



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Dt: 04/11/2022

To
The principal,
Vaageswari college of Engineering,
Karimnagar.

Respected sir,

Sub: Requisition to conduct Add-on/certification program on “Traditional Marketing vs Digital Marketing” for II year I sem&I year I sem Students from 14th November 2022 to 23rd November 2022-reg.

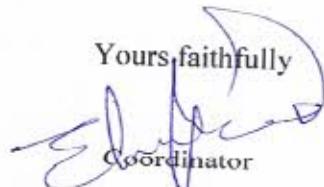
Digital Marketing is all about using data to realize marketing objectives. It is the art of using consumer insights to formulate marketing strategies targeted at ~~particular groups of customers online.~~
Digital marketers leverage digital channels such as search engines, social media, emails and websites to help their clients connect with existing and potential customers. They then proceed to collect data gathered from these digital channels (such as checking the number of impressions or likes on Instagram) and Google Analytics to plan their marketing strategy.

In this connection, I request you to grant permission to conduct the above said program. Hoping you early response for this approval.

Thanking you sir.

Enclosure:

- Circular
- Broacher
- Day wise schedule

Yours faithfully

Coordinator



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CERTIFICATE PROGRAM

On

TRADITIONAL MARKETING Vs DIGITAL MARKETING

Organized By

DEPARTMENT OF MBA

14th NOVEMBER 2022

TO

23rd NOVEMBER 2022

FROM 1.30 PM TO 4.30 PM

Registrations are accepted on or before 13th NOVEMBER 2022

Traditional Marketing Vs Digital Marketing:

Digital Marketing is all about using data to realize marketing objectives. It is the art of using consumer insights to formulate marketing strategies targeted at particular groups of customers online. Digital marketers leverage digital channels such as search engines, social media, emails and websites to help their clients connect with existing and potential customers. They then proceed to collect data gathered from these digital channels (such as checking the number of impressions or likes on Instagram) and Google Analytics to plan their marketing strategy.

PROGRAMME OUTCOME:

- ❖ Understand Digital Marketing.
- ❖ A student learns about New Marketing Strategies.
- ❖ Students Knows about New Modules of Digital Marketing.
- ❖ To Plan the Marketing Strategies.
- ❖ Understand the difference between Traditional Marketing Vs Digital Marketing.

For Further Information Contact

Coordinator

Dr.E.HARIPRASAD

Assoc Prof, Dept. of MBA

Co-Coordinator

B.ARCHANA

Asst Prof, Dept. of MBA

NOTE: Add on Certificate program enrollment form is available at the department or contact Co -Coordinator



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Type of program: Add-On/ Certificate program

Title: Traditional Marketing vs Digital Marketing

Duration: 10 Days

Dates: 14th November 2022 to 23rd November 2022

Day Wise Schedule

Days	Topics covered
Day 1	Basics of Digital Market and Traditional Market
Day 2	Difference between Traditional and digital market Website Creation
Day 3	SEO(search engine optimization)
Day 4	Search Engine Marketing(SEM), search engine's result pages (SERP)
Day 5	App Optimization
Day 6	Campaign Planning
Day 7	Content Marketing
Day 8	Video Marketing , Pay Perk Click
Day 9	Social Media Marketing, Web Analytics
Day 10	Email Marketing, Integrated Marketing (Full Funnel Marketing)

HOD


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Title: Traditional Marketing vs Digital Marketing

Duration: 10 days

Dates: 14th November 2022 to 23rd November 2022.

Class/Semester: Ilyr-Isem

ATTENDANCE SHEET

SNO	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
1	21S41E0001	P	P	P	P	P	P	P	P	P	P
2	21S41E0002	P	P	P	P	P	P	P	P	P	P
3	21S41E0003	P	P	P	P	P	P	P	P	P	P
4	21S41E0004	P	P	P	P	P	P	P	P	P	P
5	21S41E0005	P	P	P	P	P	P	P	P	P	P
6	21S41E0006	P	P	P	P	P	P	P	P	P	P
7	21S41E0007	P	P	P	P	P	P	P	P	P	P
8	21S41E0008	P	P	P	P	P	P	P	P	P	P
9	21S41E0009	P	P	P	P	P	P	P	P	P	P
10	21S41E0010	P	P	P	P	P	P	P	P	P	P
11	21S41E0011	P	P	P	P	P	P	P	P	P	P
12	21S41E0012	P	P	P	P	P	P	P	P	P	P
13	21S41E0013	P	P	P	P	P	P	P	P	P	P
14	21S41E0014	P	P	P	P	P	P	P	P	P	P
15	21S41E0015	P	P	P	P	P	P	P	P	P	P
16	21S41E0016	P	P	P	P	P	P	P	P	P	P
17	21S41E0017	P	P	P	P	P	P	P	P	P	P
18	21S41E0018	P	P	P	P	P	P	P	P	P	P
19	21S41E0019	P	P	P	P	P	P	P	P	P	P
20	21S41E0020	P	P	P	P	P	P	P	P	P	P

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22	21S41E0022	P	P	P	P	P	P	P	P	P	P
23	21S41E0023	P	P	P	P	P	P	P	P	P	P
24	21S41E0024	P	P	P	P	P	P	P	P	P	P
25	21S41E0025	P	P	P	P	P	P	P	P	P	P
26	21S41E0026	P	P	P	P	P	P	P	P	P	P
27	21S41E0027	P	P	P	P	P	P	P	P	P	P
28	21S41E0028	P	P	P	P	P	P	P	P	P	P
29	21S41E0029	P	P	P	P	P	P	P	P	P	P
30	21S41E0030	P	P	P	P	P	P	P	P	P	P
31	21S41E0031	P	P	P	P	P	P	P	P	P	P
32	21S41E0032	P	P	P	P	P	P	P	P	P	P
33	21S41E0033	P	P	P	P	P	P	P	P	P	P
34	21S41E0034	P	P	P	P	P	P	P	P	P	P
35	21S41E0035	P	P	P	P	P	P	P	P	P	P
36	21S41E0036	P	P	P	P	P	P	P	P	P	P
37	21S41E0037	P	P	P	P	P	P	P	P	P	P
38	21S41E0038	P	P	P	P	P	P	P	P	P	P
39	21S41E0039	P	P	P	P	P	P	P	P	P	P
40	21S41E0040	P	P	P	P	P	P	P	P	P	P
41	21S41E0041	P	P	P	P	P	P	P	P	P	P

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18	22S41E0018	P	P	P	P	P	P	P	P	P	P
19	22S41E0019	P	P	P	P	P	P	P	P	P	P
20	22S41E0020	P	P	P	P	P	P	P	P	P	P
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24	22S41E0024	P	P	P	P	P	P	P	P	P	P
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35	22S41E0035	P	P	P	P	P	P	P	P	P	P
36	22S41E0036	P	P	P	P	P	P	P	P	P	P
37	22S41E0037	P	P	P	P	P	P	P	P	P	P
38	22S41E0038	P	P	P	P	P	P	P	P	P	P
39	22S41E0039	P	P	P	P	P	P	P	P	P	P
40	22S41E0040	P	P	P	P	P	P	P	P	P	P
41	22S41E0041	P	P	P	P	P	P	P	P	P	P

