



Shri Yashwantrao Bhonsale Education Society's  
**YASHWANTRAO BHONSALE COLLEGE OF PHARMACY**  
A/ P: Charathe, Tal: Sawantwadi, Dist.: Sindhudurg, Maharashtra- 416 510 (M.S.)



## Add-on Course

Academic Year	:	2021-2022
❖ Title	:	<b>Add-on certificate course on “ Personal Branding &amp; Networking”</b>
❖ Organized by	:	<b>IQAC &amp; SENSE Club of YBCP</b>
❖ Type of Event	:	<b>Add-on Certificate course</b>
❖ Course Code	:	<b>BPH-1-PBN</b>
❖ Mode	:	<b>Online Zoom Meet</b>
❖ Date & Duration	:	<b>24/05/2021-09/07/2021; 30 Hours</b>
❖ Target group	:	<b>First Year B. Pharm (SEM-II) students (64)</b>
❖ Coordinator	:	<b>Ms. Namita S. Bhosale Dr. Dattatray M. Shinkar</b>
❖ Program Advisor	:	<b>Dr. V. A. Jagtap</b>

**BKCS** | **BHONSALE KNOWLEDGE CITY**

**IQAC & SENSE CLUB OF**  
**Yashwantrao Bhonsale College of Pharmacy,**  
**Sawantwadi**

Organizes  
Online Free One Month Certificate Course on  
**“PERSONAL BRANDING & NETWORKING”**

Join Zoom Meeting:  
Meeting ID: 861 8210 9411  
Passcode: 12345

**INAUGURATION**  
22<sup>nd</sup> May 2021  
03:30 PM  
Zoom Meet

**REGULAR SESSION**  
24<sup>th</sup> May 2021 onwards  
04:00-05:00 PM  
Zoom Meet

Offered To  
**First Year B. Pharm Students**

- Welcoming & Inauguration
- Virtual Lamp lighting
- Introduction to add-on course
- Address by dignitaries

Resource persons: YBCP Faculty Members

**HIGHLIGHTS OF COURSE**

- ✓ Understand the main concepts about personal branding.
- ✓ Identify one's personal work values, abilities, skills and values.
- ✓ Identify general areas of career interest.
- ✓ Guide for conducting self-analysis.
- ✓ Understand Networking and self-branding.
- ✓ Create and develop your self-brand effectively.
- ✓ Understand and develop main online reputation concepts.
- ✓ Communication with social media.
- ✓ Understand the importance of personal branding during all the career.
- ✓ Develop personal branding along the professional career

**PATRON**  
  
Mr. Achyut Sawantbhonsale  
Executive Chairman  
SYBES, Sawantwadi

**CONVENER**  
  
Dr. Vijay A. Jagtap  
Principal  
YBCP, Sawantwadi

**Organizing Committee**

<b>SPANDAN HEAD</b>  Dr. D. M. Shinkar Asso. Professor Dept. of Pharmaceutics	<b>SENSE CLUB HEAD</b>  Ms. R. H. Mahabal Asst. Professor Dept. of Ph. Chemistry	<b>COORDINATOR</b>  Ms. N. S. Bhosale Asst. Professor Dept. of Pharmaceutics
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Registration Link: <https://forms.gle/99AbF4M8tRW5t66d7>  
Registration Deadline is 22<sup>nd</sup> May 2021



## **INTRODUCTION:**

The college has various Add-On Certificate Courses which have been started with the aim of enhancing and enriching the students learning experience in the college and to bring about a more holistic approach to learning as well as to cultivate and develop the necessary skills for various vocations and careers.

In today's competitive environment, students need a way to differentiate themselves from their peers. They need an "X" factor that makes them indispensable. In short, they need a personal Brand. Personal branding can be a powerful tool for professional success. Personal branding is not simply a cosmetic exercise but instead a process that helps to develop skills that increase the potential of standing out in the crowded job market. So, take actions each day that build the personal and professional skills to create your unique personal brand. This course introduces the personal branding concept and helps students to learn how to successfully promote the most important brand of all: Themselves. Personal branding is the process of developing a "mark" that is created around your personal name or your career.

## **OBJECTIVES OF THIS COURSE:**

1. Understand the main concepts about personal branding.
2. Identify one's personal work values, abilities, skills and values.
3. Identify general areas of career interest.
4. Guide for conducting self-analysis.
5. Understand Networking and self-branding.
6. Create and develop your self-brand effectively.
7. Understand and develop main online reputation concepts.
8. Communication with social media.
9. Understand the importance of personal branding during all the career.
10. Develop personal branding along the professional career



### **About the programme:**

IQAC & SENCE club of Yashwantrao Bhosale College of Pharmacy had organized One month online free add-on certificate course from 24/05/2021 to 09/07/2021 on the topic **“Personal Branding & Networking ”** for First Year B. Pharm; SEM-II students. The syllabus was designed in the view of the students’ perspective & to know more about personal branding and social media.

