

Google Digital Unlocked

ABARNA G

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on **05/08/2021**

Matt Britz

President - Google EMEA



The Open University

Townsend Pamela Feehan

CEO - IAB Europe

Dr. N. RAMAN

PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



Certificate No: SEJER

Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1tb5mplmosg>

Google Analytics Academy


Google Analytics for Beginners

Certificate of Completion

20PCCA002 GOPALAKRISHNAN N

Awarded for successfully completing
the course "Google Analytics for
Beginners"




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

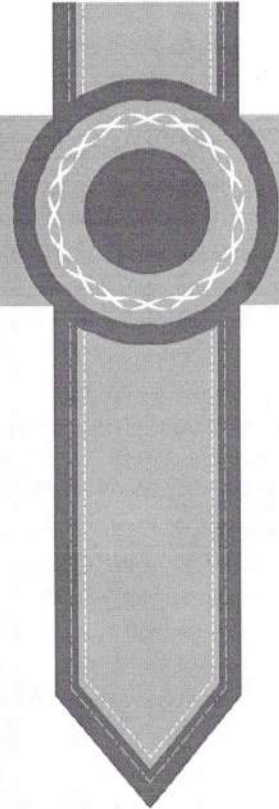


Certificate expires August 10, 2024

Google Analytics Academy

Google Analytics for Beginners

Certificate of Completion



20PCCA003 GOPI. P

Awarded for successfully completing
the course "Google Analytics for
Beginners"




Dr. N. RAMAN
PRINCIPAL,
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(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



Certificate expires August 9, 2024

Google Digital Unlocked

20PCCA004 KAMALESH.K

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on **04/09/2021**

Matt Britz

President - Google EMEA



Townsend Pamela Feehan

CEO - IAB Europe

Certificate ID: L3A LMA BGW

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Dr. N. RAMAN
PRINCIPAL.
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM. ERODE - 638 107.

Keerthana V

has completed the following course:

DESIGNING FOR A SUSTAINABLE FUTURE SAMSUNG

This online course explored the fundamentals of design thinking, with a focus on sustainability and the challenges and opportunities that lie ahead. The course covered topics such as artificial intelligence, rewilding and empathising. Intersectional environmentalism was discussed, along with the role of technology in solving problems and creating innovative solutions to the climate crisis.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Reflect on how sustainability relates to you today.
- Compare and discuss the state of sustainability in the UK today.
- Identify and interpret opportunities and challenges when designing for a sustainable future.
- Explore the opportunities that technology can bring when designing for a sustainable future.
- Understand the fundamentals and importance of empathetic design thinking.
- Identify and ideate your own tangible actions and solutions in response to the proposition: Designing for a sustainable future.

SYLLABUS

- An introduction to the course from Samsung.
- An overview of the current sustainability landscape in the UK and what this could look like moving forward.
- Examples of inspiring projects and solutions that are pioneering the future of sustainability.
- Imagining what might be possible for society if technology is imbued within sustainability.

- Fundamentals of Design Thinking and how to apply it to bring your ideas to life.



CERTIFICATE OF PARTICIPATION

This is to certify that Dr./Mr./Ms. Mr.A.KEERTHIKANNAN of II MCOM(COMPUTER APPLICATIONS) participated in the One day Webinar on "INTELLECTUAL PROPERTY RIGHTS", organised by the IPR Cell of Kongu Arts and Science College (Autonomous), Erode, Tamilnadu in collaboration with Cell for IPR Promotion and Management (CIPAM), Ministry of Commerce and Industries, Government of India on **28th October 2021**

Dr. N. Raman
Principal
Kongu Arts and Science College (A)
Erode, Tamilnadu

Mr. Karan Thapar
Deputy Secretary, DPIIT
Cell for IPR Promotion and
Management (CIPAM), Go

Dr. J. Ghayathri
Coordinator, IPR Cell
Kongu Arts and Science College (A)



DR. N. RAMAN
PRINCIPAL

KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Google Digital Unlocked

NANDINI M

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on 25/11/2021

Matt Britz

President - Google EMEA



Townsend Pamela Feehan

CEO - IAB Europe

Certificate ID: 2KS 254 AVD

Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1tb5mplmosg>



Dr. N. RAMAN
PRINCIPAL.
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



Pavithra L

has completed the following course:

ENTREPRENEURSHIP: FROM BUSINESS IDEA TO ACTION KING'S COLLEGE LONDON

On this course, you've enhanced your understanding of business; improved your skills in entrepreneurship for university study and work; developed yourself as an entrepreneur by learning how to approach key stages and learnt how to apply business concepts and ideas to different contexts.