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42	22S41E0042	P	P	P	P	P	P	P	P	P	P
43	22S41E0043	P	P	P	P	P	P	P	P	P	P
44	22S41E0044	P	P	P	P	P	P	P	P	P	P
45	22S41E0045	P	P	P	P	P	P	P	P	P	P
46	22S41E0046	P	P	P	P	P	P	P	P	P	P
47	22S41E0047	P	P	P	P	P	P	P	P	P	P
48	22S41E0048	P	P	P	P	P	P	P	P	P	P
49	22S41E0049	P	P	P	P	P	P	P	P	P	P
50	22S41E0050	P	P	P	P	P	P	P	P	P	P
51	22S41E0051	P	P	P	P	P	P	P	P	P	P
52	22S41E0052	P	P	P	P	P	D	D	D	D	P
53	22S41E0053	P	P	P	P	P	P	P	P	P	P
54	22S41E0054	P	P	P	P	P	P	P	P	P	P
55	22S41E0055	P	P	P	P	P	P	P	P	P	P
56	22S41E0056	P	P	P	P	P	P	P	P	P	P
57	22S41E0057	P	P	P	P	P	P	P	P	P	P
58	22S41E0058	P	P	P	P	P	P	P	P	P	P
59	22S41E0059	P	P	P	P	P	P	P	P	P	P
60	22S41E0060	P	P	P	P	P	P	P	P	P	P
61	22S41E0061	P	P	P	P	P	P	P	P	P	P

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62	22S41E0062	P	P	P	P	P	P	P	P	P	P
63	22S41E0063	P	P	P	P	P	P	P	P	P	P
64	22S41E0064	P	P	P	P	P	P	P	P	P	P
65	22S41E0065	P	P	P	P	P	P	P	P	P	P
66	22S41E0066	P	P	P	P	P	P	P	P	P	P
67	22S41E0067	P	P	P	P	P	P	P	P	P	P
68	22S41E0068	P	P	P	P	P	P	P	P	P	P
69	22S41E0069	P	P	P	P	P	P	P	P	P	P
70	22S41E0070	P	P	P	P	P	P	P	P	P	P
71	22S41E0071	P	P	P	P	P	P	P	P	P	P
72	22S41E0072	P	P	P	P	P	P	P	P	P	P
73	22S41E0073	P	P	P	P	P	P	P	P	P	P
74	22S41E0074	P	P	P	P	P	P	P	P	P	P
75	22S41E0075	P	P	P	P	P	P	P	P	P	P
76	22S41E0076	P	P	P	P	P	P	P	P	P	P
77	22S41E0077	P	P	P	P	P	P	P	P	P	P
78	22S41E0078	P	P	P	P	P	P	P	P	P	P
79	22S41E0079	P	P	P	P	P	P	P	P	P	P
80	22S41E0080	P	P	P	P	P	P	P	P	P	P
81	22S41E0081	P	P	P	P	P	P	P	D	P	P

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82	22S41E0082	P	P	P	P	P	P	P	P	P	P
83	22S41E0083	P	P	P	P	P	P	P	P	P	P
84	22S41E0084	P	P	P	P	P	P	P	P	P	P
85	22S41E0085	P	P	P	P	P	P	P	P	P	P
86	22S41E0086	P	P	P	P	P	P	P	P	P	P
87	22S41E0087	P	P	P	P	P	P	P	P	P	P
88	22S41E0088	P	P	P	P	P	P	P	P	P	P
89	22S41E0089	P	P	P	P	P	P	P	P	P	P
90	22S41E0090	P	P	P	P	P	P	P	P	P	P
91	22S41E0091	P	P	P	P	P	P	P	P	P	P
92	22S41E0092	P	P	P	P	P	P	P	P	P	P
93	22S41E0093	P	P	P	P	P	P	P	P	P	P
94	22S41E0094	P	P	P	P	P	P	P	P	P	P
95	22S41E0095	P	P	P	P	P	P	P	P	P	P
96	22S41E0096	P	P	P	P	P	P	P	P	P	P
97	22S41E0097	P	P	P	P	P	P	P	P	P	P
98	22S41E0098	P	P	P	P	P	P	P	P	P	P
99	22S41E0099	P	P	P	P	P	P	P	P	P	P
100	22S41E00A0	P	P	P	P	P	P	P	P	P	P
101	22S41E00A1	P	P	P	P	P	P	P	P	P	P
102	22S41E00A2	P	P	P	P	P	P	P	P	P	P
103	22S41E00A3	P	P	P	P	P	P	P	P	P	P

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104	22S41E00A4	P	P	P	P	P	P	P	P	P	P
105	22S41E00A5	P	P	P	P	P	P	P	P	P	P
106	22S41E00A6	P	P	P	P	P	P	P	P	P	P
107	22S41E00A7	P	P	P	P	P	P	P	P	P	P
108	22S41E00A8	P	P	P	P	P	P	P	P	P	P
109	22S41E00A9	P	P	P	P	P	P	P	P	P	P
110	22S41E00B0	P	P	P	P	P	P	P	P	P	P
111	22S41E00B1	P	P	P	P	P	P	P	P	P	P
112	22S41E00B2	P	P	P	P	P	P	P	P	P	P
113	22S41E00B3	P	P	P	P	P	P	P	P	P	P
114	22S41E00B4	P	P	P	P	P	P	P	P	P	P
115	22S41E00B5	P	P	P	P	P	P	P	P	P	P
116	22S41E00B6	P	P	P	P	P	P	P	P	P	P
117	22S41E00B7	P	P	P	P	P	P	P	P	P	P
118	22S41E00B8	P	P	P	P	P	P	P	P	P	P
119	22S41E00B9	P	P	P	P	P	P	P	P	P	P
120	22S41E00C0	P	P	P	P	P	P	P	P	P	P
121	22S41E00C1	P	P	P	P	P	P	P	P	P	P
122	22S41E00C2	P	P	P	P	P	P	P	P	P	P
123	22S41E00C3	P	P	P	P	P	P	P	P	P	P
124	22S41E00C4	P	P	P	P	P	P	P	P	P	P

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126	22S41E00C6	P	P	P	P	P	P	P	P	P	P
127	22S41E00C7	P	P	P	P	P	P	P	P	P	P
128	22S41E00C8	P	P	P	P	P	P	P	P	P	P
129	22S41E00C9	P	P	P	P	P	P	P	P	P	P
130	22S41E00D0	P	P	P	P	P	P	P	P	P	P
131	22S41E00D1	P	P	P	P	P	P	P	P	P	P
132	22S41E00D2	P	P	P	P	P	P	P	P	P	P
133	22S41E00D3	P	P	P	P	P	P	P	P	P	P
134	22S41E00D4	P	P	P	P	P	P	P	P	P	P
135	22S41E00D5	P	P	P	P	P	P	P	P	P	P
136	22S41E00D6	P	P	P	P	P	P	P	P	P	P
137	22S41E00D7	P	P	P	P	P	P	P	P	P	P
138	22S41E00D8	P	P	P	P	P	P	P	P	P	P
139	22S41E00D9	P	P	P	P	P	P	P	P	P	P
140	22S41E00E0	P	P	P	P	P	P	P	P	P	P
141	22S41E00E1	P	P	P	P	P	P	P	P	P	P
142	22S41E00E2	P	P	P	P	P	P	P	P	P	P
143	22S41E00E3	P	P	P	P	P	P	P	P	P	P
144	22S41E00E4	P	P	P	P	P	P	P	P	P	P
145	22S41E00E5	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL
Principal

Vaageswari College of Engineering
 KARIMNAGAR-505 527.



