

# E Marketing and Analytics

VACP- 1710



Where Education is a Passion...

Information Brochure

**ADMISSION OPEN**  
 "VALUE ADDED COURSE FOR EVEN SEMESTER"  
 (Session: 2017-18)

"KNOWLEDGE OF VALUE ADDED COURSE WILL IMPROVE  
 EMPLOYABILITY OF THE STUDENTS"

Organised by  
 Acharya Vishnu Gupta Subharti College of Management and Commerce  
 Swami Vivekanand Subharti University, Meerut (U.P.)

**Acharya Vishnu Gupta Subharti College of Management & Commerce**  
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 Delhi NCR, Uttar Pradesh, INDIA.



## About Swami Vivekanand Subharti University

Swami Vivekanand Subharti University is a University under the section 2(f) of the University Grants Commission Act, 1956, set up under the Swami Vivekanand Subharti Vishwavidyalay Uttar Pradesh Adhiniyam, 2008 (U.P. Act No. 29 of 2008) as passed by the Uttar Pradesh Legislature and assented to by the Honorable Governor of Uttar Pradesh in September 2008.

The University has been established under the aegis of Mahayana Theravada Vajrayana Buddhist Religious and Charitable trust (formerly known as Subharti K.B. Charitable Trust) Meerut, which has acquired a commendable record of service in the field of Education, Religion, Health care and Social Welfare.

The main campus of the University is in the National Capital Region, strategically situated on National Highway 58, Delhi-Haridwar bypass road, Meerut. The campus aptly called 'Subhartipuram', is spread over a sprawling area of about 250 acres of land comprising of magnificent buildings, lush green lawns and vibrant surroundings with over 5000 people, determined to make this a 'Jewel in the Crown' of the nation.

The University boasts of highly qualified, dedicated and competent faculty from all walks of life, world class infrastructure, fully equipped Laboratories with latest state-of-the-art equipments and a huge library with recent knowledge resources including e-resources.

The Uniqueness of Subharti University lies in providing an environment fully conducive to the overall development of students, thus maintaining a balance between academic excellence and moral perfection.

- The University has been awarded the membership of Association of Indian Universities in 2013.
- The University has more than 32 MOUS and has won numerous National and International awards.
- The University has also started a number of courses through Distance Education, approved by Distance Education Bureau of UGC (Formerly by Joint committee of UGC-AICTE-DEC).
- The University has been accorded grade 'A' by NAAC in 2016.

## About Acharya Vishnu Gupta Subharti College of Management & Commerce

The unique privilege to be a constituent college of the prestigious Swami Vivekanand Subharti University, AVGSCMC, focuses on Management & Commerce Education; with the commitment of transforming leadership skill with a sound understanding of domestic and global business complexity, the approach to pedagogy combines role playing, case studies, fieldwork, live business projects and instrumented feedback with a strong emphasis on theoretical concepts. The intent is to encourage rational inquisitiveness and open minds to the explorations of ideas, research and innovation in global perspective.

Our collaborative approach involves inputs from various departments which gives the benefit of a much wider view and deeper understanding. This is indicated by the success of our alumni who are in positions of leadership in industries & governments across the world. The strong alumni network, gives students' unmatched access to information, mentors and careers. Our industry integrated management & commerce program are the most sought after programs.

AVGSCMC rewards initiative, innovation and thinking outside the box. Our students are individuals of enormous intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in NCR, and thrives on challenges both inside and outside the classroom.

Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.



## What is a Value Added Course?

Employment scene today requires that a student wanting a job be an all-rounder, with several skills. Pursuing multiple long-winding degree programs is no answer to this. Rather than spending a lifetime seeking higher cations, Value Added Courses give you the chance to update your skill set in only a fraction of the time and money. But, the value they create is very high.

## Why should I do a Value Added Course?

Value added courses are the fine way to fill the gaps in your knowledge and add competitive edge to your job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses can help you to be a winner. Starting off with a Value Added Course helps you to have a foundation on which to build your career. Many these courses may lead you on to your own enterprise or to further qualification, if needed.

## Who can take admission to a Value Added Course?

There are two types of courses being offered – General Interest Courses that are open to all and Subject specific Courses. You can pursue these courses as per your requirement. Apart from the Subharti University students, even others – students from anywhere, working men and women, or the self-employed – can register for these courses.

## How many courses can I do?

As the basic idea is to make ample opportunities available to students, there are no restrictions on how many courses a student can offer. Many of these courses are offered more than once a year and thus one can acquire several certifications during the period of a degree program.

## Will I get a Job because of Value Added Courses?

The purpose of the Value Added Courses is to make you industry-ready. Providing the finishing touches to the knowledge you gain in your degree program, Value Added Courses will polish your skills and enhance your employability. What is more, you may even acquire enough tricks to start your own business! The College has a Placement Cell to assist you with your placement. You can register with this Cell and receive further guidance and some assistance in seeking jobs. The Cell also facilitates On or Off campus interviews.

