



HABIB EDUCATIONAL & WELFARE SOCIETY'S
M. S. COLLEGE

OF ARTS, SCIENCE, COMMERCE & B.M.S.

(NABC ACCREDITED)

(Affiliated to University of Mumbai)

Habib Educational Complex, M. H. Mohani Road, Kausa, Mumbra, Thane - 400612.

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Value Added Course

“Certificate of Social Media Marketing Course”

July 10, 2023 to August 26, 2023

Coordinated By- Department of Computer Science

Faculty Name- SANJITA BANSAL




I/C Principal

M.S. COLLEGE OF ASC & BMS
Habib Edu. Complex,
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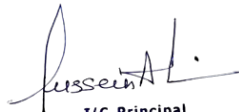
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Ref: MS/2023-24/1

Date 03/07/2023

Circular

It is to inform all the members of College Development Committee (CDC) that there will be a meeting on Date: 08/07/2023 at 11.00 AM in Seminar Room to discuss about the various academic activities for the upcoming session. All concerned are requested to attend the meeting on time and be prepared to contribute to the discussion.

Principal

CC :-

1. All members of IQAC



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Ref: MS/2023-24/2

Date: 05/07/2023

NOTICE

It is to inform all the members of College Development Committee (CDC) that there will be a meeting on Date: 08/07/2023 at 11.00 AM in Seminar Room to discuss about the various academic activities for the upcoming session. All concerned are requested to attend the meeting on time and be prepared to contribute to the discussion.

S. No.	Name	Designation
	MRS. SAIMA S KHAN	PRINCIPAL
	ASHISH KUMAR	LECTURER
	SHAIKH BUSHRA TAHIR	LECTURER
	SAYYED UMME FARWAH	LECTURER
	SHAIKH AFREEN FIROZ	LECTURER

CC :-

1. All members of IQAC

Principal



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Meeting Minutes

Date: 08/07/2023

Time: 11:00 AM

Place: Seminar Room

Attendees:

S.No.	Name	Designation
1.	MRS. SAIMA S KHAN	PRINCIPAL
2.	ASHISH KUMAR	LECTURER
3.	SHAIKH BUSHRA TAHIR	LECTURER
4.	SAYYED UMME FARWAH	LECTURER
5.	SHAIKH AFREEN FIROZ	LECTURER

Agendas:

1. To frame time table for UG Courses.
2. Discussion on last year result.
3. Framing of academic planner.
4. FDP for faculty development.
5. Discuss admission policies, syllabus of value added course.
6. Discussion of teaching methodology and to incorporate new teaching method.
7. Promote teachers to participate in conferences and seminar
8. To organize guest lectures department wise to reach students development cell and plan to organize maximum activities by the student to organize.
9. Motivational Guest Speakers, Guest lectures department wise.
10. To organize Value added courses for Semester 1st Students.

Minutes:

The meeting was called to order by Principal at 11.AM in Seminar Room. The attendees were welcomed, and the agenda for the meeting was presented.

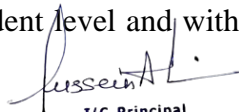
Frame time table for UG and PG courses:

The Principal proposed the framing of a comprehensive time table for undergraduate (UG) and postgraduate (PG) courses. It was suggested to ensure a balanced distribution of subjects, taking into account the availability of faculty members and minimizing scheduling conflicts. The faculty members responsible for each course were assigned the task of collaborating and finalizing the time table in consultation with the Principal.

Discussion on last year's results:

The Principal initiated a discussion on the previous year's results to analyze and assess the academic performance of students. Faculty members were encouraged to provide insights and identify areas for improvement, both at the individual student level and within specific courses.




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This discussion aimed to identify strategies and interventions to enhance student outcomes in the future.

Framing of academic planner:

The Principal emphasized the importance of a well-structured academic planner to ensure smooth functioning of the institution. It was proposed to frame an academic planner that includes key academic events, examination schedules, assignment deadlines, and other important dates. The faculty members were requested to collaborate and contribute to the development of the academic planner.

