



REGULATIONS AND SYLLABUS 2021-22

VALUE ADDED COURSES





GUIDELINES FOR VALUE-ADDED COURSES

1. Introduction

Value-Added courses are part of the curriculum designed to provide necessary skills to increase the employability quotient and equipping the students with essential skills to succeed in life. NGB(DU) offers a wide variety of Value-Added Courses which are conducted after class hours. These courses are conducted by experts or in-house staff and aim at helping the students stand apart from the rest in the job market by adding further value to their resume.

2. Objectives of the Value-Added Courses being:

- ✓ To provide students an understanding of the expectations of industry.
- ✓ To improve employability skills of students.
- ✓ To bridge the skill gaps and make students industry ready.
- ✓ To provide an opportunity to students develop their inter-disciplinary skills.
- ✓ To mould students as job providers rather than job seekers.

3. Designing the Courses

Before designing the syllabus, the feedback from the employers, alumni and industry people have been analyzed and considered to select and design an appropriate courses by identifying the gaps. Apart from this discussions were also held with the employers, alumni and industrial experts to understand the expectations for current and emerging trends. All Value Added Course developed by a Department have been placed before the Board of Studies and approved by the Academic Council.

4. Guidelines for conducting value added courses

Value Added Course is not mandatory to qualify for any program. It is a teacher assisted learning course open to all students without any additional fee. Classes for VAC are conducted during the RESERVED Time Slot in a week or beyond the regular class hours. The value added courses may be also conducted during weekends / vacation period.

5. Duration and Venue

VALUE ADDED COURSES



The duration of value added course are not be less than 30 hours. VAC are conducted in the respective Faculty itself.

6. Procedure for Registration:

The list of Value Added Courses is displayed in the University Website along with the syllabus. A student registers for a Value Added Course offered during the semester by submitting the duly filled in registration form.

7. Attendance

Each faculty handling a course is responsible for the maintenance of Attendance and Assessment Record for candidates who have registered for the course. The Record contains details of the students' attendance, marks obtained in the Internal Assessment Tests. Assignments, Seminars, etc. conducted. The record is submitted to the Head of the Department once a month for monitoring the attendance and syllabus coverage. At the end of the semester, the record is duly signed by the Course Instructor and the Head of the Department and placed in safe custody for any future verification. Each student must have a minimum of 75% attendance in all the courses of the particular semester failing which he or she is not permitted to write the End-Semester Examination. Relaxation of attendance requirement up to 10% may be granted for valid reasons such as illness, representing the University in extracurricular activities and participation in NCC.

8. Passing Requirement and Grading

The passing requirement for value added courses is 40% of the marks prescribed for the course. A candidate who has not secured a minimum of 40% of marks in a course (internal and end-term) shall reappear for the course in the next semester/year. The grades obtained in VACs are not included for calculating the CGPA.

9. Course Completion

Learners get a certificate after they have registered for, written the exam and successfully passed. The students who have successfully completed the Value Added Course are issued with a Certificate duly signed by the Authorized signatories.



VALUE ADDED COURSES

DEPARTMENT OF MANAGEMENT
NEHRU GRAM BHARATI (DU)
PRAYAGRAJ

REGULATIONS

(with effect from 2022-23)

Duration and Class Schedule

- This course is offered for three months, with two batches in an academic year.
- Duration: 3 Months.
- The classes are conducted at Nehru Gram Bharati, Department of Management Campus.
- Class Schedule: Classes shall be conducted @ 3 sessions/week from 4 pm - 5 pm (3 hours per week).
- Total number of hours is 36 hours.

Eligibility

- The participants must have completed Intermediate or 10+2 in any stream.

Teaching Faculty

- Internal Faculty of Nehru Gram Bharati (DU).

Evaluation Procedure

- The course shall have two components of evaluation:
 - a) Continuous evaluation of 20 marks, comprising of quizzes, assignments, etc., covering all the four modules;
 - b) Final Examination of 80 marks, comprising of:

i) Written Examination:

- Module I – 15 marks
- Module II – 15 marks
- Module III – 15 marks
- Module IV – 15 marks

Total: 60 marks.

ii) Oral Examination of 20 marks, covering all four modules.

- Final Score for 100 Marks shall be calculated for the continuous evaluation and final examination; and grade shall be as per the grading system below.

Grading System

VALUE ADDED COURSES



- Based on the student’s performance a final letter grade will be awarded at the end of the certificate course. The letter grades and the corresponding grade points are as given in Table below

S. No	Grade	Grade Points	Absolute Marks
1.	O	10	90 and Above
2.	A+	9	80 to 89
3.	A	8	70 to 79
4.	B+	7	60 to 69
5.	B	6	50 to 59
6.	C	5	45 to 49
7.	P	4	40 to 44
8.	F	0	Less than 40
9.	AB	0	-----

Grade Point Average

- A Grade Point Average (GPA) for the course will be calculated according to the formula:

$$GPA = \frac{\Sigma[C \cdot G]}{\Sigma C}$$

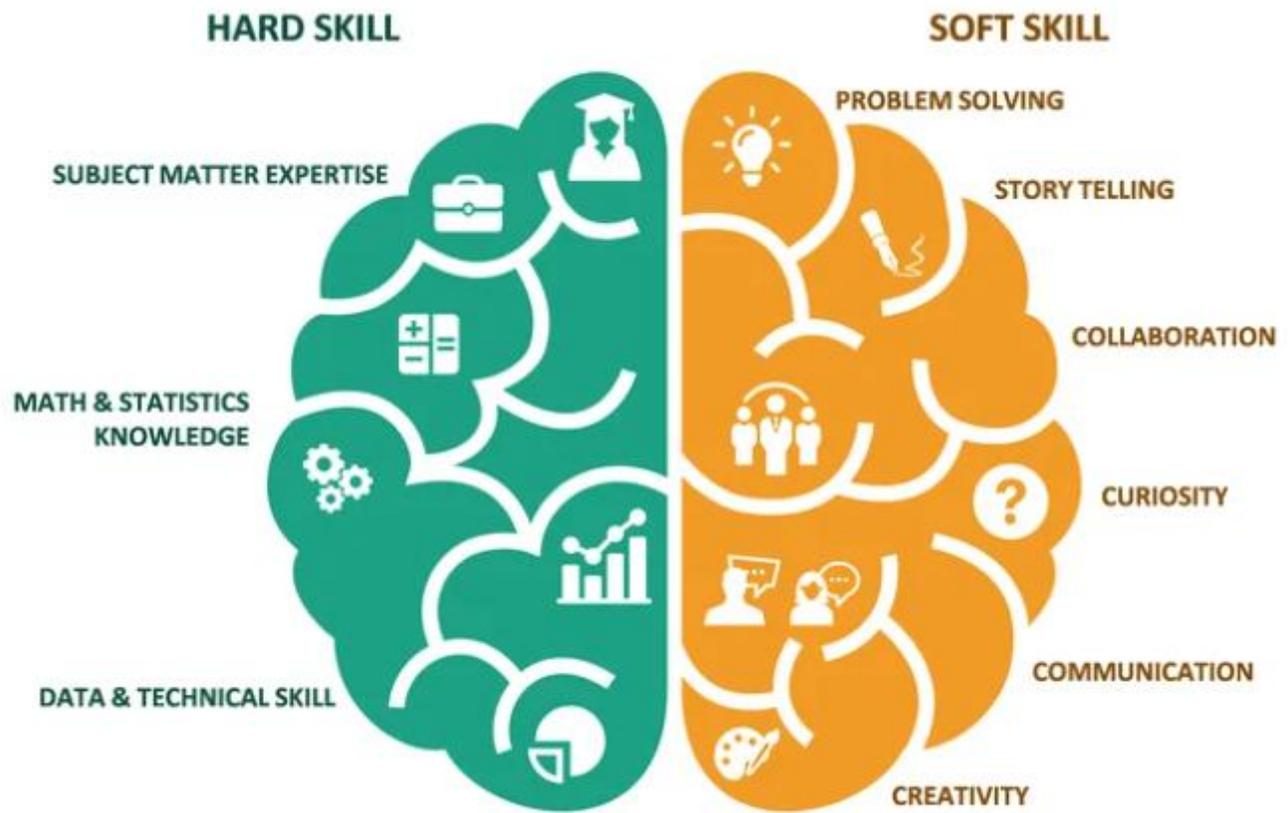
- A student who earns a minimum of 4 grade points (P grade) in the final exam and continuous evaluation put together, is declared to have successfully completed the course, subject to securing a GPA of 5 for a pass in the course.

