

**Bunts Sangha's**

**S.M. Shetty College of Science, Commerce and Management Studies, Powai.**

Student Enrichment Activity Approval Form 2020-2021

Department: THE MANAGEMENT ASSOCIATION (BMS)

Program: CAREER AVENUES IN E-COMMERCE AND DIGITAL MARKETING FOR  
TYBMS-MARKETING

Objective: To know the Career Avenues in E-Commerce and Digital Marketing

Need: To understand the industry growth and career opportunities in E-Commerce and Digital Marketing and to know the required skill set at entry level so that students can take appropriate decisions for job search.

Content: Online session on Zoom

Resource Person: Mr. Hasan Qureshi (Alumnus, TYBMS 2014 Batch)

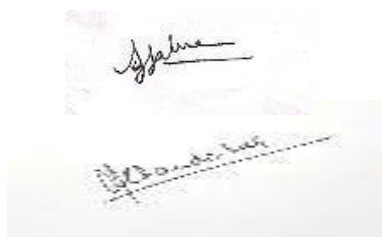
Judges: -

Date of submission: 6/10/2020

Cost/Budget: Nil

Proposed by: Steffi Salve

Verified by: Nidhi Chandorkar

The image shows two handwritten signatures. The top signature is in cursive and appears to be 'Steffi Salve'. Below it is a rectangular stamp with a grid pattern and some illegible text, possibly a date or a reference number.

E-Banner for Circulation



Bunts Sangha's  
S.M. Shetty College of Science, Commerce and  
Management Studies, Powai

NAAC Accredited 'A' Grade  
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THE MANAGEMENT ASSOCIATION  
Invites All The Students of BMS Department  
For A Session On

**CAREER AVENUES IN E-COMMERCE  
& DIGITAL MARKETING**

WITH  
**MR. HASAN QURESHI**  
(CATEGORY MANAGEMENT, LIFESTYLE, TATA CLIQ)  
ALUMNUS S.M. SHETTY COLLEGE

Date: 04/03/2021 Time: 4:00 PM Venue: Zoom

Notice on WhatsApp group:



7:21 72%  
TYBMS-A Marketing 2020-21  
CA, Lawrence, Nidhi, Preeti, SMS, SMS, S...

MARCH 2, 2021

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Date: 04/03/2021 Time: 4:00 PM Venue: Zoom

Dear Students of TYBMS-Marketing,

The Department of Management Studies is inviting you to a session on "CAREER AVENUES IN E-COMMERCE AND DIGITAL MARKETING"

By Resource Person- Mr. Hasan Qureshi, Category Management-Lifestyle at Tata Cliq, Alumnus of our College

Date: 4th March, 2021  
Time: 4pm  
Venue : Zoom

Certificate will be issued to all Participants  
Attendance is compulsory.  
Link for the session:

Certificate



BUNT SANGHA'S  
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES, POWAI.  
MUMBAI - 400076

NAAC ACCREDITED 'A' GRADE  
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THE MANAGEMENT ASSOCIATION  
**CERTIFICATE OF PARTICIPATION**

This is to certify that  
Mr. /Ms. Drishti Soni of TYBMS-Marketing class has participated in the Online Session on  
**"CAREER AVENUES IN E-COMMERCE AND DIGITAL MARKETING"**  
on 4<sup>th</sup> March, 2021.

Mr. Hasan Qureshi  
Resource Person

Ms. Steffi Salve  
Event In-charge

Prof. Nidhi Chandorkar  
Program Co-ordinator

Prof. Sandesha Shetty  
Vice-Principal

Dr. Liji Santosh  
Vice-Principal

Dr. Sirdhara Shetty  
Principal

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**BUNTS SANGHA'S**

**S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT  
STUDIES  
POWAI**

**THE MANAGEMENT ASSOCIATION  
REPORT ON**

**ONLINE INTER-CLASS COMPETITION: ADVERTAINMENT**

The Management Association organized an online session on CAREER AVENUES IN E-COMMERCE AND DIGITAL MARKETING for TYBMS-Marketing Class on 4<sup>th</sup> March, 2021 from 4pm to 5.30pm.

This session was conducted by Alumnus of TYBMS 014 Batch. Mr. Hasan Qureshi. he is currently placed in the Category Management Department-Lifestyle at Tata Cliq and has 7 years of work experience in the E-commerce Industry.

The objective of this competition is was to know the Career Avenues in E-Commerce and Digital Marketing for TYBMS Marketing students, as well as to understand the industry growth and career opportunities in E-Commerce and Digital Marketing and to know the required skill set at entry level so that students can take appropriate decisions for job search.