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Class/Semester: Iyr-Isem

Title: Traditional Marketing vs Digital Marketing

Duration: 10 days

Dates: 14th November 2022 to 23rd November 2022

ATTENDANCE SHEET

SNO	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
146	22S41E00E6	P	P	P	P	P	P	P	P	P	P
147	22S41E00E7	P	P	P	P	P	P	P	P	P	P
148	22S41E00E8	P	P	P	P	P	P	P	P	P	P
149	22S41E00E9	P	P	P	P	P	P	P	P	P	P
150	22S41E00F0	P	P	P	P	P	P	P	P	P	P
151	22S41E00F1	P	P	P	P	P	P	P	P	P	P
152	22S41E00F2	P	P	P	P	P	P	P	P	P	P
153	22S41E00F3	P	P	P	P	P	P	P	P	P	P
154	22S41E00F4	P	P	P	P	P	P	P	P	P	P
155	22S41E00F5	P	P	P	P	P	P	P	P	P	P
156	22S41E00F6	P	P	P	P	P	P	P	P	P	P
157	22S41E00F7	P	P	P	P	P	P	P	P	P	P
158	22S41E00F8	P	P	P	P	D	P	P	P	P	P
159	22S41E00F9	P	P	P	P	P	P	P	P	P	P
160	22S41E00G0	P	P	P	P	P	P	P	P	P	P
161	22S41E00G1	P	P	P	P	P	P	P	P	P	P
162	22S41E00G2	P	P	P	P	P	P	P	P	P	P
163	22S41E00G3	P	P	P	P	P	P	P	P	P	P
164	22S41E00G4	P	P	P	P	P	P	P	P	P	P
165	22S41E00G5	P	P	P	P	P	P	P	P	P	P
166	22S41E00G6	P	P	P	P	P	P	P	P	P	P
167	22S41E00G7	P	P	P	P	P	P	P	P	P	P

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PRINCIPAL
Principal

Vaageswari College of Engineering
KARIMNAGAR-505 521.



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Class/Semester: Iyr-Isem

Title: Traditional Marketing vs Digital Marketing

Duration: 10 days

Dates: 14th November 2022 to 23rd November 2022

ATTENDANCE SHEET

SN No	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
168	22S41E00G8	P	P	P	P	P	P	P	P	P	P
169	22S41E00G9	P	P	P	P	P	P	P	P	P	P
170	22S41E00H0	P	P	P	P	P	P	P	P	P	P
171	22S41E00H1	P	P	P	P	P	P	P	P	P	P
172	22S41E00H2	P	P	P	P	P	P	P	P	P	P
173	22S41E00H3	P	P	P	P	P	P	P	P	P	P
174	22S41E00H4	P	P	P	P	P	P	P	P	P	P
175	22S41E00H5	P	P	P	P	P	P	P	P	P	P
176	22S41E00H6	P	P	P	P	P	P	P	P	P	P
177	22S41E00H7	P	P	P	P	P	P	P	P	P	P
178	22S41E00H8	P	P	P	P	P	P	P	P	P	P
179	22S41E00H9	P	P	P	P	P	P	P	P	P	P
180	22S41E00I0	P	P	P	P	P	P	P	P	P	P
181	22S41E00I1	P	P	P	P	P	P	P	P	P	P
182	22S41E00I2	P	P	P	P	P	P	P	P	P	P
183	22S41E00I3	P	P	P	P	P	P	P	P	P	P
184	22S41E00I4	P	P	P	P	P	P	P	P	P	P
185	22S41E00I5	P	P	P	P	P	P	P	P	P	P
186	22S41E00I6	P	P	P	P	P	P	P	P	P	P
187	22S41E00I7	P	P	P	P	P	P	P	P	P	P
188	22S41E00I8	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL
Principal

Vaageswari College of Engineering
KARIMNAGAR-509 527.



VAAGESWARI COLLEGE OF ENGINEERING

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DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Class/Semester: Iyr-Isem

Title: Traditional Marketing vs Digital Marketing

Duration: 10 days

Dates: 14th November 2022 to 23rd November 2022

ATTENDANCE SHEET

SNO	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
189	22S41E00I9	P	P	P	P	P	P	P	P	P	P
190	22S41E00J0	P	P	P	P	P	P	P	P	P	P
191	22S41E00J1	P	P	P	P	P	P	P	P	P	P

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PRINCIPAL

Principal
Vaageswari College of Engineering
KARIMNAGAR-505 527.



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Add-On/Certification Course on "Traditional Marketing vs Digital Marketing"

FEEDBACK FORM

Name K. Vennala Rani Branch/Year II - I Please complete the evaluation For Add on course on "Traditional Marketing vs Digital Marketing". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Syllabus

2. How will you implement this (course) into your academics?

Present Marketing

Suggestions:

the time to help us to improve our training.

Thank you for taking



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Add-On/Certification Course on "Traditional Marketing vs Digital Marketing"

FEEDBACK FORM

Name P. Sai Praya Branch/Year II - L Please complete the evaluation For Add on course on "Traditional Marketing vs Digital Marketing". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Different's of Marketing

implement this (course) into your academics?

2. How will you

Use of internet

Suggestions:

the time to help us to improve our training.

Thank you for taking



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Add-On/Certification Course on "Traditional Marketing vs Digital Marketing"

FEEDBACK FORM

Name T. Manasa Branch/Year I - I Please complete the evaluation For Add on course on "Traditional Marketing vs Digital Marketing". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Marketing Strategies

implement this (course) into your academics?

2. How will you

use of social media

Suggestions:

the time to help us to improve our training. Thank you for taking



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Add-On/Certification Course on "Traditional Marketing vs Digital Marketing"

FEEDBACK FORM

Name K. Arunkumar Branch/Year II/II Please complete the evaluation For Add on course on "Traditional Marketing vs Digital Marketing". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Use of digital Marketing

2. How will you implement this (course) into your academics?

More information about - snap

Suggestions:-

the time to help us to improve our training.

Thank you for taking



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Add-On/Certification Course on "Traditional Marketing vs Digital Marketing"

FEEDBACK FORM

Name

N. Teja Ram

Branch/Year J-T

Please complete the evaluation For Add on course on "Traditional Marketing vs Digital Marketing". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Marketing scope

implement this (course) into your academics?

vision

2. How will you

Suggestions:

the time to help us to improve our training.

Thank you for taking



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REPORT

Date: 25/11/2022

Academic year: 2022-2023

Class and semester: MBA II year I Sem, I year I sem

Title: "Traditional Marketing vs Digital Marketing"

Duration: 33 Hours (3 Hrs per Day) during 14-11-2022 to 23-11-2022.

Number of students completed the add on program: 232

Summary Report of the program with outcome:

This Add on Course provided an opportunity for the students to learn the basic of Traditional Marketing vs Digital Marketing.

