED EDUCATIONAL SERVICES

VALUE ADDED PROGRAM SYLLABUS

GST & TAXATION FOR MBA STUDENTS

1) **Introduction to GST & Taxation**
   - Introduction to Indirect Taxes and GST Indirect taxes
   - An overview – list of indirect taxes – taxation system before implementation of GST – taxes merged into GST – GST
   - An overview – taxable event in GST – person liable to pay tax – reverse charge – advantages of GST.

2) **Classification of GST**
   - Supply of goods or services or both – classification of goods and services – value of taxable supply of goods or services or both – valuation rules if value for GST is not ascertainable.

3) **Goods and Services Tax – I**
   - Exemption from GST – Composition scheme in GST – Input Tax Credit
   - Utilization of input tax credit – input service distributor – Basic procedures in GST – Registration under GST
   - Tax invoice, credit and debit notes – Payment of taxes by cash and through input tax credit – returns under GST – Assessment – Demands and Recovery – Refunds – Rates of Tax.

4) **Goods and Services Tax - II**
   - Central GST, Integrated GST, Union Territory GST – Goa
   - Levy and collection of CGST and IGST - Concept of supply including composite and mixed supplies – Determination of nature of supply – Place of supply of goods or services or both

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5) Other Indirect Taxes.

- Value Added Tax
- (GVAT) : Basic concept of VAT – Definitions – Business, Dealer, Goods, Declared Goods, Input Tax, Manufacture, Output Tax, Person, Sale, Sale Price, Turnover,
- Works-Contract,
- Taxable Turnover Registration of Dealer – Composition of Tax – VAT Rates on products

6) NCCD of Customs

- Transaction Value at the time and place of importation.
- Rate of exchange for customs valuation – Inclusions and exclusions from Assessable value – Methods of Valuation of Customs – Baggage – rate of Customs duty
- Case day solving including different companies and doubt clearing session

-

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CITY COLLEGE

VALUE ADDED COURSES

In Collaboration with AES Ltd

04th to 08th September 2023

Department of Management (PG)

- GST & Taxation
- Digital Marketing

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs.Deepashree

ACQUIRE AND ACCORD SOLUTIONS LLP

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CITY COLLEGE

VALUE ADDED COURSES

In Collaboration with AES Ltd

06th to 10th November 2023

Department of Management (PG)

- GST & Taxation
- Digital Marketing

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs.Deepashree

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

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CITY COLLEGE

VALUE ADDED COURSES

In Collaboration with AES Ltd

16th to 21st October 2023

Department of Computer Application (UG)

- Cyber Security and Ethical Hacking
- Chat GPT & Generative AI

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs.Roopa L C

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

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CITY COLLEGE

VALUE ADDED COURSES

In Collaboration with AES Ltd

16th to 20th January 2024

Department of Commerce & Management (UG)

- Ms Office
- Excel
- Power Point

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs.Roopashree T V

ACQUIRE AND ACCORD SOLUTIONS LLP

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CITY COLLEGE

VALUE ADDED COURSES

In Collaboration with AES Ltd

06th to 10th November 2023

Department of Commerce & Management (UG)

