

## **PROFESSIONAL CERTIFICATE PROGRAMMES 2017 - 2018**

### **INTRODUCTION**

The waves of globalisation and liberalisation have brought tremendous industrial growth and technological advancements, thereby changing the lives of contenders among the student community. In this world of stratified changes, students must equip themselves with various skills to compete to create an opportunity in the industry. The objective of the professional certificate courses offered is to create industry interface with academics to enhance employable opportunities, avail specialised credential along with the graduate programme. The focus is to familiarise the students with emerging trends in the field of commerce and management. Each course under this programme is selected after careful evaluation of its content, productivity, shelf-life and market relevance. These courses are reviewed and revised annually in response to the changing needs and demands of the academia and Industry. The courses run concurrently with the Graduate Programme and are spread for over 60 hours of inclusive classroom instruction, practical work, assignments, projects, case studies and presentations.

The training pedagogies in these programmes aim at equipping students with contemporary concepts, perspectives, practices and approaches. The trainers, who offer these courses, are a perfect synthesis of experience, knowledge and training skills. Classes are scheduled either before the regular college hours or post college hours. At the successful completion of the course, students are awarded Merit and Credit Certificates. They also focus on tie-up with such knowledge solution partners having the collaborations with NSDC (National skill Development Corporation).

The College has successfully collaborated with several distinguished companies that provide value add on courses to help students acquire Industry oriented skill- set, essential for their professional growth. The institute also encourages outsiders to enrol for the certificate courses offered at college. These industry oriented certificate programmes empower students in gaining internships and final placements in some of the very prestigious companies such as KPMG, Deloitte, Goldman Sachs, HLL, Decathlon, etc.

## **COURSE GUIDELINES**

The below are the guidelines to be understood by the students before choosing any professional certificate course.

- ❖ Each course is scheduled for 60 hours equivalent to 2 Credits.
- ❖ Exams will be formally conducted by the course trainer on completion of the course.
- ❖ Assignments, projects, presentations can be part of evaluation for the final exams.
- ❖ Results will be included in the marks sheet of the candidate on successful completion of the course. Grading system is followed to represent the results scored by the candidate in the marks sheet.
- ❖ Minimum of 75% attendance is required to appear for the exam in each course.
- ❖ Students are not allowed to shift or change the course or batch once after registration.
- ❖ Batch size includes 40 students in each course.
- ❖ Morning batch students will have the courses scheduled on every Monday and Saturday between 11 am to 1 pm.
- ❖ Afternoon batch students will have the courses scheduled on every Monday and Saturday between 4 pm to 5 pm.
- ❖ 3 courses are offered to morning batch students, however they are allowed to choose the courses offered to afternoon batch students provided they must wait till 4pm to attend the course.
- ❖ BBA students have to choose any one course as mandatory and are welcome to choose additional course to which they get additional credits.
- ❖ It is not mandatory for B.Com students to enrol for any certificate course but definitely will add value to their regular degree and fetch additional credits.

<b>Course</b>	<b>Status</b>
B.Com/B.Com (TT)	Optional
BBA	Mandatory

## **LIST OF PROFESSIONAL CERTIFICATE PROGRAMMES 2017 -2018**

### **I YEAR STUDENTS - B.COM/BBA/B.COM (TT)**

#### **BATCH WISE PROGRAMME SLOTS**

	<i>Morning Batch ( I Year)</i>	<i>11am - 1 pm</i>
<i>SL. NO</i>	<i>COURSES</i>	<i>TRAINER</i>
1	Fraud & Forensic Management	Mr. Siddhartha Pal
2	Digital Marketing	IMS Proschool
3	Goods & Services Tax (GST)	Ms. Padmini

	<i>Afternoon Batch ( I Year)</i>	<i>4 pm - 5 pm</i>
<i>SL. NO</i>	<i>COURSES</i>	<i>TRAINER</i>
1	Stock Market	Ms. Rathi David
2	Course 100: Start – Up of Entrepreneur	Ms. Tina Singh
3	The Examined life – An adventure of Ideas	English Department
4	Theatre Arts ( Acting & Stage Craft)	Mr. Lava Kumar
5	HR Analytics	ISTAR
6	Digital Marketing	IMS Proschool
7	IBPS (Banking aptitude)	Ms. Padmini

**(II & III YEAR STUDENTS) - B.COM/BBA/B.COM (TT)**

<i>II &amp; III Year ( after 2 pm)</i>		
<b><i>SL. NO</i></b>	<b><i>COURSES</i></b>	<b><i>TRAINER</i></b>
1	E-Commerce for business Managers	Mr. Ramesh Babu
2	Business Analytics	IMS Proschool
3	Wealth management	ISTAR
4	Market Research	ISTAR
5	Equity Research & Private Banking	ICICI
6	Capital Markets	NSE

## **PROGRAMMES OVERVIEW**

### **1. Certificate Course in Human Resource Analytics**

The course aims to cover the canvas of Administrative HR, Recruiting, Organization Culture, Career Development, Conflict Management and Effective Communication. The course covers basic and strategic HRM issues. It aims to equip the participants with knowledge and skills essential for managing HR in a way that contributes to the development of individuals and organizations. It prepares the students to create a strong foundation of HR practices to deploy human capital in today's organizations and industries.

