

# CERTIFICATE COURSE

## Product & Brand Management

**Department of Business Administration**  
No registration fee for students from MES College Erumely

**Starting On - 04/11/2020**



**MES COLLEGE ERUMELY**

*(Approved by Govt. of Kerala & Affiliated to Mahatma Gandhi University)*  
A Minority Institution Certified by National Minority Education Commission

**Directorate of Human Resource Development Council (HRDC)**

Director : Rejoola O.M. - 8289 882 175

MES COLLEGE ERUMELY  
DEPARTMENT OF BUSINESS ADMINISTRATION

**Product & Brand Management**

**Objective**

The objective of this course is to learn fundamentals of Product and Brand Management. The purpose of the course is to acquaint the students with the awareness of launching a product in the market. By studying this course a student will be able to familiarize with the different stages from new product development to commercialisation. The main aim for Brand Management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies. This also helps the student to know more about modern techniques of advertising like digital media advertising.

**Course outline:**(60 sessions of 30 minutes each)

|  |
|--|
| <b>Module 1</b>  |
| Introduction to Product: Product-meaning & definition, types of product. Product mix, Product portfolio.                                       |
| <b>Module 2</b>  |
| Product Management & New Product Development: New product development process, new product strategy.   |
| <b>Module 3</b>  |
| Product life cycle- Different stages of product life cycle-strategies-, commercialization of a product.  |
| <b>Module 4</b>  |
| Branding & Brand Management- Brand, meaning and definition, importance of branding, process of branding, types of brands.                      |
| <b>Module 5</b>  |
| Promoting a brand - objectives- different media-Advertising, online media- sales promotion, direct marketing, brand ambassadors & celebrities. |

**Reference Text:**

- Principles of Marketing *Philip Kotler & Gary Armlstrong* –Indian editor published by Pearson Education Services Pvt-2016.Ltd.
- Marketing Mgt.- *Philip Kotler & Kevin Lahey Keller*, Pearson Education Ltd Noida
- Marketing Mgt.-*Biplab S. Bose* Himalaya Publishing House Mumbai
- Marketing Mgt.-*C.N Sontakki* –Kalyani Publication New Delhi
- Marketing Mgt.- *Arun Kumar & N.Meenakshi* –Vikas publication House Pvt. Ltd-New Delhi.
- Brand Mgt.- *Moorthi* –Vikas Publication



### About the Course

This course is to learn fundamentals of Product and Brand Management. The purpose of the course is to acquaint the students with the awareness of launching a product in the market. By studying this course a student will be able to familiarize with the different stages from new product development to commercialisation. The main aim for Brand Management is to make sure that students understand the implications of planning, implementing and evaluating Branding Strategies. This also helps the student to know more about modern techniques of advertising like digital media advertising.

Who can apply : **the Students studying in BBA Department**

**The programme registration will be open from October - 15<sup>th</sup>  
Classes Strated From - 04/11/2020**

Certificate will be issued on successful completion of the course

**Total Hours : 30**

From,

Anumol Joseph

Head of the Department

Department of Business Administration

To

The Principal

MES College Erumely.

30/10/2020

Sir,

Sub: Request for conducting Certificate Course

Department of Business Administration would like to conduct a Certificate course  
-Product And Brand Management.

I request you to kindly grant us permission to start the course in the first week of  
November 2020

Yours faithfully

Anumol Joseph

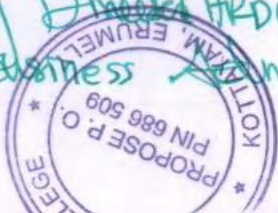
*For, Daryl AG*

Head of the Department

Department of Management Studies

MES College Erumely

*Forwarded to Principal for  
Approval the Certificate Course Submitted  
by Dimple HPDC and Head Department of  
Business Administration*



*MAHEEN M. N. 31/10/2020*  
PRINCIPAL  
M.E.S. COLLEGE ERUMELY

*For 30/10/2020*  
*31/10/2020*  
JITHESH K. S.  
VICE PRINCIPAL  
TRAINING & ACAD.