- Digital Marketing

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mr.Praveen B

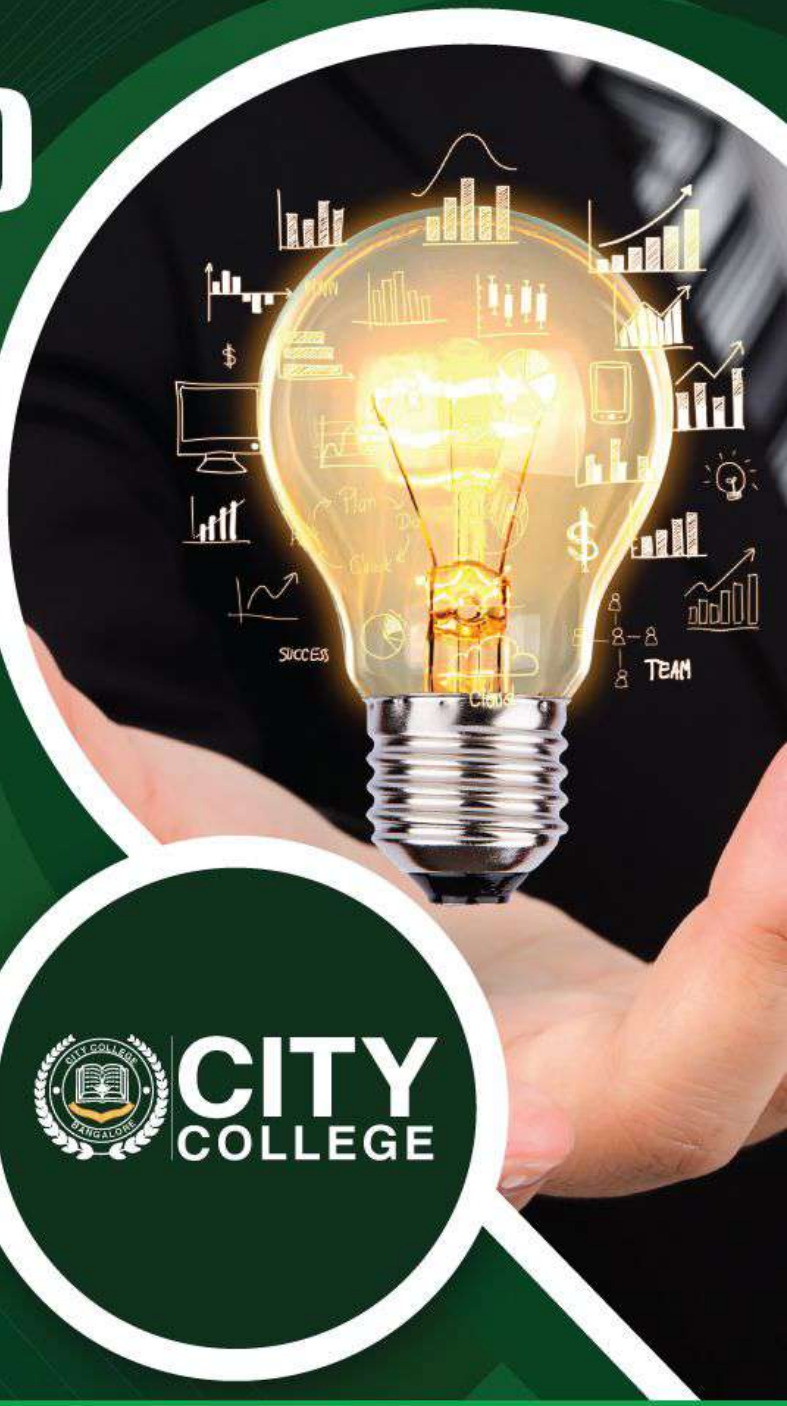
ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

citycollegejayanagar

VALUE ADDED COURSES

02nd to 06th January 2023



Department Of
Business Administration & Commerce (UG)

