



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

DEPARTMENT OF COMMERCE

LIST OF ADD-ON COURSES

1	HARNESSING TECHNOLOGY FOR BUSINESS
2	THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING
3	REACHING RURAL CONSUMERS: MARKETING APPROACHES

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

ADD ON COURSE

SESSION 2018 - 2019

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 04 May 2018, to envisage, formulate, and design Add-On Courses, beyond the prescribed Curriculum.

A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for 2018-19, 2019-20 & 2020-21 Academic calendar, as per UGC guidelines.

B. It was decided that the Departments would be free to choose the Courses based on their (subject) relevance, practicality, and feasibility.

C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course material in consultation with all teachers of the Department.

D. It was decided that each Department would design its format.

E. It was decided that the Departments would be encouraged to use and utilize their resources while formulating the Add-On Courses, rather than relying on Outsourcing.

F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.


04/5/18
Coordinator
IQAC
Vivekananda College
Kolkata-700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No. _____

Date 10/05/18

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2018-19.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

H. Padder
10/05/18

Principal
Vivekananda College
Thakurpukur, Kol-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

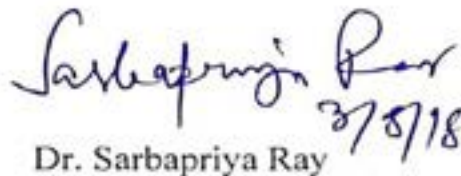
DEPARTMENT OF COMMERCE

Date: 03.08.2018

A departmental meeting will be held on 10.08.2018 at 11:00 am to discuss the following agenda. All teachers of the department are requested to kindly attend the meeting.

Agenda of the meeting:

- i) Designing Add on course for students of Semester III (tentatively to be held in month of September, 2018).
- ii) Discussing the Add on Course Curriculum for the students of Semester III.
- iii) Appointing Course Coordinator for Add on Course of Semester III students.
- iv) Designing Add on course for students of Part III (tentatively to be held in month of November, 2018).
- v) Discussing the Add on Course Curriculum for the students of Part III.
- vi) Appointing Course Coordinator for Add on Course of Part III students.
- vii) Designing Add on course for students of Semester II (tentatively to be held in month of February, 2019).
- viii) Discussing the Add on Course Curriculum for the students of Semester II.
- ix) Appointing Course Coordinator for Add on Course of Semester II students.


31/8/18

Dr. Sarbapriya Ray

Head, Department of Commerce

Head
Department of Commerce
Vivekananda College, Kolkata-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

Date: 13/08/2018

Resolutions of the Departmental Meeting held on 10.08.2018

It has been decided in the departmental meeting held on 10.08.2018 that:

- i) An Add on course "Harnessing Technology for Business" will be designed and introduced to the students of Semester III (starting on and from September 04, 2018 to September 20, 2018) for both Honours and General.
- ii) The course curriculum has been discussed and finalized for the Semester III students.
- iii) It was decided in the meeting that Dr. Debashis Kundu shall act as the course coordinator for Semester III (Honours and General) students.
- iv) An Add on course "The Essence and Extent of International Marketing" will be designed and introduced to the students of Part III (starting on and from November 26, 2018 to December 12, 2018) for both Honours and General.
- v) The course curriculum has been discussed and finalized for the Part III students.
- vi) It was decided in the meeting that Mr. Pinaki Ghosh shall act as the course coordinator for Part III (Honours and General) students.
- vii) An Add on course "Reaching Rural Consumers: Marketing Approaches" will be designed and introduced to the students of Semester II (tentatively starting on and from February 03, 2019 to February 19, 2019) for both Honours and General.
- viii) The course curriculum has been discussed and finalized for the Semester II students.
- ix) It was decided in the meeting that Mr. Subrata Kumar Kundu shall act as the course coordinator for Semester II (Honours and General) students.

Meeting Attendees

1. Dr. Manindranath Pandit
2. Dr. Sarbapriya Ray
3. Dr. Debashis Kundu
4. Mr. Pinaki Ghosh
5. Mr. Jayanta Majumder
6. Mr. Subrata Kumar Kundu

Head
Department of Commerce
Vivekananda College, Kolkata-63

Sarbapriya Ray
10.8.18
Dr. Sarbapriya Ray

Head, Department of Commerce
Head
Department of Commerce
Vivekananda College, Kolkata-63

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from 4th September, 2018 at 10-45am.

The recommended schedule is as follows:


Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Date: 27.08.2018

Place: Kolkata

Yours sincerely,



Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 29.08.2018

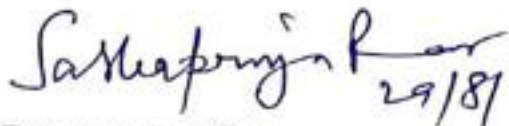
Commerce Department is going to organize an Add-On Course for all the students on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from 4th September, 2018 at 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