Digital Marketing is all about using data to realize marketing objectives. It is the art of using consumer insights to formulate marketing strategies targeted at particular groups of customers online. Digital marketers leverage digital channels such as search engines, social media, emails and websites to help their clients connect with existing and potential customers. They then proceed to collect data gathered from these digital channels (such as checking the number of impressions or likes on Instagram) and Google Analytics to plan their marketing strategy.

Excelling in competitive and challenging environment to contribute to industrial growth.



Signature of faculty



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Date: 25/11/2022

CERTIFICATE

This is to certify that **Mr.Dr.E.Hariprasad** Assistant professor Department of MBA has designed and developed the curriculum for Add on certificate course on “Traditional Marketing vs Digital Marketing” during the academic year 2022-23.

HOD

PRINCIPAL

Principal
Vaageswari College of Engineering
KARIMNAGAR-505 527,



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar

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Date: 25/11/2022

CERTIFICATE

This is to certify that **Mrs.B.Archana** Assistant professor Department of MBA has designed and developed the curriculum for Add on certificate course on “Traditional Marketing vs Digital Marketing” during the academic year 2022-23.

HOD

PRINCIPAL
Principal

Vaageswari College of Engineering
KARIMNAGAR-505 527.



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation



This is to certify that Mr. / Ms. THOTA SHIVANI

Hall Ticket No. 21541E0038 of MBA II year Tsem has
successfully completed Add-on / certification Program (Traditional Market vs. Digital Marketing)

Organized by the Department of MBA

From 14th NOV 2022 to 23rd NOV 2022 Hrs.


Co-ordinator


Head


Principal

Vaagdevi College of
KARIMNAGAR-505 527



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation



This is to certify that Mr. / Ms. POLAMPALI STNDHU PRIYA

Hall Ticket No. 21S41E0027 of MBA II year Isem
has

successfully completed Add-on Certification Program (Traditional Markets Digital Marketing)

Organized by the Department of MBA

From 14th Nov 2022 to 23rd Nov 2022 Hrs.


Coordinator


Co-ordinator


Head


Principal


Principal
KARIMNAGAR
Vaagdevi College of Engineering

VAAGESWARI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

**Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade**



Certificate of Participation

This is to certify that Mr. / Ms. PARSA SANDHYA

Hall Ticket No. 22S41E00C9 of MBA T 2 year T sem has

successfully completed Add-on/Certification Program (Traditional market vs Digital Marketing)

Organized by the Department of MBA

From 14th NOV 2022 to 23rd NOV 2022 hrs.

Principal

Principles

Agneswari College of
KARIMNAGAR-505 537

John
John
Co-ordinator

Co-ordinator

Coordinator



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation



This is to certify that Mr. / Ms. POLAM REVATHI

Hall Ticket No. 22S4IE007 of MBA 1 year Isem
successfully completed Add-on/Certification Program (Traditional markets vs Digital marketing)

Organized by the Department of MBA

From 14th NOV 2022 to 23rd NOV 2022 Hrs.

Principal

Principals
Vaagdevi College of Engineering
KARIMNAGAR

Head

Co-ordinator



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation



This is to certify that Mr. / Ms. SUMERA SULTANA
Hall Ticket No. 22S4IE00F8 of MBA I year I sem
successfully completed Add-on / certification Program (Traditional market vs Digital market)
Organized by the Department of MBA
From 1st Nov 2022 to 23rd Nov 2022 hrs.


Co-ordinator


Head


Principal

Pragathi College of Engineering
KARIMNAGAR-505 527.



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
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CIRCULAR

All the staff and students are hereby informed that the Department of MBA is going to organize a 10 Days Add-On/Certification program for II year II sem students on "SMALL BUSINESS MANAGEMENT" from 18th April 2022 to 28th April 2022.

NOTE: For further details please contact the course coordinator

S.Sridhar Reddy

Asst. prof. Department of MBA
9492860119

HOD

PRINCIPAL

Principal

Vaageswari College of Engineering
KARIMNAGAR-505 027.



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Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
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Dt: 06/04/2022

To

The principal,
Vaageswari college of Engineering,
Karimnagar.

Respected sir,

Sub: Requisition to conduct Add-on/certification program on “**SMALL BUSINESS MANAGEMENT**” for II year II sem Students from 18th April 2022 to 28th April 2022-reg.

It is our pleasure to inform you that the Department of MBA is planning to conduct Add-on/Certification program on “**SMALL BUSINESS MANAGEMENT**” for II-year II sem MBA students from 18th April 2022 to 28th April 2022.

This course will enable students to develop an understanding of entrepreneurship and small business management by studying entrepreneurial strategies, the identification. And pursuit of new venture opportunities and the development of business plans. Students will also study the FSM macro environment and how it directly or indirectly influences entrepreneurship and the establishment and growth of small businesses in the FSM.

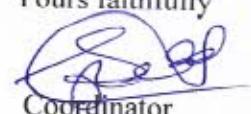
In this connection, I request you to grant permission to conduct the above said program. Hoping you early response for this approval.

Thanking you sir.

Enclosure:

- Circular
- Broacher
- Day wise schedule

Yours faithfully



Coordinator



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

CERTIFICATE PROGRAM On SMALL BUSINESS MANAGEMENT

Organized By

DEPARTMENT OF MBA

18th APRIL 2022

TO

28th APRIL 2022

FROM 1.30 PM TO 4.30 PM

Registrations are accepted on or before 17th April 2022

SMALL BUSINESS MANAGEMENT:

Small Business Management is one of the most important topics for management Students. Small business management refers to the process of aligning and coordinating all aspects of a small business, whether it's managing your employees, suppliers, business finances, its roadmap or performing your daily tasks.

PROGRAMME OUTCOME:

1. Develop an understanding of entrepreneurship and small business and appreciate their role in an economy.
2. Develop and demonstrate competence in basic business and marketing planning.
3. Demonstrate competence in identifying opportunities and challenges that entrepreneurs and small business owners/managers face in general - in trying to achieve their business objectives.

For Further Information Contact

Coordinator

S.SRIDHAR REDDY
Asst Prof, Dept. of MBA

Co-Coordinator

CH.VIJAY KUMAR
Asst Prof, Dept. of MBA

NOTE: Add on Certificate program enrollment form is available at the department or contact Co -Coordinator



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(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Type of program: Add-On/ Certificate program

Title: SMALL BUSINESS MANAGEMENT

Duration: 10 Days

Dates: 18th April 2022 to 28th April 2022

Day Wise Schedule

Days	Topics covered
Day 1	Definition of Small Business
Day 2	Key Responsibilities of Small Business Owner
Day 3	Types of Business and Oversee the daily activities of employees
Day 4	Recruit, hire and train new employee Process
Day 5	<ul style="list-style-type: none">• Understanding of economic development issues• Demonstrate an understanding of statistical methods of sampling and estimating population statistics
Day 6	Inventory and make purchase decisions
Day 7	Handle production, marketing and administrative functions
Day 8	Design and implement the company's budget
Day 9	Set sales goals and ensure that the team is on track to achieving them
Day 10	Financial goal of the business

HOD

PRINCIPAL

Principal

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KARIMNAGAR-505 527.



