



List of Value Add-on Courses conducted during the year 2022-2023

Sr. No.	Course Code	Name of Add on /Certificate programs offered	Period (from date - to date)	Duration of course	Faculty Name
1	VAD 01	Value Addition on Employability Skill Program	10/9/22 to 1/2/23	40 hours	Prof. PoojaKarekar
2	VAD 02	Value added course on Asset Management	24/9/22 to 15/10/22	30 hours	Dr.Lavkush Singh
3	VAD 03	Value Added Course on Digital Marketing	15/2/23 to 27/2/23	32 hours	Dr Abhay Mishra
4	VAD 04	Value Added Course on Financial Modelling	19/3/23 to 30/3/23	30 hours	Dr Lavkush Singh
5	VAD 05	Value Added Course on FinTech	24/3/23 to 30/4/23	30 hours	Dr Lavkush Singh
6	VAD 06	Value Added Course on Industrial Relations	22/3/23 to 5/4/23	30 hours	Prof. Vilas Kulkarni
7	VAD 07	Value added course on Basic Excel	7/8/22 to 30/8/22	32 hours	Prof AyushiShrivastav
8	VAD 08	Value Added Course on R Programming Basics	24/10/22 to 5/11/22	30 hours	Dr Lavkush Singh
9	VAD 09	Value Added Course on Labour Law	25/10/22 to 5/11/22	30 hours	Prof. Vilas Kulkarni
10	VAD 10	Value Added Course on Logistic Management	19/9/22 to 25/9/22	30 hours	Dr.RakeshPathak
11	VAD 11	Value Added Course on Marketing Research and Analytics	25/7/22 to 18/8/22	30 hours	Dr.LokeshArora

12	VAD 12	Value Added Course on Project Management	5/10/22 to 5/11/22	30 hours	Dr.RakeshPathak
13	VAD 13	Certificate Program on SAP FICO	15/3/23 to 30/4/23	30 hours	Dr Anil Verma
14	VAD 14	Certificate Program on SAP HCM	15/3/23 to 30/4/23	30 hours	Prof. PoojaKarekar
15	VAD 15	Certification Course on SAP S&D	15/3/23 to 30/4/23	30 hours	Dr. Anil Verma
16	VAD 16	Value Added Course on Supply Chain Management	20/9/22 to 15/10/22	30 hours	Dr.RakeshPathak
17	VAD 17	Value Added Course on Statutory Compliances	17/10/22 to 5/11/22	30 hours	Prof. Vilas Kulkarni
18	VAD 18	Value added course on Managerial Communication	7/9/22 to 1/10/22	32 hours	Prof. SunitaShukla
19	VAD 19	Value Added Course on Advance Excel	23/1/23 to 15/2/23	32 hours	Prof. AyushiShrivastav
20	VAD 20	Value Added Course on Equity Research	17/9/22 to 15/12/22	32 hours	Dr Luvkush Singh
21	VAD 21	Value Added Course on Six Sigma	28/8/22 to 30/9/22	30 hours	Dr.AmolDeogadkar



Lavkush



NOTICE

1/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Employability Skills”** from 5th September 2022.

All the Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular stamp of the IIMHRD and a handwritten signature in blue ink.

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-01 Employability Skills Program

Date:05.09.2022

Total Students in Class:124

Total students attended the addon Course: 124

Certificate Issued: 124

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name: Employability Skill Program (CERTIFICATION COURSE)

Duration: 40 Hrs

Objective: -

- The Employability Skill Program imparts one with the required skills to gain a competitive edge in any job market.
- This program, with an emphasis on hands on training, uses techniques like role play, business communication, team leadership.
- It focusses on the overall development of the participant and seeks to provide a deeper understanding of various aspects of human relations, social awareness, presentation of self, working with a team while learning to negotiate.
- Managing conflicts while at the same time encouraging independent thinking and decision making.

Learning Outcomes:-

1. Communication and Interpersonal Skills.
2. Problem-Solving Skills.
3. Self-Motivation.
4. Working under Pressure.
5. Organizational skills.
6. Team Spirit.
7. Learning Skills.
8. Number and Data Skills.

Learning Methodology: Lecture, Discussion, Case studies, observations, presentation, guest lectures

Resource Persons: Prof. Pooja Karekar & Industry Persons

Prerequisite of Courses: Students who have completed graduation.



Contents

Sr.no	Details	Designation	Topic	Date	Hours
1	Mr.Pravin Paritkar	Director, Karve Finishing School, Entrepreneur & Consultant -HR & Skill Development, Academic Governance, National Apprenticeship Promotion Scheme Consultant	Personality Development- Tips and Tricks	10 th September 2022	1.5 hrs
2	Mr.Sanket Kolhe	Motivational Speaker, Corporate Trainer, Software Engineer-TCS	Future and Growth of Management students	10 th September 2022	1.5 hrs
3	Mr. Govinda Sharma	Regional Sales Manager at Uniform Junction, Motivational Speaker/Corporate Trainer/International Speaker	“Corporate Expectations from Management Professionals”	17 th September 2022	1.5 hrs
4	Mr. Sudhir Mateti	Head of Human Resources, Syntel Telecom & Enkay Converged, Life Coach, Motivational Speaker, Counselor	“The Success Mantra”	17 th September 2022	1.5 hrs
5	Ms. Deepali Kamble	News Anchor, Keynote Speaker, Actor, Voice over artist, Motivational speaker, counselor	Break through- Rise, Shine and Win	24 th September 2022	1.5 hrs
6	Mr.Sachin Wadekar	Motivational Speaker, Corporate trainer, Career Consultant, Business Coach.	Importance of Attitude and perception development	24 th September 2022	1.5 hrs
7	Dr.Smita Sevani	Friend, Philosopher, Guide Mentor	Vision Board	1 st October 2022	1.5 hrs
8	Mr.Sameer Bhalerao	Co-Founder of Royal Indian Foods	Success Story- Entrepreneurship	1 st October 2022	1.5 hrs
9	Ms.Keerti Bhalerao	Co-Founder of Royal Indian Foods	Success Story- Entrepreneurship	1 st October 2022	1.5 hrs
10	Mr.Harish Naidu	Keynote speaker, Motivational Speaker	Entrepreneurship- Vision And	8 th October 2022	1.5 hrs

			Strategy		
11	Mr.SagarPa ygude	Motivational Speaker,Entrepreneur,Directo r-U Mpharma,Founder-Unity Medicare	Sincerity always pays-Be zealous to work hard and focused	8 th October 2022	1.5 hrs
12	Ms.NehaRa tnakar	Founder Splendid Consultants,Image Consultant,Dale Carnegie trained corporate trainer	The ultimate you	3 rd December 2022	1.5 hrs
13	Mr.Yashpal Gupta	Business Consulting-EY	Building Leadership Skills	3 rd December 2022	2hrs
14	Ms.TanuCh aurasia	Soft Skills Trainer, Communication trainer Image consultant, finger print analyst	Ace Your Impression	17 th December 2022	1.5 hrs
15	Mr.Vishal Goswami	Director of operations at TEIM, Motivational Speaker and Corporate Trainer	Role of Marketing analytics in todays business environment	17 th December 2022	1.5 hrs
16	Mr.NeerajK umar Gupta	Director HR Administration HSE at KNORR-BREMSE technologies	Career Growth and opportunities	7 th Jan 2023	1.5 hrs
17	Ms.Sheetal Ingle	Director at 5D Solutions India Pvt ltd	Importance of management skills	7 th Jan 2023	1.5 hrs
18	Mr.NeteshR ajdeo	CEO at Spoonbell	Practical insights of FMCG and retail sector	14 th January 2023	1.5 hrs
19	Ms.Sherin Mathew	Behavioral Skills trainer, Techenabler, Founder-The upskill studio, Pune	Thought lab designing your emotional flex	14 th January 2023	1.5 hrs
20	Mr.Santosh Jagtap	Sales head GS&T,FMCG sales & marketing,Surya foods and Agro ltd	Sales and Distribution	21 st January 2023	1.5 hrs
21	Mr.Himans huShekhar	Advises business leaders and individuals,Ted X speaker	Unleash the inner you	21 st January 2023	1.5 hrs
22	Mr.Rahul Deshmukh	Principal Advisor -Supply chain and Logistics, Amazon USA	Transforming your Career and Creating Sustainable Competitive advantage	23 rd Jan 2023	2 hrs
23	Ms.GauriG ole	Founder Design and Delivery Client relationship man	Being Resilient	28 th Jan 2023	1.5 hrs
24	Mr.Ravindr aAdhan	Process Lead IT (Retail Credit)John Deere Financial India Pvt Ltd	Time to act	28 th Jan 2023	1.5 hrs
25	Mr. Darshan Patel	Country head-Incture Mexico	Learn Share & Grow	30 th Jan 2023	1.5 hrs
26	Ms. Rama Shivkumar	Senior Business Leader-TCS UK	Online International Guest Lecture	1 st February 2023	1.5 hrs
Total Duration					40 hrs

Flyer:



International Institute of Management & Human Resource Development (W)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 00010110



Value Added Course on EMPLOYABILITY SKILL PROGRAM

❖ **Duration:-** 10th September, 2022 to 1st February, 2023
❖ **Duration of course:-** 40 hours

Eminent Faculty :- Prof. Pooja Karekar





NOTICE

21/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Asset Management”** from 24th September 2022.

All the Finance Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular stamp of the IIMHRD and a handwritten signature in blue ink.

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-02 Assets Management

Date: 24.9.2022

Total Students in Class: 48

Total students attended the addon Course: 33

Certificate Issued:33

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Assets Management (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. Define Asset Management:

- Clearly articulate the concept and fundamental principles of asset management, emphasizing its role in optimizing financial planning.

2. Evaluate Risk and Return:

- Comprehend the intricate relationship between risk and return in asset management, and apply strategies for effective risk assessment and mitigation.

3. Understand Investment Vehicles:

- Explain the characteristics of diverse asset classes, including tangible and intangible assets, as well as financial instruments like stocks, bonds, and derivatives.

4. Apply Investment Strategies:

- Explore and apply fundamental and technical analysis techniques for asset valuation, while considering market trends and the strategic timing of investments.

5. Demonstrate Portfolio Management Skills:

- Illustrate proficiency in building and managing investment portfolios, applying the principles of Modern Portfolio Theory, and distinguishing between strategic and

Learning Outcomes: Upon completion of the course, participants should be able to:

- Define and articulate the principles of asset management.
- Classify and analyse different types of assets.
- Evaluate and manage risks in asset management.
- Understand financial markets, instruments, and investment strategies.
- Apply Modern Portfolio Theory and portfolio management techniques.
- Measure and assess the performance of investment portfolios.
- Navigate legal and regulatory frameworks while adhering to ethical standards.

Prerequisites:

- Participants should have a basic understanding of financial concepts and markets.
- No specific prior experience in asset management is required, but familiarity with fundamental financial terms and principles would be beneficial.
- This course is designed for individuals looking to enhance their knowledge of asset management, including finance professionals, investors, and those involved in financial planning.

Learning methodology:**Theoretical Foundations:**

- Deliver lectures covering fundamental asset management concepts.
- Enhance theoretical understanding through reading materials and online resources.

Practical Application:

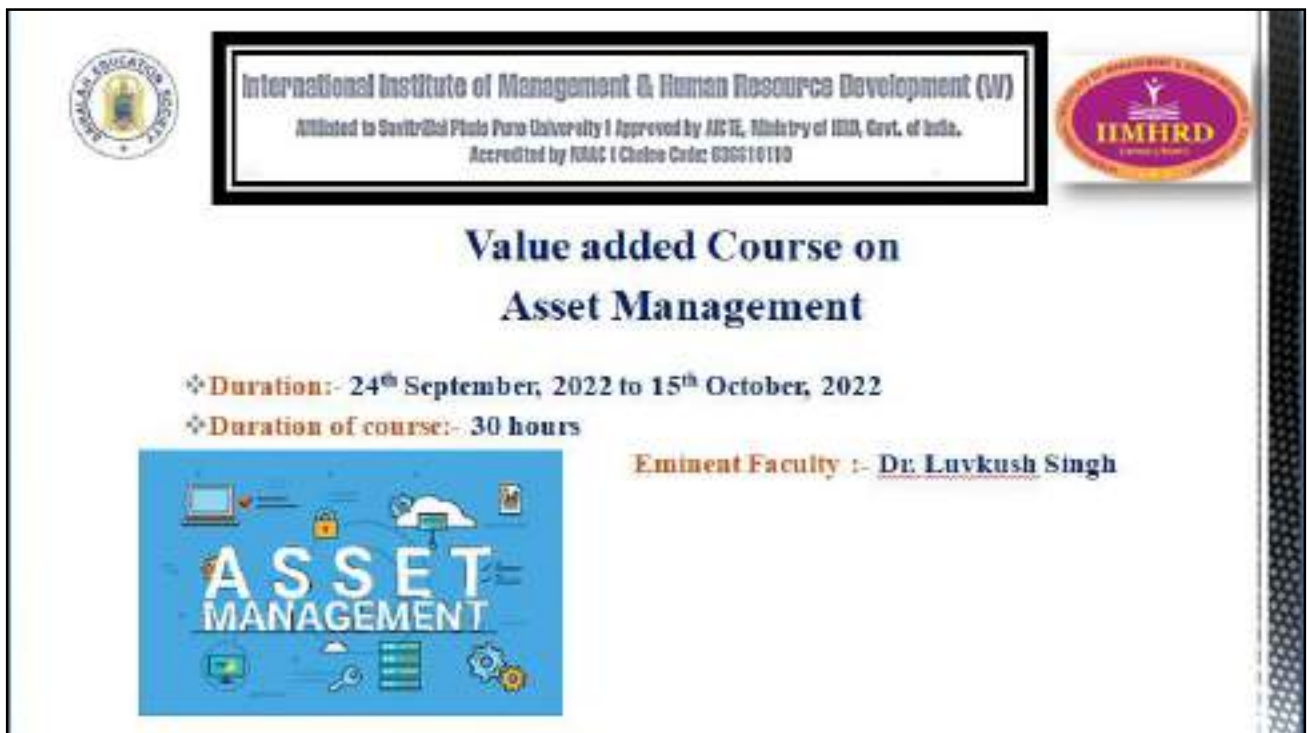
- Engage participants in hands-on exercises and simulations.
- Utilize asset management software for real-world application.
- Industry Relevance and Guest Insights:
- Illustrate concepts with real-world examples
- Interactive Workshops and Continuous Support:

Resource Person: Dr. Lavakush Singh**Syllabus & Session Plan:-**


- 1. Introduction to Asset Management (2 hours)**
 - Definition of Asset Management
 - Importance of Asset Management
 - Historical Overview
- 2. Types of Assets (4 hours)**
 - Tangible Assets (e.g., real estate, equipment)
 - Intangible Assets (e.g., intellectual property, patents)
 - Financial Assets (e.g., stocks, bonds, derivatives)
- 3. Risk and Return in Asset Management (4 hours)**
 - Understanding Risk and Return
 - Risk Assessment and Mitigation Strategies
 - Portfolio Diversification
- 4. Financial Markets and Instruments (6 hours)**
 - Overview of Financial Markets


