



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

AICTE Approved | Permanently Affiliated to SPPU, Pune

Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



## EVENT REPORT

Name of the Activity: - **Certification Course for Finance**

Committee: - **Certification Course for Finance**

Date : - **April 15 to 26, 2023 (10 days)**

Time : - **09.00 am to 05.00 pm**

Venue: - **Computer Lab -1**

Name of the Faculty Coordinator: - **Dr. Amarish Padma & Dr. Anishkumar Karia**

Name of the Student Coordinator: - **Ms. Sazhiya Shaikh & Mr. Chinmay Gosavi**

Number of Students Participated: - **20**

Brief Information of the Event: -

**P.C.E.T.'s S. B. Patil Institute of Management has conducted a certification course in Finance** for Financial Management specialization students **in association with Wheaton Advisors for the duration of 52 hours**. This certification was conducted to bridging the gap between academics and industry. The finance industry is a dynamic sector that plays an important role in the economy and creates an impact as well. Thoughtfully considering the industry requirement and constructs of job descriptions from industry expert, aspect of financial modelling and mergers & acquisitions alongwith Investment banking are were covered during certification course.

Primarily the focus was to enhance employability skills of students and overall personality. For professional development content beyond syllabus is must and needed to be studied by students. The aim was helping students to build analytical skills. This ensure to enhance employability skills of finance specialization students in near future and will provide better opportunities in finance sector job market.

The certification program was **coordinated by Dr. Amarish Padma and Dr. Anishkumar Karia**. The certification program was **conducted from April 15 to 26, 2023**. The training was conducted by **Mr. Mayur Deshmukh from Wheaton Advisors**. He is an expert in the area of M&A Transaction Support, Independent Financial Model Audit, Equity & Industry Research, Financial Modelling and having 10+ years of industry experience.

Total 20 students have participated in this certification program. The course duration was for 52 hours and conducted at Computer Lab of S. B. Patil Institute of Management. The first course **“Financial Modeling Foundation Course”** was conducted from **April 15-22, 2023**

and the second course “**Merger and Acquisition Foundation Course**” was conducted from **April 23-26, 2023**.

During the certification course Introduction to Microsoft Excel for Finance, Accounting Fundamentals, Financial Modelling - Part I, Financial Modelling - Part II, Discounted Cash Flow Analysis and Report Writing, Introduction to Mergers and Acquisitions, Analyzing Merger Deals Preparing Consolidated Financial Statements, Analyzing Merger Deals, Preparing Consolidated Financial Statements, Valuing Deal Synergies and Business Valuation in M&A modules were covered.

Throughout the certification program duration students were regularly evaluated through presentations, assignments and financial model development. The final evaluation was conducted through test and financial model development on October 05, 2023 and all the 20 students were successful and completed the course.



Course Conduction by Mr. Mayur Deshmukh at Computer Lab with Participants



Evaluation of Participants for Certification Course in Finance



Sample Certificate for successful completion of **Financial Modeling Foundation Course Module**



Sample Certificate for successful completion of **Merger and Acquisition Foundation Course Module**

Dr. Amarish Padma  
Dr. Anishkumar Karia  
Coordinators



Dr. Kirti Dharwadkar  
Director



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## EVENT REPORT- HR Generalist Certification

Name of the Event: - **HR Generalist Certification**

Cell: - **Certification**

Date : - 26 December 2022 to 04 January 2023

Time : - 9.00am to 5.00 pm (7 days)

Venue: - SBPIM classroom 302

Name of the Faculty Coordinator: - Dr.Iram Ansari

Name of the Student Coordinator: - Ms.Snehal Patil and Ms. Kavyashree Patil

Number of Students Participated: -21

Number of Staff Participated: -Nil

Brief Information of the Event: -

S. B. Patil Institute of Management organized a 7 days **HR certification** course conducted by the **HR EXCELLENCE GLOBAL** team from 26 December 2022 to 04 January 2023, 21 HR specialization Students attended the program for a total of **7 Days** and approximately **50 Hours**.

- Day 1 Mrs. **Shivani Khattry ma'am** started her session with the topic close to every employee's Heart and that is "PAY ROLL MANAGEMENT" in which the students learned various aspects of Payments, Deduction, and Provident fund, Gratuity, Bonus, CTC calculation and also Types of leaves.
- On day 2, Shivani ma'am started with Income tax calculation followed by calculation of the CTC using excel.
- On day 3, **Mr. Hemant Deshpande sir** introduced to knowledge about various industries acts which included Factories Act, The employee's provident fund and miscellaneous act, Bombay shops & establishment act, Payment bonus act, Employment exchange act, Sexual harassment act, Employee insurance act, Payment of gratuity act.