S. No	Module	Duration in Hours	Continuous Evaluation	Final Evaluation
1	I	9	5	60 (Theory; 15 marks for each module)
2	II	9	5	
3	III	9	5	20 (Oral; 5 marks for each module)
4	IV	9	5	
	Total Credits	3	20	80



VALUE ADDED COURSES

COURSE NO	NAME OF THE COURSE	DURATION
1.	CERTIFICATE COURSE IN SOFT SKILLS	30 HOURS
2.	CERTIFICATE COURSE IN ENGLISH PROFICIENCY SKILLS	30 HOURS
3.	CERTIFICATE COURSE IN INVESTMENT AVENUES	33 HOURS
4.	CERTIFICATE COURSE IN LEADERSHIP DEVELOPMENT	31 HOURS
5.	CERTIFICATE COURSE IN ENTREPRENEURSHIP DEVELOPMENT	35 HOURS
6.	CERTIFICATE COURSE IN SALES AND MARKETING	32 HOURS
7.	CERTIFICATE COURSE IN INTELLECTUAL PROPERTY RIGHTS	32 HOURS
8.	CERTIFICATE COURSE IN CONSUMER BEHAVIOR	36 HOURS
9.	CERTIFICATE COURSE IN COMPUTER LITERACY	30 HOURS
10.	CERTIFICATE COURSE IN STRATEGIC BRAND MANAGEMENT	35 HOURS
11.	CERTIFICATE COURSE IN CORPORATE COMMUNICATION	30 HOURS
12.	CERTIFICATE COURSE IN DIGITAL MARKETING	36 HOURS
13.	CERTIFICATE COURSE IN PERFORMANCE MANAGEMENT	36 HOURS
14.	CERTIFICATE COURSE IN ADVERTISING	30 HOURS
15.	CERTIFICATE COURSE IN TAX OPERATIONS	34 HOURS
16.	CERTIFICATE COURSE IN ORGANIZATIONAL BEHAVIOR	30 HOURS
17.	CERTIFICATE COURSE IN CAPITAL MARKET	32 HOURS
18.	CERTIFICATE COURSE IN FAMILY BUSINESS MANAGEMENT	32 HOURS
19.	CERTIFICATE COURSE IN ORGANIZATIONAL DEVELOPMENT	32 HOURS
20.	CERTIFICATE COURSE IN ACADEMIC RESEARCH AND REPORT WRITING	32 HOURS





CERTIFICATE COURSE IN SOFT SKILLS

COURSE OUTCOMES

By the end of the course, students shall be able to:

- Understand the significance and essence of a wide range of soft skills.
- Learn how to apply soft skills in a wide range of routine social and professional settings.
- Learn how to employ soft skills to improve interpersonal relationships
- Learn how to employ soft skills to enhance employability and ensure workplace and career success.

COURSE OBJECTIVE

This uniquely designed course aims at thorough understanding of the fundamental soft skills and of their practical social and workplace usage. It helps participants to communicate effectively and to carry themselves confidently and in harmony with the surroundings. They also learn how to identify and overcome the barriers in interpersonal relationships, and to employ oral and written communication, teamwork, leadership, problem-solving and decision-making skills, to gain best results. Students would find this course immensely useful for landing a great job, building a career and also finding employment as soft skills trainers, both in India and abroad.

Salient features:

- An integrated course with modules catering to both beginners as well as advanced learners.
- A comprehensive course that covers all the major aspects of soft skills training.
- Carefully designed sections on each soft skill that offer detailed information as well as practical exercises. Teaching methodology is learner-oriented, communicative and task-based.
- Updated with latest inputs from expert and experienced soft skills trainers in the corporate arena.
- Aims at enriching the individual's personality and ensuring personal, social and professional productivity and satisfaction.
- The certificate is not only a valuable addition to the career profile but also qualifies one to impart vital soft skills training in different spheres.

SYLLABUS

UNIT – I

Getting Started

1. Soft Skills:

VALUE ADDED COURSES



- ✓ An Introduction – Definition and Significance of Soft Skills;
 - ✓ Process, Importance and Measurement of Soft Skill Development.
- 2. Self-Discovery:**
- ✓ Discovering the Self;
 - ✓ Setting Goals; Beliefs, Values, Attitude, Virtue.
- 3. Positivity and Motivation:**
- ✓ Developing Positive Thinking and Attitude;
 - ✓ Driving out Negativity; Meaning and Theories of Motivation;
 - ✓ Enhancing Motivation Levels.

UNIT -2

- 1. Interpersonal Communication:**
- ✓ Interpersonal relations; communication models, process and barriers;
 - ✓ team communication; developing interpersonal relationships through effective communication; listening skills;
 - ✓ essential formal writing skills;
 - ✓ corporate communication styles
 - ✓ assertion, persuasion, negotiation.
- 2. Public Speaking:**
- ✓ Skills, Methods, Strategies and Essential tips for effective public speaking.
- 3. Group Discussion:**
- ✓ Importance, Planning, Elements,
 - ✓ Skills assessed; Effectively disagreeing, Initiating, Summarizing and Attaining the Objective.
- 4. Non-Verbal Communication:**
- ✓ Importance and Elements; Body Language.
- 5. Teamwork and Leadership Skills:**
- ✓ Concept of Teams;
 - ✓ Building effective teams;
 - ✓ Concept of Leadership and honing Leadership skills.

UNIT -3

- 1. Interview Skills:**
- ✓ Interviewer and Interviewee – in-depth perspectives.
 - ✓ Before, During and After the Interview. Tips for Success.
- 2. Presentation Skills:**
- ✓ Types, Content, Audience Analysis,
 - ✓ Essential Tips – Before, During and After,
 - ✓ Overcoming Nervousness.
- 3. Etiquette and Manners:**
- ✓ Social and Business.



4. Time Management:

- ✓ Concept, Essentials, Tips.

5. Personality Development

- ✓ Meaning, Nature, Features, Stages,
- ✓ Models; Learning Skills; Adaptability Skills.

UNIT – 4

1. Decision-Making and Problem-Solving Skills:

- ✓ Meaning, Types and Models,
- ✓ Group and Ethical Decision-Making,
- ✓ Problems and Dilemmas in application of these skills.

2. Conflict Management:

- ✓ Conflict - Definition, Nature, Types and Causes;
- ✓ Methods of Conflict Resolution.

3. Stress Management:

- ✓ Stress - Definition, Nature, Types, Symptoms and Causes;
- ✓ Stress Analysis Models and Impact of Stress;
- ✓ Measurement and Management of Stress

4. Leadership and Assertiveness Skills:

- ✓ A Good Leader; Leaders and Managers;
- ✓ Leadership Theories;
- ✓ Types of Leaders;
- ✓ Leadership Behavior;
- ✓ Assertiveness Skills.

5. Emotional Intelligence:

- ✓ Meaning, History, Features, Components,
- ✓ Intrapersonal and Management Excellence;
- ✓ Strategies to enhance Emotional Intelligence.

Note:

Each topic in all the above units will be supplemented by practice exercises, classroom activities and projects.

Reference Books:

a. **Managing Soft Skills for Personality Development** – edited by B.N. Ghosh, McGraw Hill India, 2012.

b. **English and Soft Skills** – S.P. Dhanavel, Orient Blackswan India, 2010





SKILL ENHANCEMENT COURSE IN ENGLISH PROFICIENCY SKILLS

Objectives

- To develop the communication skills
- To bring clarity of thought and communication
- To apply the principles of better communications while presenting for a project, work or in day-today life
- To develop and enhance the image of the learner
- To understand the importance of Verbal and Nonverbal communication
- Understanding the impact of Personality development in every facet of life