- Investment Vehicles (e.g., mutual funds, ETFs)
 - Securities and Derivatives
- 5. Investment Strategies (6 hours)**
- Fundamental Analysis
 - Technical Analysis
 - Market Timing and Trends
- 6. Asset Allocation and Portfolio Management (4 hours)**
- Modern Portfolio Theory
 - Strategic vs. Tactical Asset Allocation
 - Building and Managing a Portfolio
- 7. Performance Measurement and Evaluation (2 hours)**
- Benchmarking
 - Risk-Adjusted Returns
 - Evaluation Metrics
- 8. Regulatory and Ethical Considerations (2 hours)**
- Legal and Regulatory Framework
 - Ethical Standards in Asset Management
- 9. Emerging Trends in Asset Management (2 hours)**
- Sustainable and ESG Investing
 - Technology and Innovation in Asset Management
- 10. Case Studies and Practical Application (2 hours)**
- Real-world examples of asset management strategies
 - Practical exercises and simulations

Flyer




The flyer is enclosed in a black border. At the top left is the logo of the Central Board of Secondary Education (CBSE). At the top center, a black-bordered box contains the text: "International Institute of Management & Human Resource Development (W)", "Affiliated to Swikrishi Pabla Para University | Approved by AICTE, Ministry of HRD, Govt. of India.", and "Accredited by RAAC | Choice Code: 030610110". At the top right is the logo of the International Institute of Management & Human Resource Development (IIMHRD). The main title "Value added Course on Asset Management" is centered in a bold, black font. Below the title, two bullet points provide course details: "❖ Duration:- 24th September, 2022 to 15th October, 2022" and "❖ Duration of course:- 30 hours". To the left of the faculty name is a blue graphic with the words "ASSET MANAGEMENT" in white, surrounded by icons of a laptop, a padlock, a cloud, a smartphone, a magnifying glass, a bar chart, and a gear. To the right of the graphic, the text "Eminent Faculty :- Dr. Luvkush Singh" is displayed.

 **International Institute of Management & Human Resource Development (W)**
Affiliated to Swikrishi Pabla Para University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by RAAC | Choice Code: 030610110



**Value added Course on
Asset Management**

❖ **Duration:-** 24th September, 2022 to 15th October, 2022
❖ **Duration of course:-** 30 hours



Eminent Faculty :- Dr. Luvkush Singh



NOTICE

20/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Digital Marketing”** from 25th September 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-03 Digital Marketing

Date: 15.02.2023

Total Students in Class: 48

Total students attended the addon Course: 48

Certificate Issued: 48

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name: Digital Marketing (CERTIFICATION COURSE)

Duration:

30 Hrs

Learning Objectives:

1. Understanding Digital Marketing Fundamentals:
 - Define the core concepts and components of digital marketing.
 - Identify the various channels and platforms available in the digital landscape.
2. Developing Strategic Thinking:
 - Formulate digital marketing strategies aligned with business goals.
 - Analyze market trends and competitors to inform decision-making.
3. Mastering SEO and Website Optimization:
 - Comprehend the principles of search engine optimization (SEO).
 - Implement on-page and off-page SEO techniques.
4. Leveraging Social Media Marketing:
 - Explore different social media platforms and their unique features.
 - Develop social media marketing strategies to engage and grow audiences.
5. Crafting Compelling Content:
 - Create high-quality and engaging content for various digital platforms.
 - Understand the role of storytelling in content marketing.
6. Mastering Email Marketing:
 - Learn the fundamentals of email marketing.
 - Design effective email campaigns and automation sequences.
7. Executing Successful PPC Campaigns:
 - Understand the principles of pay-per-click (PPC) advertising.
 - Create and manage Google Ads campaigns.
8. Data Analysis and Analytics:
 - Utilize tools like Google Analytics for data-driven decision-making.
 - Interpret key metrics and analytics related to digital marketing campaigns.
9. Incorporating Influencer Marketing:
 - Recognize the role of influencers in digital marketing.
 - Identify and engage with influencers relevant to the target audience.
10. Creating a Digital Marketing Plan:
 - Develop a comprehensive digital marketing plan.

Learning Outcomes:

Upon completing the digital marketing course, learners should be able to:

- **Apply Digital Marketing Strategies:** Develop and implement effective digital marketing strategies.
- **Optimize Online Presence:** Enhance website visibility through SEO and effective website optimization.
- **Execute Multichannel Campaigns:** Effectively run campaigns across various digital channels.
- **Create Engaging Content:** Produce compelling content that resonates with the target audience.
- **Utilize social media Effectively:** Harness the power of social media for brand building and engagement.
- **Master Email Marketing Techniques:** Design and execute successful email marketing campaigns.
- **Implement PPC Advertising:** Run and optimize pay-per-click advertising campaigns.
- **Analyse and Interpret Data:** Use analytics tools to measure and interpret campaign performance.
- **Integrate Influencer Marketing:** Incorporate influencer marketing into the overall digital strategy.

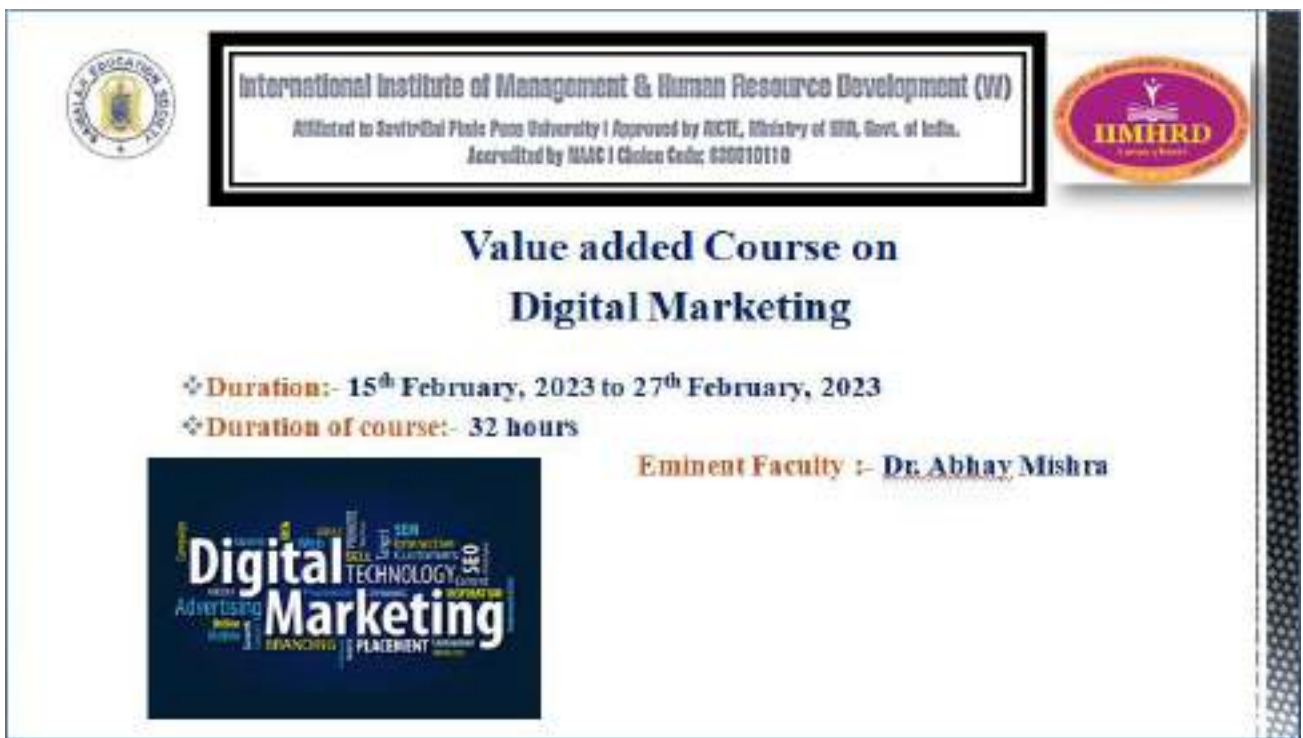
Learning Methodology:



- **Lectures and Presentations:** Theoretical concepts delivered through lectures and presentations.
- **Case Studies:** Analyzing real-world case studies to understand practical applications.
- **Hands-on Projects:** Engaging in hands-on projects to apply learned concepts.
- **Group Discussions:** Facilitating group discussions for collaborative learning.
- **Guest Speakers:** Inviting industry experts as guest speakers to share insights.
- **Interactive Workshops:** Conducting workshops for practical skill development.
- **Online Learning Platforms:** Utilizing online platforms for self-paced learning and resources.
- **Assessment and Feedback:** Regular assessments to evaluate understanding and provide feedback.
- **Q&A Sessions:** Addressing queries through interactive question-and-answer sessions.

Prerequisites of Digital Marketing:

1. Basic Computer Skills: Comfort with using computers, browsing the internet, and basic file management.
2. Understanding of Online Platforms: Familiarity with various online platforms, including social media, search engines, and websites.
3. Strong Communication Skills: Effective written and verbal communication skills for content creation and marketing messages.
4. Analytical Skills: Ability to analyse data and draw insights from digital marketing metrics.
5. Creativity: Creative thinking for content creation, campaign ideas, and problem-solving.
6. Basic Marketing Knowledge: Understanding fundamental marketing principles and concepts.
7. Customer Understanding: Insight into customer behavior and preferences.
8. Learning Enthusiasm: A willingness to learn and stay updated on industry trends and tools.
9. Educational Background: While not mandatory, a background in marketing, business, communications, or a related field can be advantageous.

Flyer:




 **International Institute of Management & Human Resource Development (VI)**
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by AACSB | Choice Code: 630010110 

**Value added Course on
Digital Marketing**

❖ **Duration:- 15th February, 2023 to 27th February, 2023**
❖ **Duration of course:- 32 hours**

Eminent Faculty :- Dr. Abhay Mishra



NOTICE

15/3/2023

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Financial Modelling”** from 19th March 2023.

All the Finance Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-04 Financial Modelling

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Financial Modelling (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. To develop Proficiency in Financial Modeling.
2. To apply Financial Modeling to Real-world Scenarios
3. To enhance Decision-Making Skills
4. To master Excel and Other Tools.
5. To gain Insight into Valuation Techniques
6. To analyse Risk and Uncertainty

Learning Outcomes:

Upon completing this financial modeling course, participants will be able to:

1. Create comprehensive financial models for businesses and investments.
2. Apply financial modeling techniques to make informed investment and financing decisions.
3. Construct accurate financial forecasts and projections.
4. Evaluate the financial health of a company and assess its value.
5. Perform sensitivity analysis and scenario planning to understand the impact of uncertainty.

Learning Methodology:

- **Interactive Lectures:** Engage in interactive lectures where key concepts are explained, and real-world examples are provided.
- **Practical Exercises:** Apply theoretical knowledge through hands-on exercises and financial modeling projects.
- **Case Studies:** Analyse and solve real-life financial problems by studying case scenarios.
- **Group Discussions:** Collaborate with peers to discuss financial modeling techniques and challenges.
- **Guest Speakers:** Learn from industry experts who share insights and practical experiences.
- **Online Resources:** Access supplementary materials, video tutorials, and financial modeling templates.
- **Final Project:** Complete a comprehensive financial modeling project to demonstrate acquired skills and knowledge.

Resource Persons: Resource Person: Dr.Lavakush Singh-Head of Department-Faculty of Finance

Prerequisite of Courses:

Participants are expected to have:

1. **Basic Financial Knowledge:** A fundamental understanding of financial concepts such as time value of money, financial statements, and investment principles.
2. **Proficiency in Excel:** Basic knowledge of spreadsheet software and a willingness to learn advanced Excel functions.
3. **Mathematics and Statistics:** A solid foundation in mathematics and statistics is helpful but not mandatory.
4. **Desire to Learn:** A strong motivation to learn and apply financial modeling concepts.



Contents

Module No	Details	Theory	Practical	Total duration in Hours
1	Introduction to Financial Modeling <ul style="list-style-type: none"> •Overview of Financial Modeling •Importance of Financial Modeling in Decision-Making •Basic Concepts and Terminologies •Introduction to Microsoft Excel and Other Tools 	2	1	03
2.	Financial Statements and Analysis <ul style="list-style-type: none"> • Understanding Financial Statements (Income Statement, Balance Sheet, Cash Flow Statement) • Financial Ratios and Their Significance • Analyzing Company Performance • Case Study: Analyzing Financial Statements 	1	3	04
3	Module 3: Forecasting and Budgeting <ul style="list-style-type: none"> • Sales and Revenue Forecasting • Expense Forecasting • Capital Expenditure Planning • Cash Flow Forecasting • Building a Monthly/Quarterly/Annual Forecast 	1	3	4
4	Module 4: Valuation Techniques <ul style="list-style-type: none"> • Introduction to Valuation Methods • Discounted Cash Flow (DCF) Analysis • Comparable Company 	1/2	2.30	03

	<p>Analysis (Comps)</p> <ul style="list-style-type: none"> • Case Study: Valuing a Business Using DCF 			
5	<p>Module 5: Risk Analysis and Sensitivity</p> <ul style="list-style-type: none"> • Introduction to Risk Analysis • Incorporating Risk Factors in Models • Sensitivity Analysis • Scenario Planning • Case Study: Assessing Investment Risks 	1	03	04
6	<p>Module 6: Excel for Financial Modeling (5 hours)</p> <ul style="list-style-type: none"> • Advanced Excel Functions and Formulas • Data Validation and Data Tables • Goal Seek and Solver • PivotTables for Financial Reporting • Building Efficient Financial Models in Excel 	1	4	05
7	<p>Module 7: Real-world Applications</p> <p>Industry-specific Financial Models (e.g., Real Estate, Technology, Healthcare)</p> <ul style="list-style-type: none"> • Case Studies: Creating Real-world Financial Models • Guest Speaker Session: Industry Expert Insights 	1/2	2.30	03
8	<p>Module 8: Final Project</p> <ul style="list-style-type: none"> • Participants will work on a comprehensive financial modeling project. • Application of learned concepts and tools. • Presentation of the final project to peers and instructors. 	0	03	04
9	<p>Module 9: Communication and Reporting</p> <ul style="list-style-type: none"> • Effective Communication of Financial Models • Preparing Reports and Presentations • Peer Review and 	1/2	1.30	02

	Feedback			
10	Module 10: Course Review and Certification <ul style="list-style-type: none"> Review of Key Concepts and Skills Final Assessment and Certification 	1/2	1.30	02
Total		8	22	30

Flyer:

International Institute of Management & Human Resource Development (VI)
 Affiliated to Swinburne Online University | Approved by AICTE, Ministry of HRD, Govt. of India.
 Accredited by NAAC | Choice Code: 630610110

**Value added Course on
 Financial Modelling**

❖ **Duration:- 19th March, 2023 to 30th March, 2023**
 ❖ **Duration of course:- 30 hours**

Eminent Faculty :- Dr. Luvkush Singh

TYPES OF FINANCIAL MODELS

- Discounted Cash Flow Model
- NPV Model
- IRR Model
- WACC Model
- Comparable Company Analysis Model
- Option Pricing Model



NOTICE

20/3/2023

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Fintech”** from 24th March 2023.