Course started with inauguration ceremony held on 22<sup>nd</sup> May 2021 at 3.30 pm through Zoom cloud meet. For the said event, Principal, Dr. V. A. Jagtap Sir, All teaching faculty & HOD’s of YBCP, all 64 registered students from First year B. Pharm were present. Inauguration ceremony started with welcoming guests & participants proceeded with digital lamp lighting. Later, Add-on Course In-charge Ms. Namita Bhosale, gave a brief introduction about Add-on certificate course, in that she introduced all with course objectives, syllabus & eligibility criteria to get certificate of the said course, Then Dr. D. M. Shinkar sir presented welcome addressed & explained the need of Add-on course along with the academic curriculum. Later, Principal, Dr. V. A. Jagtap sir explained reason behind choosing the Course topic “Personal Branding & Networking” to all students, in that he said, nowadays, everything from transaction to education is going digitalized & our college’s students should not fall behind in any of these subject and gave his best wishes for the add-on course 2020-21

Actual sessions started from 24/05/2021 onwards between 04:00 to 05:00 pm per day excluding Sundays/holidays & exams. It was a 30 days course. Course syllabus & timetable was designed & equally distributed amongst all faculty members by Course In-charge Ms. N. S. Bhosale under the guidance of Dr. D. M. Shinkar, All faculty members from each department were appointed as resource person. Resource person expressed their views on various topics through interesting power point presentations, videos and games during their respective Add-on sessions. Course material provided to all registered students on Add-on Google Classroom on regular basis. MCQ Based exam was conducted on 29/07/2021 between 04:00 to 05:00 pm through google form with proctoring on zoom cloud meet after completion of the course for 50 Marks in which all units are equally covered. All the eligible students were awarded with certificate at the end of the course. Total 64 students were enrolled for this course, overall the sessions were fully enthusiastic, well planned & nicely designed by course In-charge Ms. Namita Bhosale, Asst. Professor, Dept. of Pharmaceutics & Dr. D.M. Shinkar Sir, SPANDAN club Head & Asso. Prof. Dept. of Pharmaceutics with the help of all team members.



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**“PO” ATTAINMENT:**

- Professional Identity
- Leadership skills
- Communication
- Lifelong learning

**GLIMPSE OF INAUGURATION CEREMONY**



## GLIMPS OF ADD-ON SESSIONS

**The Difference is**

Starbucks Coffee vs. Coffee

Brands Delivers Value vs. Commodities Competes On Price

**1- Discover Your Core Identity**

2- Differentiate Yourself | 3- Show Your Brand

**You Are in a Competitive Job Market**

**PERSONAL BRANDING**

Presented by: Ms. Gauri Bhivshet, Assistant Professor

EVERYTHING COUNTS

**CONTENTS**

- Personal Branding
- 1.5 The three laws of personal branding
- 1.6 First tools to built personal brand