English Proficiency Skills

Section A

15 Hours

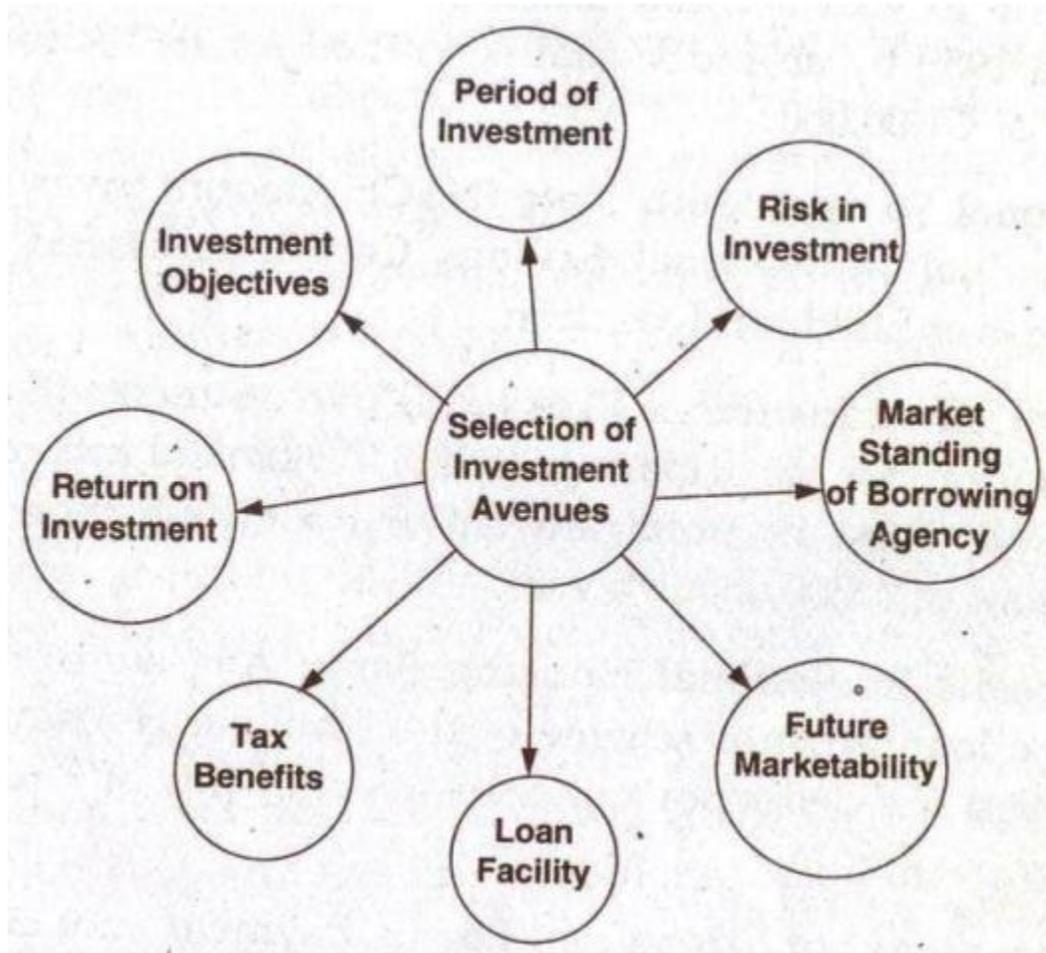
<ul style="list-style-type: none"> • Thinking • Listening skills: Key ingredient for any successful communication • Power of positive thinking • Self-Awareness and Self-Motivation
<ul style="list-style-type: none"> • E-mail Drafting (Any form of written communication) • Aspects and Content of Resume
<ul style="list-style-type: none"> • Different rounds in Interviews: Aptitude test, Group Discussion, General round of Interview, Final round(technical) of Interview • Preparation/ Pre-requisites for Interviews - Content to be prepared, How to answer- How to Introduce Yourself in Interviews, Why Should We Hire You?, Strengths and Weakness, etc • (ONLINE AND OFFLINE) • Common Interview Questions and Answers
<ul style="list-style-type: none"> • Psychology of communication: mirroring, dressing sense, corporate dressing, formal, semi formal, casual, dressing for various occasions & events, Understanding personalities, auditory/visuals • Personality Development: Verbal communication, voice training, speech, clarity, grammar speed, volume, enunciation, pronunciation, ends of sentences, humour, pauses, Stress management, breathing pattern, mind psyching, right attitude, understanding your limitations and strengths, Table manners & etiquettes correct use of spoons, fork, knife, etc, Choosing the right accessories i.e shoes, handbags, jewelry, etc



Section B

15 Hours

Unit I	<ul style="list-style-type: none"> • Fundamentals of Communication: Developing reading & writing skills • Oral Communication: The Art of thoughtful communication • Enhancing communication skills – Verbal
Unit I	<ul style="list-style-type: none"> • Creating First & a Lasting Impression • E.Speak English Fluently and Confidently • Introducing Ourselves/ Striking a first Conversation • Building Communication skills Consistently/ Enhanced Communication Skills Development
Unit I	<ul style="list-style-type: none"> • Enhancing communication skills – Non-verbal • Body type- posture, Body language reading • Analysing body language signals and meanings • Psychology of communication: Gestures, expressions facial language, eye contact, shake hands, sitting posture and Maintaining comfort distance from people
Unit I	<ul style="list-style-type: none"> • Definition of Personality • Determinants of Personality- biological, psychological and socio- cultural factors. • How to Develop an Attractive Personality





CERTIFICATE COURSE IN INVESTMENT AVENUES:

Unit 1: Meaning and definition, Need and importance of investment, Investment objectives, Elements of Investment, Different Investment avenues, Risk and types of risks, Taxes and investments, Place of liquidity in investment decisions, Importance of investment management. Unit II Investment in Banking, Insurance and Pension Fund Investment in Bank Products: Meaning, Role of Banking, Types of Banks, Investment Options (with advantages and disadvantages) - Saving, Recurring, Fix Deposit & Others (Public Provident Fund, Kisan Vikas Patra, National Pension System, Sukanya Samriddhi Yojana). **9 Hours**

Unit 2: Investment in Insurance Products : Meaning - Insurance, Life Insurance and Non -life Insurance, Benefits of Life Insurance Plans, Types of Life Insurance Plans - Terms Plan, ULIPs, Endowment Plans, Money Back Plans, Whole life coverage, Child Plans, Retirement Plans (Annuity or Pension), Comparison of different types of life insurance plan, Need of Life Insurance and Coverage Needed Investment in Pension Fund : Meaning, Tax implications, Different types of pension plan, Classification of various plans, Advantages and Disadvantages. **9 Hours**

Unit 3. Investment in Stock Market and Mutual Fund Investment in Stock Market : Meaning, Why invest in the stock market, Concepts - Shares, NSE & BSE, SEBI, D -Mat and Trading Account, Stock Broker, Stock Market Index, How Stock Market Works - different Point of views, News, Events, Types of Brokers - Full Service Broker and Discount Broker, Conducting Background Research, Build a diverse portfolio Investment in Mutual Fund : Meaning (Mutual Fund and NAV, other basic terms), Types, How do mutual fund works, why should invest in mutual fund, Things to consider as first time investor, How to invest in mutual fund, advantages and disadvantages. **9 Hours**

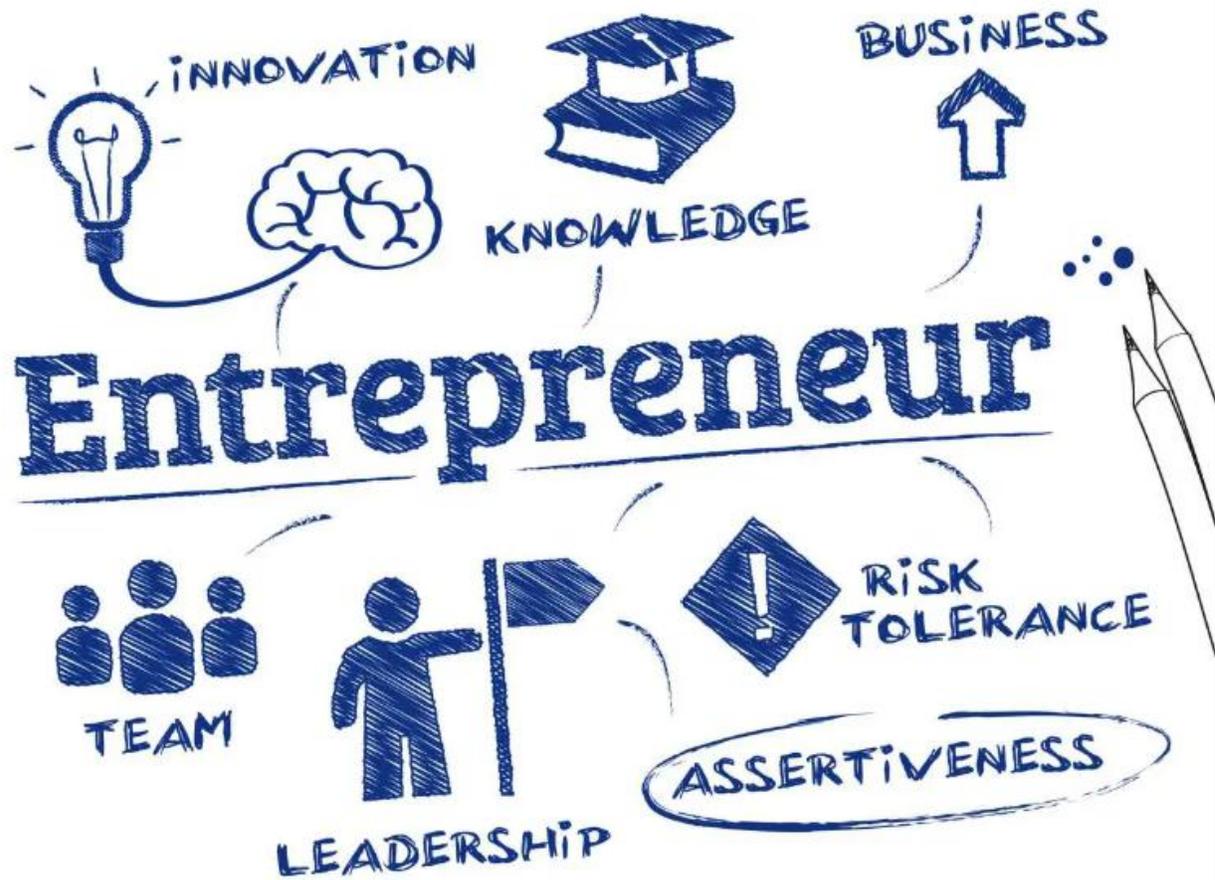
Unit 4. Investment in Real Estate Investment in Real Estate: Property Market in India, Why Property Investment, Tread with caution, how to invest in Real Estate, Other ways to invest in Real Estate Sector. REITs, Share of Real Estate companies, advantages and disadvantages. **6 Hours**