 29/8/2018

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2018 to 2019

FOR SEMESTER III YEAR 02

**HARNESSING TECHNOLOGY FOR
BUSINESS**

Course Co-ordinator: Dr. Debashis Kundu

Date: 04-09-2018 to 20-09-2018

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2018 – 19

HARNESSING TECHNOLOGY FOR BUSINESS					
Semester III Year 02					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
4-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories encompassing Data, Information & Knowledge	2 Hours
5-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Systems for Knowledge Administration, Systems for administering organisational data and System for streamlining office task	2 Hours
6-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Platforms for Transaction Processing & Decision - making assistance System	2 Hours
7-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Artificial Intelligence	2 Hours
8-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Cloud Computing	2 Hours
10-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Mobile Based Business Applications	2 Hours
11-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Application of IT in Banking	2 Hours
12-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Unified Payment Interface (UPI) Concept and Growth	2 Hours
13-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Security Risk in Online Payment	2 Hours
14-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Integrated Management of Business Resources	2 Hours
15-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Management of the logistics chain	2 Hours
17-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	IT based Customer Relationship Management (CRM) and Sustainability	2 Hours
18-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories and operational aspects of Electronic Governance	2 Hours
19-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Legal Provisions with reference to Online Business	2 Hours
20-Sep-18	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in IT enabled Business	2 Hours


COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 170 (Honours)
Batch 02	171 - 340 (Honours)
Batch 03	1 – 203 (General)

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 26th November, 2018 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Date: 16.11.2018

Place: Kolkata

Yours sincerely,


16/11/2018

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 22.11.2018

Commerce Department is going to organize another Add-On Course for all the students on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 26th November, 2018 at 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

Sashipriya Ray
Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63
22/11/2018

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

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Add On Course

Session 2018 to 2019

FOR PART III YEAR 03

THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING

Course Co-ordinator: Mr. Pinaki Ghosh

Date: 26-11-2018 to 12-12-2018

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2018 – 19

THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING					
Part III Year 03					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
26-Nov-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Standardisation vs. Adaptation in Product/ Service Categorisation Planning	2 Hours
27-Nov-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Entering Global Markets: Considerations, Reasons & Approaches	2 Hours
28-Nov-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Exploring International Market Entry Strategies	2 Hours
29-Nov-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Packaging & Labeling in International Product Planning: Essential Factors	2 Hours
30-Nov-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Incorporating After Sales Services in International Market Product Strategy	2 Hours
1-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Price Influencers: Key Factors	2 Hours
3-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Export Price Dynamics in International Pricing	2 Hours
4-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Promotion and Endorsement Strategies in Global Markets	2 Hours
5-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Global Logistics & Distribution	2 Hours
6-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Commencing Export Operations in the Global Market	2 Hours
7-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Payment Mechanism in International Trade	2 Hours
8-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Engaging in Global Markets: Trade Fair & Exhibition Strategies	2 Hours
10-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade: A Brief Introduction to EXIM Policy	2 Hours
11-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade Insurance: Safeguarding Exports	2 Hours
12-Dec-18	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Emerging Trends in International Marketing	2 Hours

Pinkish Ghosh
COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 150 (Honours)
Batch 02	151 – 301 (Honours)
Batch 03	1 – 150 (General)

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 3rd February, 2019 at 10-45am.

The schedule is as follows:


	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 25.01.2019

Place: Kolkata


Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 27.01.2019


Commerce Department is going to organize an Add-On Course for all the students on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 3rd February, 2019 at 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
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All Teachers are requested to be present in the inaugural session.


Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2018 to 2019

FOR SEMESTER II YEAR OI

**REACHING RURAL CONSUMERS:
MARKETING APPROACHES**

Course Co-ordinator: Mr. Subrata Kumar Kundu

Date: 03-02-2019 to 19-02-2019

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2018 – 19

REACHING RURAL CONSUMERS: MARKETING APPROACHES

Semester II Year 01

Date	CLASS	CLASS	CLASS	TOPIC	DURATION
3-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural & Urban Market Dynamics: A Comparative Analysis	2 Hours
4-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Difference in Marketing Approaches: Rural vs. Urban	2 Hours
5-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Advertising Approaches to attract Rural Consumers	2 Hours
6-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Infrastructure Elements impacting Rural Marketing	2 Hours
7-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Cultural and Social Dimensions of Rural Marketing	2 Hours
8-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Economic Implications of Rural Marketing	2 Hours
10-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Behavioural Patterns of Rural Consumer	2 Hours
11-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural Consumer Behaviour: Purchasing Trends & Influences	2 Hours
12-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Customising Products for Rural Consumer needs	2 Hours
13-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Packing & Branding Strategies for Rural Markets	2 Hours
14-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Pricing Tactics for Rural Markets	2 Hours
15-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Logistical Challenges and Solutions in Rural Market Distribution	2 Hours
17-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Government Participation in Enhancing Rural Market Conditions	2 Hours
18-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Strategies to Overcome Rural marketing Challenges	2 Hours
19-Feb-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in Rural Marketing	2 Hours


COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 150 (Honours)
Batch 02	151 – 340 (Honours)
Batch 03	1 – 202 (General)

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

ADD ON COURSE

SESSION 2019 - 2020

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 03 May 2019, to envisage, formulate, and design Add-On Courses, beyond the prescribed Curriculum.

A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for 2019-20 Academic calendar, as per UGC guidelines.


B. It was decided that the Departments would be free to choose the Courses based on their (subject) relevance, practicality, and feasibility.

C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course material in consultation with all teachers of the Department.

D. It was decided that each Department would design its format.

E. It was decided that the Departments would be encouraged to use and utilize their resources while formulating the Add-On Courses, rather than relying on Outsourcing.

F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.


