

**M. S. Ramaiah University of Applied Sciences  
Bangalore  
Schedule of the Faculty Development Programme**

<b>Name of the Faculty:</b>	Management and Commerce
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<b>Name of the Dean:</b>	Dr.N.Suresh
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Sl. No.	Training Topic	No. of Hours	Software Tools to be used	Trainer Details		Dates of training
				Name	Department	
1	Introduction to Digital Marketing	1.5	NA	Dr. H.S.Srivatsa	FMC	20th July '2015
2	A delightful concept <b>SEO</b> which plays an important role in your everyday internet search. ( SEO- Search Engine Optimisation)	1.5	SEO Tool Bar	Dr. H.S.Srivatsa	FMC	20th July '2015
3	Hands on Workshop on SEO	3	SEO Tool Bar	Dr. H.S.Srivatsa	FMC	20th July '2015
4	Introduction to Google Adwords (paid Advertisement)	1	NA	Dr. H.S.Srivatsa	FMC	20th July '2015
5	Framework for a good website	1	NA	Dr. H.S.Srivatsa	FMC	21st July '2015
6	E – Mail Marketing	1	NA	Dr. H.S.Srivatsa	FMC	21st July '2015
7	A Brief Intro to Mobile Marketing	1	NA	Dr. H.S.Srivatsa	FMC	21st July '2015
8	Social Media Marketing	3	NA	Dr. H.S.Srivatsa	FMC	21st July '2015
9	Fundamentals of Statistics using MS Excel	3	MS Exel	Ms. Shilpa RG	FMC	22nd July '2015
10	Probability and Simulation using MS Excel	3	MS Exel	Mr. Udaykumar Jagannathan	FMC	22nd July '2015
11	Introduction to Managerial Economics, Law of Demand,Elasticity of Demand	3	NA	Dr.Sharmila Suresh	FSH	23rd July '2015
12	Estimation of demand and elasticity	3	NA	Dr.Sharmila Suresh	FSH	23rd July '2015
13	Demand Forecasting, Pricing Decisions	3	NA	Dr.Sharmila Suresh	FSH	24th July '2015
14	Numericals on Demand Forecasting and Pricing Strategies	3	NA	Dr.Sharmila Suresh	FSH	24th July '2015