CERTIFICATE COURSE IN LEADERSHIP DEVELOPMENT

Unit I:		5 Hours
	<ul style="list-style-type: none"> ▪ Basic definition, qualities of a leader. ▪ Trait theory and styles of leadership ▪ Theories on Leadership 	
Unit II		5 Hours
	<ul style="list-style-type: none"> ▪ Motivation strategies wrt motivation theories ▪ Emotional intelligence and its significance in the role of a leader ▪ Leadership and team building 	
Unit III		7 Hours
	<ul style="list-style-type: none"> ▪ Leadership skill and conflict management ▪ Creative leadership. ▪ Influence on the creative potential of work groups and teams; ▪ formation of innovative climate in organizations. ▪ Leadership in crisis 	
Unit IV		6 Hours
	<ul style="list-style-type: none"> ▪ Leadership with respect to managing a diverse workforce, ▪ cross cultural dynamics, ▪ diverse team and change ▪ Creating a safe and healthy work environment 	
Unit V		8 Hours
	<ul style="list-style-type: none"> ▪ Mentoring a tool towards leadership development ▪ Leadership in 21th century in terms of developing women leaders, ▪ developing policies for LGBTQ community, ▪ Green management by overcoming all challenges. ▪ Case Study ▪ Assignment on analyzing successful leaders in terms of their leadership styles, skills and success stories. 	





CERTIFICATE COURSE IN ENTREPRENEURSHIP DEVELOPMENT

Entrepreneur & Entrepreneurship:

7 Hours

Meaning of entrepreneur: Evolution of the concept – Functions of an Entrepreneur - Types of Entrepreneurs - Intrapreneur - an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process. Women entrepreneurs, problems of women entrepreneurs and initiatives to develop women entrepreneurs.

Business Planning Process:

8 Hours

Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. Steps in starting a new enterprise Institutions supporting Entrepreneurs: Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India, Self Help Groups, Microfinance

Family Business:

6 Hours

Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.

International Entrepreneurial Opportunities:

4 Hours

The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

Informal Risk Capital and Venture Capital:

3 Hours

Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists. Angel Investors

Social Entrepreneurship:

3 Hours

Social enterprise -need - types - characteristics and benefits of social enterprises - Social entrepreneurship - Rural entrepreneurship,

Entrepreneurship Development Policies

4 Hours

MSME Policies. Make -In India, Start -Up India, Stand -Up India. Franchising in entrepreneurship.





CERTIFICATE COURSE IN SALES AND MARKETING

Module I

8 Hours

- Introduction to Marketing & Its Principles
- Understanding the Role of Marketing
- Marketing Mix
- Developing Marketing Goals
- Segmenting Markets, Selecting Target Customers & Positioning Your Brand

Module II

8 Hours

- Consumer Behavior and Paths to Persuasion
- Identify the characteristics of human behavior that enable you to persuade your target audiences
- Assess potential consumer insights
- Select the strongest insight to accomplish your marketing communication goals
- Evaluate core consumer behavior – and what drives it
- Recognize persuasive techniques

Module III

8 Hours

- Mastering Sales: A Toolkit for Success
- Enhancing your Selling and Persuasion Skills
- Lead Generation Tactics
- Nurturing Prospects
- Telling the Right Story at the Right Time for the Right Reasons
- Closing the Deal and Getting Deals Unstuck
- Ethics to be followed

Module IV

8 Hours

- Social Media & Digital Marketing
- Digital Marketing Fundamentals
- A Framework for Marketing in a Digital World
- Content Marketing
- Search Engine Optimization
- Social Media (Organic), Search Engine Marketing, Email Marketing, Other Digital Channel





CERTIFICATE COURSE IN INTELLECTUAL PROPERTY RIGHTS

Module 1

8 Hours

- Introduction to intellectual property right (IPR)
- Concept and kinds.
- Copy Rights, Trade Mark, Patents
- Economic importance of IPRs
- IPR in India and world

Module 2

8 Hours

- Patents Objectives,
- Patent Rights,
- Patent Act 1970 and its amendments.

Module 3

8 Hours

- Information Technology Related Intellectual Property Rights;
- Computer Software and Intellectual Property
- Emerging Issues and Challenges in IPR

Module 4

8 Hours

- Protection of traditional knowledge and objective.
- Infringement of IPRs,
- Enforcement Measures,
- Future Aspects of IPRs





CERTIFICATE COURSE IN CONSUMER BEHAVIOR

<p>Week 1: Introduction to Consumer Behaviour</p> <ul style="list-style-type: none"> • Theoretical Frameworks of Consumer Behaviour • Cultural Symbolism • Digitalization 	6 Hours
<p>Week 2: Segmentation and Brand Positioning</p> <ul style="list-style-type: none"> • Relevance and Importance of Segmentation and Brand Positioning • Marketing Mix Elements • Types of Brands and Value • Targeting and Positioning • Psychographics 	6 Hours
<p>Week 3: Consumer Decision Making</p> <ul style="list-style-type: none"> • Types of Decisions and Decision Making • Consumer Decision Making Influencers • Role of Culture in Decision Making • Experiential Utility • Role of Emotions in Decision Making • Motivation and Emotion • Social Judgement Theory 	6 Hours
<p>Week 4: Perception</p> <ul style="list-style-type: none"> • Absolute Threshold / Just Noticeable Difference • Applications of Perception 	6 Hours
<p>Week 5: Learning</p> <ul style="list-style-type: none"> • Importance of Learning • Types of Learning • Classical Conditioning • Applications of Classical Conditioning • Summary and Additional Resources 	6 Hours
<p>Week 6: Consumer Behaviour in Practice</p> <ul style="list-style-type: none"> • Consumer Profiling • Psychographics 	6 Hours



SKILL ENHANCEMENT COURSE IN COMPUTER LITERACY

UNIT I

Computer Fundamentals/ Basics of Computer

1. Introduction of computers: (Computer as machine, Uses of computer, Advantages & Disadvantages of computer)
2. Devices: (Keyboard, Mouse, Printer , Scanner , Pen drive, Headphone, Speaker, Joystick, Touch screen, Plotter, Light pen, HDD , CD, Microphone)
3. Operating system and softwares: What is Operating system, types of software's (editors, spreadsheets, antivirus, compressing, programming languages, browser).
4. File organization and management: (folder and file creation, saving, searching, deleting, hiding, file properties, recycle bin, protection)

UNIT II

MS Word

1. Introduction: Interface overview, common buttons, tabs and ribbons, what's the flashing line.
2. Manipulating text, Formatting Paragraphs, Formatting characters: Page layout, cut, copy, Paste, Move, Find and Replace, How formatting makes a difference, changing fonts, typical text format options, Bullet and Numbered Lists, other Formatting Tools, line spacing, paragraph marks, what are quick styles, creating a new quick style.
3. Themes Templates, Preparing document for printing: Applying themes, opening existing templates, creating templates, working with existing content, spelling and grammar check, saving a document, printing and preview options.
4. Organizing content, Tabs, columns and charts, links, Headers and Footers: Creating lists, creating and formatting tables, converting text to tables, table borders and shading, Creating columns, creating Tabular Lists, creating charts, creating web links, creating document location links, creating email links, creating headers and footers,
5. Adding Graphics: You can insert various types of graphics(pictures, shapes or clip art) into your microsoft word document.
6. Creating Table of Contents: Table of contents are ideal for situation where the user wants to provide a visual guide for readers by providing associated page numbers, direct link to different headings and more

UNIT III

MS Powerpoint

1. Getting Familiar With Powerpoint , Creating Basic Presentations
 - a)Applying Presentation Views (Normal View, Slide Sorter View, Notes Page View, Slide Show View)
 - b)Applying Text (Basic Object Manipulation, Font Formatting, Paragraph Formatting, Applying Custom Bullets and Numbering, Using Tabs, Setting Text Box Options)
 - c)Applying Clip Art (Inserting Clip Art and Pictures, Basic Graphic Manipulation, Using Picture Tools, The Format Picture Dialog Box)
 - d)Applying Smart Art (Inserting and Manipulating SmartArt, Formatting SmartArt)
2. Inserting Charts, Tables And Objects, Drawing Objects (Inserting Shapes, Formatting Shapes, WordArt), ADDING VIDEO AND SOUND (Inserting Videos & Audios, Animating Multimedia Playback, Recording a sound)
3. Applying Animation(Adding Slide Transition Animation, Adding Custom Animation), Applying Slide Show View (Running a Slide Show, Using Custom Shows), Printing Your Presentation (Using Page Setup, Setting the Slide Header and Footer, Using Print Preview, Printing)
4. Applying Themes (Applying & Customizing Themes, Formatting the slide background.