- STOCK MARKET & TRADING
- DIGITAL MARKETING
- ADVANCE EXCEL

CITY COLLEGE

Program coordinator
Mrs. Namratha

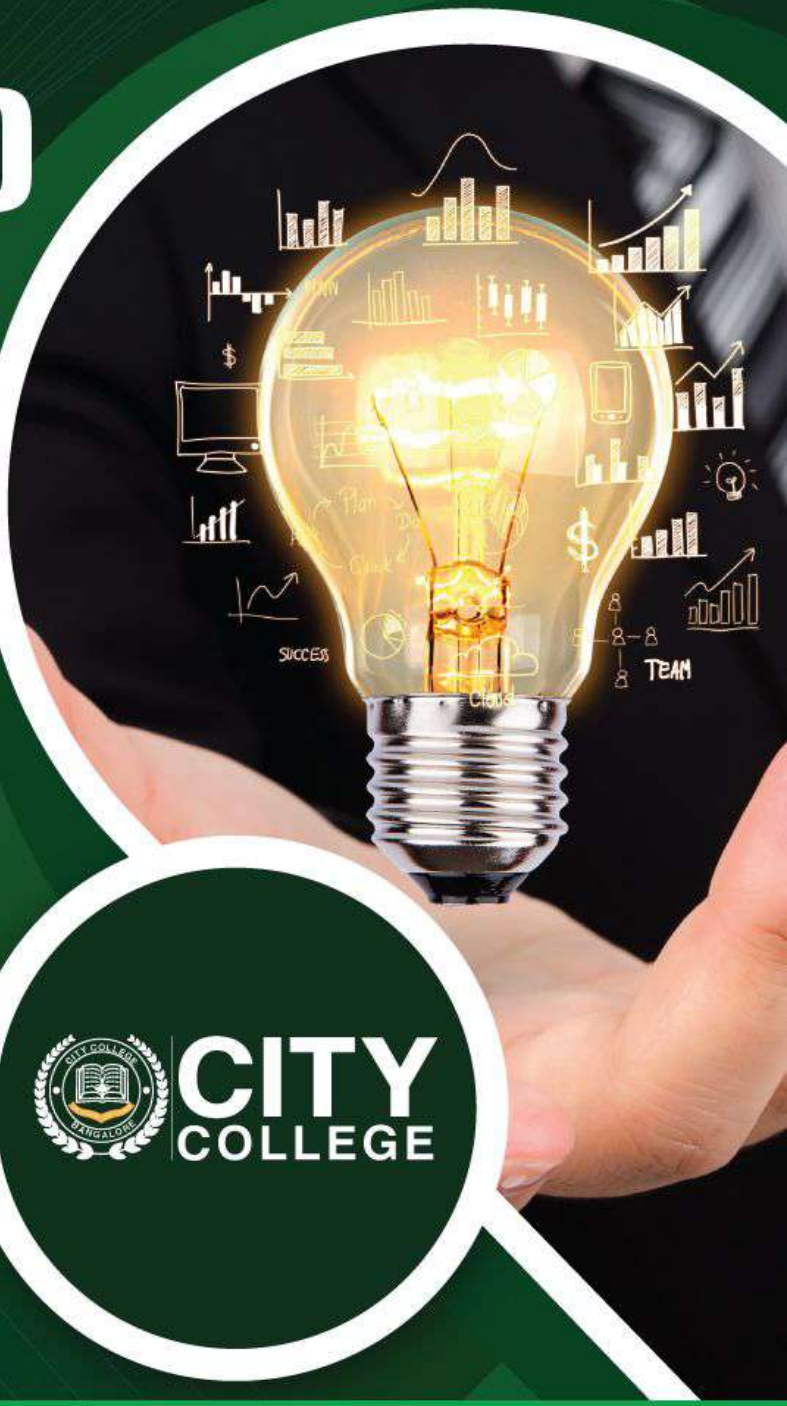
ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

citycollegejayanagar

VALUE ADDED COURSES