#### ***Highlights of the Course***

- To gain practical and theoretical knowledge of current practices in Human Resource Management.
- To prepare students to effectively meet the challenges of the ever changing business scenario.
- To train the participants to achieve their corporate goals by making them understand the intricacies of the subject.
- To prepare the students to understand the roles and responsibilities of Human Resource Professionals in today's highly competitive business environment.

### **2. Stock Market**

The Course comprise the understanding of Savings, Investment, Speculation, Global & Indian Economic climate. Investment opportunities - IPOs, Secondary markets, Debentures, Bonds, Fixed Deposits, Real Estate, Mutual Funds, Art, Commodities Benefits of Stock Markets for Promoters, Investors, Economy. Equity Vs Debt. Investment decisions, stock selection, dividend policy, criteria, return, period Understanding Risk - Appetite, tolerance, capacity, allocation of Funds. Mutual Funds - meaning, functioning, types, operations. Understanding PE, Yield, Book value etc

#### ***Highlight of the Course:***

- Trains the students in reading financial papers.
- Understand Audited accounts and Appreciating Research

- Strategies - short, medium and long term; averaging, diversification, going long & short.
- Prepare the participants to trade and expose them to on line trading.

### **3. Course 100: Start – Up of Entrepreneur**

The subject Matter will comprise an in-depth study of entrepreneurship, Women Empowerment, Entrepreneurship Development programme, Microfinance and other similar topics. The course motivates students who wish to start their own business and provides practical inputs and interactive sessions with successful entrepreneurs.

#### ***Highlight of the Course:***

- Discussions with leading specialists, Workshops and seminars.
- 50 rupee exercise, newspaper exercise, case studies.
- Workshop on creativity.
- Business Plan sessions (preparation, modification presentation and evaluation).
- Working on making documentary on entrepreneurship (with expert guidance).
- Internship with start-ups during odd semester breaks (compulsory certification).

### **4. Digital Marketing**

Complete practical concept where students get hands on experience in digital marketing along with placement opportunities after completion of course. Materials will be provided to students offering hands on experience to the students.

#### ***Highlight of the Course:***

- Classroom learning with fundamentals of AdWords.
- Google analytics
- E- com marketing
- Social media marketing
- Mobile adds
- Video advertising

## **5. Theatre Arts (Acting & Stage Craft)**

It deals with human relations as existed at a particular age and mirrors it through the art form. So to know about theatre is to know the traditions, customs, manners and behavioural patterns.

Training of actors includes his/her native talent, training and practice as the three basic building materials in forming actor. Actors as part of their learning, open up to the many ideas and ideologies of world culture and experiences. It is a process of understanding one's own self and expanding one's horizons at the same time. It also calls for an uncompromising discipline of one's self with physical exercises, voice and mind. It contributes in the overall development of an individual and instils inquisitive nature of the world around.

The Certificate course in Acting aims in providing the basic training to begin as an actor through various methods of acting and a brief introduction to the world of theatre.

### ***Highlight of the Course:***

- Develop understanding in psychological, moral, physical and socio-economic analysis of character (analytic skills).
- Develop basic skills of an actor through introduction to training voice, body and mind.
- To develop students' artistic sensitivity, creativity, and integrity.
- To realize the simultaneous opportunities for leadership and group participation (group-level cooperation).

## **6. Fraud & Forensic Management**

This course will help to improve understanding nature of fraud, purpose of investigation, forensic auditing techniques, fraud detection and evidence presentation. This course will be extremely useful to get job in risk management, internal audit, and fraud analysis and mitigation domain.

### ***Highlight of the Course:***

- Introduction to forensic accounting and fraud examination,
- Forensic accounting legal environment,

- Fraud investigation and engagement processes,
- Evidence collection process,
- Fraud examination evidence I: physical, documentary and observational evidence,
- Fraud examination evidence II: interview and interrogation methods,
- Fraud report, litigation, recovery process,
- Financial statement fraud,
- Different types of fraud,
- Corporate governance & ethics,
- Case study

## **7. Goods & Services Tax (GST)**

Basic knowledge and important aspects in GST as Goods and Services Tax (GST) is a proposed system of indirect taxation in India merging most of the existing taxes into single system of taxation. GST would be a comprehensive indirect tax on manufacture, sale and consumption of goods and services throughout India, to replace taxes levied by the central and state governments.