## How to register for a Course?

The Courses are run by many departments, including some private Educational Service Providers. Each course has a Coordinator whose names are prominently displayed in the Brochure. You may contact these coordinators in person.

**Eligibility:** Courses are open for all M.B.A. /M. Com. /B.B.A. /B. Com. / B. Com.(H) Students.

## Schedule of Value Added Courses of Even Semester offered by AVGSCMC (Session: 2017-18)

S. No.	Name of the value-added courses	Course Code	Program	Offering Year	Faculty	Date	Total No. of Hours	Room No.
1	E-Banking	VACP-1706	UG-B Com(H)	2017-18	Ms. Sarika	1-8 May,2018	30	UT-01
2	Customer Relationship Management	VACP-1707	UG-BBA	2017-18	Ms. Princi Gupta	1-8 May,2018	30	UT-02
3	Single and Multi-Brand Retailing	VACP-1708	UG-BBA	2017-18	Mr. Vivek Aggarwal	9-16 May,2018	30	UT-01
4	Behavioural Finance	VACP-1709	UG-B Com	2017-18	Ms. Richa Sharma	1-8 May,2018	30	UT-03
5	E-Marketing and Analytics	VACP-1710	PG-MBA, M Com	2017-18	Dr. Padma Misra	1-8 May,2018	30	UT-04



Acharya Vishnu Gupt

# Subharti College of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 2439067

A constituent college of

## SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Ref. No.: SVSU/AVGSCMC/2018/

Date: 25/04/2018

### Notice

**Subject: Commencement of Value Added Course for Even Semester of session 2017-18 from 01-05-2018.**

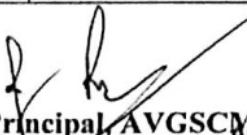
All the students of MBA, BBA, B.Com, B.Com(H) & M.Com are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 01-05-2018.

Student, who have been registered in the course, are advised to attend their classes as per the schedule.

Kindly contact to your concerned VAC faculty for further queries.

The list of Value Added courses, which would be running, is given below:

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	Total No. of Hours	Room No.
1	E-Banking	VACP-1706	UG- B Com(H)	2017-18	Ms. Sarika	11	1-8 May,2018	30	LT-01
2	Customer Relationship Management	VACP-1707	UG- BBA	2017-18	Ms. Princi Gupta	24	1-8 May,2018	30	LT-02
3	Single and Multi-Brand Retailing	VACP-1708	UG- BBA	2017-18	Mr. Vivek Aggarwal	24	9-16 May,2018	30	LT-01
4	Behavioral Finance	VACP-1709	UG- B Com	2017-18	Ms. Richa Sharma	11	1-8 May,2018	30	LT-03
5	E-Marketing and Analytics	VACP-1710	PG- MBA, M Com	2017-18	Dr. Padma Misra	25	1-8 May,2018	30	LT-04

  
Principal, AVGSCMC PRINCIPAL  
Acharya Vishnu Gupt  
Subharti Institute of Management & Commerce

- Cc to:
1. Student Notice Board, U., MEERUT
  2. Class Coordinators
  3. VAC Faculty
  4. Office File

  
Responsible  
Swami Vivekanand  
Subharti University  
MEERUT



Acharya Vishnu Gupt

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## SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



### Report

15 May, 2018

on

Value Added Course

Session: 2017-18

Program: MBA

Date: 1-8 May, 2018

Course Name: E-Marketing and Analytics

Course Code: VACP-1710

No. of Students Enrolled in the Course in the year: 25

Resource Person: Dr. Padma Misra

**Objective of Value Added Course:** The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

**Outcome of Value Added Course:** Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL  
Acharya Vishnu Gupt  
Subharti Institute of Management & Commerce  
S.V.S.U., MEERUT

**Acharya Vishnu Gupta Subharti College of Management and Commerce**  
**Attendance Record of students enrolled in Value Added Course of Even Semester (2017-18)**