- On day 4, **Mr. Rajeev Kumar sir** started the day with a Performance appraisal management system. The students learned the Objectives of PMS for Organization perspective and employee perspective and also made a performance sheet in excel for employees.
- On day 5, This session was focused on training and development. Where the students learned about training module points, making of training feedback form, Kirkpatrick model. Students also learned key aspects of recruitment. About the process of recruitment. How to write job descriptions, job specifications, and also about employee engagement.
- On day 6, Session started with how to design induction and performed the induction process, followed by feedback session from Trainers. Also, Students learned about guidelines for framing Policies followed by technique for preparation an HR Scorecard and its components.
- On day 7, Fundamentals of HR analytics and why it is useful. Also, Gartner's analytics maturity model and HR analytics tool was taught by Mr.Rajeev.

Overall, it was a great learning curve through 7 days journey lot of new things learned which will definitely help students going forward in the corporate world.

### **Brief Profile of Trainers**

#### **Mr. Rajeev Kumar**

Kumar holds a bachelor's degree in Electrical Engineering and a First-Class master's in Business Administration from the prestigious Symbiosis Institute of Business Management. [SIBM] Post his MBA he worked with leading consulting organizations in the field of Strategic and Performance Management, both in India as well as abroad. He has implemented numerous projects on Balanced Scorecard and has even been a subject matter expert on Strategy to companies in the Middle East. As a Certified Performance and Competency Developer [High Honors], Kumar has trained several professionals including General Managers, Plant's heads, Senior HR Managers and Asst HR Managers, etc on Strategic Performance Management Systems, Competency Assessment, Rewards, Recognition, etc. He has also trained various

business entrepreneurs on the Balanced Scorecard. In the last decade, Kumar has successfully led several PMS related

### Mrs. Shivani Khattry

She is a professional corporate trainer and has facilitated the corporate sector by providing practical and interactive pieces of training through workshops and seminars. She has conducted numerous training programs in the HR domain and has about 12 years of rich experience in the HR domain. She is also a Co-Founder member of **HR Excellence Global** which specializes in Human Resource Training and Consulting. Her area of specialization is Payroll Administration, Talent Acquisition, Policy Implementation, and Training & Development. She has trained many HR professionals from various corporates as well as students in the HR domain.

### Mr. Hemant Deshpande.

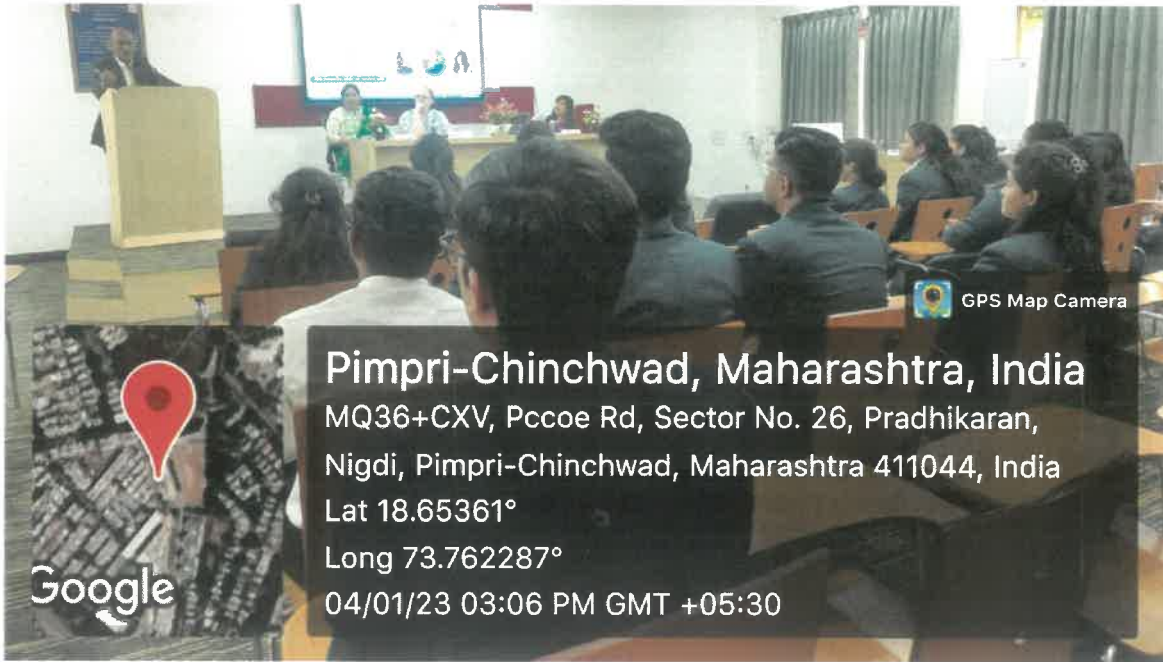
He holds a Bachelor's Degree in Commerce (M.COM), Diploma in Computer and Management (DCM), Masters in Personnel Management (MPM).