All the Finance Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular stamp of the International Institute of Management & Human Resource Development (IIMHRD) is placed to the left of a handwritten signature in blue ink. The signature appears to be 'Sarekha'.

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-05 Fintech

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



Add On Course Name: Fintech (CERTIFICATION COURSE)
Hrs

Duration: 30

Learning Objectives:

1. Introduction to Fintech:

- Understand the fundamental concepts of Fintech and its evolution.
- Explore the key trends shaping the Fintech landscape.
- Identify the major stakeholders and players in the Fintech ecosystem.

2. Digital Payments and Mobile Banking:

- Gain knowledge of digital payment technologies and their applications.
- Understand the role of mobile banking in enhancing financial services.
- Assess security considerations related to digital payments.

3. Blockchain and Cryptocurrencies:

- Comprehend the underlying principles of blockchain technology.
- Explore applications of blockchain in the financial industry.
- Develop an understanding of popular cryptocurrencies and their functionalities.

4. Peer-to-Peer Lending and Crowdfunding:

- Examine the functioning of peer-to-peer lending platforms.
- Evaluate different crowdfunding models and platforms.
- Understand the regulatory landscape for P2P lending and crowdfunding.

5. Robo-Advisors and Algorithmic Trading:

- Analyze the role of robo-advisors in investment management.
- Learn the basics of algorithmic trading in financial markets.
- Identify risks and ethical considerations associated with algorithmic trading.

6. Insurtech and Regtech:

- Explore technological innovations in the insurance industry (Insurtech).
- Understand the applications of regulatory technology (Regtech).
- Examine case studies showcasing Insurtech and Regtech implementations.

7. Cybersecurity in Fintech:

- Recognize the significance of cybersecurity in financial services.
- Identify common threats and vulnerabilities in Fintech applications.
- Apply best practices for securing Fintech platforms.

8. Future Trends in Fintech:

- Explore emerging technologies influencing the future of Fintech.
- Understand the concept of open banking and API ecosystems.
- Examine the role of artificial intelligence and machine learning in financial services.

Learning Outcomes:

Upon completion of the course, participants will be able to:

- Articulate a comprehensive understanding of Fintech concepts, trends, and stakeholders.
- Evaluate and apply digital payment technologies and mobile banking strategies.
- Analyze blockchain technology and its applications in financial services.
- Assess the functioning and regulatory aspects of peer-to-peer lending and crowdfunding.
- Critically evaluate the role of robo-advisors and algorithmic trading in investment.
- Apply insights into Insurtech and Regtech to address challenges in the insurance and regulatory domains.
- Implement cybersecurity best practices to safeguard Fintech applications.
- Anticipate and discuss future trends in Fintech, including emerging technologies and industry developments.
- Recognize and adapt to emerging trends in asset management.
- Apply theoretical knowledge to real-world situations through case studies and simulations.

Learning Methodology

Theoretical Foundations.

- Deliver lectures covering foundational concepts in Fintech, including blockchain, artificial intelligence, machine learning, and data analytics.
- Provide reading materials, case studies, and industry reports to enhance theoretical understanding.

Practical Application:

- Engage participants in hands-on projects, simulations, and real-world case studies.
- Utilize Fintech tools, platforms, and software for practical experience
- Foster discussions, group activities, and peer-to-peer learning.

Implement assessments and evaluations to gauge theoretical understanding and practical skills

Prerequisites:

- Basic understanding of financial concepts and the financial services industry.
- Familiarity with technology and digital platforms.
- Proficiency in using digital devices and internet services.
- No prior experience in Fintech is required, but a willingness to engage with technology-driven financial solutions is beneficial.

Flyer:



 **International Institute of Management & Human Resource Development (IIMHRD)**
Affiliated to Gauri Devi Pata University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NMAC | Choice Code: G20110110 

Value added Course on
FinTech

❖ **Duration:-** 24th March, 2023 to 30th April, 2023
❖ **Duration of course:-** 30 hours

Eminent Faculty :- Dr. Luvkush Singh





NOTICE

20/3/2023

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled “**Certification Course on Industrial Relations**” from 24th March 2023.

All the Finance Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular blue stamp of the International Institute of Management & Human Resource Development (IIMHRD) is positioned to the left of a handwritten signature in blue ink. The signature appears to be 'Sarojini'.

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-06 Industrial Relations

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name: Industrial Relations (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

- **Understanding of Industrial Relations:** Gain a comprehensive understanding of the concept, scope, and evolution of industrial relations.
- **Knowledge of Legal Framework:** Acquire knowledge of the key labour laws and industrial relations-related statutes in the specific jurisdiction.
- **Negotiation and Collective Bargaining Skills:** Develop negotiation skills and understand the principles and practices of collective bargaining.
- **Employee Welfare Awareness:** Gain insights into employee welfare measures, health and safety regulations, and statutory benefits.
- **Conflict Resolution Competence:** Develop the ability to identify, address, and resolve conflicts within the workplace.
- **Adaptation to Emerging Trends:** Understand contemporary issues in industrial relations, including gig economy challenges and technological impacts.
- **Application of Legal Knowledge:** Apply legal knowledge to real-world industrial relations scenarios and dispute resolution.
- **Strategic Planning for Future Challenges:** Develop strategic thinking for addressing future challenges and trends in the industrial landscape.

Learning Outcomes:

- **Legal Literacy:** Participants will demonstrate a deep understanding of the legal framework governing industrial relations.
- **Negotiation and Bargaining Skills:** Participants will exhibit improved negotiation and collective bargaining skills.
- **Conflict Resolution Competence:** Participants will be capable of identifying and resolving workplace conflicts effectively.
- **Employee Welfare Implementation:** Participants will apply knowledge of employee welfare measures to enhance workplace conditions.
- **Adaptability to Change:** Participants will showcase adaptability to emerging trends and technological advancements.
- **Application of Legal Knowledge:** Participants will be able to apply legal principles to address industrial relations challenges.

Learning Methodology:

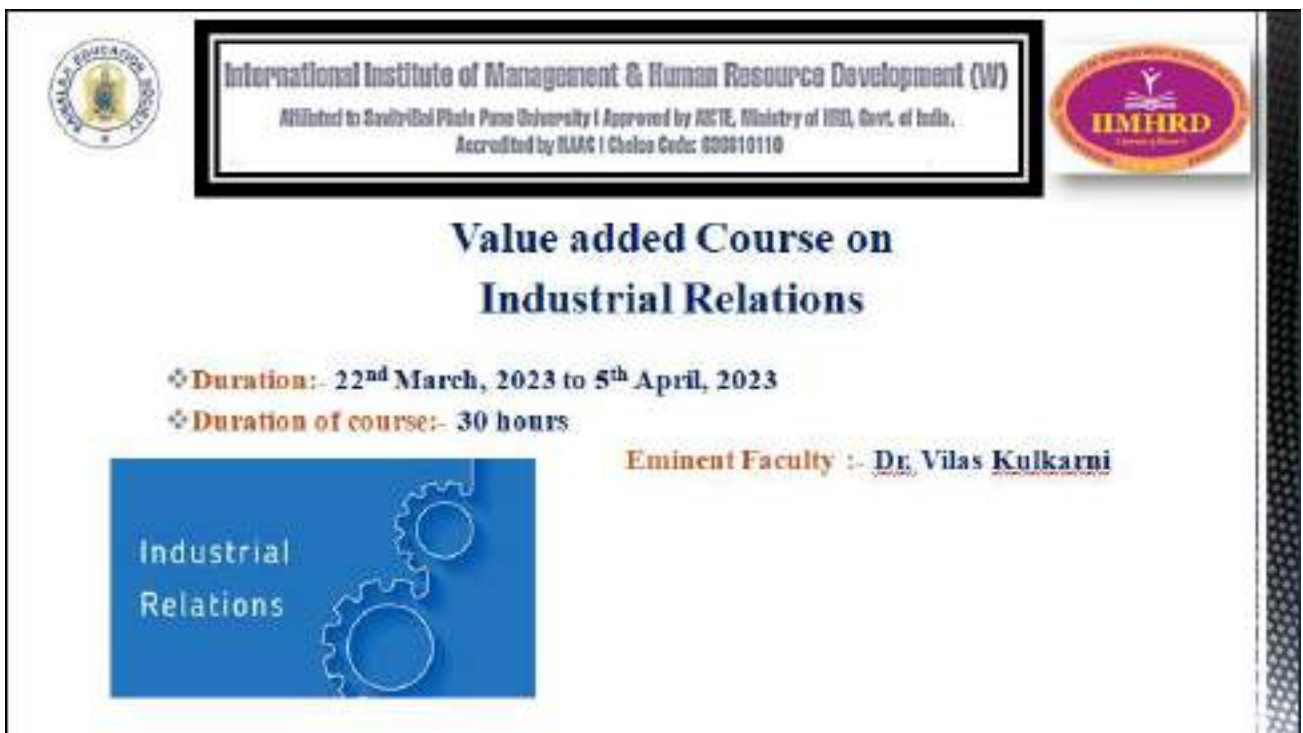
- **Lectures and Workshops:** In-depth lectures covering theoretical concepts, followed by

Prerequisite:

- **Educational Background:** Participants should have a basic educational background in human resources, law, or a related field.
- **Experience (Recommended):** Some professional experience in human resources, industrial relations, or a relevant field is beneficial.
- **Basic Legal Knowledge (Recommended):** Familiarity with basic legal concepts and terminology is advantageous but not mandatory.
- **Interest in Industrial Relations:** Participants should have a genuine interest in understanding and improving workplace relations.

Access to Relevant Materials: Participants should have access to relevant legal materials, industrial relations publications, and case studies.

Flyer:



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by UAC | Choice Code: 00010110

**Value added Course on
Industrial Relations**

❖ **Duration:** - 22nd March, 2023 to 5th April, 2023
❖ **Duration of course:** - 30 hours

Eminent Faculty :- Dr. Vilas Kulkarni

Industrial Relations



NOTICE

21/10/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on Introduction to R”** from 24th October 2022.

All the Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular blue stamp of the International Institute of Management & Human Resource Development (IIMHRD) is placed to the left of a handwritten signature in blue ink.

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-08 Introduction To R

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name: Introduction to R (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. To introduce students to the R programming language and its applications, providing a foundational understanding of R's syntax and data structures.
2. To develop the ability to perform data manipulation, exploration, and basic statistical analysis using R.
3. To learn how to create meaningful and insightful data visualizations to effectively communicate findings.
4. To develop programming skills in R for automating tasks, creating custom functions, and writing efficient code.
5. To gain a fundamental understanding of statistical concepts and their practical implementation in R.
6. To apply R to real-world scenarios and datasets, ensuring students can use R for practical problem-solving.

Learning Outcomes: By the end of the course, students will be able to:

1. Navigate the R environment comfortably, using the RStudio interface, managing packages, and working with the console.
2. Perform data manipulation tasks such as data cleaning, subsetting, merging, and transforming datasets using R.
3. Create a variety of data visualizations, including scatter plots, bar charts, histograms, and more, to effectively present data insights.
4. Write R scripts to automate data tasks, create custom functions, and understand control structures like loops and conditionals.
5. Apply basic statistical concepts and techniques, including descriptive statistics and hypothesis testing, to real datasets.
6. Import data from various sources, such as CSV, Excel, and databases, and export results for further analysis or reporting.
7. Apply R to real-world scenarios, such as business analytics, healthcare, or social sciences, to solve practical problems.
8. Data Skills.

Learning Methodology:

- **Lectures:** In-class or online lectures will cover key R concepts, syntax, and best practices. These lectures will include live coding demonstrations to reinforce learning.

Resource Persons: Dr.Lavakush Singh-Head of Department -Faculty of Finance

Prerequisite of Courses:Prerequisite of the Course: While this course is designed as an introduction, having a basic understanding of the following concepts will be beneficial:

1. **Mathematics:** A fundamental grasp of mathematics, including algebra and statistics, is helpful.
2. **Computer Literacy:** Basic computer skills, familiarity with operating systems, and file management.
3. **Data Analysis Awareness:** A general understanding of what data analysis is and why it's important.

Note: No prior programming experience is required, as this course is aimed at beginners. However, a willingness to learn and a curious mindset are essential prerequisites for success in this course

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	30 mks

Flyer:

International Institute of Management & Human Resource Development (W)
Affiliated to Swami Vivekananda University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 538010110

**Value added Course on
R programming Basics**

❖ **Duration:**- 24th October, 2022 to 5th November, 2022
❖ **Duration of course:**- 30 hours

Eminent Faculty :- Prof. Luvkush Singh

R Programming

Contents

Course Title: Introduction to R **Course Duration: 30 Hours**

Module 1: Introduction to R

- **Session 1 (2 hours)**
 - Introduction to the course and R programming
 - R's significance in data analysis
 - Installing R and RStudio
- **Session 2 (2 hours)**
 - Basic operations and syntax in R
 - Variables and data types
 - Basic data structures in R

Module 2: Data Manipulation with R

- **Session 3 (3 hours)**
 - Data input and output
 - Data cleaning and preprocessing
- **Session 4 (3 hours)**
 - Data sub setting and merging
 - Transforming datasets using R

Module 3: Data Visualization

- **Session 5 (3 hours)**
 - Introduction to data visualization
 - Creating scatter plots and line charts
- **Session 6 (3 hours)**
 - Bar charts, histograms, and more
 - Effective data visualization techniques

Module 4: Programming with R

- **Session 7 (2 hours)**
 - Introduction to R scripts and functions
 - Control structures (loops and conditionals)
- **Session 8 (2 hours)**

- Writing custom functions
- Efficient code writing practices

Module 5: Statistical Concepts in R

- **Session 9 (3 hours)**
 - Descriptive statistics
 - Data distribution and measures of central tendency
- **Session 10 (3 hours)**
 - Hypothesis testing
 - Practical application of statistical concepts

Module 6: Real-World Applications

- **Session 11 (3 hours)**
 - Applying R to business analytics
 - Case studies in business data analysis
- **Session 12 (2 hours)**
 - Healthcare and social sciences applications
 - Solving practical problems with R

Module 7: Practical Application and Projects

- **Session 13 (2 hours)**
 - Collaborative group projects
 - Presenting project findings
- **Session 14 (2 hours)**
 - Real-world case studies
 - Hands-on application of R in various industries

Module 8: Assessment and Course Conclusion

- **Session 15 (2 hours)**
 - Review and quiz
 - Assessing the understanding of key concepts
- **Session 16 (2 hours)**
 - Course conclusion and Q&A session

Future steps in R programming and data analysis



NOTICE

20/10/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on Labour Laws”** from 25th October 2022.

