

5/18/24, 2:23 PM

Gmail - Invitation for teaching Assistant for the WILP course MBA ZC415



lavanya koneti <lavanyagcet@gmail.com>

Invitation for teaching Assistant for the WILP course MBA ZC415

WILP Instruction Cell <instruction@wilp.bits-pilani.ac.in>
To: lavanyagcet@gmail.com
Cc: Nallan Chakravarthi hema <hema.nc@wilp.bits-pilani.ac.in>

Thu, Sep 29, 2022 at 4:55 PM

Dear Sir / Madam,

Please find attached, a copy of the offer letter inviting you to Teaching Assistant the WILP course course **MBA ZC415/PDFI ZC415 FINANCIAL & MGMT ACCOUNTING** during the First Semester 2022-2023.


Kindly acknowledge receipt and confirm your acceptance of the offer.

Thanking you,

Sincerely,

—
Ashok Kumar Jitawat
Instruction Cell, WILPD, BITS, Pilani - 333 031
Phone : 01596-515352

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 **Lavanya MBA ZC415.pdf**
116K



Birla Institute of Technology & Science
Work Integrated Learning Programmes Division
Pilani - 333 031 (Rajasthan) India

Prof. P. Srinivasan
Associate Dean

Phone: +91-1596-515214

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Email: psrinivasan@pilani.bits-pilani.ac.in

Ref: WILP/GF/1-2022/19260

July, 26, 2022

Lavanya
Guest Faculty, BITS, Pilani.

Dear Sir/Madam,

Thank you for participating in teaching for the **Work Integrated Learning Programmes** of BITS, Pilani.

As discussed and mutually agreed upon, you would be assigned the role of a **Teaching Assistant** for the course **MBA ZC415/PDFI ZC415 FINANCIAL & MGMT ACCOUNTING** during the **First Semester 2022-2023 (July to December 2022)**.

We would like you to participate in the following academic activities related to the course:

- Evaluation of Exam Answerscripts, Assignments, Labs, and other Experiential Learning components (if any):** Please plan to complete the assigned online evaluation work and subsequent recheck work, if any, within the timelines to be communicated to you by the Course Instructor in due course of time.
- Regular interaction with students through the LMS Taxila as well as the Impartus platform:** Please plan to regularly engage the students in academic discussions through the Discussion Forum and the Question-Answer Forum on the LMS (Taxila) through the WILP ELearn portal, as well as through the Impartus platform.
- Preparation of Question Banks with complete solutions and detailed marking scheme for various components** such as Quizzes, Assignments, Labs, Experiential Learning components, Mid-Semester Tests, and Comprehensive Examinations.

Honorarium: For your participation and services, a consolidated honorarium of Rs. 60,000/- shall be paid at the end of the semester, once the final grading is done.

We believe that, with your academic background and professional expertise, you would be able to enhance the learning of the students, who are employed professionals with work experience in relevant domains.

Kindly confirm your acceptance of this offer by reply email to instruction@wilp.bits-pilani.ac.in.

Thanking you,

Sincerely,

(P. Srinivasan)

Freelancing Assignment with Waterleaf Group
2 messages

Rajendra Waterleaf <rajendra@waterleafconsultants.com>
To: Sita Madhavi G <gsitamadhavi@gmail.com>
Cc: celestin.waterleaf@gmail.com

Mon, Sep 7, 2020 at 4:25 PM

Dear Dr.Sita Madhavi,

In continuation to the conversation that we had in our office today,we would like to inform that you have been assigned to deliver the 30 hour video content (along with 50 MCQs,50FIB, 20Short Q&A and 10 Long Q&A)of the subject "Marketing Management of B.Com first year as per the Osmania University Curriculum.

The remuneration would be a total of 20,000/-

Please let us know if you have any questions.

Thank you.

--
Rajendra E Reddy.
Head - Institutional Networks,
Waterleaf Consultants Pvt.Ltd.
www.waterleafconsultants.com
0-9959783339

Sita Madhavi G <gsitamadhavi@gmail.com>
To: Rajendra Waterleaf <rajendra@waterleafconsultants.com>

Tue, Sep 8, 2020 at 12:34 PM

Dear Rajendra E Reddy

It is a matter of immense pleasure to accept your offer. I will send a sample of my work shortly.

Thank you

Yours sincerely

Dr. A. Sita Madhavi
Professor, Dept of Management Studies
Geethanjali College of Engineering and Technology
Hyderabad

[Quoted text hidden]

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Regards

Dr. G. Sita Madhavi
Professor, Department of Management Studies
Geethanjali College of Engineering and Technology
Hyderabad

UNIT-I: INTRODUCTION TO MARKETING & MARKETING ENVIRONMENT:

Meaning and Definition of Marketing –what is a market? What is marketing? tip of the iceberg- 5 min	5 min
"Marketing is the process of planning and executing the conception. pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives."	
Would you like to be a marketer?- 6 blind men and an elephant-10 min	10 min
What is marketed? Who markets? How many types of markets are there? Market place Vs market space, metamarket- 5 min	5 min
Types of markets, marketing system	
Scope of Marketing – 5 min	5 min
Evolution of Marketing Concepts - Production Concept - Product Concept - Marketing Myopia - Selling Concept – Marketing Concept – 30 min	30 min
Societal Marketing Concept- holistic marketing – 5 min	5 min
Our own chota bheem- 5 min https://brandequity.economictimes.indiatimes.com/news/business-of-brands/bheem-me-up-how-homegrown-hero-chhota-bheem-took-on-mickey-spidey-oggy-and-won/52418658	10 min
https://brandequity.economictimes.indiatimes.com/news/marketing/chota-bheem-to-make-radio-foray/69304770	
Types of needs	5 min
Core marketing concepts- Concept of value- value creation and value addition- 10 min	10 min
Objectives of Marketing – hierarchy of marketing objectives (corporate-marketing obj- mkt strategy-mkt tactic), examples of marketing objectives, internal and external influences on marketing objectives, how to develop marketing objectives- swot- mkt obj- need to develop these objectives- sense of purpose- objective must confirm to SMART criteria- specific, measurable, achievable, relevant, time frame- retention of existing customers, gaining new customers, create trial among new users –push – pull strategy-other considerations while framing objectives- relation with other functional areas, situational analysis- swot, other objectives- review sales, review target market- 15 min	15 min
Role of Marketing in Economic Development – 5 min, international market entry strategy, local to Global	10 min
Joshi pickle and foreign packing- case	10 min
Rural Marketing - Rural Markets Vs Urban Markets – case study- 10 min	10 min
Thanda goes rural, issues in rural marketing	10 min
Marketing Management Tasks – 3 min	3 min
Marketing Mix- Vision to marketing mix strategy- 4 Ps- 5 th P- 10 min	10 min
Marketing of services- how service differs from product, product service continuum, marketing mix for services (6ps)- 20 min	20 min

Letter of Service Appreciation

Dear Sita Madhavi,

On behalf of Go Digital Now, I would like to express our sincere admiration for your outstanding efforts in **digital marketing projects**. We appreciate everything that you have done for the organisation. Your contribution in writing creative blog articles, ideation, and digital strategy research is invaluable.

We pride ourselves on your hard work and dedication to making every project a great success.

Thank you once again for all your contributions.

Best regards,

Shashi Kumar



Partner