**UNIT I**
MS Excel Basic

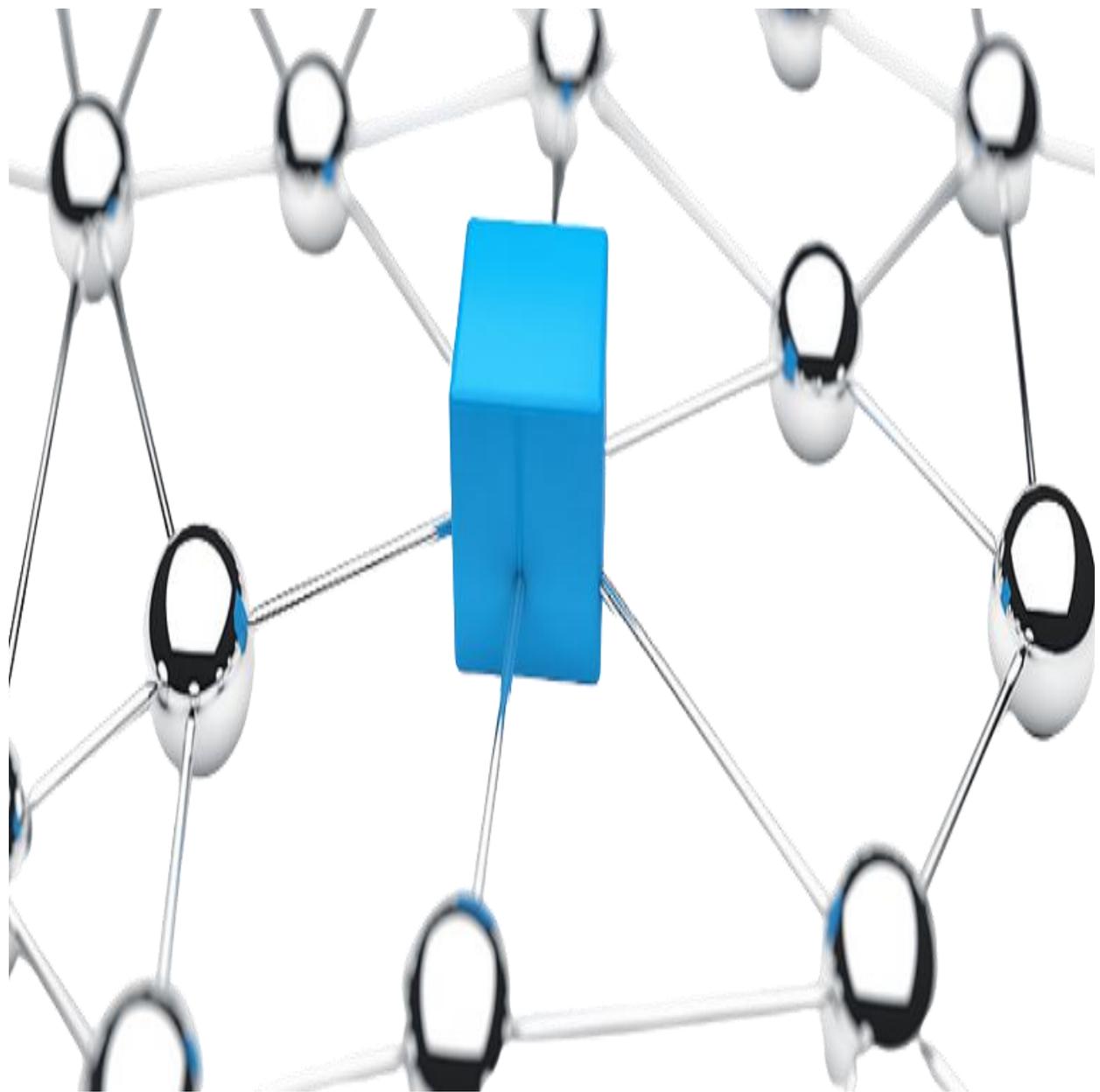
1. MS Excel Basics: Window Parts, Value entering, Workbook (Save, Open, Close), Worksheet (Create, Copy, Hide, Delete).
2. Editing Worksheet: Rows and columns, Insert data, Select data, Delete data, Move data, Copy/Paste, Find/Replace, Special Symbols, Formatting Cells and Worksheets.
3. Formatting Data in Excel (Font formatting, Changing background, adding borders, formatting data as currency, percentage, Conditional formatting, removing duplicates, sorting.
4. Functions:
 - a) Text Functions (LOWER, UPPER, TRIM, CONCATENATE, LEFT, MID, RIGHT, LEN, FIND)
 - b) Date & Time (DATE, TIME, NOW, TODAY)
 - c) Statistical (MAX, MIN, AVERAGE, COUNT, SUM)
 - d) Logical (AND, OR, NOT)

UNIT II
MS Excel Advanced

1. Creating basic charts in Excel(column chart, Excel chart ribbon, Pie chart, line chart, Bar charts),
2. Logical Functions (If function, Iferror, nested if)
3. Functions: Math & Trig (ABS, SIGN, SQRT, MOD)
4. Advanced Operations: Data Sorting, Filtering, Validations, sum if, vlookup.
5. Excel Advance: Freeze cells in Excel, Insert PDF in Excel, Creating Graph in Excel, Compare Two Excel sheets.

UNIT III
Google Account and Workspace

1. Introduction to Drive: Upload and store, Sync and access, View and update, Organize and search, Share and collaborate
2. Working with shared drives: Set up shared drives, Add files and folders, Manage files and folders, Share and collaborate
3. Google form and its features:
 - a) Custom forms, Drag-and-drop, Customize values, Reorder questions,
 - b) Add images, videos, and custom logic,
 - c) Real-time response information, Automatic summaries, Access control, Data validation rules, Collect & organize information
 - d) Customizable branding, Curated themes, Multiple choice, Dropdowns, Page branching, Question skip logic
 - e) Responsive forms, Real-time response charts
 - f) Export to Google Sheets
 - g) Multi-user collaboration
4. Google Classroom and its features:
 - a) Using Google classroom, join class, submit assignment.
5. Introduction to Google photo
 - a) Basic features
 - b) Smart features
 - c) Storage features and policies





CERTIFICATE COURSE IN STRATEGIC BRAND MANAGEMENT

Module I: Introduction **6 Hours**

- Introduction to strategy, brand, brand management
- Positioning, brand positioning
- Brand equity, customer based brand equity

Module II: Brand Elements To Build Brand Equity **4 Hours**

- Brand recall power
- Application of brand element
- Brand name
- Brand slogan

Module III: Marketing Programs to Build Brand Equity **4 Hours**

- Marketing programs or strategies
- Traditional marketing activities
- Product remains first frontiers for consumer to create opinion for brand
- Pricing is crucial for brand image

Module IV: Integrated Marketing Communication to Build Brand Equity **4 Hours**

- Marketing communications
- Integrated marketing communication
- State of brand awareness and brand image

Module V: Brand Association to Build Brand Equity **4 Hours**

- Leverage secondary brand
- Country of origin
- Co-branding
- Usage of logos

Module VI: Developing Brand Equity Measurement and Management System **4 Hours**

- Indirect and direct measurement
- Marketing investment design



VALUE ADDED COURSES

- Tracking system

Module VII: Measuring Sources of Brand Equity

2 Hours

- Questionnaires format
- Quantitative techniques

Module VIII: Measuring Outcomes of Brand Equity

3 Hours

- Brand based comparative methods
- Marketing based methods
- Conjoint / holistic methods

Module IX: Important Strategic Branding Issues

4 Hours

- Marketing brand overtime
- Brands over geographical boundaries
- Building strong brand equity

Description

Branding or brand is considered important not only for companies but they carry equal importance for customers or consumers. From the consumers point of view, brands becomes important for various reasons let us explore some of them. Brands for a customer will indicate commitment towards quality from sellers there by reducing time spent in coming to purchase decision. Brand for companies will indicate a sort of benchmark in quality as well as customer expectation, a point of differentiation from competitors and a steady stream of profit.

Brand equity is a good barometer to understand past action and future course of action for marketers, who are active in formulating strategies for a given brand. If in present, customers has developed favorable attitude towards the brand it is clear indication that past investment have found there mark. The present also leads the way how marketers should plan future course, as to achieved desired results. But one aspect is absolutely clear that brand knowledge is a key factor in establishing brand equity. Customer based brand equity results in creation of strong brand and this is achieved when brand awareness and image are at high level. But how to create a strong brand based brand equity.

CORPORATE COMMUNICATIONS





CERTIFICATE COURSE IN CORPORATE COMMUNICATION

Unit 1: Introduction to Business Communication

6 Hours

Communication is an important part of your self-concept. This unit will help you solve problems by understanding yourself and others and recognizing the role you play as communicator. You will learn about different models of the communication process, as well as the most widely-recognized elements of those processes. You will also learn to recognize the audience-based contexts of communication and discover the challenges of framing business communication in an ethical and effective manner.