All the HR Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular blue stamp of the International Institute of Management & Human Resource Development (IIMHRD) is positioned to the left of a handwritten signature in blue ink. The signature appears to be 'Sanchai'.

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-09 Labour Laws

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Labour Law (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. Understanding Legal Framework:

Learn the foundational legal framework governing labour laws in the specific jurisdiction.

- Understand the key statutes, acts, and regulations related to labour and employment.

2. Comprehending Employee Rights:

- Gain knowledge about the rights and protections afforded to employees under labour laws.
- Explore the principles of fair wages, working hours, and conditions of employment.

3. Navigating Dispute Resolution:

- Learn the mechanisms and procedures for resolving disputes between employers and employees.
- Understand the role of Labour courts and tribunals in dispute resolution.

4. Contractual and Statutory Compliance:

- Understand the legal aspects of employment contracts.
- Learn how to ensure compliance with statutory requirements and regulations.

5. Collective Bargaining and Union Relations:

Learning Outcomes:

- **Legal Literacy:** Participants will demonstrate a deep understanding of the legal framework governing industrial relations.
- **Negotiation and Bargaining Skills:** Participants will exhibit improved negotiation and collective bargaining skills.
- **Conflict Resolution Competence:** Participants will be capable of identifying and resolving workplace conflicts effectively.
- **Employee Welfare Implementation:** Participants will apply knowledge of employee welfare measures to enhance workplace conditions.
- **Adaptability to Change:** Participants will showcase adaptability to emerging trends and technological advancements.
- **Application of Legal Knowledge:** Participants will be able to apply legal principles to address

Learning Methodology:

1. Lectures and Discussions:

- In-depth lectures covering legal concepts, case studies, and discussions to clarify doubts.

2. Case Studies and Role-Playing:

- Analyzing real-world cases and engaging in role-playing exercises to simulate practical scenarios.

3. Guest Lectures:

- Inviting legal experts and practitioners to provide insights into real-world labor law applications.

4. Interactive Workshops:

- Conducting workshops to facilitate hands-on learning and practical problem-solving.

5. Legal Drafting Exercises:

- Practical exercises in drafting employment contracts and legal documents.

6. Site Visits (Optional):

- Optional visits to labour courts, industrial areas, or union offices to observe real-world

1. Educational Background:

- Participants should have a basic educational background in law, human resources, or a related field.

2. Experience (Recommended):

- Some professional experience in human resources, legal compliance, or a relevant field is beneficial.

3. Basic Legal Knowledge (Recommended):

- Familiarity with basic legal concepts and terminology is advantageous but not mandatory.

-

4. **Interest in Labor Relations:**

- A genuine interest in understanding and improving labour relations in the workplace.

5. **Access to Relevant Materials:**

- Participants should have access to relevant legal materials, statutes, and labour law publications.

Note: Prerequisites are recommended for a smoother learning experience but are not strict requirements for participation in the course.

Title: Certificate Course on Industrial Relations

Duration :30 Hours

Designing a 30-hour certificate course syllabus on Industrial Relations specific to India requires a targeted focus on the country's legal framework, labour laws, and industry practices. Here's a suggested outline:

Week 1: Introduction to Industrial Relations in India (4 hours)

1. Session 1 (2 hours): Overview of Industrial Relations in India

- Historical context and evolution
- Unique features of industrial relations in India

2. Session 2 (2 hours): Regulatory Framework

- Constitution of India and Labour rights
- Overview of major Labour laws

Week 2: Key Labor Laws (8 hours)

3. Session 3 (2 hours): Industrial Disputes Act, 1947

- Provisions and applicability
- Dispute resolution mechanisms

4. Session 4 (2 hours): Factories Act, 1948

- Workplace safety and health
- Working hours and conditions

5. Session 5 (2 hours): Employees' Provident Fund and Miscellaneous Provisions Act, 1952

- Provident Fund structure and benefits
- Compliance requirements

6. Session 6 (2 hours): Employees' State Insurance Act, 1948

- Health and social security benefits
- Implementation and compliance

Week 3: Collective Bargaining and Trade Unions (8 hours)

7. Session 7 (2 hours): Trade Unions Act, 1926

- Formation and registration of trade unions
- Rights and liabilities of registered unions

8. Session 8 (2 hours): Collective Bargaining in India

- Legal provisions for collective bargaining
- Strategies for effective negotiations

9. Session 9 (2 hours): Case Studies in Indian Collective Bargaining

- Analyzing successful negotiations
- Learning from historical disputes

Week 4: Employee Welfare and Grievance Handling (6 hours)

10. Session 10 (2 hours): Employee Welfare and Benefits in India

- Statutory and non-statutory benefits
- Recent trends in employee welfare

11. Session 11 (2 hours): Grievance Handling and Discipline

- Grievance redressal procedures
- Disciplinary actions and due process

Week 5: Current Trends and Future Challenges (4 hours)

12. Session 12 (2 hours): Contemporary Issues in Indian Industrial Relations

- Gig economy and contractual employment
- Recent amendments in labor laws

13. Session 13 (2 hours): Future Trends and Challenges

- Technology's impact on industrial relations

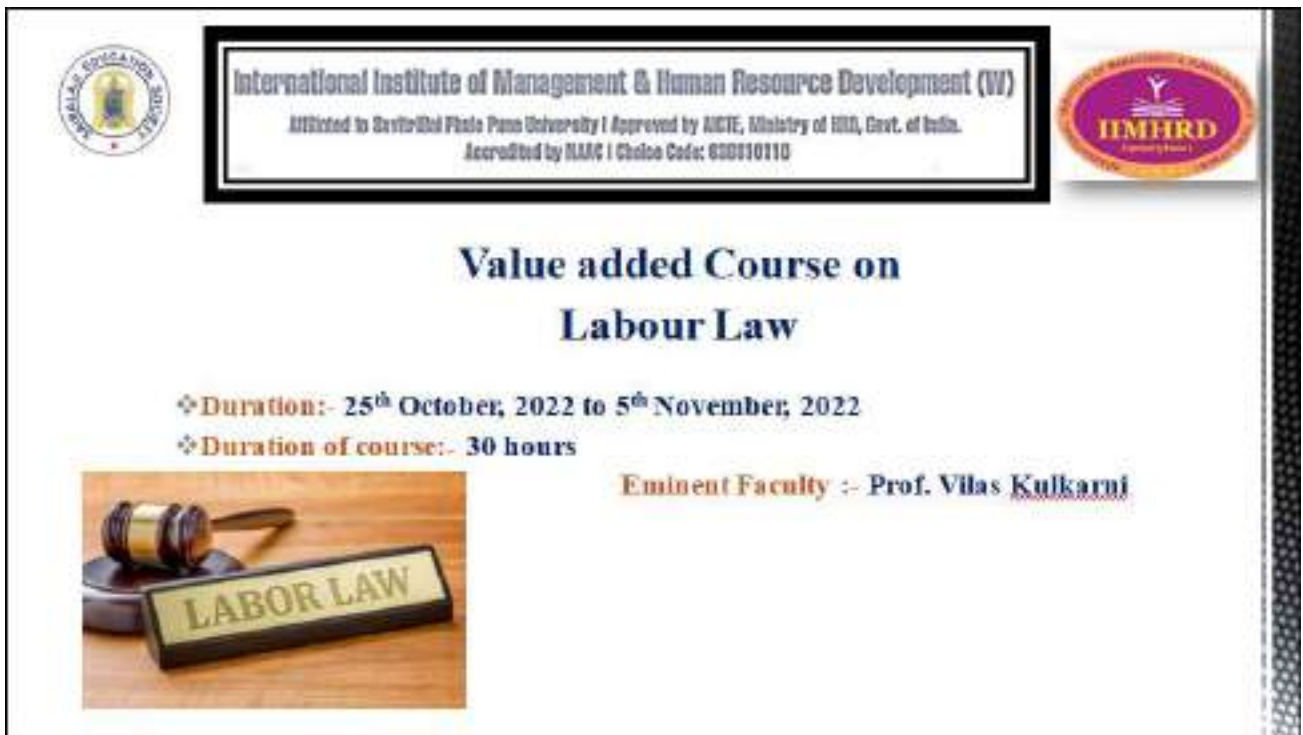
- Preparing for the future workforce

Assessment and Certification (2 hours)

14. Session 14 (2 hours): Final Assessment and Certification

- Course review
- Final examination or project presentation

Flyer:




International Institute of Management & Human Resource Development (VIIMHRD)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 630310110

**Value added Course on
Labour Law**

❖ **Duration:- 25th October, 2022 to 5th November, 2022**
❖ **Duration of course:- 30 hours**

Eminent Faculty :- Prof. Vilas Kulkarni





NOTICE

15/9/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Logistics Management”** from 19th September 2022.

All the Marketing And Operations Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular blue stamp with text around the perimeter and a central emblem.

Lavkash

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-010 Logistics Management

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Logistics Management (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. Understanding Logistics Fundamentals:

- Develop a foundational understanding of logistics concepts, principles, and terminologies.
- Comprehend the role of logistics in supply chain management.

2. Logistics Planning and Execution:

- Learn the process of logistics planning, including route optimization, inventory management, and transportation planning.
- Understand the execution of logistics operations to ensure efficient and timely delivery.

3. Warehouse Management:

- Gain insights into warehouse operations, layout design, and inventory control.
- Learn strategies for optimizing warehouse efficiency.

4. Transportation Management:

- Understand the principles of transportation management, including mode selection and carrier negotiations.
- Explore the impact of transportation on overall supply chain performance.

5. Supply Chain Integration:

- Learn how logistics integrates with other supply chain functions.
- Understand the importance of collaboration and information-sharing in supply chain management.

Learning Outcomes:

Upon completion of the course, participants should be able to:

1. Apply Logistics Concepts:

- Apply fundamental logistics concepts to real-world business scenarios.
- Demonstrate an understanding of logistics processes and their implications.

2. Efficient Logistics Planning:

- Develop effective logistics plans that consider factors such as demand forecasting and resource allocation.
- Implement strategies for optimizing logistics routes.

3. Warehouse Optimization:

- Implement warehouse management best practices for inventory control and layout design.
- Evaluate and improve warehouse efficiency.

4. Effective Transportation Management:

- Make informed decisions regarding transportation modes and carriers.
- Optimize transportation operations to reduce costs and improve delivery timelines.

5. Integrated Supply Chain:

- Understand how logistics fits into the broader supply chain context.
- Collaborate effectively with other supply chain functions for seamless integration.

Learning Methodology:

1. Interactive Lectures:

- In-depth sessions by industry experts to provide theoretical knowledge.
- Use of multimedia presentations and real-world examples.

2. Case Studies and Simulations:

- Analyze and solve logistics-related case studies.
- Participate in simulations to simulate real-world logistics scenarios.

3. Site Visits and Practical Exposure:

- Organize site visits to warehouses, distribution centers, and transportation hubs.
- Provide hands-on experience in logistics operations.

4. Group Projects:

- Engage in collaborative group projects to solve logistics challenges.
- Develop practical solutions and present findings.

5. Technology Integration:

- Explore the use of logistics technology and software.
- Hands-on sessions with logistics management software.

6. Continuous Assessment:

- Regular quizzes, assignments, and assessments to gauge understanding.
- Feedback sessions for continuous improvement.

7. Certification:

- Final certification based on project presentations and assessments.



Prerequisites:

Participants should ideally have:

- Basic knowledge of business operations.
- Familiarity with supply chain concepts (recommended but not mandatory).
- Proficiency in basic computer skills and internet usage.

This course is designed to accommodate learners with varying levels of experience and background knowledge in logistics and supply chain management

Flyer:



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Srikrishna Poojitha University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NMAC | Choice Code: 800010110

**Value added Course on
Logistic Management**

❖ **Duration:-** 19th September, 2022 to 25th September, 2022
❖ **Duration of course:-** 30 hours

Eminent Faculty :- Prof Rakesh Pathak



NOTICE

20/7/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on Marketing Analytics”** from 25th July 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular blue stamp with text inside, followed by a handwritten signature in blue ink.

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-11 Marketing Analytics

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Certificate Marketing Analytics (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives

1. Foundational Understanding:

- Objective: Gain a fundamental understanding of the role analytics plays in shaping marketing strategies.

2. Conceptual Mastery:

- Objective: Acquire key concepts and terminology essential for effective utilization of marketing analytics.

3. Practical Application:

- Objective: Explore and apply marketing analytics principles through real-world case studies for practical insight.

4. Data Competence:

- Objective: Develop skills in data collection, cleaning, preprocessing, and organization for effective marketing analysis.

Key Learning Outcomes

1. Strategic Insight:

Outcome: Participants will comprehend the strategic significance of analytics in shaping effective marketing strategies.

2. Conceptual Proficiency:

Outcome: Attain familiarity with essential marketing analytics concepts and terminology for informed decision-making.

3. Practical Application Skills:

Outcome: Demonstrate the ability to apply theoretical knowledge to practical scenarios through real-world case studies.

4. Data Competence Mastery:

Outcome: Acquire proficiency in data collection, cleaning, preprocessing, and organization for effective marketing analysis.

5. Informed Decision-Making Skills:

Outcome: Develop skills in analyzing marketing campaign performance, conducting A/B testing, and optimizing strategies for data-driven decision-making.

Learning Methodologies:

1. Theoretical Foundations:

- **Description:** Provide foundational knowledge of marketing principles and introduce the role of analytics in marketing.
- **Methods:** Lectures, readings, and discussions.
- **Purpose:** Build a theoretical understanding of marketing concepts and the importance of analytics.

2. Practical Application of Tools:

- **Description:** Hands-on experience with marketing analytics tools such as Google Analytics, marketing automation platforms, and data visualization tools.
- **Methods:** Workshops, demonstrations, and practical exercises.
- **Purpose:** Develop practical skills in using relevant tools for marketing analytics.

3. Data Analysis Techniques:

- **Description:** Introduce statistical and analytical methods for extracting insights from marketing data.
- **Methods:** Hands-on exercises, practical applications, and discussions.
- **Purpose:** Enable learners to analyze and interpret marketing data effectively.

Prerequisites for Marketing Analytics Course:

1. Basic Marketing Knowledge:

- Participants should have a foundational understanding of marketing principles.

2. Statistical Familiarity (Beneficial):

- While not mandatory, familiarity with basic statistical concepts is beneficial for grasping certain course materials.

3. Data Types and Structures:

- A basic knowledge of different data types and structures will be advantageous for effective engagement with data-related topics.