# MES COLLEGE ERUMELY

## HUMAN RESOURCE DEVELOPMENT CENTRE

1. Name of the certificate course : **Product And Brand Management**
2. Offered Department : **Business Administration**
3. Duration of the course : **60 Periods of 30 minutes**
4. Commencement of course : **First week of November**
5. Proposed date for completion of the course : **Dec 15**
6. No. of students Applied : **83**
7. No. of students enrolled : **83**
8. Mode of evaluation : **Online Exams & Practical Product Development on the basis of group**
9. Course Materials : **PDF, Slides etc**
10. Syllabus of course(enclosed) : **Yes**
11. Objectives of the course(enclosed) : **Yes**
12. Details of Faculties : **Safeena, Jithesh K.S & AnuMol**
13. Certification Authority : **H.R.D.C, MES College Erumely**
14. Details of Board of studies : **Mrs. Anumol Joseph, Mr. Jithesh K.S  
Mr. Maheen M.N**
15. Recommendation from board of studies :
16. Date of approval from board of studies :

17. Course approved by

- HOD *Anumol Joseph* *For. Darly. As*
- Director HRDC *Sumayya P.4*
- Vice Principal Academic & Training



**MAHEEN M. N.**  
PRINCIPAL  
M.E.S. COLLEGE ERUMELY

**JITHESH K. S.**  
VICE PRINCIPAL  
TRAINING & ACADEMIC -1

**MES College Erumely**  
**Department of Business Administration**  
**Product & Brand management**

**Course outline:(60 sessions of 30 minutes each)**

The objective of this course is to learn fundamentals of Product and Brand Management. The purpose of the course is to acquaint the students with the awareness of launching a product in the market. By studying this course a student will be able to familiarize with the different stages from new product development to commercialisation. The main aim for Brand Management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies. This also helps the student to know more about modern techniques of advertising like digital media advertising.

**Module 1:**

Introduction to Product: Product-meaning & definition, types of product. Product mix, Product portfolio.

Module 2: Product Management & New Product Development: New product development process, new product strategy.

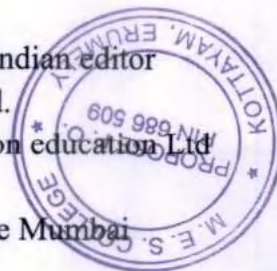
Module 3: Product life cycle- Different stages of product life cycle-strategies- commercialization of a product.

Module 4: Branding & Brand Management- Brand, meaning and definition, importance of branding, process of branding, types of brands.

Module 5: Promoting a brand - objectives- different media- Advertising, online media- sales promotion, direct marketing, brand ambassadors & celebrities.

**Reference Text:**

1. Principles of Marketing *Philip Kotler & Gary Armslroug* – Indian editor published by Pearsonludia education Services Pvt-2016.Ltd.
2. Marketing Mgt.- *Philip Koller & Kevin Lahe Keller*, Pearson education Ltd Noida
3. Marketing Mgt.- *Biplab s, Bose* Himalaya Publishing House Mumbai

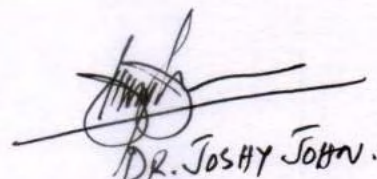




4. Marketing Mgt.-*C.N Sontakki* –Kalyani Publication New Delhi
5. Marketing Mgt.- *Arun Kumar & N.Meenakshi* –Vikas publication House Pvt. Ltd-New Delhi.
6. Brand Mgt.- *Moorthi* –Vikas Publication



JITHESH K. S.  
VICE PRINCIPAL  
TRAINING & RESEARCH - I



DR. JOSHY JOHN.

**MES COLLEGE ERUMELY**  
HUMAN RESOURCE DEVELOPMENT CENTRE

CERTIFICATE COURSE

LIST OF STUDENTS

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| 79 | Treesa Joseph        | 180021086647 | treesajoseph09@gmail.com      |
| 80 | Vijimol Varghese     | 190021083663 | vijimolvarghese10@gmail.com   |
| 81 | Vishnu K Suresh      | 180021086649 | vishnuappu00007@gmail.com     |

*Handwritten signature and date: 3/11/2020*

**MES College Erumely**  
**Department of Business Administration**  
**Time Table for Certification Programme: Product And Brand Management**