03/5/19
Coordinator
IQAC
Vivekananda College
Ph: 912-700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref No _____

Date 08.5.19

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2019-20.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

H. Pal
08.5.19

Principal
Vivekananda College
Thakurpukur, Kol-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

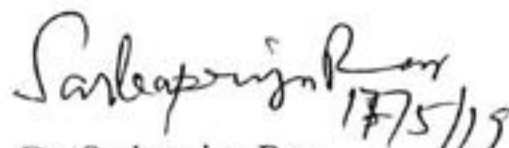
DEPARTMENT OF COMMERCE

Date: 17.05.2019

A departmental meeting will be held on 24.05.2019 at 11:00 am to discuss the following agenda. All teachers of the department are requested to kindly attend the meeting.

Agenda of the meeting:

- i) Designing Add on course for students of Semester III (tentatively to be held in month of September, 2019).
- ii) Discussing the Add on Course Curriculum for the students of Semester III.
- iii) Appointing Course Coordinator for Add on Course of Semester III students.
- iv) Designing Add on course for students of Semester V (tentatively to be held in month of November, 2019).
- v) Discussing the Add on Course Curriculum for the students of Semester V.
- vi) Appointing Course Coordinator for Add on Course of Semester V students.
- vii) Designing Add on course for students of Semester II (tentatively to be held in month of February, 2020).
- viii) Discussing the Add on Course Curriculum for the students of Semester II.
- ix) Appointing Course Coordinator for Add on Course of Semester II students.


Dr. Sarbapriya Ray

Head, Department of Commerce

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

Date: 29/05/2019

Resolutions of the Departmental Meeting held on 24.05.2019

It has been decided in the departmental meeting held on 24.05.2019 that:

- i) An Add on course "Harnessing Technology for Business" will be designed and introduced to the students of Semester III (starting on and from September 11, 2019 to September 26, 2019) for both Honours and General.
- ii) The course curriculum has been discussed and finalized for the Semester III students.
- iii) It was decided in the meeting that Dr. Debashis Kundu shall act as the course coordinator for Semester III (Honours and General) students.
- iv) An Add on course "The Essence and Extent of International Marketing" will be designed and introduced to the students of Semester V (starting on and from November 04, 2019 to November 21, 2019) for both Honours and General.
- v) The course curriculum has been discussed and finalized for the Semester V students.
- vi) It was decided in the meeting that Mr. Pinaki Ghosh shall act as the course coordinator for Semester V (Honours and General) students.
- vii) An Add on course "Reaching Rural Consumers: Marketing Approaches" will be designed and introduced to the students of Semester II (tentatively starting on and from February 03, 2020 to February 19, 2020) for both Honours and General.
- viii) The course curriculum has been discussed and finalized for the Semester II students.
- ix) It was decided in the meeting that Mr. Subrata Kumar Kundu shall act as the course coordinator for Semester II (Honours and General) students.

Meeting Attendees

1. Dr. Manindranath Pandit
2. Dr. Sarbapriya Ray
3. Dr. Debashis Kundu
4. Mr. Pinaki Ghosh
5. Mr. Jayanta Majumder
6. Mr. Subrata Kumar Kundu

Sarbapriya Ray
29.5.19

Dr. Sarbapriya Ray

Head, Department of Commerce

Head
Department of Commerce
Vivekananda College, Kolkata-63

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from 11th September, 2019 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Date: 30.08.2019
Place: Kolkata

Yours sincerely,

Sarabaprasad Rana
30/8/19

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 04.09.2019

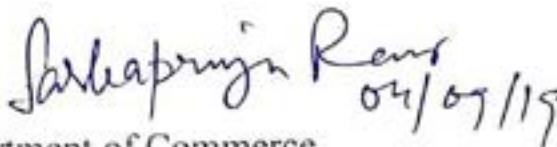
Commerce Department is going to organize an Add-On Course for all the students on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from 11th September, 2019 at 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.


Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE
269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2019 to 2020

FOR SEMESTER III YEAR 02

**HARNESSING TECHNOLOGY FOR
BUSINESS**

Course Co-ordinator: Dr. Debashis Kundu

Date: 11-09-2019 to 26-09-2019

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2019 – 20

HARNESSING TECHNOLOGY FOR BUSINESS					
Semester III Year 02					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
11-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories encompassing Data, Information & Knowledge	2 Hours
12-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Systems for Knowledge Administration, Systems for administering organisational data and System for streamlining office task	2 Hours
13-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Platforms for Transaction Processing & Decision-making assistance System	2 Hours
14-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Artificial Intelligence	2 Hours
16-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Cloud Computing	2 Hours
17-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Mobile Based Business Applications	2 Hours
18-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Application of IT in Banking	2 Hours
19-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Unified Payment Interface (UPI) Concept and Growth	2 Hours
20-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Security Risk in Online Payment	2 Hours
21-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Integrated Management of Business Resources	2 Hours
22-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Management of the logistics chain	2 Hours
23-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	IT based Customer Relationship Management (CRM) and Sustainability	2 Hours
24-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories and operational aspects of Electronic Governance	2 Hours
25-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Legal Provisions with reference to Online Business	2 Hours
26-Sep-19	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in IT enabled Business	2 Hours

[Signature]

COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 150 (Honours)
Batch 02	151 – 340 (Honours)
Batch 03	1 – 202 (General)

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 4th November, 2019 at 10-45am.

