



**JSPM's**  
**JAYAWANT INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, New Delhi, Recognized by Gov. of Maharashtra  
& Affiliated to Pune University)  
**S. No. 80/2, Pune-Mumbai Bypass Highway, Tathawade, Pune – 411033.**  
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AISHE Code: C-60096  
Accredited by NAAC With "A" Grade



**Dr. Prof. T. J. Sawant**  
**B.E.(Elec.), PGDM, Ph.D**  
**Founder- Secretary**

**Dr. Bipin Bankar**  
**B.Com, MBA, Ph. D.**  
**Director**

### Declaration

To meet the growing demands of Industries of a skilled person, the institute has introduced Add on courses to students so that they can choose subjects of their area of interest. Add on courses are linked with Industry / current technology/ practical aspects of industry requirements. Such practical add on courses Like “Python Programming”, “Consumer Psychology” helps in increasing the employability of the students.

It's a great way of enabling the participant to be competent enough in the industry that he/she will eventually be working in. The add-on course gives students an insight about the profession they want to pursue and also gives a chance to change path if the interest doesn't set in.

Technical skills are skills and abilities that are relevant and helpful for professional Career. Employers demands for employees who can demonstrate good set of technical skills. With an insight of this Institute has started offering Add-on courses since 2013-14 to MCA and MBA students. By taking up add-on courses, students can acquire new skills and learn a host of new things. This way student end up gathering knowledge about his/her field of interest and can make maximum use of talent by channeling it in the right direction.

#### List of Add-on courses offered during period July 2022 – Jun. 2023:

Sr. No.	Add-on Course	Resource Person	No. of students registered (with Repetition)		No. of students registered (Without repetition)	
				Total		Total
1	Python Programming	Mr. Chandan Patil Senior Data Engineer at Goldman Sachs	70	208	70	202
2	Consumer Psychology	Dr. Sushil Kuma Sarangi Associate Professor	138		132	



  
**Dr. Bipin Bankar**  
**Director**

Add-on course: **Consumer Psychology**  
**Syllabus**

# **JSPM's**

## **Jayawant Institute of Management Studies, Tathawade**

Academic year 2022-2023

Session:- II

### **Add-on Course: Consumer Psychology (CS01)**

#### **Course Contents**

**Module 1:** Introduction to Consumer Psychology Overview of foundation of consumer behaviour: Buyer, Shopper, Consumer Benefits, Segmentation,

**Module 2:** Consumer Decision Making Process, EKB Model, Studying Consumer behaviour.

**Module 3:** Consumer Decision Making Need and Information Search , Two Types of Capitals, External Information Search, Product Influence, , Purchase decision influence,

**Module 4:** Alternate Evaluation , Evaluation Criteria, Consumer Set, Consumer Decision roles, Outlet Selection, Consumer Decision rules, Choice Consumption , Consumption Situations, and Post-Purchase Behaviour Module

**Module 5:** The Individual Consumer , Psychophysics, Consumer Attributes, Person perception, Consumer Inferences, Consumer perceptions Memory and Learning Mood, Consumer Motivation, Emotion and Involvement Consumer Attitude, Communication Effects

**Trainer: Dr. Sushil Kumar Sarangi**

**Add-on course: Consumer Psychology  
Brochure**



# Consumer Psychology (CS01)

Last date to Register  
5/12/2022



## Who can register?

Are you interested in why and how people buy some products and not others? If so, then you might be interested in the Add-on course "consumer psychology".

All of your **Consumers** are **partners** in your mission

Course Contents:

Duration: 32 Hrs

- Introduction to Consumer Psychology
- Consumer Decision Making Process
- Alternate Evaluation
- Consumer Attributes
- Consumer Decision Making Need and Information Search



9922274810

Prof. Sarika Patil  
Course Coordinator

JSPM's Jayawant Institute of Management Studies

**Add-on course: Consumer Psychology**  
List of students enrolled

**JSPM's**  
**Jayawant Institute of Management Studies**  
**Academic year :- 2022-2023**

**Session:- I**

**List of Students**

Course Name: Consumer Psychology

Sr. No.	Student Name
1	Choudhary Chetan
2	Dalal Vedang
3	Dawkhar Shruti
4	Deshmukh Sandip
5	Deshmukh Mukta
6	Dhondse Mandar
7	Gaikwad Sanika
8	Gaikwad Aditya
9	Ganvir Tanmay
10	Gat Shubham
11	Ghadge Omkar
12	Gogarkar Tareh
13	Jadhao Devyani
14	Jadhav Vikramaditya
15	Jangid Arti
16	Jarare Harsh
17	Jirapure Rani
18	Kamble Rasana
19	Khanam Sadiya
20	Khodake Dipak
21	Koli Prerana
22	Korde Mayank
23	Kute Pooja
24	Londhe Kedar
25	Magar Pranali
26	Markad Priya
27	Matane Saurabh
28	Mestri Gauri
29	Nanajkar Vaishnavi
30	Nargunde Rutuja
31	Solanke Prasad
32	Takle Gaurav
33	Talwade Sumit
34	Umrikar Sonali
35	Wagh Anirudha