Faculty Development Program (FDP) for faculty development:

Recognizing the significance of faculty development, the Principal proposed organizing a Faculty Development Program (FDP). The FDP will provide opportunities for faculty members to enhance their teaching skills, explore innovative pedagogical approaches, and stay updated with the latest developments in their respective fields. The specific topics and duration of the FDP will be determined in consultation with the concerned faculty members.

Discuss admission policies and syllabus of value-added courses:

The Principal called for a discussion on admission policies, specifically focusing on ensuring transparency and fairness in the admission process. Additionally, the syllabus of value-added courses, designed to provide additional skills and knowledge to students, was brought forward for review and refinement. Faculty members were encouraged to contribute their suggestions and insights to improve the admission policies and syllabus.

Discussion of teaching methodology and incorporating new teaching methods:

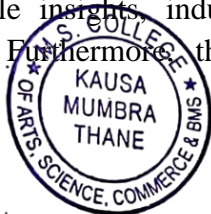
The Principal emphasized the need to continuously evolve teaching methodologies to enhance the learning experience of students. Faculty members were encouraged to share innovative teaching methods and techniques that have proven effective in their respective domains. It was proposed to incorporate new teaching methods into the curriculum to promote student engagement, critical thinking, and active learning.

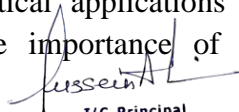
Promotion of teachers' participation in conferences and seminars:

To foster professional growth and keep up with the latest developments in their fields, the Principal highlighted the importance of teachers' participation in conferences and seminars. Faculty members were encouraged to attend and present papers at relevant academic events to exchange knowledge, gain exposure, and establish collaborations with professionals from other institutions.

Organizing guest lectures department-wise and promoting student activities:

The Principal proposed organizing guest lectures by experts and professionals in each department to enrich students' learning experience. These guest lectures would provide students with valuable insights, industry perspectives, and practical applications of their academic knowledge. Furthermore, the Principal emphasized the importance of promoting student




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development by encouraging them to organize maximum activities under the guidance of the Student Development Cell.

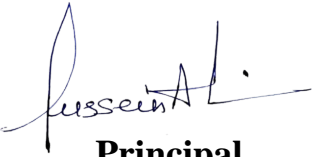
Action Items:

- Faculty members responsible for UG and PG courses will collaborate to frame a comprehensive time table.
- Faculty members will analyze and provide insights on the previous year's results, identifying areas for improvement.
- Faculty members will collaborate to develop an academic planner, incorporating key academic events and deadlines.
- The administration will organize a Faculty Development Program (FDP) for faculty members, focusing on their professional growth.
- The admission policies and syllabus of value-added courses will be reviewed and refined based on faculty members' suggestions.
- Faculty members will explore and incorporate new teaching methodologies into the curriculum.
- Faculty members will be encouraged to participate in conferences and seminars relevant to their areas of expertise.
- The administration will organize department-wise guest lectures, inviting experts and professionals to share their knowledge.
- The Student Development Cell will work with students to plan and organize a maximum number of activities to promote their holistic development.
- These action items will be followed up on in subsequent meetings to track progress and ensure the successful implementation of the proposed agendas.

Closing:

Principal expressed gratitude to the staff members for their active participation and valuable input during the meeting. It was emphasized that their collaboration and dedication are essential in implementing the discussed agendas successfully. The staff members were encouraged to further develop and refine these proposals and work collectively towards the holistic development of the students.


The meeting concluded at 01.00 PM. The next meeting will be scheduled and communicated to the committee members accordingly.


Principal

CC :-

1. All members of IQAC




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Ref: MS/2023-24/102

Date- 05/07/2023

Circular


We are pleased to inform all the students that the Value Added Course (VAC)-
Certificate of Social Media Marketing Course classes will commence from **July 10, 2023**. This course is designed to provide additional skills and knowledge beyond the regular curriculum, enhancing your learning experience and improving your career prospects.