|                      | Inauguration<br>Certificate<br>Course<br>4/11/20 | Anu13/11/<br>2020(2:00-<br>4:00pm | 14/11/2020<br>Anu10:30-<br>11:30 | 27/12/21(3<br>:00-5:00)<br>Anu | 2/1/2020(3<br>:00-5:00)<br>Anu | 9/1/2021(5:<br>00-7:00pm)<br>Anu | 20/2/21(1<br>0-12)<br>Jithesh | 7/4/21(7:<br>00-9:00)<br>Jithesh | 8/4/21<br>Jithesh(1<br>0:00-12:00) | 9/4/21<br>Jithesh(1<br>0:00-11:00) | 14/4/21<br>Anu(3:00-4:00) | 21/4/21S<br>afeena(4:00-5:00) | 8/5/21(10:00-12:00)<br>Jithesh | 1/6/21(9:00-11:00am)<br>Safeena | 1/6/21(11:00-12:00pm)<br>Anu | 7/6/21(7:30-8:30pm)<br>safeena | 12/6/21(8:30-10:30am)<br>safeena km |
|----------------------|--|-----------------------------------|----------------------------------|--------------------------------|--------------------------------|----------------------------------|-------------------------------|----------------------------------|------------------------------------|------------------------------------|---------------------------|-------------------------------|--------------------------------|---------------------------------|------------------------------|--------------------------------|-------------------------------------|
| No. of hrs           | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 2                               | 2                            | 2                              | 2                                   |
| 1 Adarsh P K         | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 2                               | 2                            | 2                              | 2                                   |
| 2 Adithyanarayanan M | 1  | 2                                 | 2                                | 2                              | 0                              | 0                                | 2                             | 2                                | 0                                  | 1                                  | 0                         | 1                             | 2                              | 0                               | 0                            | 0                              | 2                                   |
| 3 Afsal Asharaf      | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 0                               | 0                            | 0                              | 2                                   |
| 4 Aiswarya C         | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 0                             | 2                              | 2                               | 0                            | 2                              | 2                                   |
| 5 Ajmiya km          | 1  | 2                                 | 2                                | 2                              | 0                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 0                               | 0                            | 2                              | 2                                   |
| 6 Alan Joseph Thomas | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 0                               | 0                            | 0                              | 2                                   |
| 7 Albin Thomas       | 1  | 0                                 | 0                                | 0                              | 0                              | 0                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 0                               | 0                            | 0                              | 2                                   |
| 8 ALLEENA THOMAS     | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 0                                  | 1                                  | 1                         | 1                             | 2                              | 0                               | 0                            | 2                              | 2                                   |
| 9 Alfiya shajahan    | 1  | 2                                 | 2                                | 2                              | 0                              | 0                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 2                               | 2                            | 2                              | 2                                   |
| 10 Alshibin          | 1  | 0                                 | 0                                | 2                              | 0                              | 0                                | 2                             | 2                                | 2                                  | 1                                  | 0                         | 0                             | 2                              | 0                               | 0                            | 2                              | 2                                   |
| 11 Althaf muhammad   | 1  | 2                                 | 2                                | 2                              | 0                              | 0                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 1                               | 0                            | 2                              | 2                                   |
| 12 Armeer CA         | 1  | 2                                 | 2                                | 2                              | 0                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 2                               | 2                            | 2                              | 2                                   |
| 13 Ansil hassan      | 1  | 2                                 | 0                                | 2                              | 2                              | 0                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 2                               | 2                            | 2                              | 2                                   |
| 14 Anu John          | 1  | 0                                 | 0                                | 2                              | 0                              | 0                                | 2                             | 0                                | 2                                  | 1                                  | 0                         | 1                             | 2                              | 0                               | 0                            | 2                              | 2                                   |
| 15 Arathi Das        | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 2                               | 2                            | 2                              | 0                                   |
| 16 Arun R            | 1  | 2                                 | 2                                | 2                              | 2                              | 2                                | 2                             | 2                                | 2                                  | 1                                  | 1                         | 1                             | 2                              | 0                               | 0                            | 2                              | 0                                   |

|                        |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 17 Asha Rajan          | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 0 |
| 18 Asha thambi         | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 |
| 19 Ashna Mol O. N      | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 0 |
| 20 Asifa Jameela       | 1 | 0 | 0 | 2 | 0 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| 21 Aswath Padmakumar   | 1 | 0 | 0 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 0 |
| 22 Aswathy P M         | 1 | 0 | 0 | 2 | 0 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| 23 Aswin S             | 1 | 0 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 0 |
| 24 ATHIRA P S          | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 0 |
| 25 Athira Rajan        | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 0 |
| 26 Bablu sibyscaria    | 1 | 0 | 0 | 2 | 0 | 2 | 0 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 27 Beema anas          | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 28 Emmanuel K Chacko   | 1 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 1 |
| 29 Farhan A K          | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 30 Fathima R           | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 31 Hanzal Muhammed H.  | 1 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 0 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 0 |
| 32 Harishma Hari       | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 33 Haseena k           | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 0 |
| 34 Jerin v thomas      | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 0 |
| 35 Jibina R S          | 1 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 |
| 36 Jicks monic cherian | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 0 |
| 37 Jimmy tom joseph    | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 0 |
| 38 Jinu Shaji          | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 39 Jithu V. vargiyese  | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 40 Johns babu          | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 41 Krupa Mary Thomas   | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |



|    |                     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 42 | LEKSHMI PRAKASH     | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 0 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 43 | Anu C Mathew        | 1 | 0 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 2 | 2 | 0 | 0 |
| 44 | Misiya Ismail       | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 45 | Mohammed Afsal      | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 46 | Mohammed Bazil      | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 47 | Mohammed Fasil      | 1 | 2 | 0 | 2 | 2 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 48 | Muhamad sabith      | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 49 | Muhammed Thameem    | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 |
| 50 | Muhzina P I         | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 51 | Neethumol Joshy     | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 52 | Parvathy Babu       | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 53 | Rahul T A           | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 54 | Raihana Ezak        | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 55 | Rani Mohanan        | 1 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 56 | Rashid Rafeek       | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 |
| 57 | Reshma ks           | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 58 | ResmiReji           | 1 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 59 | Risana              | 1 | 2 | 0 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 60 | SADIA SAINU SALIM   | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 61 | Sahil Ansari        | 1 | 0 | 2 | 2 | 0 | 0 | 2 | 0 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| 62 | Salih Sanaph        | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 2 |
| 63 | Seathu soman        | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 2 |
| 64 | Sebin Mathew philip | 1 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 65 | Shafna M. Basheer   | 1 | 1 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 66 | Shahina P M         | 1 | 1 | 2 | 2 | 0 | 2 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 2 | 2 | 0 | 2 |

|    |                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|--------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 67 | Shamli Shaji       | 1 | 1 | 2 | 2 | 0 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 68 | SHANAVAS T M       | 1 | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 69 | Sharukh Sherif     | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 70 | SHILPA DAS         | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 71 | Shine Sunny        | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 0 |
| 72 | Sibin Shajahan     | 1 | 0 | 2 | 2 | 0 | 2 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 |
| 73 | sophiya sunny      | 1 | 2 | 2 | 2 | 0 | 2 | 0 | 2 | 2 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 0 |
| 74 | Sreejamol kunjumon | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 75 | Sumayya M.A        | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 76 | Suryamol T.A       | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 0 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 77 | Thasni p salam     | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 0 |
| 78 | Treesa Joseph      | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 2 | 2 | 0 | 0 |
| 79 | Vijimol Varghese   | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 80 | Vishnu K Suresh    | 1 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 |
| 81 | Vishnu Sabu        | 1 | 2 | 2 | 2 | 2 | 0 | 2 | 0 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 0 | 1 |
| 82 | Ashim Basheer      | 1 | 2 | 2 | 0 | 2 | 0 | 2 | 2 | 2 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |

25/06/2021  
ARDC Director.