**PERSONAL BRANDING**

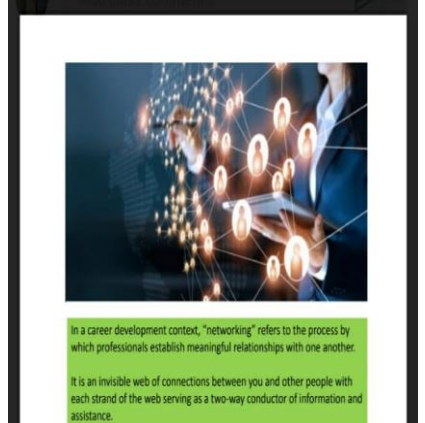
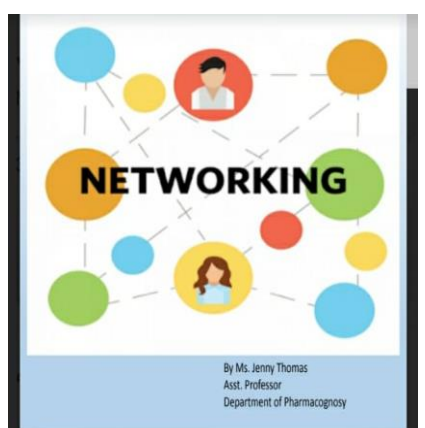
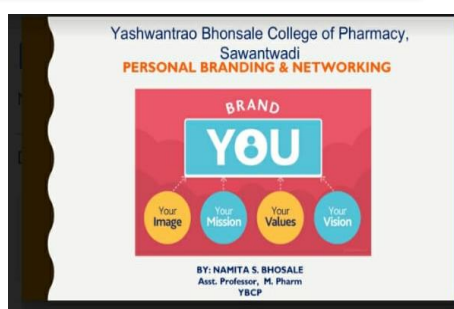
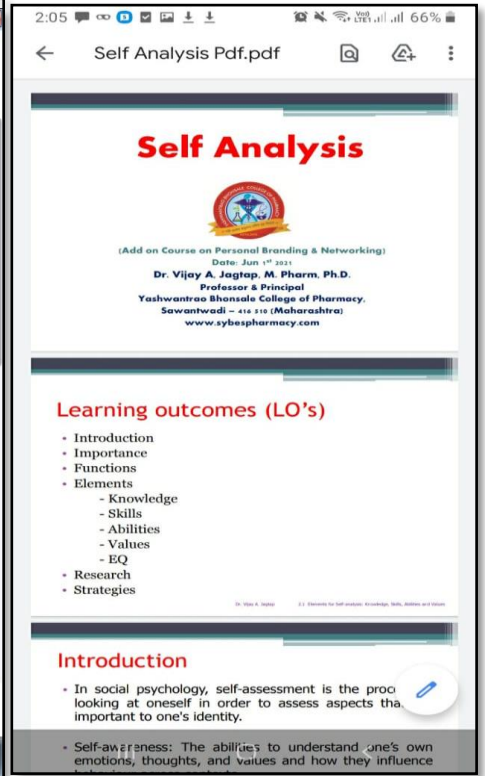
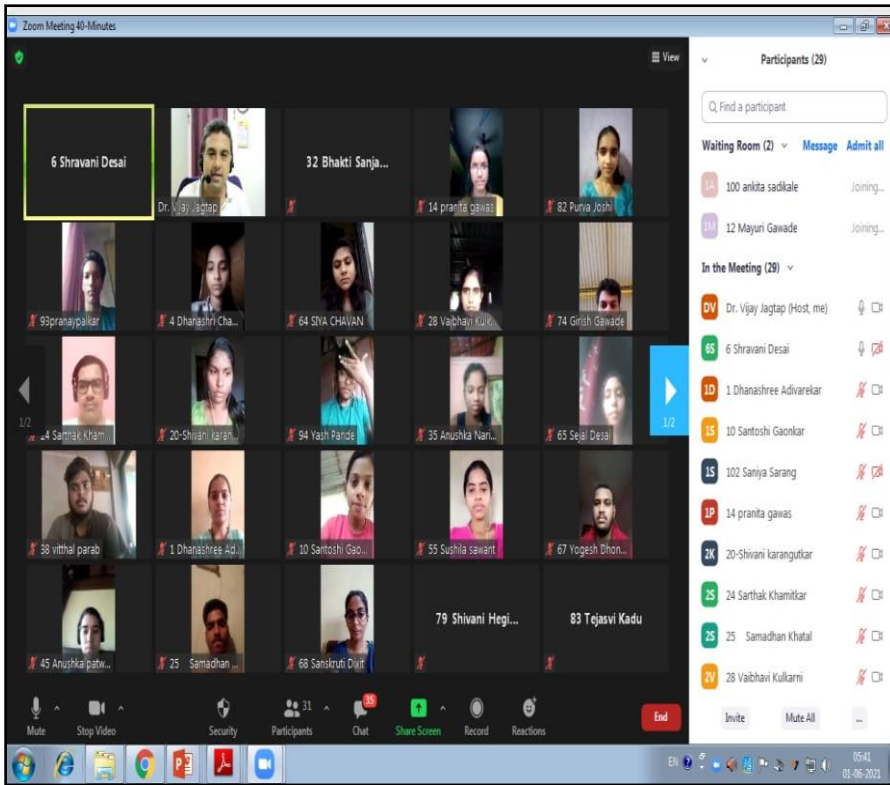
PERSONAL BRANDING is about managing your name – even if you don't own a business – in a world of misinformation, disinformation, and semi permanent information.

PERSONAL BRAND

79 Shrihari Hap... | 184 Abhinav Se... | 17pranavkhar



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**Yashwantrao Bhonsale College of Pharmacy, Sawantwadi, Dist: Sindhudurg, MH**  
21 May · 🌐

Inaugural Ceremony through online mode on 24.05.2021  
 Inaugural Ceremony of free one-month online certificate course exclusively for first-year B. Pharm students on the topic " Personal Branding & Networking " organized by IQAC & SENSE CLUB OF Yashwantrao Bhonsale College of Pharmacy, Sawantwadi

**IQAC & SENSE CLUB OF Yashwantrao Bhonsale College of Pharmacy, Sawantwadi**

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- Understand and develop more online reputation concepts.
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**Organizing Committee**

IN-CHARGE HEAD	CLUB HEAD	COORDINATOR
 <b>Dr. V. A. Jagtap</b> <small>In-charge</small>	 <b>Dr. D. M. Shinkar</b> <small>In-charge</small>	 <b>Ms. N. S. Bhosale</b> <small>In-charge</small>

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You, Vijay Jagtap, Sunetra Phatak and 14 others 3 shares

**Ms. N. S. Bhosale**  
 Course-Incharge  
 Asst. Professor, Pharmaceutics

**Dr. D. M. Shinkar**  
 SPANDAN club head  
 Asso. Professor, Pharmaceutics

**Dr. V. A. Jagtap**  
 Principal  
 YBCP, Sawantwadi