Details of the VAC Classes:

Start Date: July 10, 2023


Timings: 3:00 PM to 4:00 PM (Monday to Saturday)

Faculty Coordinator- MAHFOOZ AHMED SAYYED


Principal

CC-
IQAC Head
HOD of all departments




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Ref: MS/2023-24/104

Date- 08/07/2023

NOTICE

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Faculty Coordinator- MAHFOOZ AHMED SAYYED

Principal

CC-
Principal
IQAC Head
HOD of all departments



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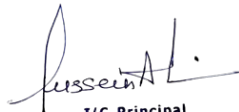
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Value Added Course: Certificate of Social Media Marketing Certificate Program Expected Outcomes

On completion of the course, student will be able to-

- Certificate programs typically provide comprehensive training in social media marketing strategies, tools, and best practices.
- Certification can make you more attractive to employers seeking candidates with specialized skills in social media marketing.
- A Certificate of Certificate of Social Media Marketing Course can open doors to a variety of career opportunities in digital marketing,
- Certification provides external validation of your expertise and competency in social media marketing.
- Completing a certificate program often involves practical projects and assignments that can be added to your portfolio.
- Upon completion of the certificate program, you'll have gained a comprehensive understanding of social media marketing strategies.
- For individuals already working in marketing or related fields, obtaining a Certificate of Social Media Marketing Course can lead to career advancement opportunities.
- Certificate programs often involve hands-on projects and assignments that allow you to demonstrate your skills in creating and executing social media campaigns.
- Certificate programs may provide opportunities to network with industry professionals, instructors, and fellow students. can further your career.




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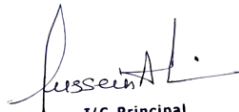
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Value Added Course: Certificate of Social Media Marketing Course Program COURSE OUTCOME

Subject	Certificate of Social Media Marketing Course
CO1	The Learn strategies for developing engaging and relevant content for social media, including text, images, videos, and infographics.
CO2	Understand principles of social media advertising, including targeting options, ad formats, bidding strategies, and budget allocation.
CO3	Explore influencer marketing strategies and best practices for identifying, engaging, and collaborating with influencers to amplify brand reach, credibility.




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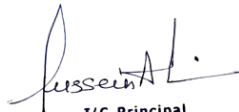
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Value Added Course of Certificate of Social Media Marketing Course (July 10, 2023 to August 26, 2023) Syllabus

Topic	Week Days
<ul style="list-style-type: none">• Overview of Social Media Platforms• Evolution of Social Media Marketing• Key Metrics and KPIs	Monday-Saturday
<ul style="list-style-type: none">• Defining Target Audience and Buyer Personas• Setting Marketing Objectives and Goals• Creating a Content Strategy	Monday-Saturday
<ul style="list-style-type: none">• Types of Content for Social Media Platforms• Content Creation Tools and Resources• Techniques for Visual Storytelling	Monday-Saturday
<ul style="list-style-type: none">• Creating and Optimizing Ad Campaigns• Targeting Options and Audience Segmentation• Budgeting and Bidding Strategies	Monday-Saturday
<ul style="list-style-type: none">• Understanding Influencer Marketing• Identifying and Partnering with Influencers• Negotiating Contracts and Agreements	Monday-Saturday




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Syllabus: Certificate of Social Media Marketing Course

Unit -I

1. Overview of Social Media Platforms
2. Evolution of Social Media Marketing
3. Key Metrics and KPIs

Unit -II

1. Defining Target Audience and Buyer Personas
2. Setting Marketing Objectives and Goals
3. Creating a Content Strategy

Unit- III

1. Types of Content for Social Media Platforms
2. Content Creation Tools and Resources
3. Techniques for Visual Storytelling

Unit-IV

1. Creating and Optimizing Ad Campaigns
2. Targeting Options and Audience Segmentation
3. Budgeting and Bidding Strategies

Unit-V

1. Understanding Influencer Marketing
2. Identifying and Partnering with Influencers
3. Negotiating Contracts and Agreements




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Certificate of Social Media Marketing Course Time Table

Days	Subject	Time
Monday	Certificate of Social Media Marketing Course	03:00-04:00PM
Tuesday	Certificate of Social Media Marketing Course	03:00-04:00PM
Wednesday	Certificate of Social Media Marketing Course	03:00-04:00PM
Thursday	Certificate of Social Media Marketing Course	03:00-04:00PM
Friday	Certificate of Social Media Marketing Course	03:00-04:00PM
Saturday	Certificate of Social Media Marketing Course	03:00-04:00PM