Sr. No.	Student Name
36	Zaware Ashish
37	Nemade Aishwarya
38	Nirmale Vaishnavi
39	Padmanabhan Eshwar
40	Pasalkar Rohan
41	Pathare Akanksha
42	Patil Ruchira
43	Patil Abhijit
44	Patil Pankaj
45	Patil Tanaya
46	Abhang Sharayu
47	Aher Ashwini
48	Akkawar Ashwin
49	Rupnawar Abhishek
50	Sali Mangesh
51	Patil Bhavesh
52	Pujari Vaibhavi
53	Rananaware Priti
54	Raut Vaibhavi
55	Bidave Trupti
56	Bramhadande Onkar
57	Amesar Kirti
58	Anerao Shaila
59	Bagul Sunil
60	Bansod Thomas
61	Barhate Gunjan
62	Bhagat Tejesh
63	Shah Aachal
64	Shinde Tejal
65	Shinde Ashwini
66	Shinde Riddhi
67	Singh Pooja
68	Jawale Akshata
	Manish Kumar
	Jaronde Ashish

  
**Prof. Sarika Patil**  
Course coordinator



  
**Dr. Bipin Bankar**  
Director

**JSPM's**  
**Jayawant Institute of Management Studies**  
**Academic year :- 2022-2023**

**Session:- I**

**List of Students**

Course Name: Consumer Psychology

Sr. No.	Student Name
71	Rajnandini Balkhande
72	Omkar Bankar
73	Sayali Bhandare
74	Akansha bhavara
75	Rohit Bhingare
76	Omkar Bhosale
77	Pragati Bhosale
78	Akash Bhurkunde
79	Chaitali Chokhat
80	Khushi Chandnani
81	Tejas Chaudhari
82	Pratiksha Chaudhary
83	Ayush Chavan
84	Nikhil Chavan
85	Ravikant Choudhari
86	Devendra patil
87	Prathmesh Devshete
88	Vishal Dhanokar
89	Dipali Dighe
90	Diksha Kusma
91	Anuja Dudhal
92	Vaibhav Gangawane
93	Gawade Varsha
94	Ashwini Gophane
95	Shivani Gore
96	Akash Guher
97	Harshada Hingmire
98	Prashant Honshette
99	Om Hundekari
100	Rahul Jadhav
101	Sonali Jagadale
102	Priya Jangle
103	Janhavi chavan
104	Bhargavi Jape
105	Vaishnavi Kachare

Sr. No.	Student Name
106	Kadam Rutuja
107	Mohit Kalbhor
108	Preeti Kalodiya
109	Kartik Navghan
110	Snehal Katkar
111	Rohit kawale
112	Manasi Keskar
113	Shraddha Khamkar
114	Kshitija kharmate
115	Ajay Khodase
116	Shradha Kohale
117	Aditya Kshirsagar
118	Tushar Kshirsagar
119	Prachi Kumbhar
120	Akshay Londhe
121	Manik Mahadik
122	Ganesh Mohite
123	Anjali More
124	Prathmesh Naik
125	Vishal Chauhan
126	Rohan Rathod
127	Harshal Raut
128	Rohan Sukhdev Kharat
129	Rohini Patil
130	Shubham Sabale
131	Prachiti Sabnawis
132	Saloni divakar
133	Gaurav vilas Sanap
134	Sanjana nikade
135	Abhijeet Sarawade
136	Satabdi Behera
137	Ajay Shelar
138	Aishwarya shelke

  
**Prof. Sarika Patil**  
Course coordinator



  
**Dr. Bipin Bankar**  
Director



**Add-on course: Consumer Psychology**  
Sample Certificate

JSPM's  
Jayawant Institute of Management Studies  
**CERTIFICATE**  
OF PARTICIPATION

This Certificate is Proudly Presented to:

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You came, you learned, you won! Congratulations to for completing the Add-on Course " Consumer Psychology". This certificate reflects your growth during this training program and the expertise you got in the subject.