4. Data Analysis Concepts:

- Familiarity with basic data analysis concepts will provide participants with a smoother learning experience.

5. Tool Familiarity (Beneficial):

- While not a requirement, familiarity with data visualization tools, such as Excel or Tableau, is beneficial for Module 3 on Data Analysis and Visualization.

Resource Person: Dr.LokeshArora

CERTIFICATE COURSE ON MARKETING ANALYTICS

Course Duration:30 Hours

Module 1: Introduction to Marketing Analytics (2 hours)

- Understanding the role of analytics in marketing.
- Key concepts and terminology in marketing analytics.
- Real-world applications and case studies.

Module 2: Data Collection and Management (2 hours)

- Data sources and collection methods in marketing.
- Data cleaning and preprocessing.
- Data storage and organization.

Module 3: Data Analysis and Visualization (6 hours)

- Exploratory data analysis (EDA) techniques.
- Data visualization tools and best practices.
- Case studies on visualizing marketing data.

Module 4: Customer Segmentation and Targeting (4 hours)

- Customer segmentation strategies.
- Targeting specific customer groups.
- Personalization and recommendation systems.

Module 5: Marketing Campaign Analysis (6 hours)

- Analyzing the performance of marketing campaigns.
- A/B testing and experimental design.
- Optimization of marketing strategies.

Module 6: Marketing Metrics and KPIs (4 hours)

- Key performance indicators (KPIs) in marketing.
- Tracking and measuring marketing success.
- Creating custom metrics for business goals.

Module 7: Marketing Attribution Models (2 hours)

- Attribution modeling in marketing.
- Understanding the customer journey.
- Attribution modeling techniques.

Module 8: Final Project (4 hours)

- Applying marketing analytics techniques to a real-world project.
- Presenting findings and recommendations.
- Course review and wrap-up.

Flyer:



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 030610110

Value added Course on Marketing Research & Analytics

❖ **Duration:** - 25th July, 2022 to 18th August, 2022
❖ **Duration of course:** - 30 hours

Eminent Faculty :- Prof Lokesh Arora



NOTICE

1/10/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on Project Management”** from 5th October 2022.

All the Marketing and Operations Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular blue stamp of the International Institute of Management & Human Resource Development (IIMHRD) is positioned to the left of a handwritten signature in blue ink. The signature appears to be 'Sanchai'.

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-12 Project Management

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name: Project Management (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. **Fundamental Understanding:** Develop a fundamental understanding of project management principles, methodologies, and best practices.
2. **Project Life Cycle:** Comprehend the various phases of a project life cycle and their respective activities.
3. **Initiation Skills:** Acquire skills to initiate a project, including creating a project charter and defining project objectives.
4. **Stakeholder Management:** Understand the importance of stakeholder management and develop strategies for effective communication.
5. **Planning Proficiency:** Develop proficiency in project planning, including creating work breakdown structures (WBS) and resource allocation.
6. **Scheduling Techniques:** Master scheduling techniques such as Critical Path Method (CPM) and Gantt Charts for effective project scheduling.
7. **Team Leadership:** Acquire leadership skills to effectively lead and manage project teams, fostering collaboration and motivation.
8. **Quality Management:** Understand quality management principles and implement strategies to ensure project deliverables meet standards.
9. **Monitoring and Control:** Develop skills for monitoring and controlling project progress through key performance indicators (KPIs) and change control processes.
10. **Risk Management Strategies:** Implement risk management strategies, including risk identification, assessment, and mitigation planning.
11. **Project Closure Processes:** Understand formal project closure processes, including evaluating project outcomes and capturing lessons learned.
12. **Practical Application:** Apply theoretical knowledge to real-world scenarios through case studies and hands-on exercises.

By the end of the course, participants should be equipped with the skills and knowledge necessary to successfully initiate, plan, execute, monitor, control, and close projects, ensuring effective project management throughout the entire project life cycle.

Learning Outcome:**Upon completion of the course, participants will be able to:**

- Demonstrate a comprehensive understanding of project management principles and methodologies.
- Create a project charter, articulate project objectives, and identify stakeholders effectively.
- Develop project plans with well-structured work breakdown structures and resource allocations.
- Execute project tasks using scheduling techniques and effectively manage project teams.
- Monitor and control project progress through performance measurement and change control.
- Implement risk management strategies to mitigate potential project risks.
- Conduct formal project closure processes and evaluate project outcomes.

Learning Outcomes:

1. Practical Application of SAP FICO:

- Apply SAP FICO concepts in real-world scenarios.
- Demonstrate proficiency in executing financial transactions and generating reports.

2. Efficient Financial Management:

- Enhance efficiency in financial management through the effective use of SAP FICO.
- Optimize financial processes for streamlined operations.

3. Informed Decision-Making:

- Make informed decisions based on accurate and up-to-date financial data provided by SAP FICO.
- Utilize financial insights for strategic planning and resource allocation.

4. Cross-Functional Collaboration:

- Collaborate seamlessly with other departments through the integration capabilities of SAP FICO.
- Ensure a cohesive flow of information across various business functions.

5. Troubleshooting and Issue Resolution:

- Develop problem-solving skills related to SAP FICO processes.
- Identify and address issues promptly to maintain data integrity.

Resource Persons: Dr.RakeshPathak

Prerequisite:

- Participants should have a basic understanding of organizational structures and business processes.
- Familiarity with basic project management concepts is beneficial but not mandatory.
- This course is suitable for professionals aspiring to enhance their project management skills, individuals involved in project work, and those seeking a foundational understanding of project management principles.

Certificate Course on Project Management

Course Duration: 30 Hours

Course Description: This 30-hour course aims to equip participants with a comprehensive understanding of project management principles, tools, and techniques. It covers the entire project lifecycle from initiation to closure, emphasizing practical application through case studies and simulations.

Module 1: Introduction to Project Management (2 hours)

- Definition and Importance of Project Management
- Key Project Management Concepts and Processes
- Overview of Project Life Cycle

Module 2: Project Initiation (4 hours)

1. Project Charter:
 - Creating a Project Charter
 - Defining Project Objectives and Scope
2. Stakeholder Identification and Analysis:
 - Identifying and Analysing Project Stakeholders
 - Stakeholder Communication Planning

Module 3: Project Planning (6 hours)

1. Work Breakdown Structure (WBS):
 - Creating a WBS
 - Task Identification and Breakdown
2. Resource Planning:
 - Allocating Resources to Project Tasks
 - Resource Levelling and Optimization
3. Scheduling Techniques:
 - Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT)
 - Gantt Charts and Project Milestones

Module 4: Project Execution (4 hours)

1. Team Building and Leadership:
 - Developing and Leading Project Teams
 - Motivation and Conflict Resolution
2. **Quality Management:**
 - Ensuring Quality in Project Deliverables
 - Quality Control and Assurance

Module 5: Project Monitoring and Control (4 hours)

1. Performance Measurement:
 - Key Performance Indicators (KPIs) in Project Management
 - Earned Value Management (EVM)
2. **Change Control:**
 - Managing Changes in Project Scope
 - Change Request and Approval Process

Module 6: Risk Management (4 hours)

1. Risk Identification and Assessment:
 - Identifying and Assessing Project Risks
 - Risk Probability and Impact Analysis
2. **Risk Mitigation and Response Planning:**
 - Developing Risk Mitigation Strategies
 - Creating Contingency Plans


Module 7: Project Closure (4 hours)

1. **Closing Processes:**
 - Formal Project Closure
 - Handover and Knowledge Transfer
2. **Project Evaluation and Lessons Learned:**
 - Conducting Project Evaluation
 - Capturing Lessons Learned for Future Projects


Practical Application (2 hours)

- Case Studies: Applying Project Management Concepts to Real-world Scenarios
- Project Simulation Exercise

Flyer



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 038010110



Value added Course on Project Management

❖ **Duration:-** 5th October, 2022 to 5th November, 2022
❖ **Duration of course:-** 30 hours

Eminent Faculty :- Prof Rakesh Pathak



NOTICE

12/3/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on SAP FICO”** from 15th March 2023.

All the Finance Specialization Students should register and attend the certification course.

A circular blue stamp of the International Institute of Management & Human Resource Development (IIMHRD) is positioned to the left of a handwritten signature in blue ink. The signature appears to be 'Sarchar'.

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-13 SAP FICO

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name:SAP FICO (CERTIFICATION COURSE)
Hrs

Duration: 30

Learning Objectives:

1. Understanding SAP FICO Basics:
 - Define the basic concepts of SAP Financial Accounting and Control (FICO).
 - Explain the role of SAP FICO in enterprise financial processes.
2. Mastering SAP FICO Modules:
 - Gain proficiency in SAP FICO modules, including General Ledger (GL), Accounts Payable (AP), and Accounts Receivable (AR).
 - Navigate through SAP FICO interfaces and modules effectively.
3. Financial Transaction Processing:
 - Learn to process financial transactions using SAP FICO.
 - Understand how to record, track, and manage financial data in various SAP FICO modules.
4. Financial Reporting and Analysis:
 - Acquire skills in generating financial reports and analyses through SAP FICO.
 - Interpret financial data for decision-making and reporting purposes.
5. Integration with Other SAP Modules:
 - Understand the integration points of SAP FICO with other SAP modules.
 - Explore how SAP FICO collaborates with logistics and other business processes.

Learning Outcomes:

6. Practical Application of SAP FICO:
 - Apply SAP FICO concepts in real-world scenarios.
 - Demonstrate proficiency in executing financial transactions and generating reports.
7. Efficient Financial Management:
 - Enhance efficiency in financial management through the effective use of SAP FICO.
 - Optimize financial processes for streamlined operations.
8. Informed Decision-Making:
 - Make informed decisions based on accurate and up-to-date financial data provided by SAP FICO.
 - Utilize financial insights for strategic planning and resource allocation.
9. Cross-Functional Collaboration:
 - Collaborate seamlessly with other departments through the integration capabilities of SAP FICO.
 - Ensure a cohesive flow of information across various business functions.
10. Troubleshooting and Issue Resolution:
 - Develop problem-solving skills related to SAP FICO processes.
 - Identify and address issues promptly to maintain data integrity.

Learning Methodologies:**Interactive Hands-On Practice:**

Description: Provide hands-on experience with the SAP FICO software through practical exercises and simulations.

Methods: Virtual labs, case studies, and real-world scenarios.

Purpose: Develop proficiency in using SAP FICO tools and navigating the system.

Scenario-Based Learning:

Description: Present real-world business scenarios that require the application of SAP FICO concepts.

Methods: Case studies, role-playing, and problem-solving exercises.

Purpose: Enhance problem-solving skills and demonstrate the practical application of SAP FICO in business processes.

Collaborative Learning:

Description: Encourage collaboration among learners through group discussions, forums, and peer-to-peer learning.

Methods: Online forums, group projects, and collaborative problem-solving.

Purpose: Foster a community of learners, share insights, and provide diverse perspectives on SAP FICO.

Resource Persons: Dr.AnilVarma

Prerequisite:

- Basic knowledge of financial accounting principles and terminology is recommended as a prerequisite for the SAP Financial Accounting & Control (FICO) course.
- Familiarity with SAP software interfaces and general business processes would be advantageous but not mandatory.
- Participants with a background in finance, accounting, or information technology will find the course content more accessible.

Course Description: This comprehensive 30-hour course aims to provide participants with a solid understanding of SAP Financial Accounting and Control, covering key modules such as General Ledger Accounting, Accounts Payable, Accounts Receivable, Asset Accounting, and Financial Reporting.

Module 1: Introduction to SAP FICO (2 hours)

- Overview of SAP ERP and SAP FICO
- Importance of Financial Accounting and Control in SAP
- Key Components and Submodules in SAP FICO

Module 2: SAP FICO Organizational Structure (2 hours)

- Company, Company Code, and Business Area
- Chart of Accounts and Operating Concern
- Organizational Elements in SAP FICO

Module 3: General Ledger Accounting (6 hours)

- Chart of Accounts and GL Master Data:
- Creation and Maintenance of Chart of Accounts
- General Ledger (GL) Master Data Management
- Document Posting and Reversal:
- Posting Journal Entries in SAP
- Document Reversal Processes
- Special General Ledger Transactions:
- Managing Special Transactions (e.g., Down Payments)
- Handling Intercompany Transactions

Module 4: Accounts Payable (AP) (6 hours)

Vendor Master Data: Vendor Master Record Creation and Maintenance

Special Features in Vendor Master Data

Invoice Processing:

- Invoice Verification and Posting
- Handling Credit Memos and Debit Memos
- Payments and Automatic Payment Program:
- Configuring Payment Terms and Methods
- Executing the Automatic Payment Program (APP)

Module 5: Accounts Receivable (AR) (6 hours)

Customer Master Data:

- Customer Master Record Creation and Maintenance
- Special Features in Customer Master Data
- Sales Invoice and Receivables Processing:
- Sales Invoice Posting and Revenue Recognition
- Managing Customer Payments
- Dunning Process:
- Configuring and Executing Dunning
- Handling Overdue Receivables

Module 6: Asset Accounting (4 hours)

- Asset Master Data:
- Asset Master Record Creation and Maintenance
- Asset Classes and Depreciation Areas
- Depreciation and Periodic Processing:
- Configuring and Executing Depreciation Runs
- Period-End Closing Activities in Asset Accounting

Module 7: Financial Reporting and Analysis (4 hours)

- Financial Statements:
- Generating Balance Sheets and Income Statements
- Customizing Financial Statements in SAP
- Internal and External Reporting:

- Management Reporting Tools in SAP
- Integrating SAP FICO with Business Intelligence (BI)
- Practical Application (2 hours)
- Case Studies: Applying SAP FICO Concepts in Real-world Scenarios
- Hands-on Exercises and Simulations
-

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	30 mks

Flyer:

International Institute of Management & Human Resource Development (IIMHRD)
 Affiliated to Swami Vivekananda University | Approved by AICTE, Ministry of HRD, Govt. of India.
 Accredited by RMAC 1 Choice Code: 030810110

**Value added Course on
SAP FICO**

❖ **Duration:- 15th March, 2023 to 30th April, 2023**
 ❖ **Duration of course:- 30 hours**

Eminent Faculty :- Prof Anil Verma

SAIBALAJI EDUCATIONAL SOCIETY

INTERNATIONAL INSTITUTE OF MANAGEMENT & HUMAN RESOURCE DEVELOPMENT

IIMHRD For Women



(Affiliated to University of Pune & Approved by AICTE, Ministry of HRD, Govt. of India)



NOTICE

12/3/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled “**Certification Course on SAP HCM**” from 15th March 2022.

All the Finance Specialization Students should register and attend the certification course.

A circular stamp of the International Institute of Management & Human Resource Development (IIMHRD) is placed to the left of a handwritten signature in blue ink. The signature appears to be 'Sarekhae'.

Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-14 SAP HCM

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name: SAP-HCM(CERTIFICATION COURSE)

Duration: 30 Hrs

Objective: -

- The SAP-HCM gives a hands-on experience on core HR and payroll
- Time and attendance
- Talent management, employee experience management, and people analytics to address your critical workforce transformation needs.

Learning Outcomes:-

1. Understand and perform Human resource process.
2. Use advanced functions and features of human resources related to organizational management and personnel administration in human resource management systems.

Learning Methodology:Lecture, Discussion, Case studies, practical.

Resource Persons:

1. Prof. PoojaKarekar

Prerequisite of Courses: Before you start the SAP-HCM course you should be familiar with SAP S4 HANA system.



Contents


Unit	Details	Theory	Practical	Total Duration
1	Create positions	1 hr	1 hr	2 hr
2	Create Career		1 hr	1hr
3	Define Requirements		1 hr	1 hrs
4	Hire Employee		1 hr	1hr
5	Display Organizational Plan	1 hr	1 hr	2 hrs
6	Post Job Advertisement	1 hr	1 hr	2 hrs
7	Enter Applicant Master Data	1 hr	1 hr	2 hrs
8	Prepare Hiring	1 hr	1 hr	2hrs
9	Hiring Applicant		1 hr	1 hr
10	Proof Hiring	1 hr	1 hr	2 hr
11	Maintain Qualification Profile	1 hr	1 hr	1 hr
12	Execute Career Planning	1 hr	1 hr	2 hrs
13	Create an Event		1 hr	1 hr
14	Book Event	1 hr	1 hr	2 hrs
15	Follow up the event		1 hr	1 hr
16	Execute Career Planning	1 hr	1 hr	2 hrs
17	Prepare Appraisal	1 hr	1 hr	2 hrs
18	Perform Appraisal	1 hr	1 hr	2 hrs
19	Transfer of Employee		1 hr	1 hrs
Total Duration		12	18	30 hrs

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	50 mks

Resource Persons: Prof. PoojaKarekar

Flyer:



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Central Board Secondary Education | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by RAAC | Choice Code: 030810110

**Value added Course on
SAP HCM**

❖ **Duration:- 15th March, 2023 to 30th April, 2023**
❖ **Duration of course:- 30 hours**

Eminent Faculty :- Prof Pooja Karekar



NOTICE

12/3/2023

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on SAP S&D”** from 15th March 2023.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular stamp of the International Institute of Management & Human Resource Development (IIMHRD) is placed to the left of a handwritten signature in blue ink.

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-15 SAP S&D

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name:SAP S&D (CERTIFICATION COURSE)
Hrs

Duration: 30

Learning Objectives:

1. Introduction to SAP Selling and Distribution (2 hours):
 - Define the scope and purpose of SAP Sales and Distribution (SD).
 - Understand the key components and functionalities of SAP SD.
2. Mastering SAP SD Processes (6 hours):
 - Explore order-to-cash processes, including sales order creation and delivery processing.
 - Understand pricing and billing in SAP SD.
 - Familiarize with materials management integration.
3. Customer Relationship Management (CRM) Integration (4 hours):
 - Integrate SAP SD with CRM for effective customer management.
 - Explore customer master data and order processing in CRM.
4. Advanced Sales Analytics (4 hours):
 - Implement advanced reporting and analytics in SAP SD.
 - Utilize tools for sales performance analysis.
5. SAP SD Customization (6 hours):
 - Understand customization options in SAP SD.
 - Learn to configure sales documents, pricing, and delivery processes.
6. Sales and Distribution Project Management (4 hours):
 - Apply project management principles to SAP SD implementations.
 - Understand the importance of change management.
7. Integration with Other SAP Modules (4 hours):
 - Explore integration points with other SAP modules such as Finance (FI) and Materials Management (MM).
 - Understand the end-to-end business processes.

Learning Outcome:

Upon completion of the course, participants should be able to:

1. Operational Mastery:
 - Demonstrate operational mastery of SAP SD processes, from order creation to billing.
2. Customer Management Proficiency:
 - Proficiently manage customer relationships through CRM integration.
3. Data Analysis and Reporting:
 - Effectively utilize advanced tools for data analysis and reporting within SAP SD.
4. Customization Skills:
 - Demonstrate the ability to customize and configure SAP SD based on organizational needs.
5. Project Management Capability:
 - Apply project management principles to SAP SD implementations, ensuring successful project outcomes.
6. Cross-Module Integration:
 - Understand how SAP SD integrates with other SAP modules, fostering a holistic view of business processes.

Learning Methodology

Course Introduction and Objectives:

- Provide an overview of the course, outlining its objectives and relevance in the context of Selling and Distribution in SAP.
- Set expectations for participants regarding the skills and knowledge they will acquire.

Theoretical Foundations:

- Deliver lectures covering fundamental concepts of SAP Selling and Distribution, including order processing, pricing, and inventory management.
- Provide reading materials, SAP documentation, and case studies to reinforce theoretical understanding.

Hands-On Practical Training:

- Facilitate hands-on training sessions using the SAP software.
- Guide participants through real-world scenarios and exercises to apply theoretical concepts in a practical setting.

Interactive Workshops and Case Studies:

- Conduct interactive workshops where participants engage in group activities, case studies, and problem-solving related to SAP Selling and Distribution.
- Showcase real-world examples and industry-specific case studies for practical insights.
- **Assessments and Evaluations:**
 - Implement regular assessments, quizzes, and exams to evaluate participants' understanding of SAP concepts.
 - Collect regular feedback from participants to assess the effectiveness of the course structure, content, and delivery.
 - Use feedback to make continuous improvements and updates to keep the course current and relevant.

Resource Persons: Dr.AnilVarma

Prerequisite:

Participants should have a basic understanding of:

- Business processes related to sales and distribution.
- Fundamental concepts of enterprise resource planning (ERP).
- Basic knowledge of SAP software and its user interface.
- This course is suitable for sales professionals, business analysts, and individuals interested in enhancing their proficiency in SAP Sales and Distribution processes.

Familiarity with business processes and SAP concepts will enhance the learning experience.

Flyer:

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NMAC | Choice Code: 030010110

**Value added Course on
SAP S&D**

❖ **Duration:- 15th March, 2023 to 30th April, 2023**
❖ **Duration of course:- 30 hours**

Eminent Faculty :- Prof Pooja Karekar



NOTICE

15/9/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on Supply Chain Management”** from 20th September 2022.

All the Marketing and Operations Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-16 SCM

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



ADD ON Course Details

Add On Course Name: Supply Chain Management (CERTIFICATION COURSE) Duration: 30 Hrs

Learning Objectives:

- Understanding Supply Chain Fundamentals:
- Define the key components and processes of supply chain management.
- Identify the roles and functions within a supply chain.
- Developing Strategic Supply Chain Thinking:
- Formulate supply chain strategies aligned with organizational goals.
- Analyze global supply chain trends and their impact on strategy.
- Mastering Logistics and Distribution:
- Understand transportation modes and their applications.
- Implement effective warehouse management and distribution strategies.
- Procurement and Supplier Relationship Management:
- Comprehend procurement processes and best practices.
- Develop strategies for effective supplier relationship management.
- Demand Planning and Forecasting:
- Learn demand planning techniques and methodologies.
- Implement forecasting methods to optimize inventory levels.
- Effective Inventory Management:
- Understand various types of inventory and their management.
- Apply inventory optimization techniques like EOQ and safety stock.
- Risk Management in Supply Chains:
- Identify potential risks in the supply chain.
- Develop strategies to mitigate and manage supply chain risks.
- Sustainable Supply Chain Practices:
- Understand the importance of sustainability in supply chains.
- Implement green supply chain practices and corporate social responsibility.
- Technology Integration in Supply Chains:
- Explore the role of technology in modern supply chain management.
- Understand the applications of IoT and blockchain in supply chains.
- Performance Measurement and Continuous Improvement:
- Define key performance indicators (KPIs) for supply chain performance.
- Implement continuous improvement strategies in supply chain processes.
- Cross-functional Collaboration:
- Foster collaboration and communication across different departments.
- Implement collaborative planning, forecasting, and replenishment practices.
- Case Studies and Best Practices:
- Analyze real-world case studies in supply chain management.
- Learn from successful supply chain practices and industry benchmarks.

Learning Outcomes: Upon completing the supply chain management course, learners should be able to:

- **Apply Strategic Thinking:**
 - Develop and apply strategic thinking to supply chain operations.
- **Optimize Logistics and Distribution:**
 - Implement efficient logistics and distribution strategies.
- **Execute Effective Procurement:**
 - Apply best practices in procurement and supplier management.
- **Forecast Demand and Manage Inventory:**
 - Utilize demand planning and forecasting techniques for optimal inventory management.
- **Mitigate Supply Chain Risks:**
 - Identify, assess, and mitigate risks in the supply chain.
- **Implement Sustainable Practices:**
 - Integrate sustainability into supply chain operations.
- **Leverage Technology for Efficiency:**
 - Utilize technology such as IoT and blockchain to enhance supply chain efficiency.
- **Measure and Improve Performance:**
 - Define and measure key performance indicators for continuous improvement.
- **Facilitate Cross-functional Collaboration:**
 - Promote collaboration and communication across different functional areas.
- **Apply Best Practices:**
 - Analyze case studies and implement best practices in supply chain management.



Learning Methodology:

- Lectures and Presentations:
 - Theoretical concepts delivered through lectures and presentations.
- Case Studies and Group Discussions:
 - Analyzing real-world case studies and engaging in group discussions.
- Practical Exercises and Simulations:
 - Hands-on exercises and simulations to apply learned concepts.
- Guest Lectures:
 - Inviting industry experts for guest lectures and insights.
- Site Visits (if feasible):
 - Visiting logistics and distribution centers for practical exposure.
- Online Learning Platforms:
 - Utilizing online platforms for additional resources and self-paced learning.
- Assessment and Feedback:
 - Regular assessments to evaluate understanding and provide feedback.
- Q&A Sessions:
 - Addressing queries through interactive question-and-answer sessions.

Prerequisites:

- Basic Business Knowledge:
 - Understanding of fundamental business concepts.
- Computer Literacy:
 - Basic computer skills for navigating digital tools and resources.
- Analytical Skills:
 - Ability to analyze data and make informed decisions.
- Communication Skills:
 - Effective written and verbal communication skills.
- Team Collaboration:
 - Ability to work collaboratively in a team.
- Basic Understanding of Economics
 - Familiarity with economic principles and market dynamics.
- Desire to Learn:
 - A proactive attitude and a willingness to learn and adapt.
- Industry Interest:
 - An interest in supply chain management and logistics.

Flyer:



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 630610110

Value added Course on Supply Chain Management

❖ **Duration:-** 15th March, 2023 to 30th April, 2023
❖ **Duration of course:-** 30 hours

Eminent Faculty :- Prof Pooja Karekar



NOTICE

15/10/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Course on Statutory Compliance”** from 17th October 2022.

All the HR Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.

A circular blue stamp of the International Institute of Management & Human Resource Development (IIMHRD) is positioned to the left of a handwritten signature in blue ink. The signature appears to be 'S. K. Kulkarni'.

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-17 Statutory Compliance

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Statutory Compliance (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

6. Understanding of Statutory Framework:

- Familiarize participants with the legal framework governing statutory compliances in India.
- Identify key laws and regulations applicable to businesses.

7. Comprehensive Knowledge of Labor Laws:

- Gain in-depth knowledge of labour laws, including the Factories Act, Minimum Wages Act, and Employees' Provident Fund Act.
- Understand the rights and responsibilities of employers and employees under these laws.

8. Tax and Corporate Compliance Awareness:

- Comprehend the tax implications and corporate compliance requirements, with a focus on Goods and Services Tax (GST), Income Tax Act, and Companies Act.

9. Environmental Compliance Understanding:

- Explore environmental laws and regulations, emphasizing pollution control and impact assessment.
- Learn the role of businesses in promoting environmental sustainability.

10. Legal Aspects of Workplace Harassment:

- Understand the legal provisions of the Sexual Harassment of Women at Workplace Act, 2013.
- Explore measures for preventing and addressing workplace harassment.

Learning Outcomes: Upon completion of the course, participants should be able to:

1. Demonstrate a comprehensive understanding of statutory compliances, labor laws, and tax regulations.
2. Apply knowledge to ensure compliance with legal requirements in various business scenarios.
3. Analyze and interpret legal provisions related to environmental compliance and workplace harassment.
4. Develop strategies for effective implementation of statutory compliances within an organization.

Learning Methodology:

1. Lectures and Presentations:

- In-depth sessions by subject matter experts providing theoretical knowledge.
- Use of multimedia presentations to enhance understanding.

2. Case Studies and Scenario Analysis:

- Analyzing real-world case studies to apply theoretical knowledge to practical situations.
- Group discussions and problem-solving exercises.

3. Hands-on Workshops:

- Practical exercises and simulations for project planning, execution, and compliance.
- Use of project management tools and software.

4. Collaborative Learning:

- Engaging in group projects and team-based assignments to foster teamwork.
- Interactive sessions using collaborative platforms.

5. Continuous Evaluation:

- Regular assessments, quizzes, and assignments to gauge understanding.
- Peer evaluations and feedback sessions for continuous improvement.

Prerequisites: Participants should have:

- Basic knowledge of business operations and management.
- Familiarity with legal terms and concepts (recommended but not mandatory).
- Access to a computer and the internet for online resources and collaboration.

Certificate Course in Statutory Compliance

Duration:30 Hours

Course Overview: This syllabus provides a balanced coverage of key statutory compliances in India, including labor laws, tax regulations, corporate compliance, environmental laws, and other relevant aspects. Adjustments can be made based on the specific needs and objectives of the course. This course is designed to accommodate learners with varying levels of experience and background knowledge in business and law

Week 1: Introduction to Statutory Compliances (4 hours)

1. Session 1 (2 hours): Overview of Statutory Compliances

- Definition and importance
- Legal framework in India

2. Session 2 (2 hours): Key Statutory Requirements

- Overview of labor laws
- Compliance with tax regulations

Week 2: Labor Laws in India (6 hours)

3. Session 3 (2 hours): Factories Act, 1948

- Overview and compliance requirements
- Health, safety, and welfare provisions

4. Session 4 (2 hours): Minimum Wages Act, 1948

- Determination and payment of wages
- Applicability and compliance

5. Session 5 (2 hours): Employees' Provident Fund and Miscellaneous Provisions Act, 1952

- Provident Fund contribution and withdrawal

- Pension and insurance benefits

Week 3: More Labor Laws and Compliance (6 hours)

6. Session 6 (2 hours): Employees' State Insurance Act, 1948

- Coverage and benefits
- Contribution and compliance

7. Session 7 (2 hours): Payment of Bonus Act, 1965

- Calculation and payment of bonus
- Applicability and compliance

8. Session 8 (2 hours): Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013

- Legal provisions and compliance requirements

Week 4: Tax and Corporate Compliance (6 hours)

9. Session 9 (2 hours): Goods and Services Tax (GST)

- Overview of GST
- Compliance requirements for businesses

10. Session 10 (2 hours): Income Tax Act, 1961

- Taxation of individuals and businesses
- Compliance with income tax regulations

11. Session 11 (2 hours): Companies Act, 2013

- Key compliance requirements for companies
- Annual filing and reporting obligations

Week 5: Environmental and Other Compliances (4 hours)

12. Session 12 (2 hours): Environmental Laws in India

- Overview and compliance requirements
- Pollution control and environmental impact assessment

13. Session 13 (2 hours): Other Statutory Compliances

- Intellectual Property Rights (IPR)
- Consumer Protection Act, 2019

Assessment and Certification (2 hours)

14. Session 14 (2 hours): Final Assessment and Certification

- Course review
- Final examination or project presentation

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	30 mks

Flyer:

International Institute of Management & Human Resource Development (W)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 636610110

**Value added Course on
Statutory Compliances**

❖ **Duration:-** 17th October, 2022 to 5th November, 2022
❖ **Duration of course:-** 30 hours

Eminent Faculty :- Prof Vilas Kulkarni



NOTICE

05/9/2022

This is to inform the students of SEM-III of the Batch 22-24 that we have scheduled **“Certification Managerial Communication”** from 10th September 2022.