Principal

Copy to:

- Vice Principal
- IQAC Head
- HOD's of all Departments



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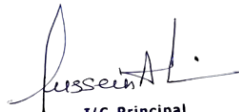
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Lesson Plan

Certificate of Social Media Marketing Course

Unit	Topic	Weekdays	Allotment
Unit-I	Overview of Social Media Platforms Evolution of Social Media Marketing	Monday-Saturday	03:00-04:00PM
Unit-I	Key Metrics and KPIs	Monday-Saturday	03:00-04:00PM
Unit-II	Defining Target Audience and Buyer Personas Setting Marketing Objectives and Goals	Monday-Saturday	03:00-04:00PM
Unit-II	Creating a Content Strategy	Monday-Saturday	03:00-04:00PM
Unit-III	Types of Content for Social Media Platforms Content Creation Tools and Resources	Monday-Saturday	03:00-04:00PM
Unit-III	Techniques for Visual Storytelling	Monday-Saturday	03:00-04:00PM
Unit-IV	Creating and Optimizing Ad Campaigns Targeting Options and Audience Segmentation	Monday-Saturday	03:00-04:00PM
Unit-IV	Budgeting and Bidding Strategies	Monday-Saturday	03:00-04:00PM
Unit-V	Understanding Influencer Marketing Identifying and Partnering with Influencers	Monday-Saturday	03:00-04:00PM
Unit-V	Negotiating Contracts and Agreements	Monday-Saturday	03:00-04:00PM




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APPLICATION FORM

Add On Course-"Certificate of Certificate of Social Media Marketing Course"

Student's Name :

Father's Name :

Class :

Percentage of Marks obtained in Last Qualifying Examination:

Date of Admission in this Institution:

Phone No. :

Mobile :

DETAILS OF ADD ON COURSES

Parent's Signature:

Student's Signature:

Date:

Date:

Reference

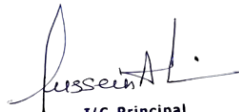
Signature of Counsellor:

Name of Counsellor :

Remarks of Counsellor :

Remarks of Principal :




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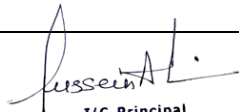
“Certificate of Social Media Marketing Course”

July 10, 2023 to August 26, 2023

Enrolled List:-

S. No.	Name
1.	SAYYED TUFAIL FAROOQ
2.	ANSARI ABDUL AHAD HASHMAT ALI
3.	ROSHAN BK
4.	SIDDIQUI ZARA RAZIUDDIN
5.	KANSE SUHAS SAKHARAM
6.	SHAIKH MADIHA MAQSOOD AHMED
7.	SAGAR ROHAN ABDUL KADIR
8.	SAYYED MAZHAR UMAR
9.	KAKADE RAJ SHYAM
10.	PATIL HEMANT SANJAY
11.	ANASRI SAUD ALAM MEHBOOB ALAM
12.	BHISE BHAGYASHREE GUNAJI
13.	CHODHARY KAHEKASHA KHATOON ISHTIYAQUE AHMED
14.	SHAIKH AZIM AHMED MUSHTAQ
15.	SHAIKH NOORUDDIN SHAMSUZZOHA
16.	FAIZAN ALAM AFTAB ALAM
17.	KAZI HUMAIRA AKBAR
18.	WAGHU MOHAMMED YUSUF MUBIN
19.	KHAN UMME KULSUM SHAKIL
20.	SAYYED SAHINA IRFAN
21.	MULLA TAUHEED VAZIR
22.	SAYYED ZAIN ABBAS JAFAR ABBAS
23.	SHAIKH MUSKAN KHAJA
24.	KHAN VASHIM MATIB
25.	KHATIB SANIYA ZAHURUDDIN
26.	ANSARI MUSKAN MOHD AKHTAR
27.	ANSARI AALIYA ARSHAD
28.	SAIYAD SHEERIFATIMA HAMID HUSAIN
29.	SHAH FARYAD MOHARRAM
30.	SARANG OMKAR MAYUR