The schedule is as follows:

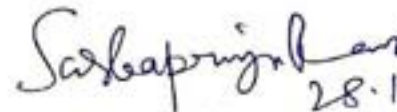
Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 28.10.2019

Place: Kolkata


28.10.2019
Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 29.10.2019

Commerce Department is going to organize another Add-On Course for all the students on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 4th November, 2019 at 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

Sasheem's Per
29.10.2019

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2019 to 2020

FOR SEMESTER V YEAR 03

THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING

Course Co-ordinator: Mr. Pinaki Ghosh

Date: 04-11-2019 to 21-11-2019

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2019 – 20

THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING					
Semester V Year 03					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
4-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Standardisation vs. Adaptation in Product/ Service Categorisation Planning	2 Hours
5-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Entering Global Markets: Considerations, Reasons & Approaches	2 Hours
6-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Exploring International Market Entry Strategies	2 Hours
7-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Packaging & Labeling in International Product Planning: Essential Factors	2 Hours
8-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Incorporating After Sales Services in International Market Product Strategy	2 Hours
9-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Price Influencers: Key Factors	2 Hours
11-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Export Price Dynamics in International Pricing	2 Hours
13-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Promotion and Endorsement Strategies in Global Markets	2 Hours
14-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Global Logistics & Distribution	2 Hours
15-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Commencing Export Operations in the Global Market	2 Hours
16-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Payment Mechanism in International Trade	2 Hours
18-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Engaging in Global Markets: Trade Fair & Exhibition Strategies	2 Hours
19-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade: A Brief Introduction to EXIM Policy	2 Hours
20-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade Insurance: Safeguarding Exports	2 Hours
21-Nov-19	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Emerging Trends in International Marketing	2 Hours

Pinaki Ghosh

COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 170 (Honours)
Batch 02	171 – 340 (Honours)
Batch 03	1 – 203 (General)

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 3rd February, 2020 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 21.01.2020
Place: Kolkata

Sadhaprigna Ray 21/1/20
Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 27.01.2020

Commerce Department is going to organize an Add-On Course for all the students on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 3rd February, 2020 at 10-45am.


Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

1) 

 27/1/20

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2019 to 2020

FOR SEMESTER II YEAR OI

**REACHING RURAL CONSUMERS:
MARKETING APPROACHES**

Course Co-ordinator: Mr. Subrata Kumar Kundu

Date: 03-02-2020 to 19-02-2020

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA - 700063

DEPARTMENT OF COMMERCE

ADD - ON COURSE SCHEDULE

SESSION 2019 - 20

REACHING RURAL CONSUMERS: MARKETING APPROACHES					
Semester II Year 01					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
3-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural & Urban Market Dynamics: A Comparative Analysis	2 Hours
4-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Difference in Marketing Approaches: Rural vs. Urban	2 Hours
5-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Advertising Approaches to attract Rural Consumers	2 Hours
6-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Infrastructure Elements impacting Rural Marketing	2 Hours
7-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Cultural and Social Dimensions of Rural Marketing	2 Hours
8-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Economic Implications of Rural Marketing	2 Hours
10-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Behavioural Patterns of Rural Consumer	2 Hours
11-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural Consumer Behaviour: Purchasing Trends & Influences	2 Hours
12-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Customising Products for Rural Consumer needs	2 Hours
13-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Packing & Branding Strategies for Rural Markets	2 Hours
14-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Pricing Tactics for Rural Markets	2 Hours
15-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Logistical Challenges and Solutions in Rural Market Distribution	2 Hours
17-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Government Participation in Enhancing Rural Market Conditions	2 Hours
18-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Strategies to Overcome Rural marketing Challenges	2 Hours
19-Feb-20	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in Rural Marketing	2 Hours


COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 - 150 (Honours)
Batch 02	151 - 333 (Honours)
Batch 03	1 - 184 (General)

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

ADD ON COURSE

SESSION 2021 - 2022

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 14/Sept/2021, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum

A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for the session 2021-22, Academic calendar, as per UGC guidelines.

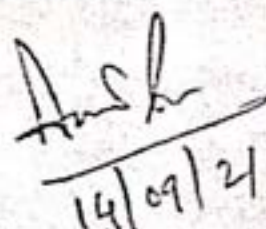
B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.

C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, in consultation with all teachers of the Department.

D. It was decided that each Department would design its own format; and could follow a blended mode of instruction.

E. It was decided that the Departments would be encouraged to use and utilize their own resources while formulating the Add-On Courses, rather than relying on Outsourcing.

F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.



Coordinator

I Q A C

Vivekananda College

Kolkata-700 063



VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No. _____

Date 21/9/21

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2021- 22.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

[Signature]
21/9/21

Principal
Vivekananda College
Thakurpukur, KOL-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

Date: 23.09.2021

A departmental meeting will be held on 30.09.2021 at 11:00 am to discuss the following agenda. All teachers of the department are requested to kindly attend the meeting.