All the Marketing And Operations Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Thanks, And Regards

Director

IIMHRD



Value Added Course VAD-18 Managerial Communication

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADDON Course Details

Addon Course Name: Managerial Communication

Duration: 32 Hrs

Objective:-

- This course aims to acquaint the students with the basic concepts and techniques of Communication that is useful in developing skills of communicating effectively.
- The objective is to teach students through a combination of theory, case studies, simulations, and practical exercises, students will develop their abilities in written, verbal, non-verbal, and intercultural communication, enabling them to lead teams, influence stakeholders, and navigate complex organizational challenges.

Learning Outcomes:-

1. To train students to enhance their skills in written as well as oral Communication through the practical conduct of this course.
2. This course will help students in understanding the principles & techniques of business communication
3. To develop intercultural communication competence for leading diverse teams and working in global business environments.
4. To apply communication strategies for effective leadership, conflict resolution, and change management.

Resource Persons:

1. Prof. Sunita R Shukla

Learning Methodology: Lecture, Discussion, Roleplays, class-based assignments, games & activities.

Prerequisite of Courses:

- 1) The student should be able to communicate.
- 2) The medium of communication should be English.

Contents

Unit	Details	Theory	Practical	Total duration
1	<p><i>Concepts of Communications:</i></p> <ol style="list-style-type: none"> 1. Definition, and Objectives of Communication. 2. Characteristics of Communication, Process of Communication, Forms of communication. 3. Roles of a Manager, Communication Roadblocks and Overcoming them. 4. Overcoming Communication Barriers, Effectiveness in Managerial Communication. 	3	1	4Hrs
2	<p><i>Role of Verbal & Non-verbal Symbols in Communication:</i></p> <ol style="list-style-type: none"> 1. Forms of Nonverbal Communication 2. Interpreting Non-verbal messages 3. Tips for effective non-verbal communication. 4. Public speaking skills and techniques. 5. Structuring and delivering effective presentations. 6. Effective communication in meetings and group discussions. 7. Understanding body language and facial expressions. 8. Cultural differences in non-verbal communication. 	4	1	5Hrs
3	<p><i>Listening & Spoken Communication:</i></p> <ol style="list-style-type: none"> 1. Definition, Anatomy of poor Listening 2. Features of a good Listener, Meaning of EL, Types of Listening skills 3. Strategies, and Barriers to Effective Listening. 4. Oral Presentation: Planning presentation, Delivering presentation 5. Developing & displaying visual aids, Handling questions from the audience, Telephone, 	4	2	6 Hrs

	Teleconferencing, Challenges and etiquette			
4	<i>Forms of Communication in Written Mode:</i> 1. Written Business Communication, Basic Principles 2. Tips for effective writing, The Seven Cs of Letter writing, Planning steps for effective writing, Persuasive written messages, 3. Writing Business Reports (Short & Long), Kinds of Business Letters, Tone of writing, inquiries, orders & replying to them, sales letters, Job application Letters, Writing Effective Memos, Format and Principles of writing Memos	2	2	4Hrs
5	<i>Writing emails, Business Reports, and Business Proposals:</i> 1. Effective E-mail, E-mail Etiquettes. 2. Writing Business Reports and Proposals, Purpose of Business Reports, Parts of Report. 3. Format of Business Proposals and practice for Writing Business Reports.	2	2	4Hrs
6	<i>Cross-Cultural Communication in the Corporate World:</i> 1. Cultural diversity in the workplace 2. Challenges and opportunities of cross-cultural communication. 3. Strategies for effective cross-cultural communication.	2	2	5 Hrs
8	<i>Communication Technology and Innovation:</i> 1. Role of technology in corporate communication. 2. Digital communication tools and platforms. Trends in communication technology.	2	2	4 Hrs
Total Duration				32

Flyer:



International Institute of Management & Human Resource Development (W)
Affiliated to Santiraj Prada Peeth University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NMAC | Choice Code: 000010119

Value added Course on Managerial Communication

❖ **Duration:-** 7th September, 2022 to 1st October, 2022

❖ **Duration of course:-** 32 hours

Eminent Faculty :- Prof Sunita Shukla



NOTICE

15/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Equity Research”** from 17th September 2022.

All the Finance Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarchoi

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-20 Equity Research

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Certificate in Equity Research (CERTIFICATION COURSE)
Duration: 32 Hrs

Title : Certificate Course in Equity Research Course Duration : 32 Hours

This syllabus covers essential topics in equity research, providing students with a comprehensive understanding of equity markets, financial analysis, valuation techniques, and the equity research process. Practical exercises, case studies, and guest lectures enrich the learning experience and prepare students for careers in the field of equity research in India.

1: Introduction to Equity Research (4 hours)

- a) Overview of equity markets in India
- b) Role and importance of equity research
- c) Introduction to financial markets and investment vehicles
- d) Ethics and regulatory framework in equity research
- e) Career opportunities in equity research

2: Financial Statement Analysis (6 hours)

- a) Understanding financial statements: Balance Sheet, Income Statement, Cash Flow Statement
- b) Ratio analysis: liquidity ratios, profitability ratios, solvency ratios, efficiency ratios
- c) Common-size analysis and trend analysis
- d) Assessing the quality of earnings
- e) Case studies and practical exercises on financial statement analysis

3: Valuation Techniques (6 hours)

- a) Overview of valuation methodologies: intrinsic valuation vs. relative valuation
- b) Discounted Cash Flow (DCF) analysis
- c) Comparable Company Analysis (CCA)

- d) Precedent Transactions Analysis (PTA)
- e) Valuation of startups and early-stage companies
- f) Sensitivity analysis and scenario planning

4: Equity Research Process (6 hours)

- a) Equity research workflow: initiation, coverage, updates, and discontinuation
- b) Industry analysis: Porter's Five Forces, SWOT analysis, industry life cycle
- c) Company analysis: business model, competitive positioning, management assessment
- d) Writing equity research reports: structure, content, and formatting
- e) Pitching investment ideas to clients or portfolio managers

5: Equity Markets and Trading (4 hours)

- a) Overview of equity markets: primary market vs. secondary market
- b) Market microstructure: order types, market participants, trading venues
- c) Understanding stock exchanges in India: NSE, BSE
- d) Trading strategies: fundamental analysis vs. technical analysis
- e) Risk management in equity trading

6: Special Topics and Guest Lectures (4 hours)

- a) Sector-specific analysis: Banking, IT, FMCG, Pharma, etc.
- b) Emerging trends in equity research: ESG investing, thematic investing
- c) Guest lectures from industry practitioners and seasoned equity analysts
- d) Q&A sessions and discussion forums for student engagement

7: Review and Assessment (2 hours)

- a) Review of key concepts and learning outcomes
- b) Final assessment: written exam or project presentation
- c) Feedback session and course evaluation
- d) Distribution of certificates to successful participants
- e) **Resource Person :DrLavakush Singh**

Certificate Course in Equity Research

Learning Objectives:

- a) Understand the fundamentals of equity markets in India, including their structure and functioning.
- b) Develop analytical skills to interpret and analyze financial statements, including key financial ratios.
- c) Gain proficiency in various valuation techniques used in equity research, such as Discounted Cash Flow (DCF) analysis and Comparable Company Analysis (CCA).
- d) Learn the equity research process, including industry and company analysis, and report writing.
- e) Familiarize with trading strategies and risk management techniques relevant to equity markets.


Learning Methodology:

- a) Lectures: Interactive sessions to present theoretical concepts and frameworks.
- b) Case Studies: Real-world examples to apply theoretical knowledge to practical scenarios.
- c) Group Discussions: Collaborative discussions to facilitate knowledge sharing and critical thinking.
- d) Practical Exercises: Hands-on activities to reinforce learning, such as financial statement analysis and valuation exercises.
- e) Guest Lectures: Insights shared by industry experts to provide real-world perspectives and experiences.


Learning Outcome:

- a) Possess a thorough understanding of equity markets, financial analysis, and valuation techniques.
- b) Demonstrate proficiency in interpreting financial statements and applying valuation methodologies effectively.
- c) Develop practical skills in conducting industry and company analysis, and writing structured equity research reports.
- d) Acquire knowledge of trading strategies and risk management practices essential for navigating equity markets.
- e) Be prepared to pursue careers in equity research or related fields, equipped with the necessary skills and knowledge to contribute effectively to investment decision-making processes.

Flyer:



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Central Board of Secondary Education (CBSE) | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by UGC | Choice Code: 630010110



Value added Course on Equity Research

❖ **Duration:-** 17th September, 2022 to 15th December, 2022
❖ **Duration of course:-** 32 hours

Eminent Faculty :- Dr Luvkush Singh

NOTICE

25/8/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled “**Certification Course Six Sigma**” from 28th August 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Thanks, And Regards

Director

Value Added Course VAD-21 Six Sigma

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person



ADD ON Course Details

Add On Course Name: Certificate Six Sigma Fundamentals (CERTIFICATION COURSE)
Duration: 30 Hrs

- 1: Introduction to Six Sigma (4 hours)
- 2: Define Phase (4 hours)
- 3: Measure Phase (6 hours)
- 4: Analyse Phase (6 hours)
- 5: Improve Phase (6 hours)
- 6: Control Phase (4 hours)
- 7: Review and Exam (2 hours)

Description: A 32-hour syllabus for Six Sigma covers the fundamental concepts and tools of Six Sigma methodology, preparing participants for entry-level roles or providing a solid foundation for further certification levels. Below is a sample syllabus outlining topics that could be covered within this timeframe:

1: Introduction to Six Sigma (4 hours)

- a) Overview of Six Sigma methodology
- b) History and evolution of Six Sigma
- c) Importance of process improvement
- d) Key concepts: DMAIC (Define, Measure, Analyse, Improve, Control) and DMADV (Define, Measure, Analyse, Design, Verify)
- e) Roles and responsibilities in Six Sigma projects (e.g., Yellow Belt, Green Belt, Black Belt)

2: Define Phase (4 hours)

- a) Identifying stakeholders and project scope
- b) Voice of the customer (VOC) and critical-to-quality (CTQ) characteristics
- c) Project charter development
- d) Process mapping techniques (e.g., SIPOC, Value Stream Mapping)

3: Measure Phase (6 hours)

- a) Data collection methods and tools
- b) Types of data and measurement scales
- c) Sampling techniques
- d) Basic statistics: mean, median, mode, standard deviation, and variation
- e) Measurement system analysis (MSA)

4: Analyse Phase (6 hours)

- a) Root cause analysis techniques (e.g., Fishbone diagram, 5 Whys)
- b) Hypothesis testing: t-tests, chi-square tests, ANOVA
- c) Correlation and regression analysis
- d) Pareto analysis
- e) Failure mode and effects analysis (FMEA)

5: Improve Phase (6 hours)

- a) Generating and selecting solutions
- b) Design of experiments (DOE)
- c) Kaizen events and rapid improvement workshops
- d) Implementation planning and pilot testing
- e) Risk management and contingency planning

6: Control Phase (4 hours)

- a) Control plans and documentation
- b) Statistical process control (SPC) charts
- c) Mistake-proofing (poka-yoke)
- d) Standardization and documentation of procedures
- e) Transition planning and project handover

7: Review and Exam (2 hours)

- a) Review of key concepts and tools
- b) Practice exam or assessment

- c) Feedback and discussion

Title: Certificate Course in Six Sigma Fundamentals Duration :32 Hours

Learning Objectives:

1. Understand the fundamental principles and objectives of Six Sigma methodology.
2. Trace the historical development and evolution of Six Sigma and its significance in process improvement.
3. Identify and explain the key concepts of DMAIC (Define, Measure, Analyze, Improve, Control) and DMADV (Define, Measure, Analyze, Design, Verify).
4. Recognize the various roles and responsibilities within Six Sigma projects, including Yellow Belt, Green Belt, and Black Belt.
5. Gain insights into the Define phase of Six Sigma projects, including stakeholder identification, project scope, and project charter development.

Learning Methodology:

1. Lectures: Interactive sessions to introduce theoretical concepts and frameworks.
2. Case Studies: Real-world examples to illustrate the application of Six Sigma methodologies in various industries.
3. Group Discussions: Collaborative discussions to facilitate knowledge sharing and critical thinking.
4. Practical Exercises: Hands-on activities to reinforce learning, such as process mapping and data collection simulations.
5. Role-playing: Simulated scenarios to understand the roles and responsibilities of different Six Sigma project members.

Learning Outcome:

1. Possess a comprehensive understanding of Six Sigma methodology, its historical context, and its importance in process improvement initiatives.
2. Demonstrate proficiency in applying DMAIC and DMADV methodologies to solve complex business problems and improve processes.

3. Identify and assume appropriate roles within Six Sigma projects based on skill level and expertise.
4. Develop practical skills in stakeholder identification, project scoping, and project charter development during the Define phase of Six Sigma projects.
5. Prepare for successful completion of Six Sigma certification exams or assessments through thorough review of key concepts and practice exams.

Cases :

Here are practical situations commonly encountered in various industries along with corresponding Six Sigma solutions:

1.Manufacturing Defects Reduction:

Situation: A manufacturing plant produces a significant number of defective products leading to increased rework and customer complaints.

Solution: Implement Six Sigma methodologies such as DMAIC (Define, Measure, Analyze, Improve, Control) to identify root causes of defects, optimize processes, and reduce variation. Use tools like Pareto analysis, Failure Mode and Effects Analysis (FMEA), and Statistical Process Control (SPC) to address the root causes and establish control mechanisms.

2.Service Process Improvement:

Situation: A service-oriented business experiences long wait times, frequent errors, and customer dissatisfaction.