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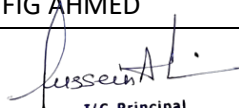
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32.	RASALKAR MOHAMMED FAIZ ABDUL MAJEED
33.	SHAIKH RABIYA ZIAUDDIN
34.	ANSARI ISHRAT JAHAN ABDUL HAFIZ
35.	TARANJEET KAUR DAVINDER SINGH
36.	RIZVI TEHSEEN FATIMA JANISAR MEHDI
37.	KHAN RUKAIYA SHAMSHUDDIN
38.	SYED MIKAIL ABBAS MOHD AHMED RIZVI
39.	ANSARI SAAD MOHD AKBAR
40.	KANOJIYA ANISA AMARNATH
41.	PAAL CHANDRAKUMAR SHIVSHANKAR
42.	SHAIKH ABDUL REHMAN FAROOQUE AHMED
43.	KHAN MUSKAN ABDUL WAHAB
44.	SAYYED MOHD KAIF TAJMIYA
45.	QURESHI FAIZ ALI AKHTAR ALI
46.	SHAIKH FATIMA ASIF
47.	SHAH MARIYA SAGEER AHMED
48.	SAYYED ALIF ALI NABIR ALI
49.	HORE JAGADISH VIRBHADRA
50.	KHAN MAHEK ABDUL AZIZ
51.	SHAIKH SAIMA PARVEZ
52.	SAYED FAARIAH MOHAMMED SHAFI
53.	KHATIK ARMAN ZAKIR
54.	OSAMA BELAL SHAIKH
55.	SHAIKH SABA MOHAMMED MUSTAFA
56.	MANE PREM ASHOK PARVATI
57.	MOHD AQUIB MOHD HASHIM
58.	KHAN MOHD ZAID MOHD SALIM
59.	SHAIKH SOHEL MOHAMMED SAJID
60.	SHAIKH ARFAT YAKUB
61.	SHAIKH SOHAIL AFTABUDDIN
62.	SHAIKH AKIF MANZOR
63.	KHAN ABU AMMAR IRSHAD AHMED
64.	MARIYAM NASEEM AHMED
65.	KHAN BUSHRA HAFIZULLAH
66.	GOUDA RITIKA SANJAY
67.	CHODHARY MOHAMMED SAJID MOHAMMED SAFAT
68.	CHAUDHARI SALIL SANTOSH
69.	KHAN SAIFULLAH ZEESHAN SALIM AHMED
70.	SAYYED TAUSIF AHMED TAUFIG AHMED