STUDY REQUIREMENT

4 weeks, 4 hours per week


LEARNING OUTCOMES

- Explain the different characteristics of an entrepreneur
- Describe how you have come to know yourself better, and the role that you and your enterprise can play in wider society
- Develop ideas from many different sources of inspiration and decide on a suitable idea to take forward to develop for this course
- Improve an entrepreneurial idea to express more detail, including your business structure, target customer, and resource requirements
- Summarise your own vision and mission statement for your enterprise
- Identify how you might raise finance to develop your enterprise and develop your pitching skills to acquire finance and/or sales
- Explore your own action plan for the future, thinking about the importance of short term and longer future planning. Test your idea as a minimum viable product
- Produce your own self-development plan. Recognise, appreciate, and apply many different forms of feedback and resources in your entrepreneurial journey



SYLLABUS

- How to understand yourself as an entrepreneur, and create a self-development plan
- Sources of business ideas and inspiration
- The business idea and how to develop it, including: the business model canvas; the minimum viable product; the value of having a mentor; resource requirements; raising finance
- Pitching skills and tips; communication and language skills
- The Entrepreneurial Ecosystem, including leadership and management; using feedback for development; family business models; working in a team; customer service; networking' marketing basics.
- Putting plans into action: the action plan, thinking long term about your enterprise and using resources for continuous development.


Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Google Analytics Academy

Google Analytics for Beginners

Certificate of Completion

20PCCA009Ponvignesh S

Awarded for successfully completing
the course "Google Analytics for
Beginners"



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Certificate expires September 5, 2024

POONGODI V

has completed the following course:

DESIGNING FOR A SUSTAINABLE FUTURE SAMSUNG

This online course explored the fundamentals of design thinking, with a focus on sustainability and the challenges and opportunities that lie ahead. The course covered topics such as artificial intelligence, rewilding and empathising. Intersectional environmentalism was discussed, along with the role of technology in solving problems and creating innovative solutions to the climate crisis.

- Fundamentals of Design Thinking and how to apply it to bring your ideas to life.

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

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SYLLABUS

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- Examples of inspiring projects and solutions that are pioneering the future of sustainability.
- Imagining what might be possible for society if technology is imbued within sustainability.



Dr. N. RAMAN
PRINCIPAL,
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NANJANAPURAM, ERODE - 638 107.

Google Digital Unlocked

20PCCA011 PRAVEENKUMAR.C

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on **06/08/2021**

Matt Britz

President - Google EMEA



The Open
University

Dr. N. RAMAN
PRINCIPAL,
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Townsend Pamela Feehan

CEO - IAB Europe

Certificate ID: 6B8 8UH NTX

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PRIYANKA J

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 11/08/2021

Matt Britz

President - Google EMEA



The Open
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Dr. N. RAMAN
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(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Townsend Pamela Feehan

CEO - IAB Europe

Certificate ID: 99K 8SR U7L

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Google Digital Unlocked

20PCCA013 ROJA

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 07/08/2021

Matt Britz

President - Google EMEA



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
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Townsend Pamela Feehan

CEO - IAB Europe



Certificate ID: 93778X066

Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1tb5mplmosg>

Google Analytics Academy


Google Analytics for Beginners

Certificate of Completion

20PCCA014 SAMYUKTHA K

Awarded for successfully completing
the course "Google Analytics for
Beginners"




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Certificate expires September 18, 2020

Google Digital Unlocked

20PCCA015 SATHEESHKUMAR M

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 04/09/2021

Matt Britz

President - Google EMEA



The Open
University



Dr. N. RAMAN
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KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Townsend Pamela Feehan

CEO - IAB Europe



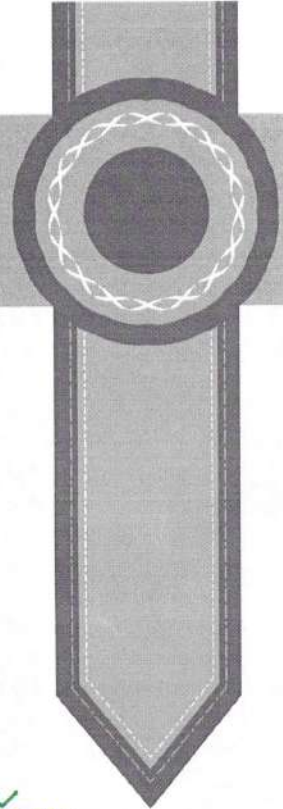
Certificate ID:

Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1tb5mplmosg>

Google Analytics Academy

Google Analytics for Beginners

Certificate of Completion



20PCCA016 Shabana J

Awarded for successfully completing
the course "Google Analytics for
Beginners"



Dr. N. RAMAN
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



Certificate expires September 18, 2024

SHALINE K R

has completed the following course:

DESIGNING FOR A SUSTAINABLE FUTURE SAMSUNG

This online course explored the fundamentals of design thinking, with a focus on sustainability and the challenges and opportunities that lie ahead. The course covered topics such as artificial intelligence, rewilding and empathising. Intersectional environmentalism was discussed, along with the role of technology in solving problems and creating innovative solutions to the climate crisis.

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- Imagining what might be possible for society if technology is imbued within sustainability.

- Fundamentals of Design Thinking and how to apply it to bring your ideas to life.



Dr. N. RAMAN
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(AUTONOMOUS)
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Google Analytics Academy

Google Analytics for Beginners

Certificate of Completion

20PCCA018 TAMILARASU. P

Awarded for successfully completing
the course "Google Analytics for
Beginners"




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Certificate expires August 12, 2024



Google Analytics Academy


Google Analytics for Beginners

Certificate of Completion

S.R.VINOTHRAJ 20PCCA019

Awarded for successfully completing
the course "Google Analytics for
Beginners"




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
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NANJANAPURAM, ERODE - 638 107.

Certificate expires August 21, 2024