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DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Title: SMALL BUSINESS MANAGEMENT

Duration: 10 days

Dates: 18th April 2022 to 28th April 2022

Class/Semester: Ilyr-IIsem

ATTENDANCE SHEET

SN O	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
1	20S41E0001	P	P	P	P	P	P	P	P	P	P
2	20S41E0002	P	P	P	P	P	P	P	P	P	P
3	20S41E0003	P	P	P	P	P	P	P	P	P	P
4	20S41E0004	P	P	P	P	P	P	P	P	P	P
5	20S41E0005	P	P	P	P	P	P	P	P	P	P
6	20S41E0006	P	P	P	P	P	P	P	P	P	P
7	20S41E0007	P	P	P	P	P	P	P	P	P	P
8	20S41E0008	P	P	P	P	P	P	P	P	P	P
9	20S41E0009	P	P	P	P	P	P	P	P	P	P
10	20S41E0010	P	P	P	P	P	P	P	P	P	P
11	20S41E0011	P	P	P	P	P	P	P	P	P	P
12	20S41E0012	P	P	P	P	P	P	P	P	P	P
13	20S41E0013	P	P	P	P	P	P	P	P	P	P
14	20S41E0014	P	P	P	P	P	P	P	P	P	P
15	20S41E0015	P	P	P	P	P	P	P	P	P	P
16	20S41E0016	P	P	P	P	P	P	P	P	P	P
17	20S41E0017	P	P	P	P	P	P	P	P	P	P
18	20S41E0018	P	P	P	P	P	P	P	P	P	P
19	20S41E0019	P	P	P	P	P	P	P	P	P	P
20	20S41E0020	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL

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 Vaageswari College of Engineering
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DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Title: SMALL BUSINESS MANAGEMENT

Duration: 10 days

Dates: 18th April 2022 to 28th April 2022

Class/Semester: IIyr-IIsem

ATTENDANCE SHEET

SN O	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
21	20S41E0021	P	P	P	P	P	P	P	P	P	P
22	20S41E0022	P	P	P	P	P	P	P	P	P	P
23	20S41E0023	P	P	P	P	P	P	P	P	P	P
24	20S41E0024	P	P	P	P	P	P	P	P	P	P
25	20S41E0025	P	P	P	P	P	P	P	P	P	P
26	20S41E0026	P	P	P	P	P	P	P	P	P	P
27	20S41E0027	P	P	P	P	P	P	P	P	P	P
28	20S41E0028	P	P	P	P	P	P	P	P	P	P
29	20S41E0029	P	P	P	P	P	P	P	P	P	P
30	20S41E0030	P	P	P	P	P	P	P	P	P	P
31	20S41E0031	P	P	P	P	P	P	P	P	P	P
32	20S41E0032	P	P	P	P	P	P	P	P	P	P
33	20S41E0033	P	P	P	P	P	P	P	P	P	P
34	20S41E0034	P	P	P	P	P	P	P	P	P	P
35	20S41E0035	P	P	P	P	P	P	P	P	P	P
36	20S41E0036	P	P	P	P	P	P	P	P	P	P
37	20S41E0037	P	P	P	P	P	P	P	P	P	P
38	20S41E0038	P	P	P	P	P	P	P	P	P	P
39	20S41E0039	P	P	P	P	P	P	P	P	P	P
40	20S41E0040	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL

Principal
Vaageswari College of Engineering
KARIMNAGAR-506 527



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Title: SMALL BUSINESS MANAGEMENT

Duration: 10 days

Dates: 18th April 2022 to 28th April 2022

Class/Semester: Ilyr-IIsem

ATTENDANCE SHEET

SN O	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
41	20S41E0041	P	P	P	P	P	P	P	P	P	P
42	20S41E0042	P	P	P	P	P	P	P	P	P	P
43	20S41E0043	P	P	P	P	P	P	P	P	P	P
44	20S41E0044	P	P	P	P	P	P	P	P	P	P
45	20S41E0045	P	P	P	P	P	P	P	P	P	P
46	20S41E0046	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL

Principal
Vaageswari College of Engineering
KARIMNAGAR-505 527.



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(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Add-On/Certification Course on "SMALL BUSINESS MANAGEMENT"

FEEDBACK FORM

Name E. Sahithi Branch/Year II-II

Please complete the evaluation For Add on course on "SMALL BUSINESS MANAGEMENT". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Syllabus

implement this (course) into your academics?

with short notes

2. How will you

Suggestions:-

the time to help us to improve our training.

Thank you for taking



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Add-On/Certification Course on "SMALL BUSINESS MANAGEMENT"

FEEDBACK FORM

Name K. Naveena Branch/Year IV - IT Please complete the evaluation For Add on course on "SMALL BUSINESS MANAGEMENT". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

How to manage small business

implement this (course) into your academics?

Case studies

2. How will you

Suggestions:

the time to help us to improve our training.

Thank you for taking



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Add-On/Certification Course on "SMALL BUSINESS MANAGEMENT"

FEEDBACK FORM

Name V. Sandeep Rao Branch/Year II-II Please complete the evaluation For Add on course on "SMALL BUSINESS MANAGEMENT". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Notes

2. How will you implement this (course) into your academics?

Start-up Implementation

Suggestions:

the time to help us to improve our training.

Thank you for taking



VAAGESWARI COLLEGE OF ENGINEERING

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Add-On/Certification Course on "SMALL BUSINESS MANAGEMENT"

FEEDBACK FORM

Name V. Hema Branch/Year II-II Please complete the evaluation For Add on course on "SMALL BUSINESS MANAGEMENT". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

course work

implement this (course) into your academics?

2. How will you

venture capital

Suggestions:

the time to help us to improve our training. Thank you for taking



VAAGESWARI COLLEGE OF ENGINEERING

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Add-On/Certification Course on "SMALL BUSINESS MANAGEMENT"

FEEDBACK FORM

Name S. La 2014 Branch/Year II - II Please complete the evaluation For Add on course on "SMALL BUSINESS MANAGEMENT". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Business Growth

2. How will you implement this (course) into your academics?

case study

Suggestions:

the time to help us to improve our training. Thank you for taking



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REPORT

Date: 30/04/2022

Academic year: 2021-2022

Class and semester: MBA II year II Sem

Title: SMALL BUSINESS MANAGEMENT

Duration: 33 Hours (3 Hrs per Day) during 18-04-2022 to 28-04-2022.

Number of students completed the add on program: 46

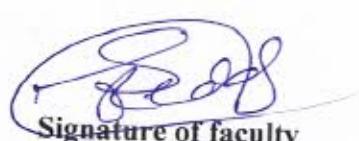
Summary Report of the program with outcome:

This Add on Course provided an opportunity for the students to learn the basic features of Business.

Small Business Management is one of the most important topics for management Students. Small business management refers to the process of aligning and coordinating all aspects of a small business, whether it's managing your employees, suppliers, business finances, its roadmap or performing your daily tasks.

Managing a small business presents some unique challenges for the owner. Apart from the knowledge of the basics of small business principles, you also need to know financial management, human resource management and the laws and regulations related to your business.

The students will understand the importance of business practice, Small Business Management in their personal lives and professional careers. The students will learn the fundamental responsibilities as an entrepreneur, employee, team member and a global citizen.



Signature of faculty



VAAGESWARI COLLEGE OF ENGINEERING

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(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Date: 30/04/2022

CERTIFICATE

This is to certify that **Mr.S.Sridhar Reddy** Assistant professor Department of MBA has designed and developed the curriculum for Add on certificate course on "**SMALL BUSINESS MANAGEMENT**" during the academic year 2021-22.