17th to 22nd April 2023



Department Of
Bachelor Of Computer Application

- **BUSINESS ANALYTICS USING POWER BI & TALBEAU**

CITY COLLEGE

Program coordinator
Mrs. Rithu Tyagi

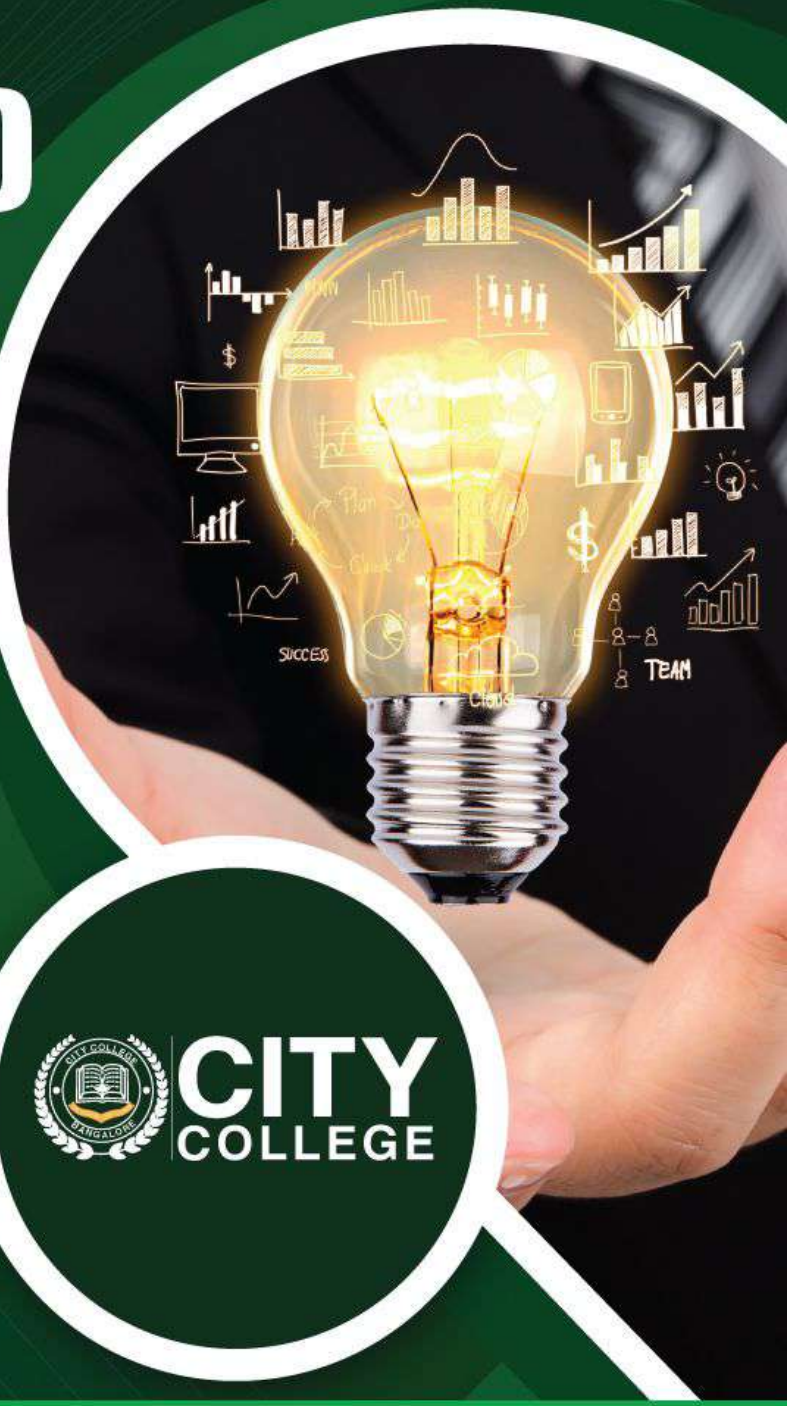
ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