### ***Highlight of the Course:***

- History and introduction
- Effects of GST
- Legislation and law
- Proposed regime
- GSTN
- Migration of the existing taxpayers to GST regime
- Practical training on the important GST aspects.

## **8. Examined life – Adventure of Ideas**

“An unexamined life is not worth living”. Throughout history the human mind has been fascinated both by its possibilities and limitations. The human mind that engenders consciousness, reason, belief, art, literature and so much else is also, often, confounded by its own capacity for stupidity and misery. An exploration into the history of ideas sheds light on the human predicament and can point to a way forward in the presence of difficult choices that we and the world face today.



***Highlight of the Course:***

- The well lived life - A narrative journey from Socrates to Bill Gates.
- Brain or Mind - In search of the meanings of consciousness
- The agony and ecstasy of belief - Interrogating faith narratives
- A brief candle in the dark - Scientific inquiry through ages.

**9. IPBS**

The training programme equips students for all the stages that involve in Campus Recruitments conducted at the college campus. The programme has different modules for written test or aptitude test, group discussions and personal interviews. This programme is updated on a regular basis to keep pace with the changes in the recruitment procedures adopted by various companies at campuses including areas such as Quantitative Ability, Verbal Ability, Reasoning, Group Discussion and Personal Interview which normally gets tested in the Campus Placement.

***Highlight of the Course:***

- The programme offers different modules for written test and aptitude test, group discussions and personal interviews.
- This programme is updated on a regular basis to keep pace with the changes in the recruitment procedures adopted by various companies at campuses.

**10. Equity Research (Private Banking)**

This programme is structured to provide skill development in portfolio foundations, traditional assets, alternative assets and understanding the clients. It provides understanding of various tools and techniques for selecting an equity instrument, mutual fund, fixed income products, alternative investments etc.

***Highlight of the Course:***

- Financial planning concepts like pyramid approach,
- Goal based investments,
- Private banking

- Calculating SIP,
- Lump-sum Investments etc are also introduced.
- Virtual and mock trading.

## **11. ECOMMERCE FOR BUSINESS MANAGERS**

In the modern day scenario where the service had been given the top most priority, the customers won't be having patience to wait and they expect companies to get serviced immediately from the companies. The way to go ahead to meet the criteria is online i.e how effectively you can portray your products or services online to deliver and make it more attractive and appealing. How to create your website and how to interact with the outside world would be the one which we would be learning on this front. This would be covered detailed in the HTML programming.

### ***Highlight of the Course:***

- To enable the student in developing a business outlook
- To understand how to set up and manage a business focusing on financial, marketing and HR functions.
- To provide practical tips in setting up a business firm about how to portray the services online.

## **12. Wealth Management**

Wealth management is a high-level professional service that combines financial and investment advice, accounting and tax services, retirement planning and legal or estate planning for one set fee. Some wealth managers also provide banking services or advice on philanthropic activities.

### ***Highlight of the Course:***

- Virtual wealth management
- Applying concept of risk & return
- Various assets classes like mutual funds, bonds, mortgage funds etc
- Commodities

### **13. Market Research**

Market research consists of systematically gathering data about people or companies – a market – and then analysing it to better understand what that group of people needs. The results of market research, which are usually summarized in a report, are then used to help business owners make more informed decisions about the company's strategies, operations, and potential customer base.

#### ***Highlight of the Course:***

- It analyses data on consumers and competitors.
- Market research analysts study market conditions to examine potential sales of a product or service.
- They help companies understand what products people want, who will buy them, and at what price.

### **14. Business Analytics**

Business analytics (BA) is the practice of iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis. Business analytics is used by companies committed to data-driven decision-making.

#### ***Highlight of the Course:***

- Extensive use of mathematics and statistics, the use of descriptive techniques.
- Predictive models to gain valuable knowledge from data to data analysis.
- The insights from data are used to recommend action or to guide decision making rooted in business context.

### **15. Capital Markets**

NSE Academy, in collaboration with colleges and institutes in India, has been offering a short-term course called NSE Academy's Certified Capital Market Professional (NCCMP) since August 2009, in the campuses of the respective colleges/ institutes.

The aim of the NCCMP Program is to develop skills and competency in securities markets. It is a program, spanning over 3 – 4 months and covering

theoretical and practical training in subjects related to capital markets. Successful candidates are awarded joint certification from NSE Academy and the concerned college.

***Highlight of the Course:***

- Equity markets
- Debt markets
- Derivatives
- Macro economics
- Technical analysis
- Fundamental analysis