HOD

PRINCIPAL

Principal

Vaageswari College of Engineering
KARIMNAGAR-500 977.



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Date: 30/04/2022

CERTIFICATE

This is to certify that **Mr.Ch.Vijay Kumar** Assistant professor Department of MBA has designed and developed the curriculum for Add on certificate course on "**SMALL BUSINESS MANAGEMENT**" during the academic year 2021-22.

HOD

PRINCIPAL

Principal

Vaageswari College of Engineering
KANJARIKAR-505 527.



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade



Certificate of Participation

This is to certify that Mr. / Ms. MYANA SRIJA

Hall Ticket No. 20S4IE0031 of MBA II year II sem
has successfully completed Add-on Certification Program (Small Business Management)

Organized by the Department of MBA

From 18th April 2022 to 26th April 2022 hrs.



Coordinator



Co-ordinator



Head



KARIMNAGAR-505 527



VAAGESWARI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade



Certificate of Participation

This is to certify that Mr. / Ms. SANA TAZMEEN

Hall Ticket No. 20541E0036 of MBA II year II sem has
successfully completed Add-on/certification Program (Small Business Management)

Organized by the Department of MBA

From 18th April 2022 to 26th April 2022 Hrs.


Coordinator


Co-ordinator


Head


Principal

Principality
KARIMNAGAR-505 481

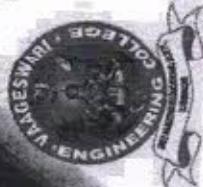
VAAGESWARI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade



Certificate of Participation



This is to certify that Mr. / Ms. VATHA DUPULA ASHWINI
Hall Ticket No. 20541E0041 of MBA II year TT sem
successfully completed Add-on/certification Program (Small Business Management)
Organized by the Department of MBA
From 18th April 2022 to 26th April 2022 hrs.


Co-ordinator


Head


Principal
/ageswari College
KARIMNAGAR-505 481



VAAGESWARI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation



This is to certify that Mr. / Ms. TEEDI SRAVYA

*Hall Ticket No. 20SC1E0020 of MBA II year II sem
has
successfully completed Add-on/Certification Program (Small Business Management)*

Organized by the Department of MBA

From 18th April 2022 to 28th April 2022 Hrs.


Coordinator


Co-ordinator


Head


Principal

Sageeswari College of
KARIMNAGAR-505 527.



VAAGDEVI AGESWARI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade



Certificate of Participation

This is to certify that Mr. / Ms. MOGILLOJI SHRAVANI

Hall Ticket No. 20541E0027 of MBA II year II sem

has successfully completed Add-on / Certification Program (small Business Management)

Organized by the Department of MBA

From 18th April 2022 to 28th April 2022 hrs.


Coordinator


Head


Principal

Vaagdevi College of
KARIMNAGAR-505 527.



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
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CIRCULAR

All the staff and students are here by informed that the Department of MBA is going to organize a 10 Days Add-On/Certification program for I year II sem, II year II sem students on "NEW ENTERPRISE FINANCING" from 26th June 2022 to 08th July 2022.

NOTE: For further details please contact the course coordinator

M.Bharath
Asst. prof. Department of MBA
9949316881

HOD


PRINCIPAL
Principal
Vaageswari College of Engineering
KARIMNAGAR-509 527



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Dt: 10/06/2022

To
The principal,
Vaageswari college of Engineering,
Karimnagar.

Respected sir,

Sub: Requisition to conduct Add-on/certification program on “**NEW ENTERPRISE FINANCING**” for I year II sem, II year II sem Students from 26th June 2022 to 08th July 2022-reg.

It is our pleasure to inform you that the Department of MBA is planning to conduct Add-on/Certification program on “**NEW ENTERPRISE FINANCING**” for I-year II sem MBA students from 26th June 2022 to 08th July 2022. This course contains Aspiring or active entrepreneurs who wants to understand how secure funding for their company. This course will demystify key financing concepts to give entrepreneurs a guide to secure funding.

The student can get knowledge on:

- Basics of finance and valuation.
- Capital Structure for new venture.
- Wining investor pitches.

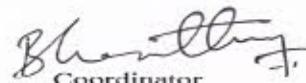
In this connection, I request you to grant permission to conduct the above said program. Hoping you early response for this approval.

Thanking you sir.

Enclosure:

- Circular
- Broucher
- Day wise schedule

Yours faithfully


Coordinator



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

CERTIFICATE PROGRAM On NEW ENTERPRISE FINANCING *Organized By* DEPARTMENT OF MBA

26th JUNE 2022

TO

08th JULY 2022

FROM 1.30 PM TO 4.30 PM

Registrations are accepted on or before 25th JUNE 2022

NEW ENTERPRISE FINANCING:

This course combines tools from financial theory/ analysis and entrepreneurship and stake holder theory and applies them to the analysis, valuation and financing of new ventures. It balances learning Concepts, development of qualitative and quantitative analytical skills and practice in decision making.

PROGRAM OUTCOME:

- Identify the financial considerations to be considered when launching a new venture.
- List the metric used when building and running a new venture.
- Identify the possible sources of finance to support a new venture.

For Further Information Contact

*Coordinator
M.BHARATH
Asst Prof, Dept. of MBA*

*Co-Coordinator
B.ARCHANA
Asst Prof, Dept. of MBA*

NOTE: Add on Certificate program enrollment form is available at the department or contact Co -Coordinator



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Type of program: Add-On/ Certificate program

Title: NEW ENTERPRISE FINANCING

Duration: 10 Days

Dates: 26th June 2022 to 08th July 2022.

Day Wise Schedule

Days	Topics Covered	Time
Day 1	Introduction to New Enterprise Financing.	1:30 to 4:30pm
Day 2	Forming the right business Entity.	1:30 to 4:30pm
Day 3	Managing Initial legal Issues.	1:30 to 5:00pm
Day 4	Types of Intellectual property.	1:30 to 4:30pm
Day 5	Various source of debt financing.	1:30 to 4:30pm
Day 6	Key criteria for securing loans.	1:30 to 4:30pm
Day 7	Developing product or service.	1:30 to 5:00pm
Day 8	Calculating the cost of goods, Calculating the gross of goods	1:30 to 4:30pm
Day 9	Creating bootstrapping strategy.	2:00 to 4:30pm
Day 10	Calculating Business profit margin, Calculating Return on investment.	1:30 to 4:30pm

HOD

PRINCIPAL

Principal

Vaageswari College of Engineering
KARIMNAGAR-505 927



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(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Class/Semester: Iyr-IIsem

Title: NEW ENTERPRISE FINANCING

Duration: 10 days

Dates: 26th June 2022 to 08th July 2022.