The session started with a welcome speech given by **Mr. Kshitij Mane**, MBA II year. He welcomed **Mr. Rajeev Kumar and Mrs. Shivani Khattry**.

Geo-tag Photos with Captions: -



*Director Dr.Kirti Dharwadkar felicitating the trainers at valedictory session*



**Pimpri-Chinchwad, Maharashtra, India**

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Nigdi, Pimpri-Chinchwad, Maharashtra 411044, India

Lat 18.65361°

Long 73.762287°

04/01/23 03:06 PM GMT +05:30

*Experience sharing by the trainers and students at valedictory*



*Group photo of the entire student participants along with their certificates*

**Dr. Iram Ansari**

**Events Coordinator**

**Dr. Kirti Dharwadkar**

**Director**





**P.C.E.T.'s**  
**S. B. PATIL INSTITUTE OF MANAGEMENT**



**NOTICE**

Date: 06/12/2022

All the students of MBA- II year students and faculties' members are hereby informed that HR Certification Program for the batch 2021-23 will commence from 26<sup>th</sup> December 2022 Monday till 2<sup>nd</sup> January 2023, Monday.

**Details of the Certification Program Inaugural session:**

**Certification Program:** HR Certification Program

**Speaker:** Mr. Rajeev Kumar, HR Excellence Global

**Starting Date:** December 26, 2022 (Monday)

**Starting Time:** 09.00 am

**Venue:** SBPIM

All the enrolled students please join the session. Further plans and details for completion of the certification program will be shared during the inaugural session.

Dr. Kirti Dharwadkar

Director





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## EVENT REPORT

Name of the Activity: - **Advanced Digital Marketing Certification Program**

Committee: - **Certification Program for Marketing**

Name of the Guest Speaker: - **Rahul Gadekar, Founder R Interactives | Stanford LEAD | Digital Advisory**

Date : - **12/01/2023 to 28 /01/2023**

Time : - **9:00 am to 5:00 pm**

Venue: - **Computer Lab -1 & Valedictory in Seminar Hall-1**

Name of the Faculty Coordinator: - **Dr. Kajal Maheshwari, Dr. Santosh shinde**

Name of the Student Coordinator: - **Mr. Mahesh Kshirsagar, Mr. Shubham Raskar**

Number of Students Participated: **16**

### **Brief Information of the Event: -**

Pimpri Chinchwad Education Trust's  
**S. B. Patil Institute of Management**

An IQAC Initiative  
**INAUGURAL SESSION ON  
ADVANCE DIGITAL MARKETING  
CERTIFICATION PROGRAMME**

**50 Hours  
Certification  
Programme  
for MBA-II Year  
Marketing**



Thursday  
January  
12 / 2023

Time  
09:00 AM



**SBPIM SEMINAR HALL-1**

**Mr. Rahul Gadekar**  
Founder, R Interactives  
Stanford LEAD | Digital Advisory

#### **Faculty Coordinators**

Dr. Kajal Maheshwari  
Dr. Santosh Shinde

**Dr. Kirti Dharwadkar**  
DIRECTOR, SBPIM

#### **Student Coordinators**

Mr. Mahesh Kshirsagar  
Mr. Shubham Raskar

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SBPIM has organized a certification program on “Advanced Digital Marketing” course for marketing specialization. This is a consecutive sixth this course was organized. Digital marketing is extremely important in today's day and age. **It helps focus on targeted audiences with a global reach, unlike traditional marketing, bringing in high revenue with little investment.** It is conversion-led and can easily be monitored. Damage control is also easy with digital marketing.