MAHEEN M. N.  
PRINCIPAL  
M.E.S. COLLEGE ERUMELY

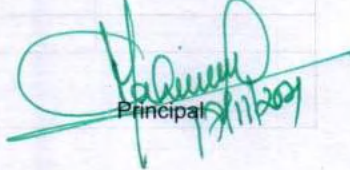
Anumol Joseph  
HOD

| <b>MES College Erumely</b>                               |                     |              |
|--|---------------------|--------------|
| <b>Directorate of Human Resource Development Council</b> |                     |              |
| <b>Result of Certificate Course October 2020-21</b>      |                     |              |
| <b>BBA</b>   |                     |              |
| <u>Sl.No.</u>  | <u>Name</u>         | <u>Score</u> |
| 1  | Adarsh P K          | 73 / 100     |
| 2  | AFSAL ASHARAF       | 60 / 100     |
| 3  | Aiswarya C          | 66 / 100     |
| 4  | Ajmiya K M          | 76 / 100     |
| 5  | AL SHIBIN           | 81 / 100     |
| 6  | Alan Joseph Thomas  | 64 / 100     |
| 7  | Aleena Thomas       | 79 / 100     |
| 8  | Alfiya Shajahan [1] | 77 / 100     |
| 9  | Ameer C A           | 82 / 100     |
| 10   | Arathi Das          | 72 / 100     |
| 11   | Asha Rajan          | 75 / 100     |
| 12   | Asha Thambi         | 81 / 100     |
| 13   | Ashna Mol O. N      | 57 / 100     |
| 14   | Asifa Jameela       | 65 / 100     |
| 15   | Aswanth Padmakumar  | 80 / 100     |
| 16   | Athira P S          | 74 / 100     |
| 17   | Athira Rajan        | 59 / 100     |
| 18   | Beema anas          | 80 / 100     |
| 19   | Emmanuel K Chacko   | 58 / 100     |
| 20   | Farhan AK           | 58 / 100     |
| 21   | Fathima R           | 68 / 100     |
| 22   | Hanzal Muhammed.H.  | 73 / 100     |
| 23   | Jerin v thomas      | 78 / 100     |
| 24   | Krupa Mary Thomas   | 76 / 100     |
| 25   | LEKSHMI PRAKASH     | 68 / 100     |
| 26   | Manu C Mathew       | 50 / 100     |
| 27   | Misriya Ismail      | 60 / 100     |
| 28   | Mohammed Afsal      | 81 / 100     |
| 29   | Mohammed Fasil      | 74 / 100     |
| 30   | MUHZINA P I         | 73 / 100     |
| 31   | Parvathy Babu       | 74 / 100     |
| 32   | Rahul T.A           | 59 / 100     |
| 33   | Rani Mohanan        | 55 / 100     |
| 34   | Risana              | 62 / 100     |
| 35   | Sadia Sainu Salim   | 61 / 100     |
| 36   | Sahil Ansari        | 82 / 100     |
| 37   | Salih Sanaph        | 86 / 100     |



|    |                    |          |
|----|--------------------|----------|
| 38 | SHAMLU SHAJI       | 64 / 100 |
| 39 | Shilpa Das         | 79 / 100 |
| 40 | Sophiya sunny      | 77 / 100 |
| 41 | Sreejamol kunjumon | 81 / 100 |
| 42 | Thasni p salam     | 54 / 100 |
| 43 | Treesa Joseph      | 58 / 100 |
| 44 | Vijimol Varghese   | 53 / 100 |
| 45 | Vishnu K Suresh    | 80 / 100 |
| 46 | Sibin shajahan     | 41 / 100 |
| 47 | Shahina P M        | 49 / 100 |

  
Director HRDC

  
Principal

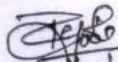
# MES College Erumely

## DEPARTMENT OF BUSINESS ADMINISTRATION

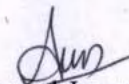
### Certificate Course 2020 – 2021

This is to certify that as per the HRDC Director Board Approval, we conducted a certificate course on Product and Brand Management The classes are handled by the faculties Mr.Jithesh KS,Mrs.anumol Joseph,Mrs.safeena KM

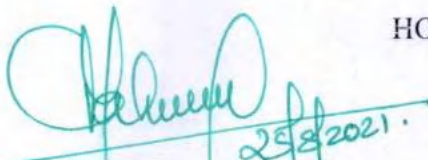
|  |             |
|--|-------------|
| Hours taken to Complete the course           | : 30 hrs.   |
| Total Students Registered for the course     | : 82        |
| Number students having above 75% Attendance  | : 51        |
| Number students having bellow 75% Attendance | : 31        |
| Date of commencement the course              | : 4/11/2020 |
| Date of Completion of the course             | : 11/6/2021 |

  
25/06/2021

HRDC Director

  
Anumol Joseph.

HOD Business Administration  
MES College Erumely.

  
25/8/2021  
MAHEEN M. N.  
PRINCIPAL  
M.E.S. COLLEGE ERUMELY







# MES COLLEGE ERUMELY

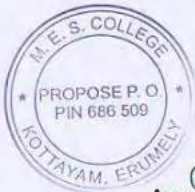
(Approved by Govt. of Kerala & Affiliated to Mahatma Gandhi University)  
A Minority Institution Certified by National Minority Education Commission

No: MES/EC/HRDC/1077

Date: 02/09/2021

## CERTIFICATE OF MERIT

This is to certify that Sri/Kumari Misxiya Ismail  
has successfully completed the 30 hours Certificate Course entitled "**Product & Brand Management**"  
Conducted by Department of Management Studies and Directorate of Human Resource Development Council (HRDC),  
MES College Erumely.



  
**Anumol Joseph**  
HOD Department of Management Studies

  
**Rejooia O. M.**  
Director HRDC

  
**Mahesh M. N.**  
Principal

MES College PO, Erumely, Kottayam(Dist), Kerala -686509 Ph: 04828 254393, 255444, Fax: 04828 255464  
Email principal@meserumelycollege.ac.in, www.meserumelycollege.ac.in