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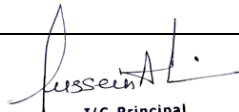
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75.	KHAN MAHEK WALI MOHD
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77.	GULBAR IFFAT NADEEM
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79.	SHAH MAIRAJ AZIZ
80.	SHAIKH MD SADIQUE AMIN
81.	SIDDIQUI NATIQUE NASIR
82.	SAYYED MOHD KAIF SERAJ AHMED
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84.	KHAN BUSHRA SHAHBUL HASAN
85.	MOHAMMED OWAIS RAFIQUE SHAIKH
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87.	KAZI OMAIMA SATTAR
88.	SIDDIQUI TAIBA SOHAIL
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96.	MD KHALID MD MURTUZA ALI SAIKH
97.	KHAN ARSHAD KALIMULLAH
98.	SHAH SHIFA SUBHAN
99.	KHAN IQRA TABASSUM
100.	SHAIKH MOHD AMAAN MOHD IBRAHIM
101.	SHAIKH RAIMA AJMAD
102.	NAYAK SMRUTIRANJAN ABHIMANYU
103.	SHAH MOHAMMED MUNSHIF MOHAMMED BABU
104.	ANSARI SUFIYAN ABDUL RASHID
105.	KHAN ASIM MOHAMMED YUSUF
106.	SHARIF ABDULLAH MEHBOOB
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109.	SAYYED AFTAB NOOR
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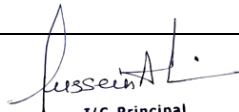
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117.	ALTAMASH NIZAMUDDIN
118.	GIRI AKASH BASISTA
119.	SANIYA PARVEEN MOHD SAJID
120.	PAWAR PRATHAM RAVINDRA
121.	ANSARI MOHAMMED SHOEB IRFAN
122.	GULBAR AYMAN NADEEM
123.	SHAIKH SHAHEEN MOHAMMED AHMED
124.	TABANI SHABNAM BANO DR MUNAF
125.	SHAIKH NASIM GULSHAN
126.	SAYYED TABASSUM FAROOQ
127.	SHAIKH NAVED AHMED NADEEM
128.	KAMBLE AADRSH ASHOK
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130.	KHAN GULAM GAUS TAHAWAR HUSSAIN
131.	SHARMA SOHAM JITENDRA
132.	SHAIKH IRFAN ZAFFAR
133.	KHAN ZAINUDDIN SHAMSHUDDIN
134.	KHAN MAHEK MOHAMMED ISLAM
135.	KHAN MOHD ASAD ABBAS
136.	PATEL ADIL AZIZ
137.	SAYYED MOHAMED GAZI IMTIYAZ
138.	HAMARE DOLLY SANTOSH
139.	JADHAV SAKSHI SHIVRAM
140.	SAYYED RAAZ FATIMA MOHAMMED RAZI
141.	PAL SHUBHAM DHARMENDRA
142.	KHAN SALMAN UMAR ALI
143.	MOHD AMMAR
144.	KHAN NADIM SAMIEM
145.	SHAIKH ALKHAMISH ANWAR
146.	VARMA HARSHADA CHANDAN
147.	SHAIKH DANISH FIROZ
148.	THONGE NOMAN MOHAMMED NAEEM
149.	SHAIKH AHAD ABDUL SAMAD
150.	SHAIKH ABDUL WADOOD WASIM
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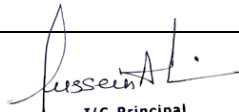
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157.	PATEL MOHD TANIM TABISH
158.	DIVEKAR MOHAN SUBHASH
159.	KHAN MOHD IMRAN ABDUL AZIZ
160.	VASTA ZAHEERA SHAKEEL
161.	CHODHARY SHIFA PARVEZ AKHTAR
162.	SHAIKH NOORA ALI HASAN
163.	SHAIKH SHAHID WASIM AKRAM
164.	SHINDE BHOOMI ARVIND
165.	SIDDIQUE AMAAN BABLU PESHKAR
166.	KADAM SAHIL SANTOSH
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168.	AGARWAL ANJALI RAJENDRA
169.	SHAIKH MOOBSHRA JAVED AKHTAR
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174.	KAYAMUDDIN ALI NIZAMUDDIN
175.	SHAIKH ABDUL SAMAD MOHD YUNUS
176.	SAIFY SHAH ALAM MASLUDDIN
177.	CHODHERY ARMAN MEHBOOB ALAM
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181.	RAICHUR SOHAIL SHAFI
182.	ANSARI MADIHA MOHAMMED ALTAF
183.	ANDHE MANAS DIGAMBAR
184.	DAMAMI ARFAT FAHAD
185.	SHIRSEKAR ADITYA ARUN
186.	SHAIKH SAMREEN BANU MUSHTAQ AHAMED
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188.	BURONDKAR SIMRAN SALIM
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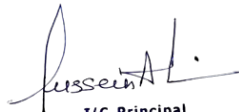
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199.	KHEDEKAR AMANULLAH AASHIQUE
200.	PAWAR SUMIT SHANKAR
201.	SURVE MOHD KAIF JAMIL
202.	SHAIKH SAMREEN ANIS
203.	YADAV UTKARSH RAMRATAN
204.	VASAIKAR MOHAMMED ADNAN ASHRAF
205.	TIWARI SHAKSHI OPENDRA
206.	SHAIKH MARYAM MOHD RIZWAN
207.	KHATRI AMREEN MOHAMMED KHALID
208.	SHAIKH NISHAT MOHD SHABBIR ALAM
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210.	SHAIKH MOHAMMED FAYYAZ MEHBOOB
211.	KHAN NASEEM AHMED SANAULLAH
212.	SHAIKH NAMRAH FAHIM AHMED
213.	SHAIKH SHAZIYA ANJUM M AYYUB
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224.	SURVE FAIZA ASHIK ALI
225.	BAIG MOHAMMED SADIQ ABDUL HAMEED
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