ATTENDANCE SHEET

SN O	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
1	21S41E0001	P	P	P	P	P	P	P	P	P	P
2	21S41E0002	P	P	P	P	P	P	P	P	P	P
3	21S41E0003	P	P	P	P	P	P	P	P	P	P
4	21S41E0004	P	P	P	P	P	P	P	P	P	P
5	21S41E0005	P	P	P	P	P	P	P	P	P	P
6	21S41E0006	P	P	P	P	P	P	P	P	P	P
7	21S41E0007	P	P	P	P	P	P	P	P	P	P
8	21S41E0008	P	P	P	P	P	P	P	P	P	P
9	21S41E0009	P	P	P	P	P	P	P	P	P	P
10	21S41E0010	P	P	P	P	P	P	P	P	P	P
11	21S41E0011	P	P	P	P	P	P	P	P	P	P
12	21S41E0012	P	P	P	P	P	P	P	P	P	P
13	21S41E0013	P	P	P	P	P	P	P	P	P	P
14	21S41E0014	P	P	P	P	P	P	P	P	P	P
15	21S41E0015	P	P	P	P	P	P	P	P	P	P
16	21S41E0016	P	P	P	P	P	P	P	P	P	P
17	21S41E0017	P	P	P	P	P	P	P	P	P	P
18	21S41E0018	P	P	P	P	P	P	P	P	P	P
19	21S41E0019	P	P	P	P	P	P	P	P	P	P
20	21S41E0020	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL

Principal
Vaageswari College of Engineering
KARIMNAGAR 500 524



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DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Class/Semester: Iyr-IIsem

Title: NEW ENTERPRISE FINANCING

Duration: 10 days

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ATTENDANCE SHEET

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21	21S41E0021	P	P	P	P	P	P	P	P	P	P
22	21S41E0022	P	P	P	P	P	P	P	P	P	P
23	21S41E0023	P	P	P	P	P	P	P	P	P	P
24	21S41E0024	P	P	P	P	P	P	P	P	P	P
25	21S41E0025	P	P	P	P	P	P	P	P	P	P
26	21S41E0026	P	P	P	P	P	P	P	P	P	P
27	21S41E0027	P	P	P	P	P	P	P	P	P	P
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35	21S41E0035	P	P	P	P	P	P	P	P	P	P
36	21S41E0036	P	P	P	P	P	P	P	P	P	P
37	21S41E0037	P	P	P	P	P	P	P	P	P	P
38	21S41E0038	P	P	P	P	P	P	P	P	P	P
39	21S41E0039	P	P	P	P	P	P	P	P	P	P
40	21S41E0040	P	P	P	P	P	P	P	P	P	P
41	21S41E0041	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL
Principal

Vaageswari College of Engineering,
KARIMNAGAR-505 527.



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DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Class/Semester: Ilyr-IIsem

Title: NEW ENTERPRISE FINANCING

Duration: 10 days

Dates: 26th June 2022 to 08th July 2022.

ATTENDANCE SHEET

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3	20S41E0003	P	P	P	P	P	P	P	P	P	P
4	20S41E0004	P	P	P	P	P	P	P	P	P	P
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6	20S41E0006	P	P	P	P	P	P	P	P	P	P
7	20S41E0007	P	P	P	P	P	P	P	P	P	P
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9	20S41E0009	P	P	P	P	P	P	P	P	P	P
10	20S41E0010	P	P	P	P	P	P	P	P	P	P
11	20S41E0011	P	P	P	P	P	P	P	P	P	P
12	20S41E0012	P	P	P	P	P	P	P	P	P	P
13	20S41E0013	P	P	P	P	P	P	P	P	P	P
14	20S41E0014	P	P	P	P	P	P	P	P	P	P
15	20S41E0015	P	P	P	P	P	P	P	P	P	P
16	20S41E0016	P	P	P	P	P	P	P	P	P	P
17	20S41E0017	P	P	P	P	P	P	P	P	P	P
18	20S41E0018	P	P	P	P	P	P	P	P	P	P
19	20S41E0019	P	P	P	P	P	P	P	P	P	P
20	20S41E0020	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL

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Vaageswari College of Engineering
KARIMNAGAR-505 527.



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DEPARTMENT OF MBA

Type of program: Add-On/Certification program

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24	20S41E0024	P	P	P	P	P	P	P	P	P	P
25	20S41E0025	P	P	P	P	P	P	P	P	P	P
26	20S41E0026	P	P	P	P	P	P	P	P	P	P
27	20S41E0027	P	P	P	P	P	P	P	P	P	P
28	20S41E0028	P	P	P	P	P	P	P	P	P	P
29	20S41E0029	P	P	P	P	P	P	P	P	P	P
30	20S41E0030	P	P	P	P	P	P	P	P	P	P
31	20S41E0031	P	P	P	P	P	P	P	P	P	P
32	20S41E0032	P	P	P	P	P	P	P	P	P	P
33	20S41E0033	P	P	P	P	P	P	P	P	P	P
34	20S41E0034	P	P	P	P	P	P	P	P	P	P
35	20S41E0035	P	P	P	P	P	P	P	P	P	P
36	20S41E0036	P	P	P	P	P	P	P	P	P	P
37	20S41E0037	P	P	P	P	P	P	P	P	P	P
38	20S41E0038	P	P	P	P	P	P	P	P	P	P
39	20S41E0039	P	P	P	P	P	P	P	P	P	P
40	20S41E0040	P	P	P	P	P	P	P	P	P	P

HOD

PRINCIPAL

Principal
Vaageswari College of Engineering
KARIMNAGAR-505 527.



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar

(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

DEPARTMENT OF MBA

Type of program: Add-On/Certification program

Class/Semester: IIyr-IIsem

Title: NEW ENTERPRISE FINANCING

Duration: 10 days

Dates: 26th June 2022 to 08th July 2022.

ATTENDANCE SHEET

SN O	Hall Ticket Number	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
41	20S41E0041	P	P	P	P	P	P	P	P	P	P
42	20S41E0042	P	P	P	P	P	P	P	P	P	P
43	20S41E0043	P	P	P	P	P	P	P	P	P	P
44	20S41E0044	P	P	P	P	P	P	P	P	P	P
45	20S41E0045	P	P	P	P	P	P	P	P	P	P
46	20S41E0046	P	P	P	P	P	P	P	P	P	P

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Add-On/Certification Course on "NEW ENTERPRISE FINANCING"

FEEDBACK FORM

Name M. Sreeja Branch/Year II - II Please complete the evaluation For Add on course on "NEW ENTERPRISE FINANCING". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

course work

implement this (course) into your academics?

2. How will you

Suggestions:

Thank you for taking the time to help us to improve our training.



VAAGESWARI COLLEGE OF ENGINEERING

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Add-On/Certification Course on "NEW ENTERPRISE FINANCING"

FEEDBACK FORM

Name M. Srinivas Branch/Year II-SE Please complete the evaluation For Add on course on "NEW ENTERPRISE FINANCING". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

course works

2. How will you implement this (course) into your academics?

Suggestions:

Thank you for taking the time to help us to improve our training.



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Add-On/Certification Course on "NEW ENTERPRISE FINANCING"

FEEDBACK FORM

Name B. Jyothi Branch/Year 2-II Please complete the evaluation For Add on course on "NEW ENTERPRISE FINANCING". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient		✓		
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

course objective

2. How will you implement this (course) into your academics?

Financial objective

Suggestions:

the time to help us to improve our training.

Thank you for taking



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Add-On/Certification Course on "NEW ENTERPRISE FINANCING"

FEEDBACK FORM

Name M. Swayam Branch/Year 1-II Please complete the evaluation For Add on course on "NEW ENTERPRISE FINANCING". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

Academic profile

2. How will you implement this (course) into your academics?

Suggestions:-

Thank you for taking the time to help us to improve our training.