Agenda of the meeting:

- i) Designing Add on course for students of Semester III (tentatively to be held in month of January, 2022).
- ii) Discussing the Add on Course Curriculum for the students of Semester III.
- iii) Appointing Course Coordinator for Add on Course of Semester III students.
- iv) Designing Add on course for students of Semester V (tentatively to be held in month of November, 2021).
- v) Discussing the Add on Course Curriculum for the students of Semester V.
- vi) Appointing Course Coordinator for Add on Course of Semester V students.
- vii) Designing Add on course for students of Semester II (tentatively to be held in month of February, 2022).
- viii) Discussing the Add on Course Curriculum for the students of Semester II.
- ix) Appointing Course Coordinator for Add on Course of Semester II students.

Dr. Debashis Kundu 23/9/21

Dr. Debashis Kundu

Head, Department of Commerce

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

Date: 05/10/2021

Resolutions of the Departmental Meeting held on 30.09.2021

It has been decided in the departmental meeting held on 30.09.2021 that:

- i) An Add on course “Harnessing Technology for Business” will be designed and introduced to the students of Semester III (starting on and from January 10, 2022 to January 29, 2022) for both Honours and General.
- ii) The course curriculum has been discussed and finalized for the Semester III students.
- iii) It was decided in the meeting that Dr. Debashis Kundu shall act as the course coordinator for Semester III (Honours and General) students.
- iv) An Add on course “The Essence and Extent of International Marketing” will be designed and introduced to the students of Semester V (starting on and from November 22, 2021 to December 08, 2021) for both Honours and General.
- v) The course curriculum has been discussed and finalized for the Semester V students.
- vi) It was decided in the meeting that Mr. Subhajit Roy shall act as the course coordinator for Semester V (Honours and General) students.
- vii) An Add on course “Reaching Rural Consumers: Marketing Approaches” will be designed and introduced to the students of Semester II (tentatively starting on and from February 16, 2022 to March 05, 2022) for both Honours and General.
- viii) The course curriculum has been discussed and finalized for the Semester II students.
- ix) It was decided in the meeting that Mr. Akash Balmiki shall act as the course coordinator for Semester II (Honours and General) students.

Meeting Attendees

1. Dr. Manindranath Pandit
2. Dr. Sarbapriya Ray
3. Dr. Debashis Kundu
4. Mr. Akash Balmiki
5. Mr. Pinaki Ghosh
6. Mr. Jayanta Majumder
7. Mr. Subrata Kumar Kundu
8. Mr. Subhajit Roy
9. Ms. Sumi Karmakar

Dr. Kundu 5/10/21

Dr. Debashis Kundu

Head, Department of Commerce

Head

Department of Commerce
Vivekananda College, Kolkata-63

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 22nd November, 2021 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 12.11.2021
Place: Kolkata

D. Sharma 12/11/21

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 10.11.2021

Commerce Department is going to organize another Add-On Course for all the students on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 22nd November, 2021 at 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

D. [Signature] 10/11/21

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

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Add On Course

Session 2021 to 2022

FOR SEMESTER V YEAR 03

**THE ESSENCE AND EXTENT OF
INTERNATIONAL MARKETING**

Course Co-ordinator: Mr. Subhajit Roy

Date: 22-11-2021 to 08-12-2021

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA - 700063

DEPARTMENT OF COMMERCE

ADD - ON COURSE SCHEDULE

SESSION 2021 - 22

THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING

Semester V Year 03

Date	CLASS	CLASS	CLASS	TOPIC	DURATION
22-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Standardisation vs. Adaptation in Product/ Service Categorisation Planning	2 Hours
23-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Entering Global Markets: Considerations, Reasons & Approaches	2 Hours
24-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Exploring International Market Entry Strategies	2 Hours
25-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Packaging & Labeling in International Product Planning: Essential Factors	2 Hours
26-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Incorporating After Sales Services in International Market Product Strategy	2 Hours
27-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Price Influencers: Key Factors	2 Hours
29-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Export Price Dynamics in International Pricing	2 Hours
30-Nov-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Promotion and Endorsement Strategies in Global Markets	2 Hours
1-Dec-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Global Logistics & Distribution	2 Hours
2-Dec-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Commencing Export Operations in the Global Market	2 Hours
3-Dec-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Payment Mechanism in International Trade	2 Hours
4-Dec-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Engaging in Global Markets: Trade Fair & Exhibition Strategies	2 Hours
6-Dec-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade: A Brief Introduction to EXIM Policy	2 Hours
7-Dec-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade Insurance: Safeguarding Exports	2 Hours
8-Dec-21	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Emerging Trends in International Marketing	2 Hours


COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 - 160 (Honours)
Batch 02	161 - 323 (Honours)
Batch 03	1 - 184 (General)

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from January 10, 2022 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 23.12.2021

Place: Kolkata

D. J. Suman 23/12/21

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 22.12.2021

Commerce Department is going to organize an Add-On Course for all the students on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from January 10, 2022 from 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