citycollegejayanagar

VALUE ADDED COURSES

14th to 18th November 2022



Department Of Management (MBA)

- DIGITAL MARKETING
- GST & TAXATION

CITY COLLEGE

Program coordinator

Mrs. Deepashree

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

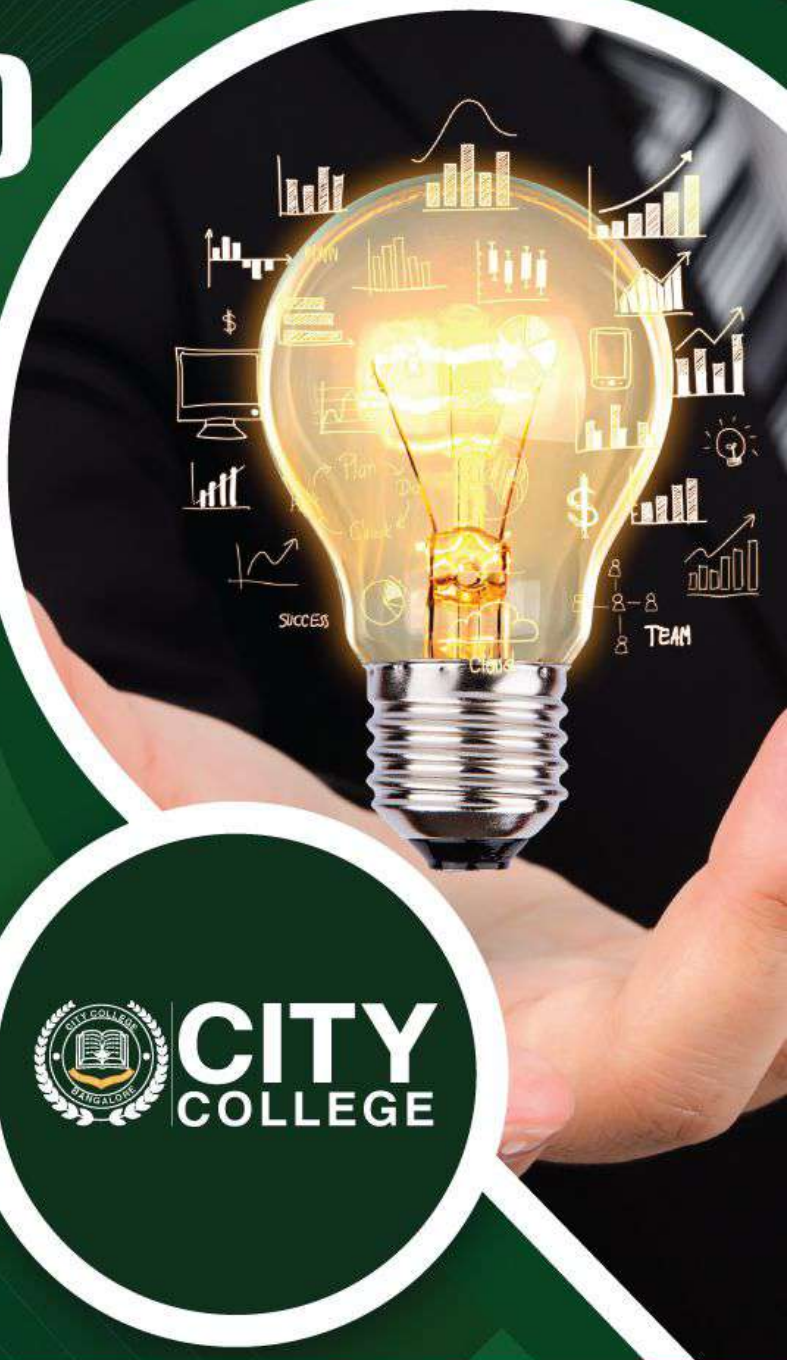
citycollegejayanagar

VALUE ADDED COURSES

17th to 21st October 2022

Department Of Management (MBA)

- **FINANCIAL LITERACY & STOCK MARKET ANALYSIS**



CITY COLLEGE

Program coordinator

Mrs. Deepashree

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

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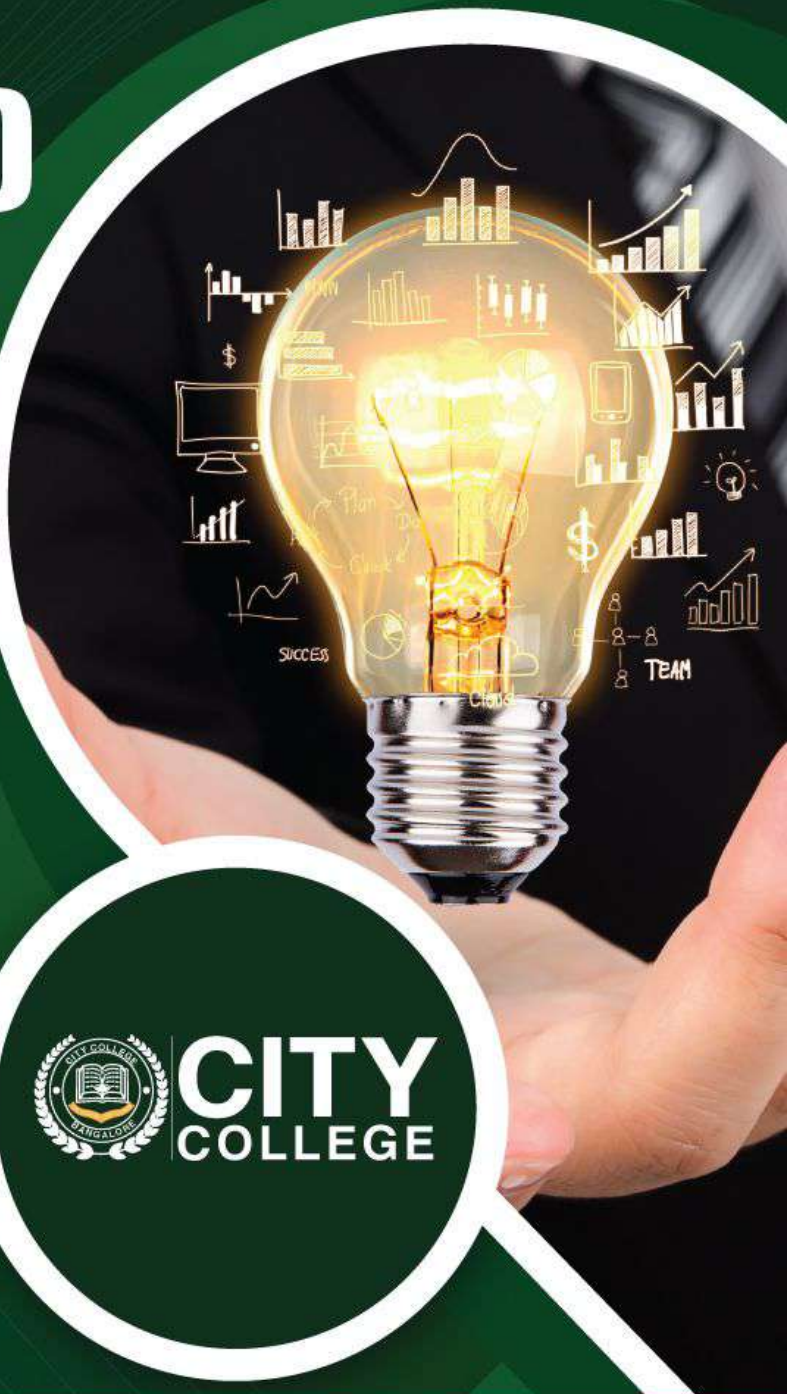
VALUE ADDED COURSES