- a. **Why Is It Important to Communicate Well?**
- b. **What is Communication and Why Does It Matter?**
- c. **The Categories of Communication**
- d. **The Shannon and Weaver Model**
- e. **How Does Communication Work?**
- f. **Communication in Context**
- g. **Levels of Communication**
- h. **Your Responsibilities as a Communicator**
- i. **It's Your Job to Make Others Understand**
- j. **The NLP Communication Model**
- k. **Nonverbal-Verbal Channels**
- l. **Matching and Mirroring to Build Rapport**
- m. **The Basics of Emotional Intelligence**
- n. **The Importance of Emotional Intelligence**
- o. **How to Improve Emotional Intelligence**

Upon successful completion of this unit, you will be able to:

- ◆ discuss the importance of practicing proper communication skills in business;
- ◆ match the eight communication process components to their respective functions or characteristics;
- ◆ describe the distinguishing features of intrapersonal, interpersonal, group, public, and mass communication contexts;
- ◆ explain the differences between the transactional and constructivist models of communication;

VALUE ADDED COURSES



- ◆ outline the challenges associated with the two primary responsibilities of a business communicator: being ethical and being prepared; and
- ◆ explain how the three parts of communication (verbal, nonverbal, and tone) affect effective communication.

Unit 2: Delivering Your Message

8 Hours

This unit focuses on importance of delivering your message, and examines how language can improve and diminish the effectiveness of business communications. Language plays a significant role in how you perceive and interact with the world as well as how culture, language, education, gender, race, and ethnicity all influence this dynamic process. Throughout this unit, you will discover ways to avoid miscommunication and also identify constructive ways to deliver an accurate message to a targeted audience.

- a. **What Is Language?**
- b. **What Makes Human Language Distinct?Page**
- c. **Plain Language**
- d. **Messages**
- e. **Are You Reasoning Right?**
- f. **A New Organizing Model for Business Messages**
- g. **Principles of Verbal Communication**
- h. **The Power of Verbal Communication**
- i. **Language Can Be an Obstacle to Communication**
- j. **More on Language as an Obstacle to Communication**
- k. **Emphasis Strategies**
- l. **Four Ways to Cut the Clutter From Your Business Writing**
- m. **Descriptive Language**
- n. **Improving Verbal Communication**
- o. **Choosing Good Words**
- p. **Four Tips to Make Your Message Memorable**

Upon successful completion of this unit, you will be able to:

- ◆ describe the role of language in perception and the communication process;

VALUE ADDED COURSES



- ◆ explain how language is shaped by rules and how reality is shaped by language;
- ◆ develop appropriate strategies for improving verbal communication;
- ◆ identify cliches, jargon, slang, and sexist or racist language;
- ◆ employ strategies that emphasize your message; and
- ◆ critique the effectiveness of messaging in an oral or written presentation.

Unit 3: Understanding Your Audience

8 Hours

Your self-awareness influences your effectiveness as a communicator, as does how others view you. Since people select, organize, and interpret words and ideas in many different ways, audience analysis is a vital part of crafting meaningful messages. In this unit, you will learn how to analyze yourself and your audience to maximize your communication effectiveness.

Completing this unit should take you approximately 6 hours.

Upon successful completion of this unit, you will be able to:

- ◆ describe the factors that contribute to self-concept;
- ◆ predict the impact of self-fulfilling prophecies on a given decision-making scenario;
- ◆ explain the nature and influence of selective perception;
- ◆ identify the Gestalt principles of organization;
- ◆ explain the relationship between interpretation and perception and why one person's perception can differ from another;
- ◆ analyze the demographics of a particular group to predict their interests, needs, and goals;
- ◆ differentiate between hearing and listening; and
- ◆ explain the habits of active listeners and active readers.

a. **Self-Understanding Is Fundamental to Communication**

b. **The Pygmalion Effect**

c. **Perception**

d. **Selective Processing**

e. **Cognitive Shortcuts**

f. **Differences in Perception**

g. **Central and Peripheral Route**

VALUE ADDED COURSES



- h. Getting to Know Your Audience**
- i. Active Audiences**
- j. Know Your Audience, or Kill Them**
- k. Listening and Reading for Understanding**
- l. Listening vs. Hearing**
- m. Active Listening Strategies**

Unit 4: Effective Business Writing

8 Hours

This unit will discuss writing in business context, and how effective writing compares with effective speaking. Successful writing develops from good habits like reading, targeted writing practice, and critical thinking, and is characterized by the use of rhetorical and cognitive strategies. In this unit, you will learn how to apply appropriate styles and ethical principles in business writing contexts while recognizing the kinds of barriers that can challenge communication objectives and outcomes. You will also explore the different ways that writing skills are applied and how to write effective documents.

Completing this unit should take you approximately 6 hours.

Upon successful completion of this unit, you will be able to:

- ◆ explain the processes involved in effective business communication;
- ◆ identify the rhetorical elements and cognate strategies that contribute to good writing and explain their purposes;
- ◆ demonstrate how the rules that govern written language relate to the legal implications of business writing;
- ◆ describe some common barriers to written communication and how to overcome them;
- ◆ identify the purpose, elements, and formats of memos, business letters, business proposals, reports, resumes, and sales messages;
- ◆ craft effective text messages, emails, memos, business letters, business proposals, and sales messages in business communication;
- ◆ explain the purpose and features of functional, reverse chronological, combination, targeted, and scannable resumes; and
- ◆ critique a set of writing samples, and identify their writing styles and traits associated with effective business writing.

VALUE ADDED COURSES



- a. **Oral vs. Written Communication**
- b. **How Is Writing Learned?**
- c. **Principles of Good Written Communication and Writing Style**
- d. **Good Writing**
- e. **Style in Written Communication**
- f. **Principles of Written Communication**
- g. **Good Business Writing Habits**
- h. **Overcoming Barriers to Effective Written Communication**
- i. **Communication Mistakes by Salespeople**
- j. **Business Writing in Action**
- k. **Writing Styles**
- l. **Email Etiquette**
- m. **Communicating Online**
- n. **Communicating via Digital Imaging**
- o. **Responsible Digital Citizenship**
- p. **Writing a Winning Sales Proposal Is Like Building a Grand House**
- q. **The Inverted Pyramid**
- r. **Business Writing**



CERTIFICATE IN DIGITAL MEDIA & MARKETING

MODULE 1: BASICS of DIGITAL MARKETING

6 Hours

- Introduction To Online Digital Marketing
 - Importance Of Digital Marketing
 - How did Internet Marketing work?
 - Traditional Vs. Digital Marketing
 - Types of Digital Marketing
 - Increasing Visibility
 - Visitors' Engagement
 - Bringing Targeted Traffic
 - Lead Generation
- Hands-on Lab
- 1) Analysis Of Traditional Marketing
 - 2) How to Business Marketing via Traditional Marketing

MODULE 2: ANALYSIS AND KEYWORD RESEARCH

6 Hours

- Market Research
 - Keyword Research And Analysis
 - Types Of Keywords
 - Tools Used For Keyword Research
 - Localized Keyword Research
 - Competitor Website Keyword Analysis
 - Choosing Right Keywords To The Project
- Hands-on Lab
- 1) Analysis Market Condition And Opportunities
 - 2) Keyword Analysis on Google Keyword Planner Tool
 - 3) Pick The Right Keyword For Project

MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO)

8 Hours

- Introduction To Search Engine Optimization



VALUE ADDED COURSES

- How Did Search Engine work?
- SEO Fundamentals & Concepts
- Understanding the SERP
- Google Processing
- Indexing
- Crawling

Hands-on Lab

- 1) Search Engine Results Page (SERP) Report Generation
- 2) Google Crawling and Indexing Status Checking

MODULE 4: ON-PAGE OPTIMIZATION

8 Hours

- Domain Selection
- Hosting Selection
- Meta Data Optimization
- URL Optimization
- Internal Linking
- 301 Redirection
- 404 Error Pages
- Canonical Implementation
- H1, H2, H3 Tags Optimization
- Image Optimization
- Landing Page Optimization
- No-Follow And Do-Follow
- Creating XML Sitemap
- Robot.txt