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Add-On/Certification Course on “NEW ENTERPRISE FINANCING”

FEEDBACK FORM

Name P. Archana Branch/Year 1-11 Please complete the evaluation for Add on course on "NEW ENTERPRISE FINANCING". Your feedback is valuable for us and is appreciated.

Criteria	Excellent(4)	Very good(3)	Good(2)	Average(1)
Course was relevant to my need	✓			
Material Provided were very helpful	✓			
Length of course was sufficient	✓			
Questions were encouraged	✓			
The presenter's presentation was effective	✓			

1. What did you enjoy most during the Course?

implement this (course) into your academics?

-2. How will you

Peter Stuyvesant

Suggestions:

-Thank you for taking

the time to help us to improve our training.



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Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
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REPORT

Date: 09/07/2022

Academic year: 2021-2022

Class and semester: MBA I year II Sem, II year II

Title: NEW ENTERPRISE FINANCING

Duration: 33 Hours (3 Hrs per Day) during 26-06-2022 to 08-07-2022.

Number of students completed the add on program: 87

Summary Report of the program with outcome:

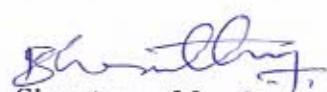
This course provided opportunity for the students to learn the basics of financing about new enterprise.

This courses for aspiring or active entrepreneurs who wants to understand and how to secure funding for their company.

- Examine the many financing options available to get the new venture funded.
- Dilution and non-dilutive funding sources.
- Leverage innovative, integrated solutions.

Then student can get knowledge on:

- Understand the new venture capital.
- Learn the basics of finance.



Signature of faculty



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Date: 08/07/2022

CERTIFICATE

This is to certify that **Mr.M.BHARATH** Assistant professor Department of MBA has designed and developed the curriculum for Add on certificate course on “**NEW ENTERPRISE FINANCING**” during the academic year 2021-22.

HOD

PRINCIPAL

Principal

Vaageswari College of Engineering
KARIMNAGAR-500 527.



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

Date: 08/07/2022

CERTIFICATE

This is to certify that **Mrs.B.Archana**, Assistant professor, Department of MBA has designed and developed the curriculum for Add on certificate course on "**NEW ENTERPRISE FINANCING**" during the academic year 2021-22.

HOD

PRINCIPAL

Principal
Vaageswari College of Engineering
KARIMNAGAR-505 527.

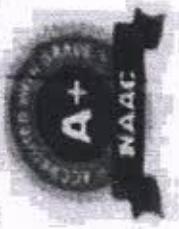


VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Kalmnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation



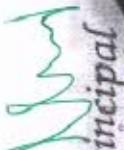
This is to certify that Mr. / Ms. ATIKA M NANDHINI

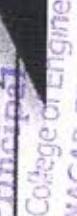
Hall Ticket No. 20541E0007 of MBA II year IT Sem
successfully completed Add-on/Certification Program (New Enterprise Financing)
Organized by the Department of MBA

From 26 JUNE 2022 to 08 JULY 2022 hrs.


Co-coordinator


Head


Principal


Principal
Vaagdevi College of Engineering
KARIMNAGAR 505 481



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation



This is to certify that Mr. / Ms. ADIBA FIRDOOSE

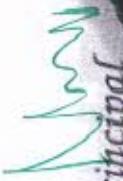
Hall Ticket No. 20S4IE0001 of MBA II year II Sem
has
successfully completed Add-on Certification Program (New Enterprise Financing)

Organized by the Department of MBA

From 26th JUNE 2022 to 08th JULY 2022 hrs.


Signature
Co-ordinator


Signature
Head


Principal

Principals
KARIMNAGAR-505 481
Vaagdevi College of Engineering



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

Approved by AICTE, New Delhi and Affiliated to JNTUH, Hyderabad
Accredited by NAAC with A+ Grade

Certificate of Participation

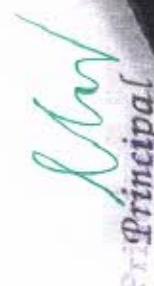


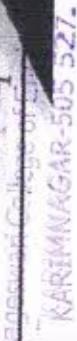
This is to certify that Mr. / Ms. DURGAM ARJUN KUMAR
Hall Ticket No. 21541E0011 of MBA I year II Sem
successfully completed Add-on/certification Program (New Enterprise Financing)
Organized by the Department of MBA
From 26th JUNE 2022 to 08th JULY 2022 hrs.

Bl. O/T
Coordinator

Ch. Venkateswaran
Co-ordinator


Head


Principal


Date
26/06/2022

KARIMNAGAR-505 527.



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Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

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Certificate of Participation



This is to certify that Mr. / Ms. VANGAPALLI MOUNIKA

Hall Ticket No. 21S41E0041 of MBA I year II sem
successfully completed Add-on/Certification Program (New Enterprise Financing)

Organized by the Department of MBA

From 26th JUNE 2022 to 08th JULY 2022 hrs.


Coordinator


Head


Principal



VAAGDEVI COLLEGE OF ENGINEERING

Beside LMD Police Station, Ramakrishna Colony, Karimnagar-505 481 (T.S.)

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Accredited by NAAC with A+ Grade



Certificate of Participation

This is to certify that Mr. / Ms. SAMANAPELLI KARUNAKAR

Hall Ticket No. 21S41E0031 of MBA I year II sem
has
successfully completed Add-on Certification Program (New Enterprise Financing)

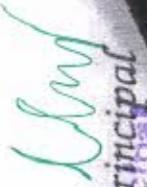
Organized by the Department of MBA

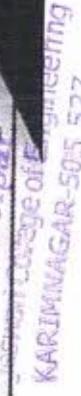
From 26th JUNE 2022 to 08th JULY 2022 Hrs.


Coordinator


Co-ordinator


Head


Principal


Short Course of Engineering
KARIMPURAM-505 522



VAAGESWARI COLLEGE OF ENGINEERING

Beside L.M.D Police Station, Ramakrishna Colony, Thimmapur, Karimnagar
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CIRCULAR

All the staff and students are here by informed that the Department of MBA is going to organize a 10 Days Add-On/Certification program for II year I sem, I year I sem students on “Traditional Marketing vs Digital Marketing” from 14th November 2022 to 23rd November 2022.

NOTE: For further details please contact the course coordinator

Dr.E. Hariprasad
Assoc. prof. Department of MBA
9490072311

HOD

PRINCIPAL

Principal

Vaageswari College of Engineering
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VAAGESWARI COLLEGE OF ENGINEERING

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1.2.2 & 1.2.3: Add-on/Certificate Program on SMALL BUSINESS MANAGEMENT organized by department of business management on 18-04-22 to 28-04-2022.



HOD

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Vaageswari College of Engineering
Beside L.M.D. Police Station
KARIMNAGAR 505 527



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(Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)

1.2.2 & 1.2.3: Add-on/Certificate Program on A PRACTICAL APPROACH ON GST organized by department of business management on 15-04-23 to 24-04-2023.



HOD

Mr.

PRINCIPAL
Vaageswari College of Engineering
Beside L.M.D. Police S.
KARIMNAGAR-505 527.