Session: 2017-18		Program: MBA	Year: II						
Course: E-Marketing and Analytics			Course Code: VACP- <del>1004</del> 1710						
No. of Students Enrolled in the Course in the year: 25			Faculty Coordinator: Dr. Padma Misra						
Program Date:		1 - 8 May, 2018							
Sl no	Student Unique Enrolment ID	Name of the student	5/1/2018	5/2/2018	5/3/2018	5/4/2018	5/5/2018	5/7/2018	5/8/2018
1	1607020001668	Abhash Kumar	P	P	P	P	P	P	A
2	1607020001669	ABHIMANYU SINGH	P	P	P		P	P	P
3	1607020001670	ABHISHEK KAUSHIK	A	P	P	P	P	P	P
4	1607020001681	JAVED ALAM	A	A	P	P	P	P	P
5	1607020001682	JOYSON RONGMEI	P	P	P	P	P	P	P
6	1607020001683	KAJAL BHARDWAJ	P	P	P	P	P	P	P
7	1607020001684	KHUSHBOO MANDAL	A	P	A	P	P	P	P
8	1607020001693	MEGHA	P	P	P	P	P	P	P
	1607020001694	MOHD TABISH	A	P	A	P	P	P	P
10	1607020001695	MOHIT KUMAR SAXENA	A	P	P	P	P	P	P
11	1607020001698	NIKITA SINGH	P	P	P	P	A	P	P
12	1607020001704	SATENDRA KUMAR	A	P	P	P	P	P	P
13	1607020001709	SHUBHAM TOMAR	P	P	A	P	P	P	P
14	1607020001710	SHUBHANGI BHATNAGAR	P	P	P	P	P	P	P
15	1607020001714	VINIT KUMAR	A	P	A	P	P	P	P
16	1607020001719	YASHDEEP KUMAR SAURANA	A	P	P	A	P	P	P
17	1607020002412	NEETU MISHRA	A	P	P	P	P	P	P
18	1607020002414	NGAIRENGA	P	P	P	A	P	P	A
19	1607020001726	VAISHALI CHAUDHARY	R	A	P	P	P	P	P
20	1607020001701	RASHIKA	P	P	P	P	P	P	P
21	160702530400045	Arun Kumar	P	P	P	P	P	P	P
22	160702530400046	Saurabh Uniyal	P	A	P	P	P	P	P
	160702530400059	Vishakha Bharadwaj	P	P	P	P	P	P	P
24	1707020000243	Abhishek Chaudhary	A	P	P	P	P	P	P
25	1707020001612	Abhishek Kumar	P	P	P	P	P	P	P

*[Signature]*  
Faculty Signature

*[Signature]*  
Principal, AVGSCMC  
**PRINCIPAL**  
Acharya Vishnu Gupta  
Subharti Institute of Management & Commerce  
S.V.S. ... ERUT



Acharya Vishnu Gupt

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### List of students enrolled in Value Added Course of Even Semester (2017-18)

Session: 2017-18

Program: MBA

Year: II

Course: E-Marketing and Analytics

Course Code: VACP-1710

No. of Students Enrolled in the Course in the year: 25

Faculty Coordinator: Dr. Padma Misra

Program Date: 1 – 8 May,2018

sl no.	Student Unique Enrolment ID	Name of the student
1	1607020001668	Abhash Kumar
2	1607020001669	Abhimanyu Singh
3	1607020001670	Abhishek Kaushik
4	1607020001681	Javed Alam
5	1607020001682	Joyson Rongmei
6	1607020001683	Kajal Bhardwaj
7	1607020001684	Khushboo Mandal
8	1607020001693	Megha
9	1607020001694	Mohd Tabish
10	1607020001695	Mohit Kumar Saxena
11	1607020001698	Nikita Singh
12	1607020001704	Satendra Kumar
13	1607020001709	Shubham Tomar
14	1607020001710	Shubhangi Bhatnagar
15	1607020001714	Vinit Kumar
16	1607020001719	Yashdeep Kumar Saurana
17	1607020002412	Neetu Mishra
18	1607020002414	Ngairenga
19	1607020001726	Vaishali Chaudhary
20	1607020001701	Rashika
21	160702530400045	Arun Kumar
22	160702530400046	Saurabh Uniyal
23	160702530400059	Vishakha Bharadwaj
24	1707020000243	Abhishek Chaudhary
25	1707020001612	Abhishek Kumar

Registrar  
Swami Vivekanand  
Subharti University  
MEERUT

Principal  
AVGSCMC  
Acharya Vishnu Gupt  
Subharti Institute of Management & Commerce  
S.V.S.U., MEERUT



# Swami Vivekanand Subharti University



## Certificate

Session 2017-18

Ms./Mr. Abhishek Kumar has Successfully Completed

the 30 hour Value Added Course

on

E-Marketing and Analytics

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

*Dr. Padma More*

Head of Institution

*Dr. D. C. Saxena*

Registrar  
Swami Vivekanand  
Subharti University  
MEERUT



# Swami Vivekanand Subharti University



## Certificate

Session 2017-18

Ms./Mr. Kajal Bhandwaj has Successfully Completed

the 30 hour Value Added Course

on

E-Marketing and Analytics

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

*Dr. Padma More*

Head of Institution

*Dr. D. C. Saxena*



# Swami Vivekanand Subharti University



## Certificate

Session 2017-18

Ms./Mr. Abhash Kumar has Successfully Completed

the 30 hour Value Added Course

on

E-Marketing and Analytics

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

*Dr. Indira Meena*

Head of Institution

*Dr. D. C. Saxena*

Registered  
Swami Vivekanand  
Subharti University  
MEERUT



# Swami Vivekanand Subharti University



## Certificate

Session 2017-18

Ms./Mr. Javed Aslam has Successfully Completed

the 30 hour Value Added Course

on

E-Marketing and Analytics

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

Course Coordinator

*Dr. Indira Meena*

Head of Institution

*Dr. D. C. Saxena*