

SEMESTER I

CERTIFICATE COURSES

CPSS – Certificate Course in Public Speaking Skills

Course Outcomes: This activity helps the students to:

- Improve their spoken communication and also boosts their confidence.
- The certificate provided by the institute is an additional incentive to the students.

SEMESTER III

CERTIFICATE COURSES

20H01 – SOFT SKILLS AT WORK

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 routine social and professional settings.
- Learn how to employ soft skills to improve interpersonal relationship.

20H02 – TIME & STRESS MANAGEMENT

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

- Time management and its importance
- The basic elements of the stress response.
- Implement appropriate stress management techniques.
- Identify areas of their job where time could be better utilized and the actions necessary to alleviate problems identified.

20M01 – INTEGRATED MARKETING COMMUNICATION

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

- Get an overall view about integrated marketing communications
- Get an overall view about integrated marketing communications
- Get a better understanding of how various marketing concepts to be planned, created and implemented across various products, services, non-profit organizations etc.
- Explore and enhance various Marketing mixes which can be applied in today's dynamic competitive world.

20M02 – DIGITAL MARKETING

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

- Students will get an extensive understanding of digital marketing and its importance in business.
- Students will get insights of various tools used in digital marketing.
- Students will be able to use their creativity and new ideas to develop meaningful content for various digital marketing strategies.
- Students will also be able to assess the emerging trends in digital marketing

20F01 – INTRODUCTION TO BANKING SYSTEM

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

- Understand the Banking structure in India
- Understand the types of accounts available for customers
- Understand the types of Loans available for customers
- Understands rights and obligations of banker and customer
- Understand the basics of the international banking

20F02 – MUTUAL FUND

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

- Understand the concept of investment
- Understand the importance of mutual fund investments
- Makes the students wise in terms of financial planning

SEMESTER IV

CERTIFICATE COURSES

21H03 – COUNSELING SKILLS FOR MANAGERS (CSM)

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

- Provide an overview of the counselling processes and techniques.
- Select the key areas and situations where management may help employees in performance planning and career advancement.
- Develop a deep understanding of the basis of counselling

21H04 EMPLOYEE LEARNING AND DEVELOPMENT

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

- Understand the importance of Employee learning and performance, Training and Development.
- Understand Training Need Analysis, Training Methods and
- Will be prepared to assist in corporate trainings.

21M03 CONSUMER BEHAVIOUR IN SERVICE MARKETING

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

- Demonstrate and explain how the characteristics of service products differ from tangible goods and how these impacts on design and execution of marketing strategies for services
- Distinguish different service types and draw implications for marketing strategy development.

- Critically analyse services consumer expectations and apply knowledge to develop recommended solutions

21M04 INTERNATIONAL MARKETING & CROSS INDUSTRY GROWTH

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

- Get practical experiences about import/export documentation.
- Visualize the role of commercial banks and other financial institutions in export and import management.
- Practical experience in export/import documentation
- Demonstrate the knowledge in this area and solve complex corporate problems.
- Identify business opportunities, design and implement innovations in work space.
- Apply reasonings informed by the contextual knowledge in the given area.
- Apply ethical principles for making judicious managerial decisions.
- Harness your cross-country and cross-industry innovation skills.

21F03 – INTERNATIONAL FINANCIAL ENVIRONMENT

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

- Students are aware about the mechanism and structure of international monetary system
- Students are able to analyse the global financial markets.
- Students are able to know the mechanism of trading in foreign exchange markets

21F04 – INTRODUCTION TO FINANCIAL PLANNING

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

- Able to understand the Basis of Savings and Investment
- Able to understand the need for Investment.

- Able to Understand the Risk Return of avenues of Investment
- Able to do the Financial Planning in a better way
- Able to Plan for Retirement