This session was arranged as the curriculum of TYBMS has the subject 'E-commerce & Digital Marketing' in Sem-V wherein they have studied the theoretical and conceptual aspects and now they received practical insights in the E-commerce world to help them choose and make a career in this field.

52 students actively participated and asked relevant questions to get their doubts solved about their future career.

## PARTICIPANT LIST

<b>Sr. No.</b>	<b>Name of the Student</b>
1	Janith Bangera
2	Anay Shetty
3	Lawrence Dsouza
4	Priya Tiwari
5	Soans Tanya
6	Shreeras Shetty
7	Rakshit Salian
8	Alisha Crasto
9	Ishan Salian
10	Ketan Yogendra Senva
11	Sarah Vincent Dias
12	Aryan Ravi kunder
13	Naman Kokal
14	Rimika sharma
15	Siddhesh Shetty
16	Prathan shetty
17	Pravesh Bumb
18	Jamal ali khan
19	Nitya Shetty
20	Samantha Abraham
21	SHAH DIVY BIPIN
22	REGAN RAJ
23	ANANYA KATTYAYAN
24	Chourasiya Chandramohan kumar
25	Ansari M Shadab
26	Mihir.Rasik.Panchal
27	Pratik Potkule


28	SHETTY AKSHAT SHEKAR
29	Priyanshi R. Upadhyay
30	Shubhangi Sakunde
31	Sarangi Deollikar
32	Rehan.A.Sayyad
33	Abbas Abizar Shaikh
34	Karen Ribeiro
35	Saniha Shetty
36	Ruchi Makarand shetty
37	JANHAVI ADARSH GAONKAR
38	Dharmeet Mehta
39	Glenna Fernandes
40	Nabha Alva
41	Kashish Rajawat
42	Nidhi Poojari
43	Preetam shetty
44	Vaishnavi Arekar
45	Rathvik Shetty
46	Joshi Neesarg Amit
47	Micah Ignatius frank
48	Pooja Mishra
49	Drishti Soni
50	Disha Bhandari
51	Sharan Shetty
52	Sunil mor

# PICTURES

Recording... You are viewing Hasan Qureshi's screen View Options

### CONTENTS

- Why e-commerce?
- How to get in e-commerce?
- What all opportunities & career progression?
- Trend in Market
- About Digital Marketing

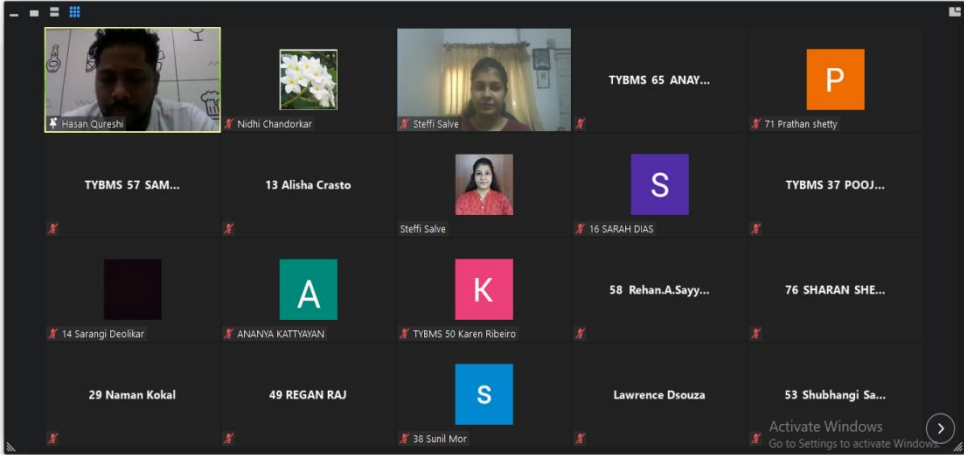


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Recording...



TYBMS 65 ANAY... 71 Prathan shetty

TYBMS 57 SAM... 13 Alisha Crasto Steffi Salve 16 SARAH DIAS

14 Sarangi Deolkar ANANJA KATTIYAIAN TYBMS 50 Karen Ribeiro 58 Rehan.A.Sayy... 76 SHARAN SHE...

29 Naman Kokal 49 REGAN RAJ 38 Sunil Mor Lawrence Dsouza 53 Shubhangi Sa...

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Hasan Qureshi

J

20 Janhavi Gaonkar

Steffi Salve

TYBMS 57 SAM...

# FEEDBACK