Hands-on Lab

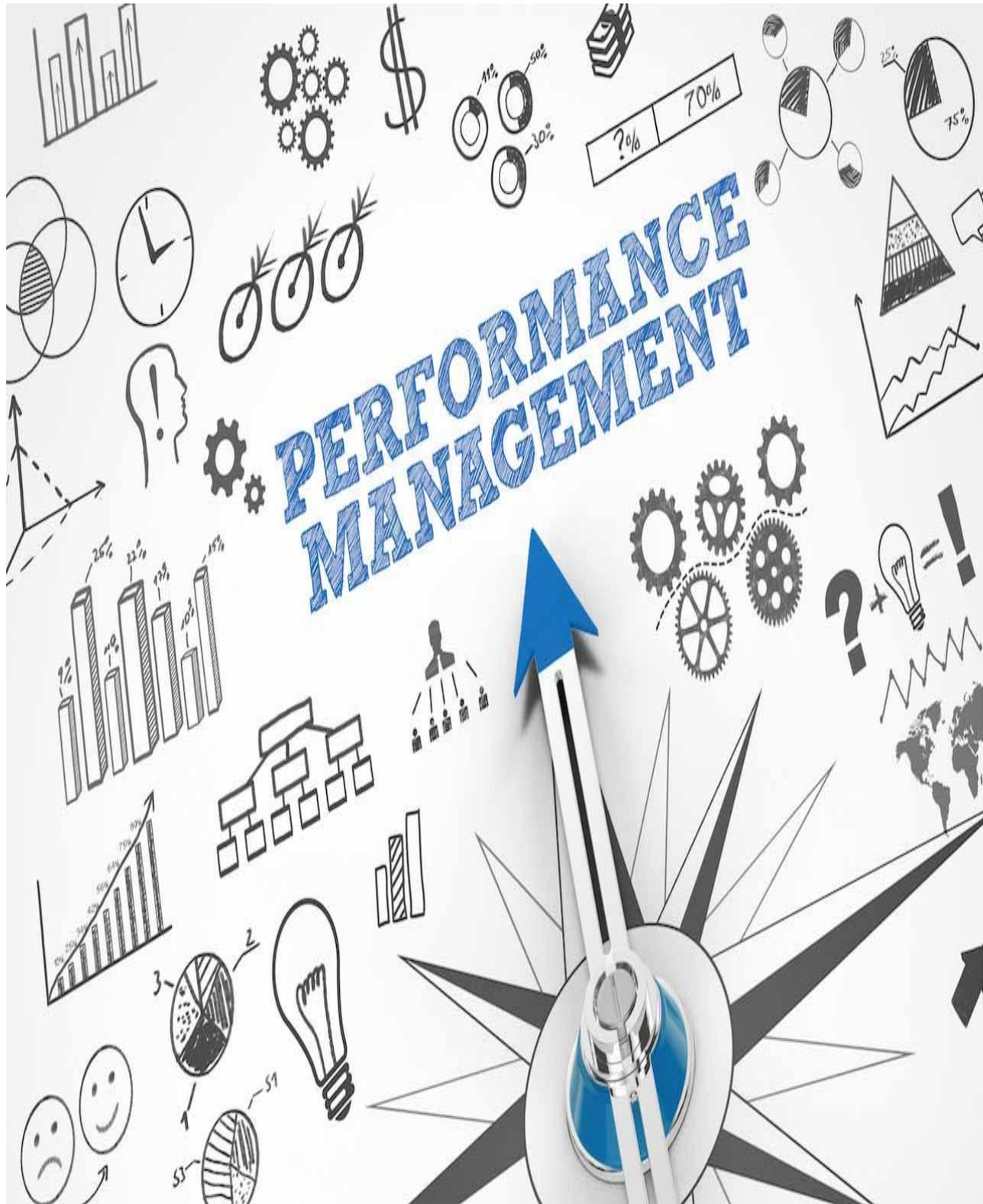
- 1) Analysis of On-Page Site Matrix
- 2) Create a Landing Page
- 3) Implementation on Title Tag, Meta Description, Canonical Tag, Header Tag
- 4) Optimization on Multi-Media file Optimization like Image, Videos, and Infographics
- 5) Landing Page Performance Monitoring and Updation



MODULE 5: OFF-PAGE OPTIMIZATION

8 Hours

- **Link Building Tips & Techniques**
 - **Difference Between White Hat And Black Hat SEO**
 - **Alexa Rank, Domain**
 - **Link Acquisition Techniques**
 - **Directory Submission**
 - **Social Bookmarking Submission**
 - **Search Engine Submission**
 - **Web 2.0 Submission**
 - **Article Submission**
 - **Image Submission**
 - **Video Submission**
 - **Forum Submission**
 - **PPT Submission**
 - **PDF Submission**
 - **Classified Submission**
 - **Business Listing**
 - **Blog Commenting**
 - **Citations**
 - **Profile link creations**
 - **Infographics Submission**
- Hands-on Lab**
- 1) **Search Engine Guidelines Based Backlink Creation on Landing Page**
 - 2) **The Increase of Link Juice Value**
 - 3) **Increase and Analysis Domain Authority & Page Authority Factor**
 - 4) **Learn 15 Golden Rules Of Backlink Creation and Improve Quality**
 - 5) **How To Avoid Spam Backlink**





CETIFICATE COURSE IN PERFORMANCE MANAGEMENT

Module 1:

8 Hours

Introduction to Performance Management

- The Context and Business Case for Performance Management
- Strategic and Integrated Performance Management
- The Importance of Establishing a Culture of High Performance
- The Principles and Building Blocks of Effective Performance Management
- The Role of HR and Leaders within Performance Management
- Motivational Theories, Models and their Role in Performance Management
- The Psychological Contract in Practice

Module 2:

7 Hours

Performance Management: Setting Performance Objectives

- What are the performance objectives?
- Key Elements of Performance Objectives – SMART
- The Importance of Agreeing to Objectives
- Quantitative and Qualitative Objectives
- Developing SMARTMaC Objectives
- Setting Objectives
- Achieving Holistic Organization Integration – Vertical, Horizontal and Functional

Module 3:

7 Hours

Performance Management: Key Performance Indicators (KPIs)

- What are KPIs?
- Significance of Performance Objectives and KPIs
- Developing the Best KPIs for Your Organization
- Designing KPIs that Matter
- The Value of the Balanced Scorecard (BSC)
- The Purpose of Employee Appraisal
- Managing Challenges with the Employee Appraisal

VALUE ADDED COURSES



Module 4:

8 Hours

Performance Management: Managing Performance

- Monitoring Employee Performance with Ongoing Review
- Addressing the Performance Gap – Proven Approaches to Solving Performance Problems
- Managing a Performance Problem
- Improving Attendance at Work – Resolving Absences and Sick Absences
- Agreeing with the Performance Appraisal Rating
- Performance Appraisal and the Link to Rewards and Recognition
- Bench-marked Performance Appraisal Methods

Module 5:

6 Hours

Impact of Positive and Constructive Feedback and Coaching

- Optimal Feedback Models to Provide Constructive and Developmental Feedback
- Impact of Giving and Receiving Useful Feedback
- Coaching for Effective Performance
- Continuing Professional Development: Personal Development Planning (PDP)
- Review, Summary and Final Evaluation





CERTIFICATE COURSE IN ADVERTISING

Unit 1: Advertising Primer

6 Hours

- History of Advertising
- The contemporary landscape
- How everyone can be creative
- How an agency works
- The collaborative effect – how to work with others involved in the process

Unit 2: Core competencies

8 Hours

- Market research – Quantitative and Qualitative
- Consumer behavior – Human Science, Semiology
- Principles of Marketing and marketing strategy
- Branding –Strategy and research, DNA, Loyalty, Design, Diversification
- Digital Marketing
- Direct Marketing
- Copy writing – for print, outdoor, ambient, digital media, radio, tv, etc.
- How to work with your art partner
- Becoming a Creative Director

Unit 3: Digital Communication

8 Hours

- Introduction, Design, Building a digital Campaign
- Grid based web design
- Intro to UI/UX design, designing for Mobile platforms
- Web fundamentals: HTML 5 and CS5 3
- Introduction animation on the web

Unit 4: Client Servicing and Account Planning

8 Hours

- What is client servicing?
- How to write a brief?



VALUE ADDED COURSES

- What is account planning?
- How to see your agency's work?
- How to do research online and offline?
- How to mine for insights?
- Media Planning & Sales: Introduction to media planning and sales





CERTIFICATE COURSE IN TAX OPERATIONS

Unit 1. 8 Hours

- A. Introduction to Income Tax
- B. Computation of income from five heads:
 1. Salary
 2. House property,
 3. Business Profession,
 4. Capital Gains,
 5. Income from other Resources.

Unit 2. 8 Hours

- C. Deductions from Gross Total Income,
- D. Set Off & Carry Forward of Losses,
- E. Penalties & Prosecution
- F. Computation and E Filing of ITR
- G. Administration of income tax,
- H. Income tax authorities

Unit 3. 8 Hours

- I. Conceptual framework of GST
- J. Concept of VAT: Meaning, Variants and Methods
- K. Major defects in the structure of indirect taxes prior to GST
- L. Rationale for GST; Structure of GST (SGST, CGST, UTGST and IGST)
- M. GST Council
- N. GST Network
- O. Valuation for GST
- P. Valuation rules
- Q. Exemption from GST

Unit 4. 10 Hours

- R. Registration:
- S. Registration procedure,
- T. Amendment of registration,
- U. Cancellation of registration,
- V. Revocation of cancellation of registration;
- W. Classification of Goods and Services under GST for Rate Purposes.
- X. Input Tax Credit





INTRODUCTION TO ORGANIZATIONAL BEHAVIOR: CERTIFICATE PROGRAM

Unit `1		8 Hours
	<ul style="list-style-type: none"> i. The Evolution of Organizational Behavior ii. Management and Organizational Behavior iii. Foundations of Individual Behavior iv. Personality and Behavior in Organizations v. Emotions and Moods in the Workplace vi. Attitudes and Values in the Workplace vii. Ethics in the Workplace 	
Unit `2		8 Hours
	<ul style="list-style-type: none"> viii. Perception and Attribution ix. Learning in the Workplace x. Employee Motivation xi. Individual Decision Making in Organizations xii. Workforce Diversity xiii. Organizational Communication in Business xiv. Groups and Work Teams xv. Group Decision Making 	
Unit `3		8 Hours
	<ul style="list-style-type: none"> xvi. Conflict in the Workplace xvii. Leadership in Organizational Behavior xviii. Leadership Theory in Organizational Behavior xix. Leadership Styles in Organizational Behavior xx. Organizational Structure and Design xxi. Job Design 	
Unit 4		6 Hours
	<ul style="list-style-type: none"> xxii. Organizational Culture xxiii. Organizational Change and Organizational Behavior xxiv. Managing Workplace Stress xxv. Career Management xxvi. Global Implications of Organizational Behavior 	





CERTIFICATE COURSE IN CAPITAL MARKET

This program is intended to prepare students for a wide range of careers both inside and outside the financial markets industry, including Investment Banking, Fund Management, Debt and Capital Markets, Investment Analysis and Research. The role of market infrastructure Intermediaries (MIIs) and the evolving regulatory landscape are some of the core topics of the course. The program also provides a thorough grounding in the full range of capital market instruments. It Includes a unique hands-on real time practical exposure by way of competition.

