



MES COLLEGE ERUMELY

**CERTIFICATE COURSE
B.COM OFFICE MANAGEMENT**



2021 - 2022

 **MES COLLEGE ERUMELY**

**Department of Commerce
(Br-Marketing and office Management)**

Certificate Course (2021-2022)

**Management of Co operative Societies
Duration-30 hrs**

**ASHA KM
(HOD Marketing &
Office Management)**

**ATHIRA NAIR
(Coordinator)**

MES College Erumely	
Department of Commerce B.Com Office Management	
Certificate course	
DIGITAL MARKETING	
Total Hours: 30	10 hours
MODULE 1	
Introduction - Introduction to digital marketing, its nature and significance, Traditional marketing Vs Digital marketing, Digital marketing process	
MODULE 2	
Website Planning and development	
Types of websites, keywords, understanding Domain and webhosting, Introduction to search engine optimisation	
MODULE 3	
Digital Marketing Strategy	
Introduction to social media marketing, Facebook marketing, Twitter marketing, Developing digital marketing strategy in integration form	
ABOUT THE COURSE	
Today, the communication through online platforms has become a key element of integrated marketing communication strategy and changed the way how organisations communicate with their stake holders. digital marketing rapidly growing force in the present marketing domain. It has resulted in numerous opportunities in domestic and international business environment	
objectives	
1. To understand the fundamentals of digital marketing	
2. To inculcate the skill of digital marketing among students	
3. To build a conceptual foundation to plan, implement monitor digital marketing campaigns	



Director HRDC

MES COLLEGE ERUMELY

DEPARTMENT OF COMMERCE (Office Management)

V SEM B.Com OFFICE MANAGEMENT (2020-2023 admin)

Certificate Course Attendance

Sl No	Reg. No	Name of the candidate	Attendance %
1	200021063317	Akash A	85
2	200021063318	Akash K S	80
3	200021063319	Alan George	85
4	200021063320	Alex Thomas	85
5	200021063321	Amal Thomas	85
6	200021063322	Ameen Sha	75
7	200021063323	Ansheena Shukkur	90
8	200021063324	Arjun Krishna	80
9	200021063325	Asif Shakeer	75
10	200021063326	Asish Thomas	75
11	200021063329	Jobins Joseph	78
12	200021063330	Kiran S	80
13	200021063331	Midhun Madhu	75
14	200021063332	Mihara Binu M	90
15	200021063333	Muhammed Saheed	75
16	200021063334	Neju K. John	75
17	200021063335	Nijo Francis	75
18	200021063336	Nikhil Shaji	75
19	200021063337	Sirin Thomas	75
20	200021063338	Swabith M.M	75
21	200021063339	Vimal Varghese	85

[Handwritten Signature]
19/10/2022

[Handwritten Signature]
14/10/22
SHAMLA BEECOM N
HEAD OF THE DEPARTMENT
DEPT. OF COMMERCE
MES COLLEGE ERUMELY

[Handwritten Signature]
Prof. (Dr.) RUMAR. S
Principal
MES College, Erumely

MES COLLEGE ERUMELY
Directorate of Human Resource Development Council
CERTIFICATE COURSE Eligible List :2021-2022
DEPARTMENT OF COMMERCE (Office Management)
Course : Management of Cooperative Societies

SI No	Reg. No	Name of the candidate	Score
1	200021063318	Akash K S	25
2	200021063320	Alex Thomas	27
3	200021063321	Amal Thomas	25
4	200021063325	Asif Shakeer	26
5	200021063329	Jobins Joseph	26
6	200021063330	Kiran S	26
7	200021063333	Muhammed Saheed	29
8	200021063336	Nikhil Shaji	27
9	200021063337	Sirin Thomas	26
10	200021063338	Swabith M.M	30
11	200021063339	Vimal Varghese	26

Head of the Department

Asha KM

Director HRDC

REJOOOLA O.M

Principal

Prof. (Dr.) ANIL KUMAR S.
PRINCIPAL
MES COLLEGE ERUMELY





MES COLLEGE ERUMELY

ESTD : 1995 (AFFILIATED TO MAHATMA GANDHI UNIVERSITY)

A Minority Educational Institution, Certified by National Minority Education Commission

M E S Erumely P.O., Kottayam Dist., Pin. 686 509

MES/EC/HRDC/1384 30/11/20


Certificate of Merit

This is to certify that Mr./Ms. Akash K S, B Com Office Management & SP
has successfully completed the 30 hours Certificate Course entitled Management of
Cooperative Societies Conducted by MES College Erumely



SHAMLA REE COM N. S.
HEAD OF THE DEPARTMENT
DEPT. OF COMMERCE
MES COLLEGE ERUMELY
Head of the Department


REJOOLA O.M
Co-Ordinator


Prof. (Dr.) ANIL KUMAR S.
Principal
MES College Erumely
Principal



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mes/lec/HRDC/1385

30/11/22

Certificate of Merit

This is to certify that Mr./Ms..... Alex Thomas B Com Office Management & SP
has successfully completed the 30 hours Certificate Course entitled..... Management of
Cooperative Societies......Conducted by MES College Erumely



SHAMLA BEESOM N. S.
HEAD OF THE DEPARTMENT
DEPT. OF COMMERCE
MES COLLEGE ERUMELY

Head of the Department

REJOOLA O.M

Co-Ordinator

Prof. (Dr.) ANIL KUMAR S.
Principal
MES College Erumely

Principal