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Prof. Sarika Patil  
Course Coordinator



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Dr. Bipin Bankar  
Director

2022-23

# **Add-on course: Python Programming Brochure**



**Add-on  
Course**

# Python **Pro**

- You will learn automation, game, app and web development, data science and machine learning all using Python.
- You will learn Selenium, Beautiful Soup, Request, Flask, Pandas, NumPy, Scikit Learn, Plotly, and Matplotlib.
- Be able to build fully fledged websites and web apps with Python
- Be able to use Python for data science and machine learning
- Build GUIs and Desktop applications with Python



**ENROLL NOW**  
**Prof. Leena D.**  
**8956530377**

**JSPM's**  
**Jayawant Institute of**  
**Management Studies**

**Add-on course: Python Programming**  
List of students enrolled

**JSPM's Jayawant Institute of Management Studies**  
**Academic year :- 2022-2023**

**Session:- II**

**List of Registered Students**

**Course Name: Python Pro**

**Course coordinator: Prof. Leena Deshmukh**

Sr. No.	Student Name	Course
1	Bhumika Ahire	MCA
2	Ahire Yogesh	MCA
3	Ahiwale Diksha	MCA
4	Babar Shweta	MCA
5	Bhosale Pratiksha	MCA
6	Bidwai Rucha	MCA
7	Biradar Krushnkant	MCA
8	Borhade Kshitij	MCA
9	Chandapure Shivani	MCA
10	Charde Samiksha	MCA
11	Dalvi Pranay	MCA
12	Dawkhare Atharva	MCA
13	Narendra Deore	MCA
14	Deshpande Kartiki	MCA
15	Durafe Kaivalya	MCA
16	Gaikwad Kunal	MCA
17	Gawade Vaibhav	MCA
18	Avinash Ghule	MCA
19	Hibare Mayuri	MCA
20	Hrishikesh Honrao	MCA
21	Tanay Honrao	MCA
22	Jamadar Satyam	MCA
23	Kadam Sagar	MCA
24	Kamble Akhilesh	MCA
25	Kamble Shubham	MCA
26	Karanjkar Aishwarya	MCA
27	Kulkarni Laxmikant	MCA
28	Lohar Akshata	MCA
29	Mahajan Kunal	MCA
30	Mandhare Aditya	MCA
31	Onkar Mane	MCA
32	Shivam Mantrelu	MCA
33	Menon Vaishak	MCA
34	Mokashi Mukul	MCA
35	More Maheshwari	MCA

Sr. No.	Student Name	Course
36	Naik Rashmi	MCA
37	Narkhede Yash	MCA
38	Nikam Rohan	MCA
39	Samidha Padave	MCA
40	Pagar Abhishek	MCA
41	Parkhi Shrunkhala	MCA
42	Patil Aishwarya	MCA
43	Patil Omkar	MCA
44	Paul Avanti	MCA
45	Pawar Gitanjali	MCA
46	Pawar Pradyumn	MCA
47	Prajapat Mamta	MCA
48	Rajput Shubham	MCA
49	Sourabh Shedge	MCA
50	Akshay Shinde	MCA
51	Shubham Shinde	MCA
52	Thokal Amruta	MCA
53	Vishwakarma Aditya	MCA
54	Wade Pawan	MCA
55	Waikar Shubham	MCA
56	Wamane Rahul	MCA
57	Yadav Sumedh	MCA
58	Amesar Kirti	MCA
59	Anerao Shaila	MCA
60	Bansod Thomas	MCA
61	Jangid Arti	MCA
62	Jarare Harsh	MCA
63	Gogarkar Taresh	MCA
64	Dhondse Mandar	MCA
65	Jeril Jose	MBA
66	Mayuri Pol	MBA
67	Nikhil Dattatray Sherkhane	MBA
68	Pooja Anil Ghuge	MBA
69	Prachi Shamrao Sonwane	MBA
70	Praful Sahebrao Neware	MBA



*Bipin Bankar*

**Dr. Bipin Bankar**  
**Director**

**Add-on course: Python Programming**  
Sample Certificate

JSPM's  
Jayawant Institute of  
Management Studies



# CERTIFICATE OF ACHIEVMENT

This Certificate is Presented To :

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“This certificate is awarded in recognition of your successful completion of Add-on course "Python Programming" . Your hard work, dedication, and commitment to learning have enabled you to achieve this milestone, and we are proud to recognize your accomplishment.

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Prof. Leena D.  
Course Coordinator

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Dr. Bipin B.  
Director