D. Kumar 22/12/21

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2021 to 2022

FOR SEMESTER III YEAR 02

**HARNESSING TECHNOLOGY FOR
BUSINESS**

Course Co-ordinator: Dr. Debashis Kundu

Date: 10-01-2022 to 29-01-2022

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA - 700063

DEPARTMENT OF COMMERCE

ADD - ON COURSE SCHEDULE

SESSION 2021 - 22

HARNESSING TECHNOLOGY FOR BUSINESS					
Semester III Year 02					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
10 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories encompassing Data, Information & Knowledge	2 Hours
11 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Systems for Knowledge Administration, Systems for administering organisational data and System for streamlining office task	2 Hours
12 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Platforms for Transaction Processing & Decision - making assistance System	2 Hours
15 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Artificial Intelligence	2 Hours
17 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Cloud Computing	2 Hours
18 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Mobile Based Business Applications	2 Hours
19 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Application of IT in Banking	2 Hours
20 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Unified Payment Interface (UPI) Concept and Growth	2 Hours
21 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Security Risk in Online Payment	2 Hours
22 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Integrated Management of Business Resources	2 Hours
24 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Management of the logistics chain	2 Hours
25 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	IT based Customer Relationship Management (CRM) and Sustainability	2 Hours
27 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories and operational aspects of Electronic Governance	2 Hours
28 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Legal Provisions with reference to Online Business	2 Hours
29 - Jan - 22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in IT enabled Business	2 Hours

Batch	College Roll No.
Batch 01	1 - 145 (Honours)
Batch 02	146 - 357 (Honours)
Batch 03	1 - 188 (General)

D. Kishore

COURSE CO-ORDINATOR

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 16th February, 2022 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 08.02.2022

Place: Kolkata

D. Kumar
8/2/22

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 07.02.2022

Commerce Department is going to organize an Add-On Course for all the students on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 16th February, 2022 at 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

R. Kumar 2/2/22

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head

Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE
269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2021 to 2022

FOR SEMESTER II YEAR 01

**REACHING RURAL CONSUMERS:
MARKETING APPROACHES**

Course Co-ordinator: Mr. Akash Balmiki

Date: 16-02-2022 to 05-03-2022

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

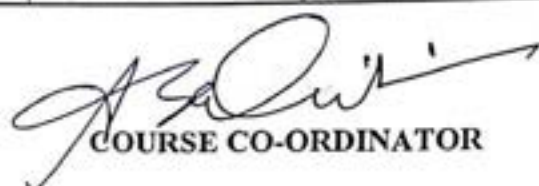
269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2021 – 22

REACHING RURAL CONSUMERS: MARKETING APPROACHES					
Semester II Year 01					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
16-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural & Urban Market Dynamics: A Comparative Analysis	2 Hours
17-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Difference in Marketing Approaches: Rural vs. Urban	2 Hours
18-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Advertising Approaches to attract Rural Consumers	2 Hours
19-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Infrastructure Elements impacting Rural Marketing	2 Hours
21-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Cultural and Social Dimensions of Rural Marketing	2 Hours
22-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Economic Implications of Rural Marketing	2 Hours
23-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Behavioural Patterns of Rural Consumer	2 Hours
24-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural Consumer Behaviour: Purchasing Trends & Influences	2 Hours
25-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Customising Products for Rural Consumer needs	2 Hours
26-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Packing & Branding Strategies for Rural Markets	2 Hours
28-Feb-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Pricing Tactics for Rural Markets	2 Hours
2-Mar-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Logistical Challenges and Solutions in Rural Market Distribution	2 Hours
3-Mar-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Government Participation in Enhancing Rural Market Conditions	2 Hours
4-Mar-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Strategies to Overcome Rural marketing Challenges	2 Hours
5-Mar-22	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in Rural Marketing	2 Hours


COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 146 (Honours)
Batch 02	147 – 334 (Honours)
Batch 03	1 – 150 (General)

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

ADD ON COURSE

SESSION 2022 - 2023

IQAC recommendation

IQAC, Vivekananda College, Thakurpukur, met on 18/June/2022, to envisage, formulate and design Add-On Courses, beyond prescribed Curriculum. The IQAC has also decided to organise a program on staff training:

- A. It was decided that all the departments of Humanities, Science and Commerce would design and formulate 30 hour Add-On Courses for 2022-23, Academic calendar, as per UGC guidelines.
- B. It was decided that the Departments would be free to choose the Courses on the basis of their (subject) relevance, practicality and feasibility.
- C. It was decided that the Departments would have a Course Coordinator, who would design the Course and Course materials, in consultation with all teachers of the Department.
- D. It was decided that each Department would design their own format; and could follow a blended mode of instruction.
- E. It was decided that the Departments would be encouraged to use and utilize their own resources while formulating the Add-On Courses, rather than relying on Outsourcing.
- F. IQAC would send its recommendations to the Principal/TIC for perusal and implementation.
- G. The IQAC would also organise a Staff Training programme - 'Effective Working Style' Conducted by IPE Of Professional Excellence On 25th June 2022 .



18/06/22

Co-ordinator
I Q A C
Vivekananda College
Kolkata-700 063



(033) 2497 6824
(033) 2497 6834

VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

Ref. No.....

Date.....

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2022-23.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.

[Handwritten signature]
24/6/22

Principal

Principal
Vivekananda College
Thakurpukur, Koi-63



(033) 2497 6824
(033) 2497 6834

VIVEKANANDA COLLEGE

(GOVT. SPONSORED) (NAAC ACCREDITED GRADE 'A')

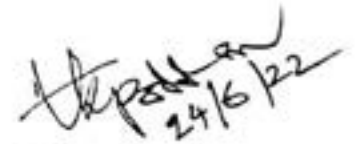
Ref. No.....

Date.....

Notice

It is hereby notified that Vivekananda College, Thakurpukur, will offer Add-On Courses to All Honours students for the Academic year 2022-23.