In the current business environment, it no longer makes sense to stick to traditional methods alone. Technology is ever-evolving and will continue to influence marketing in various ways. The importance of digital marketing is clear. If you want your business to survive and thrive, you must learn how to make use of digital marketing.

This course is introduced aiming students to learn Digital Marketing which can change their life in future and the impact of digital technologies on marketing communication strategies and practices. Digital marketing has many domains including social media, search engines, email, etc. With time, the complexity and importance of digital marketing roles have also increased.

It's an ever-evolving field so the techniques that were effective a few years back might not be useful today.

The objective of this course was to bridge the gap between industry and academic and make students well versed with the concepts and practical exposure of Digital Marketing. The course was conducted by external agency of Pune, Mr. Rahul Gadekar, Director from R-Academy has a rich experience with more than 9 years with diverse role in Digital Media arena, tackling issues of E Commerce Marketing, Performance Marketing, Worked with brands including Logitech, Cox & Kings, ICICI Pru, Universal Films of India, Richfeel, Gitanjali, Orange County, ZEE TV, Sony TV, Colors TV, Scindia School etc. Film Marketing: Fast & Furious 6, Minions 2, Jurassic Park (2015), Despicable Me 2 etc. Television Content Producer: India's Got Talent 3 & 4, Kaun Banega Crorepati 5, Indian Idol 5, Boogie Woogie, Filmfare, Food Food etc. The course was designed for 50 hours and broadly the module covered were Digital Marketing Domains- Search Engine Marketing, Search Engine Optimization, Social Media Optimization, Email Marketing, Mobile Marketing, Analytics, Ad Server etc..

The sessions were conducted especially on weekends. Mr. Rahul shared the interesting insights explaining the effective use of social media in business for now and in future as well. Students got engaged with practical sessions on Digital campaigns and Ads by using different tools and social media. He also shared the various career opportunities that MBA students can look up in the field of Marketing and how students can run their own business in this field. With his sound knowledge and understanding of topics sir addressed various doubts of

students on digital marketing. The course benefited students with understanding the subject and practical platform to practice the various tools as well as explore the various opportunities that they could look forward to in the near future. Students were more interested to get a practical knowledge with real examples.

On last day, Students were fully prepared to apply this knowledge practically in near future and become a best Digital Marketer in industry.

### **VALEDICTORY FUNCTION: 28TH JANUARY 2023**

A valedictory function was organized online to felicitate students on successful completion of their 50 hours program in “Advanced Digital Marketing”. Students were felicitated for completing the course; certificates were presented by Mr. Rahul Gadekar, Director, R-Interactives, Pune.

Dr.Kirti Dharwadkar Director, SBPIM congratulated all the students and emphasis on students’ holistic development. Dr.Kirti Dharwadkar said this certification program is a great step to develop and enhance students’ skill for their academic and professional growth. She said SBPIM is really delighted that students have cleared online exam of Google Analytics where passing percentage were 80 percentage and completion of course from R-Academy with certification. She thanked Mr. Rahul Gadekar shared his experience with students and SBPIM also thanked Dr.Kajal Maheshwari Co-Ordinator of program.

Mr. Rahul Gadekar shared his experience with SBPIM and students. He said it was really awesome experience with students and students were also curious to know about Digital Marketing world . So, that was encouraged him to share knowledge with them.

Dr.Kajal Maheshwari - Co-Ordinator of this course thanked Dr.Rahul sir for providing Digital Marketing knowledge and clearing all concepts with patience and also thanked students co-Ordinator Mr.Mahesh and Mr.Shubham for smooth co-operation.

Students also shared their experiences and thanked SBPIM and Mr.Rahul sir, Dr. Kajal Ma’am for providing such a great chance to attend course with amazing results. At last, Ms. Sayali Chavan has given vote of thanks.



**Dr. Kirti Dharwadkar, Director SBPIM Felicitating Mr. Rahul Gadekar, Trainer of Advanced Digital Marketing Certification Program**



**Group Photo of the Students Completed the Advance Digital Marketing Certification Program**

*[Handwritten Signature]*

**Dr. Kajal Maheshwari**

**Coordinator**



*[Handwritten Signature]*

**Dr. Kirti Dharwadkar**

**Director**