Module 1:

8 Hours

Money and Financial Systems

- ✓ Understanding Business Environment Meaning and difference between macro and micro economics Salient factors and parameters of macro and micro economics How these factors affect capital market?
- ✓ Understanding Key Terms Inflation, Repo rate, Statutory Liquidity Ratio, Cash Reserve Ratio, Bank rate, Reverse Repo rate, Marginal Standing Facility rate, MIBOR etc. Why is it important to understand these terms while investing? What is capital? What is capital market? What are securities? What is securities market? Different types of securities
- ✓ Overview of Indian Capital Market Broad structure of Indian Capital Markets Key stakeholders and intermediaries in the capital market and their role Issuer companies Stock exchange and clearing corporation Depositories and Depository Participants RTAs, credit rating agencies, debenture trustees, proxy advisors etc. Salient milestones in the history of Indian Capital Markets
- ✓ Legal framework for Capital Markets How does regulatory framework affect capital markets? Which are the regulatory authorities? Role and important functions of SEBI, RBI, MCA, DFS with respect to capital markets. Overview of important Acts and Regulations concerning capital market Securities and Exchange Board of India Act, 1992 Depositories Act, 1996 Securities Contracts (Regulation) Act, 1956 The Companies Act, 2013 Prevention of Money Laundering Act, 2002 The Foreign Exchange Management Act, 1999 (FEMA) Income Tax Act, 1961 Various regulations framed by SEBI Introduction to coverage and subject matter of above legislations.

Module 2:

8 Hours

Starting with Investment

VALUE ADDED COURSES



- ✓ Financial Planning What is difference between saving and investment? Why should we invest? What is financial planning and its importance? Process or steps involved in financial planning Who is a Financial Planner or Investment Adviser? What is difference between investment and trading? Why Insurance is not Investment?
- ✓ Systematic Approach to Investing Concept of asset classes Introduction to different asset classes, their broad features and importance (equity, debt, gold and real estate) Suitability of different asset classes to different investors Concept of portfolio and portfolio construction Portfolio review and balancing How to choose an investment avenue - Liquidity, Safety, Return parameters
- ✓ Primary Market Initial Public Offer (IPO), Follow on Public Offer (FPO) General description of public issue process
- ✓ Process of application and allotment of shares Understanding documents - Red Hearing Prospectus, Offer document
- ✓ Secondary Market Process of listing Trading plat-forms, Trading days and hours, Trading, Clearing and Settlement process Why stock prices move up and down? Concept of market price filters or circuit breakers
- ✓ Depository and its Working Concept of dematerialization, its advantages Concept of DP ID, ClientID and ISIN Process of dematerialiation, rematerialisation and transfer of securities in depository Consolidated Account Statement from depository Nomination and Transmission of securities in depository.

Module 3:

8 Hours

Overview of Mutual Funds

- ✓ Concept and Structure of Mutual Funds What is Mutual Fund? How does it work? Legal structure of mutual fund in India Key terms - Assets Under Management, Net Asset Value, Total Expense Ratio, trail commission Types of mutual fund schemes – classification on various parameters Open ended, Close ended and Interval funds Actively managed funds and Passive funds Equity, Debt and Hybrid funds Fund of Funds, Exchange Trades Funds and Pension funds SEBI norms for scheme labeling What is Risk-o-meter? How to read and interpret it?
- ✓ Working of Stock Exchange How does trading in equities happen in stock market? Order life cycle – Bid and Ask price, Order process, order book, order matching, contract formation, settlement obligation Process of pay in and pay out (both funds and securities) Auction market and process Concept of margin and margin trading Trade and settlement guarantee mechanism



Module 4

8 Hours

Overview of Equity Investment

- ✓ Basics of Equity What is meant by equity capital? Role and importance of being an equity investor Why should one invest in equity market?
- ✓ Working of Stock Exchange How does trading in equities happen in stock market? Order life cycle – Bid and Ask price, Order process, order book, order matching, contract formation, settlement obligation Process of pay in and pay out (both funds and securities) Auction market and process Concept of margin and margin trading Trade and settlement guarantee mechanism

Overview of Debt Markets

- ✓ Basics of Debt market What is debt and what is meant by debt market? Importance of debt market Various stakeholders in debt market Structure of debt market in India – debt market segment in stock exchange
- ✓ Types of Debt Market Instruments Various types of bonds – on the basis of Issuer category, Security or Collateral, Tenure etc. Basic introduction to some popular instruments – Debentures, Certificates of Deposit, Commercial Papers, Sovereign Gold Bond Government Securities.





CERTIFICATE COURSE IN FAMILY BUSINESS MANAGEMENT

Unit I: **8 Hours**

Introduction to Family Business: Family Business as a unique synthesis- Succession and Continuity: The three-generation rule- Building Family business that last- The systems theory model of Family Business - Agency Theory of Family business - The stewardship perspective of family business - Competitive Challenges and Competitive advantages of family businesses- The role of Genograms and family messages to understand the family system. Family emotional intelligence - The ECI-U Model.

Unit II: **8 Hours**

Ownership Challenges and Family Governance: Shareholder Priorities – Managers vs Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family firms.

Unit III: **8 Hours**

Successor Development: Characteristics of next-generation leaders - Next-generation attributes interests and abilities for responsible leadership- Next-generation personalities managing interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power.

Unit IV: **8 Hours**

Strategic Planning and Transgenerational Entrepreneurship: Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage – The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix - Intrapreneurship.





CERTIFICATE COURSE IN ORGANIZATIONAL DEVELOPMENT

UNIT I

8 Hours

Introduction to organizations

Concept and Characteristics of organizations, Organizational Behaviour - Context and concept - levels of organizations - formal and informal organizations, Theories of organizations Nature of organizational theory - classical theories - features of Bureaucracy - administrative theory and Scientific management - Neo-classical theories - the human relations movement - modern theory.

UNIT II

8 Hours

Systems approach to study organization needs and motives

Attitude, values and ethical behaviour - alienation and work - work motivation - communication and interpersonal behaviour - organization communication - leadership behaviour - decision-making, problem-solving techniques - organizational climate - change proneness and resistance to change, Organizational change, Organizational structure - Process in organizing - Dimension of Motivation Climate.

UNIT III

8 Hours

Departmentation

Span of Management - Delegation of authority - Centralization and decentralization - line and staff organization - functional organization - divisionalization - Project organization - Matrix organization - free form organization - top management structure.

UNIT IV

8 Hours

Individual behaviour in organization.

Fundamentals of Human relations and organizational behaviour, Groups and teams - Organizational culture and performance. Dynamics of Organization behaviour - leadership conflict situations and inter group behavior- Organizational Development - Factors effecting organization effectiveness. Creativity, leadership, motivation and organization development.





CERTIFICATE COURSE IN ACADEMIC RESEARCH AND REPORT WRITING

MODULE 1:

8 HOURS

Importance of report writing in academics and research.

Various kinds of academic and research activities.

Necessity of report writing for achievement of academic and research goals.

Various kinds of reports / presentations.

Characteristics of academic and research reports / presentations. Conclusions.

ASSIGNMENTS.

MODULE 2:

8 HOURS

Types of research papers,

Structure of research papers,

Research paper formats,

Abstract writing,

Methodology, Results and discussions,

Different formats for referencing,

Ways of communicating a research paper.

ASSIGNMENTS.

MODULE 3:

8 HOURS

Structure of a thesis,

Scope of the work,

Literature review,

Experimental / computational details,

Preliminary studies, Results and Discussions,

Figures and Tables preparation,

Conclusions and future works,

Bibliography, Appendices,

ASSIGNMENTS.

MODULE 4:

8 HOURS

Various word processors, e.g, MS Word, Libre-office, Latex etc.



VALUE ADDED COURSES

Making effective presentations using Power Point and Beamer,

Uses of plagiarism detection tools.

Writing research proposals,

Writings project proposals,

Lecture notes, Progress reports, Utilization reports, Scientific reports etc.

ASSIGNMENT.



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