Each Department will offer an Add-On Course as per UGC guidelines. Each Course will be structured & overseen by a Course Coordinator, selected from the respective Department. Departmental Heads are requested to take up the matter on an urgent basis.


24/6/22

Principal

Principal
Vivekananda College
Thakurpukur, Koi-53

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

Date: 28.09.2022

A departmental meeting will be held on 28.10.2022 at 11:00 am to discuss the following agenda. All teachers of the department are requested to kindly attend the meeting.

Agenda of the meeting:

- i) Designing Add on course for students of Semester III (tentatively to be held in month of November, 2022).
- ii) Discussing the Add on Course Curriculum for the students of Semester III.
- iii) Appointing Course Coordinator for Add on Course of Semester III students.
- iv) Designing Add on course for students of Semester V (tentatively to be held in month of December, 2022).
- v) Discussing the Add on Course Curriculum for the students of Semester V.
- vi) Appointing Course Coordinator for Add on Course of Semester V students.
- vii) Designing Add on course for students of Semester II (tentatively to be held in month of April, 2023).
- viii) Discussing the Add on Course Curriculum for the students of Semester II.
- ix) Appointing Course Coordinator for Add on Course of Semester II students.

D. Kundu 28/9/22

Dr. Debashis Kundu

Head, Department of Commerce

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur, Kolkata – 700063

DEPARTMENT OF COMMERCE

Date: 01/11/2022

Resolutions of the Departmental Meeting held on 28.10.2022

It has been decided in the departmental meeting held on 28.10.2022 that:

- i) An Add on course "Harnessing Technology for Business" will be designed and introduced to the students of Semester III (starting on and from November 16, 2022 to December 02, 2022) for both Honours and General.
- ii) The course curriculum has been discussed and finalized for the Semester III students.
- iii) It was decided in the meeting that Dr. Debashis Kundu shall act as the course coordinator for Semester III (Honours and General) students.
- iv) An Add on course "The Essence and Extent of International Marketing" will be designed and introduced to the students of Semester V (starting on and from December 05, 2022 to December 21, 2022) for both Honours and General.
- v) The course curriculum has been discussed and finalized for the Semester V students.
- vi) It was decided in the meeting that Mr. Subhajit Roy shall act as the course coordinator for Semester V (Honours and General) students.
- vii) An Add on course "Reaching Rural Consumers: Marketing Approaches" will be designed and introduced to the students of Semester II (tentatively starting on and from April 17, 2023 to May 05, 2023) for both Honours and General.
- viii) The course curriculum has been discussed and finalized for the Semester II students.
- ix) It was decided in the meeting that Mr. Akash Balmiki shall act as the course coordinator for Semester II (Honours and General) students.

Meeting Attendees

1. Dr. Manindranath Pandit
2. Dr. Sarbapriya Ray
3. Dr. Debashis Kundu
4. Mr. Akash Balmiki
5. Mr. Pinaki Ghosh
6. Mr. Jayanta Majumder
7. Mr. Subrata Kumar Kundu
8. Mr. Subhajit Roy
9. Ms. Sumi Karmakar

D. Kundu 1/11/2022

Dr. Debashis Kundu

Head, Department of Commerce

Head
Department of Commerce
Vivekananda College, Kolkata 63

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from 16th November, 2022 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 03.11.2022

Place: Kolkata

D. Kumar 3/11/22

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 02.11.2022

Commerce Department is going to organize an Add-On Course for all the students on the topic "HARNESSING TECHNOLOGY FOR BUSINESS" on and from 16th November, 2022 from 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

D. [Signature] 2/11/22

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

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Add On Course

Session 2022 to 2023

FOR SEMESTER III YEAR 02

**HARNESSING TECHNOLOGY FOR
BUSINESS**

Course Co-ordinator: Dr. Debashis Kundu

Date: 16-11-2022 to 02-12-2022

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2022 – 23

HARNESSING TECHNOLOGY FOR BUSINESS					
Semester III Year 02					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
16-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories encompassing Data, Information & Knowledge	2 Hours
17-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Systems for Knowledge Administration, Systems for administering organisational data and System for streamlining office task	2 Hours
18-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Platforms for Transaction Processing & Decision - making assistance System	2 Hours
19-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Artificial Intelligence	2 Hours
21-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Introduction to Cloud Computing	2 Hours
22-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Mobile Based Business Applications	2 Hours
23-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Application of IT in Banking	2 Hours
24-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Unified Payment Interface (UPI) Concept and Growth	2 Hours
25-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Security Risk in Online Payment	2 Hours
26-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Integrated Management of Business Resources	2 Hours
28-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Management of the logistics chain	2 Hours
29-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	IT based Customer Relationship Management (CRM) and Sustainability	2 Hours
30-11-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Theories and operational aspects of Electronic Governance	2 Hours
01-12-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Legal Provisions with reference to Online Business	2 Hours
02-12-2022	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in IT enabled Business	2 Hours

D. [Signature]

COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 146 (Honours)
Batch 02	147 - 334 (Honours)
Batch 03	1 – 150 (General)

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 22nd November, 2022 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 15.11.2022

Place: Kolkata

D. Kumar
15/11/22

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 20.11.2022

Commerce Department is going to organize another Add-On Course for all the students on the topic "THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING" on and from 5th December, 2022 from 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

