

# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)  
ACCREDITED WITH 'A' GRADE BY NAAC

08/09/2020

Chennai

From  
Dr S Praveen Kumar,  
Professor & Head,  
Department of Management Studies,  
Bharath Institute of Higher Education and Research,  
Chennai

To  
The Dean Engineering  
Bharath Institute of Higher Education and Research,  
Chennai

**Sub: Permission to conduct online value-added course: Short term course on digital marketing- reg.,**

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Short term course on digital marketing** on 09/10/2020. We kindly solicit your kind permission to commence the program.

Warm Regards,

  
Dr S Praveen Kumar

  
DEAN- Engineering

DEAN  
BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH  
(Declared as Deemed to be University U/S 3 of UGC Act. 1956)  
Chennai-600 073. INDIA.



## School of Management Studies & Commerce

### Circular

08/09/2020

**Sub: Organising online Value-added Course: Short term course on digital marketing- reg.,**

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, Bharath Institute of Higher Education & Research is organising "Value added course: Short term course on digital marketing". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/speed post only to reach on or before 5<sup>th</sup> October 2020; application received after the mentioned date shall not be entertained under any circumstances.

  
Head of the Department

Encl: A copy of Syllabus & Registration form

<b>Bharath Institute of Higher Education &amp; Research</b>			
<b>School of Management Studies &amp; Commerce</b>			
<b>Participant List</b>			
<b>Value Added Course: Short term course on Digital marketing</b>			
<b>S.No</b>	<b>Register Number</b>	<b>Student Name</b>	<b>Remarks</b>
1	U15BC121	THIRUVENGADAM M	
2	U15BC122	UDHAYA KUMAR M	
3	U15BC123	UMAMAHESWARI K	
4	U15BC125	VANI K	
5	U15BC126	VASANTHAKUMARA L	
6	U15BC127	VASANTHI S	
7	U15BC128	VEERA SURIYA P	
8	U15BC130	VENKATESAN D	
9	U15BC131	VIGNESH D	
10	U15BC132	VIGNESH K	
11	U15BC133	VIGNESH N	
12	U15BC134	VIJAY A	
13	U15BC135	VIJAY S	
14	U15BC136	VIJAYA KUMAR S	
15	U15BC137	VIMALRAJ R	
16	U15BC138	VINNARASI J	
17	U15BC139	VISHNUPRIYA M	
18	U15BC140	VIVEK D	
19	U15BC141	YAMUNA DEVI C	
20	U15BC143	YOGESH E	
21	U15BC144	SATHIYAN V	
22	U15BC145	VINITH KUMAR M	
23	U15BC147	VIGNESH D	
24	U15BC148	VIGNESHWARAN M	
25	U15BC149	SRINIVASAN S	
26	U15BC150	SELVAM C	
27	U15BC151	SHARUMATHI V	
28	U15BC152	AKASH R	
29	U15BC153	AJITHKUMAR M	
30	U15BA035	DASINI PAVAN KUMAR	
31	U15BA036	ARUN KUMAR A	
32	U15BA037	LOKESHWARVARMAN J	
33	U15BA038	MULAGOORI SREETHA	
34	U15BA039	MOHAN M	
35	U15BA040	HARI LAKSHMI A	
36	U15BA042	G. GOVARDHAN NAIDU	
37	U15BA043	D. ADARSH	
38	U15BA044	BURRI RAJA	
39	U15BA045	ABRAHAMKARTHICK K	
40	U15BA046	AJAY DANIEL B	

41	U15BA047	GOKULA KRISHNAN RP	
42	U15BA048	MOHAMMED ALI JINNA S	
43	U15BA049	SHYAM SUNDAR N	
44	U15BA050	RAJESHWARAN N	

## Course Feedback form

Date: 09-10-2020

Course Title: Digital marketing.

Name: Vijayakumar

RegNo: U15BE136

Department: Commerce

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you				/	
2.	The course contents met with your expectations				/	
3.	The lecture sequence was well planned			/		
4.	The lectures were clear and easy to understand				/	
5.	The teaching aids were effective				/	
6.	The instructors encourage interaction and were helpful			/		
7.	The level of the course				/	
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Excellent.

  
Signature

\*\*\* Thank you \*\*\*

## Course Feedback form

Date: 9/16/20

Course Title: Short term course on Digital marketing

Name: Vani.k

RegNo: U15BC125

Department: Commerce

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	objectives of the course clear to you				✓	
2.	The course contents met with your expectations				✓	
3.	The lecture sequence was well planned					✓
4.	The lectures were clear and easy to understand				✓	
5.	The teaching aids were effective					✓
6.	The instructors encourage interaction and were helpful				✓	
7.	The level of the course					✓
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

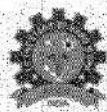
Weakness of the course:

Strength of the course:

resource person knowledgable

Vani  
Signature

\*\*\* Thank you \*\*\*



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Chennai

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## SCHOOL OF MANAGEMENT STUDIES & COMMERCE

### CERTIFICATION OF PARTICIPATION

### VASANTHI S

has participated in the Value-added course: **Short term course on Digital Marketing**, a unique and special programme held at **Bharath Institute of Higher Education & Research** on 09/10/2020



Ms. Magdalene Peter  
COURSE CO-ORDINATOR

Dr S Praveen Kumar  
HEAD OF THE DEPARTMENT