10th to 14st October 2022



Department Of
Computer Application (UG)

- **CYBER SECURITY & ETHICAL HACKING**

CITY COLLEGE

Program coordinator

Mrs. Ritu Tyagi

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CITY COLLEGE JAYANAGAR

VALUE ADDED COURSES

24th to 29th January 2022

Department Of Management (PG)

- Digital Marketing
- GST & Taxation

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs. Neetha Sandeep

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CITY COLLEGE JAYANAGAR

VALUE ADDED COURSES

21st to 25th March 2022

Department Of
Computer Application (UG)

- Python Programming
- Data Analytics

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Ms. Preethi

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VALUE ADDED COURSES

07th to 11th March 2022

Department Of
Commerce & Management (UG)

- Tally ERP 9 + GST

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Dr.Sangannagouda Shivanagi

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VALUE ADDED COURSES

01st to 05th February 2022

Department Of
Commerce & Management (UG)

- Digital Marketing

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Dr.Sangannagouda Shivanagi

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VALUE ADDED COURSES

22nd to 27th May 2022

Department Of
Commerce & Management (UG)

- Advanced Excel

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Dr.Sangannagouda Shivanagi

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CITY COLLEGE

ONLINE VALUE ADDED COURSES

10th to 16th August 2020

Department Of Management (PG)

- Stock Market and Investment Analysis
- Digital Marketing

Ms.Deepthi Ashok
(Founder,Director AES)

Resource Person

Prof.Gulshan Chhabra
(Founder & Cheif Mentor,Summit Careers)

Program coordinator

Mrs. Niveditha

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

CITY COLLEGE

ONLINE VALUE ADDED COURSES

21st to 25th June 2021

Department Of Management (PG)

- GST & Taxation

Ms.Deepthi Ashok
(Founder,Director AES)

Resource Person

Prof.Gulshan Chhabra
(Founder & Cheif Mentor,Summit Careers)

Program coordinator

Mrs. Niveditha

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

CITY COLLEGE

ONLINE VALUE ADDED COURSES

20th to 24th December 2021

Department Of
Computer Application (UG)

- Cyber Security & Ethical Hacking

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs. Ritu Tyagi

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

CITY COLLEGE

ONLINE VALUE ADDED COURSES

13th to 18th September 2021

Department Of
Commerce & Management (UG)

- Tally,Ms Office,Excel, Power Point

Ms.Deepthi Ashok
(Founder,Director AES)

Program coordinator
Mrs. Ritu Tyagi

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

CITY COLLEGE

VALUE ADDED COURSES

12th to 17th October 2020

Department Of Management (PG)

- Mutual funds & Stock Market

Program coordinator

Ms.Preethi

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CITY COLLEGE

VALUE ADDED COURSES

05th to 10th September 2020

Department Of Management (PG)

- GST & Taxation

Program coordinator

Ms.Preethi

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citycollegejayanagar

CITY COLLEGE

VALUE ADDED COURSES

07th to 11th September 2020

Department Of
Commerce and Management (UG)

Tally,Ms Office,Excel,
Power Point

Program coordinator

Mr.Nagraj V

ACQUIRE AND ACCORD SOLUTIONS LLP

ADVANCED EDUCATIONAL SERVICES

citycollegejayanagar

CITY COLLEGE

VALUE ADDED COURSES

21st to 25th September 2020

Department Of Computer Application (UG)

- Python using machine learning

Program coordinator

Ms.Neeta Sandeep

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