D. [Signature]
20/11/22

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

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Add On Course

Session 2022 to 2023

FOR SEMESTER V YEAR 03

**THE ESSENCE AND EXTENT OF
INTERNATIONAL MARKETING**

Course Co-ordinator: Mr. Subhajit Roy

Date: 05-12-2022 to 21-12-2022

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2022 – 23

THE ESSENCE AND EXTENT OF INTERNATIONAL MARKETING					
Semester V Year 03					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
05-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Standardisation vs. Adaptation in Product/ Service Categorisation Planning	2 Hours
06-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Entering Global Markets: Considerations, Reasons & Approaches	2 Hours
07-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Exploring International Market Entry Strategies	2 Hours
08-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Packaging & Labeling in International Product Planning: Essential Factors	2 Hours
09-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Incorporating After Sales Services in International Market Product Strategy	2 Hours
10-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Price Influencers: Key Factors	2 Hours
12-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Export Price Dynamics in International Pricing	2 Hours
13-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Promotion and Endorsement Strategies in Global Markets	2 Hours
14-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Global Logistics & Distribution	2 Hours
15-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Commencing Export Operations in the Global Market	2 Hours
16-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Payment Mechanism in International Trade	2 Hours
17-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Engaging in Global Markets: Trade Fair & Exhibition Strategies	2 Hours
19-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade: A Brief Introduction to EXIM Policy	2 Hours
20-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	International Trade Insurance: Safeguarding Exports	2 Hours
21-12-2022	Batch 01 N2	Batch 02 N7	Batch 03 PG Room	Emerging Trends in International Marketing	2 Hours


COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 145 (Honours)
Batch 02	146 – 357 (Honours)
Batch 03	1 – 188 (General)

To
The Principal
VIVEKANANDA COLLEGE
269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

Sub: Add-on Course for Commerce Students

Respected Principal Sir,

As per IQAC recommendation, the Commerce Department is pleased to inform you that it is going to organize an Add-On Course for all Commerce students in three batches on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 17th April, 2023 at 10-45am.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

Please allow us to proceed.

Yours sincerely,

Date: 11.04.2023

Place: Kolkata

D. Kumar
11/4/23

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63

VIVEKANANDA COLLEGE

269, Diamond Harbour Road, Thakurpukur
Kolkata-700 063

DEPARTMENT OF COMMERCE

Notice

Date: 10.03.2023

Commerce Department is going to organize an Add-On Course for all the students on the topic "REACHING RURAL CONSUMERS: MARKETING APPROACHES" on and from 17th April, 2023 from 10-45am.

Interested students are asked to join this course.

The schedule is as follows:

Batch number	Room No.	Time
Batch 1	N2	10:45am to 12:45 am
Batch 2	N7	10:45am to 12:45 am
Batch 3	Physics Gallery	10:45am to 12:45 am

All Teachers are requested to be present in the inaugural session.

D. Kumar 10/3/23

Head, Department of Commerce
Vivekananda College
Thakurpukur, Kol-63

Head
Department of Commerce
Vivekananda College, Kolkata-63



VIVEKANANDA COLLEGE

269, D.H. ROAD, THAKURPUKUR, KOLKATA - 700063

DEPARTMENT OF COMMERCE

organises

Add On Course

Session 2022 to 2023

FOR SEMESTER II YEAR OI

**REACHING RURAL CONSUMERS:
MARKETING APPROACHES**

Course Co-ordinator: Mr. Akash Balmiki

Date: 17-04-2023 To 06-05-2023

Time: 10:45AM TO 12:45 PM

VIVEKANANDA COLLEGE

269, DIAMOND HARBOUR ROAD, KOLKATA – 700063

DEPARTMENT OF COMMERCE

ADD – ON COURSE SCHEDULE

SESSION 2022 – 23

REACHING RURAL CONSUMERS: MARKETING APPROACHES					
Semester II Year 01					
Date	CLASS	CLASS	CLASS	TOPIC	DURATION
17-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural & Urban Market Dynamics: A Comparative Analysis	2 Hours
18-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Difference in Marketing Approaches: Rural vs. Urban	2 Hours
19-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Advertising Approaches to attract Rural Consumers	2 Hours
20-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Infrastructure Elements impacting Rural Marketing	2 Hours
21-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Cultural and Social Dimensions of Rural Marketing	2 Hours
24-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Economic Implications of Rural Marketing	2 Hours
25-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Behavioural Patterns of Rural Consumer	2 Hours
26-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Rural Consumer Behaviour: Purchasing Trends & Influences	2 Hours
27-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Customising Products for Rural Consumer needs	2 Hours
28-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Packing & Branding Strategies for Rural Markets	2 Hours
29-04-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Pricing Tactics for Rural Markets	2 Hours
02-05-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Logistical Challenges and Solutions in Rural Market Distribution	2 Hours
03-05-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Government Participation in Enhancing Rural Market Conditions	2 Hours
04-05-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Strategies to Overcome Rural marketing Challenges	2 Hours
06-05-2023	Batch 01 N2 Room	Batch 02 N7 Room	Batch 03 PG Room	Emerging Trends in Rural Marketing	2 Hours


COURSE CO-ORDINATOR

Batch	College Roll No.
Batch 01	1 – 150 (Honours)
Batch 02	151 – 326 (Honours)
Batch 03	1 – 167 (General)