Solution: Apply Six Sigma principles to streamline processes and enhance service quality. Conduct Voice of the Customer (VOC) analysis to identify critical-to-quality (CTQ) characteristics. Implement process mapping, value stream mapping, and Kaizen events to eliminate waste and improve efficiency. Utilize tools like Root Cause Analysis (RCA) and Control Plans to sustain improvements.

Supply Chain Optimization:

Situation: A company faces disruptions and delays in its supply chain, resulting in inventory shortages and increased costs.

Solution: Employ Six Sigma methodologies to optimize the supply chain and reduce lead times. Conduct a thorough analysis of suppliers using Supplier Quality Management (SQM) techniques. Develop supplier scorecards and establish relationships with high-performing suppliers. Implement Lean principles to minimize inventory and improve flow.

Healthcare Process Improvement:

Situation: A hospital experiences long patient wait times, medication errors, and inefficiencies in patient care.

Solution: Apply Six Sigma methodologies tailored to healthcare settings to improve patient outcomes and operational efficiency. Utilize Lean Six Sigma to streamline processes such as patient admission, discharge, and medication dispensing. Implement tools like Value Stream Mapping (VSM) and Error Proofing (Poka-Yoke) to reduce errors and enhance patient safety.

Software Development Quality Assurance:

Situation: A software development company faces frequent software defects, delays in project delivery, and customer dissatisfaction.

Solution: Integrate Six Sigma practices into the software development lifecycle to improve quality and timeliness. Implement Agile methodologies combined with Six Sigma principles to enhance collaboration, prioritize customer requirements, and deliver defect-free software. Utilize tools like Root Cause Analysis (RCA) and Regression Testing to identify and address software defects effectively.

In each of these practical situations, applying Six Sigma principles and tools enables organizations to identify root causes, optimize processes, reduce variation, and ultimately achieve higher levels of quality, efficiency, and customer satisfaction.

1.Manufacturing Defects Reduction:

Situation: The manufacturing plant is experiencing a high volume of defective products, leading to increased rework costs and customer complaints. This affects product quality, customer satisfaction, and overall operational efficiency.

Solution: Implementing Six Sigma methodologies such as DMAIC (Define, Measure, Analyze, Improve, Control) can help address this issue effectively.

- **Define:** Clearly define the problem and project goals related to reducing defects. Develop a project charter outlining the scope, objectives, and timelines.

- **Measure:** Gather data on defect rates, rework costs, and customer complaints to quantify the extent of the problem. Use tools like Pareto analysis to prioritize areas for improvement.
- **Analyze:** Identify root causes of defects using techniques like Failure Mode and Effects Analysis (FMEA) and root cause analysis. Analyze process inputs and variables contributing to defects.
- **Improve:** Implement corrective actions to address identified root causes and improve process performance. Utilize tools such as Design of Experiments (DOE) to optimize process parameters and reduce variation.
- **Control:** Establish control mechanisms to sustain improvements and prevent recurrence of defects. Implement Statistical Process Control (SPC) techniques to monitor process performance and ensure consistency.

2.Service Process Improvement:

Situation: A service-oriented business is facing challenges such as long wait times, frequent errors, and customer dissatisfaction, impacting service quality and customer loyalty.

Solution: Applying Six Sigma principles can help streamline processes and enhance service quality.

- **Voice of the Customer (VOC) Analysis:** Understand customer needs and expectations through VOC analysis to identify critical-to-quality (CTQ) characteristics.
- **Process Mapping and Value Stream Mapping:** Map out current service processes to identify inefficiencies and areas for improvement. Use value stream mapping to visualize end-to-end processes and eliminate waste.
- **Kaizen Events:** Conduct Kaizen events to facilitate rapid improvement and implement changes to streamline service processes.
- **Root Cause Analysis (RCA):** Identify root causes of errors and service failures using RCA techniques such as Fishbone diagram or 5 Whys.
- **Control Plans:** Develop control plans to standardize processes, monitor performance metrics, and sustain improvements over time.

3.Supply Chain Optimization:

Situation: The company is experiencing disruptions and delays in its supply chain, resulting in inventory shortages, increased costs, and customer dissatisfaction.

Solution: Employing Six Sigma methodologies can optimize the supply chain and improve overall efficiency.

- **Supplier Quality Management (SQM):** Evaluate supplier performance using SQM techniques such as supplier scorecards and audits to ensure quality standards are met.
- **Lean Principles:** Implement Lean principles to minimize waste, reduce lead times, and improve flow within the supply chain.
- **Inventory Management:** Utilize Six Sigma tools like inventory optimization and demand forecasting to manage inventory levels effectively and minimize stockouts.
- **Process Standardization:** Standardize processes across the supply chain to improve consistency and reduce variability.
- **Continuous Improvement:** Establish a culture of continuous improvement, encouraging employees to identify and address inefficiencies in the supply chain.

4. Healthcare Process Improvement:

Situation: A hospital is facing challenges such as long patient wait times, medication errors, and inefficiencies in patient care delivery.

Solution: Applying Six Sigma methodologies tailored to healthcare settings can improve patient outcomes and operational efficiency.

- **Lean Six Sigma:** Utilize Lean Six Sigma principles to streamline processes such as patient admission, discharge, and medication dispensing.
- **Value Stream Mapping (VSM):** Map out patient care processes to identify bottlenecks, delays, and waste, and implement improvements to enhance efficiency.
- **Error Proofing (Poka-Yoke):** Implement error-proofing techniques to prevent medication errors and enhance patient safety.
- **Patient Flow Optimization:** Optimize patient flow within the hospital by reducing wait times and improving throughput in various departments.
- **Quality Metrics Monitoring:** Establish quality metrics and key performance indicators (KPIs) to monitor patient outcomes and measure improvements in healthcare delivery.

5. Software Development Quality Assurance:

Situation: A software development company is facing challenges such as frequent software defects, delays in project delivery, and customer dissatisfaction.



Solution: Integrating Six Sigma practices into the software development lifecycle can improve software quality and timeliness.

- **Agile Methodologies:** Implement Agile methodologies combined with Six Sigma principles to enhance collaboration, prioritize customer requirements, and deliver high-quality software iteratively.
- **Root Cause Analysis (RCA):** Conduct RCA to identify root causes of software defects and implement corrective actions to prevent recurrence.
- **Regression Testing:** Utilize regression testing to ensure that software changes do not introduce new defects or impact existing functionality.
- **Continuous Integration/Continuous Deployment (CI/CD):** Implement CI/CD pipelines to automate software testing and deployment processes, ensuring rapid and error-free delivery.
- **Customer Feedback Incorporation:** Gather customer feedback and incorporate it into the software development process to meet customer expectations and improve overall satisfaction.

Evaluation Mechanism

SN	Assessment Mode	Marks
1.	End Course Test (MCQ)	20 mks
2.	Case Study Practical	

Flyer:



International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by AACSB | Choice Code: R30010110

Value added Course on Six Sigma

❖ **Duration:- 28th August, 2022 to 30th September, 2022**
❖ **Duration of course:- 30 hours**

Eminent Faculty :- Dr Amol Deogadkar



List of Value Add-on Courses conducted during the year 2021-2022

Sr. No.	Name of Add on /Certificate programs offered	Period (from date - to date)	Duration of course	Faculty Name
1	Certification on soft skill communication	6/9/21 to 25/9/21	30 hours	Prof. Neha Agrawal
2	Value Added Course on Event time Management	8/8/21 to 10/9/21	30 hours	Dr Luvkush Singh
3	Value Added Course on Digital Marketing	25/7/22 to 5/8/22	30 hours	Dr. Abhay Mishra
4	Value Added Course on Marketing Analytics	26/7/22 to 30/7/22	30 hours	Dr Lokesh Arora
5	Certification course on SAP FICO	1/4/22 to 25/4/22	30 hours	Dr. Anil Verma
6	Certification course on SAP HCM	1/4/22 to 25/4/22	30 hours	Prof Pooja Karekar
7	Certification course on SAP S&D	1/4/22 to 25/4/22	30 hours	Dr. Anil Verma
8	Value Added Course on Financial Modelling &Fin Tech	25/7/22 to 10/8/22	30 hours	Dr. Lavkush Singh
9	Value Added Course on Advance Excel	16/1/22 to 31/1/22	30 hours	Prof. Ayushi Shrivastav
10	Value Added Course on Retail Operations	5/4/22 to 25/4/22	20 Hours	Dr Rakesh Pathak

11	Value Added Course on Python	1/4/22 to 15/4/22	30 hours	Prof. Ayushi Shrivastav
12	Value added course on IT literacy	1/9/21 to 20/9/21	35 Hours	Ayushi Shrivastav
13	Value Addition on " SWOT analysis, Resume Writing, Aptitude Test & GD"	20/4/22 to 30/4/22	42 Hours	Prof Pooja Karekar



Pooja Karekar



NOTICE

20/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Digital Marketing”** from 25th September 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-1 Soft skill Communication

Date: 6.9.2021

Total Students in Class: 68

Total students attended the addon Course:60

Certificate Issued: 60

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add on Course Name: Soft skill Communication

Duration: 30 Hrs

Objective: -

- This course aims to acquaint the students with the basic concepts and techniques of Communication that is useful in developing skills of communicating effectively.
- The objective is to teach students through a combination of theory, case studies, simulations, and practical exercises, students will develop their abilities in written, verbal, non-verbal, and intercultural communication, enabling them to lead teams, influence stakeholders, and navigate complex organizational challenges.

Learning Outcomes: -

1. To train students to enhance their skills in written as well as oral Communication through the practical conduct of this course.
2. This course will help students in understanding the principles & techniques of business communication
3. To develop intercultural communication competence for leading diverse teams and working in global business environments.
4. To apply communication strategies for effective leadership, conflict resolution, and change management.

Resource Persons:

1. **Prof. Sunita R Shukla**

Learning Methodology: Lecture, Discussion, Role plays, class-based assignments, games & activities.

Prerequisite of Courses:

- 1) The students should be able to communicate.
- 2) The medium of communication should be English.

Contents

Unit	Details	Theory	Practical	Total duration
1	<p><i>Concepts of Communications:</i></p> <ol style="list-style-type: none"> 1. Definition, and Objectives of Communication. 2. Characteristics of Communication, Process of Communication, Forms of communication. 3. Roles of a Manager, Communication Roadblocks and Overcoming them. 4. Overcoming Communication Barriers, Effectiveness in Managerial Communication. 	3	1	4 Hrs
2	<p><i>Role of Verbal & Non-verbal Symbols in Communication:</i></p> <ol style="list-style-type: none"> 1. Forms of Nonverbal Communication 2. Interpreting Non-verbal messages 3. Tips for effective non-verbal communication. 4. Public speaking skills and techniques. 5. Structuring and delivering effective presentations. 6. Effective communication in meetings and group discussions. 7. Understanding body language and facial expressions. 8. Cultural differences in non-verbal communication. 	4	1	5 Hrs
3	<p><i>Listening & Spoken Communication:</i></p> <ol style="list-style-type: none"> 1. Definition, Anatomy of poor Listening 2. Features of a good Listener, Meaning of EL, Types of Listening skills 3. Strategies, and Barriers to Effective Listening. 4. Oral Presentation: Planning presentation, Delivering presentation 5. Developing & displaying visual aids, Handling questions from the audience, Telephone, Teleconferencing, Challenges and etiquette 	4	2	6 Hrs

4	<p>Forms of Communication in Written Mode:</p> <ol style="list-style-type: none"> 1. Written Business Communication, Basic Principles 2. Tips for effective writing, The Seven Cs of Letter writing, Planning steps for effective writing, Persuasive written messages, 3. Writing Business Reports (Short & Long), Kinds of Business Letters, Tone of writing, inquiries, orders & replying to them, sales letters, Job application Letters, Writing Effective Memos, Format and Principles of writing Memos 	2	2	4 Hrs
5	<p>Writing emails, Business Reports, and Business Proposals:</p> <ol style="list-style-type: none"> 1. Effective E-mail, E-mail Etiquettes. 2. Writing Business Reports and Proposals, Purpose of Business Reports, Parts of Report. 3. Format of Business Proposals and practice for Writing Business Reports. 	2	2	4 Hrs
6	<p>Cross-Cultural Communication in the Corporate World:</p> <ol style="list-style-type: none"> 1. Cultural diversity in the workplace 2. Challenges and opportunities of cross-cultural communication. 3. Strategies for effective cross-cultural communication. 	2	2	5 Hrs
8	<p>Communication Technology and Innovation:</p> <ol style="list-style-type: none"> 1. Role of technology in corporate communication. 2. Digital communication tools and platforms. <p>Trends in communication technology.</p>	2	2	4 Hrs
Total Duration				32

Evaluation Mechanism

Sl. No.	Assessment Mode	Marks
1	End Course Test (MCQ/ Online Quiz)	20/30/50
2	Assignments	20/30/50

Resource Persons:

- 1) Ms. Sunita R Shukla

Flyer



The flyer features a light green background with a decorative orange arrow pointing right on the left side. At the top left is the logo of the Indian Association of Management Schools (AIMS). At the top right is the logo of the International Institute of Management & Human Resource Development (IIMHRD). The text is centered and includes the institute's name, accreditation details, the course title, duration, and faculty information. A central diagram shows 'Communication Skills' at the core, surrounded by eight related skills: Teamwork, Negotiation Skills, Written Communication, Critical Thinking, Problem Solving, Creativity, Oral Communication, and Leadership Skills.

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to GGS Indraprastha University | Approved by UGC, Ministry of HRD, Govt. of India.
Accredited by ISAS | Choice Code: 02010110

Certification on Soft Skill Communication

❖ **Duration:- 6th September, 2021 to 25th September, 2021**

❖ **Duration of course:- 30 hours**

Eminent Faculty :- Prof. Neha Agrawal

Communication Skills

Teamwork, Negotiation Skills, Written Communication, Critical Thinking, Problem Solving, Creativity, Oral Communication, Leadership Skills

NOTICE

20/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled “**Certification Course on Digital Marketing**” from 25th September 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-03 Digital Marketing

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Digital Marketing (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. Understanding Digital Marketing Fundamentals:
 - Define the core concepts and components of digital marketing.
 - Identify the various channels and platforms available in the digital landscape.
2. Developing Strategic Thinking:
 - Formulate digital marketing strategies aligned with business goals.
 - Analyze market trends and competitors to inform decision-making.
3. Mastering SEO and Website Optimization:
 - Comprehend the principles of search engine optimization (SEO).
 - Implement on-page and off-page SEO techniques.
4. Leveraging Social Media Marketing:
 - Explore different social media platforms and their unique features.
 - Develop social media marketing strategies to engage and grow audiences.
5. Crafting Compelling Content:
 - Create high-quality and engaging content for various digital platforms.
 - Understand the role of storytelling in content marketing.
6. Mastering Email Marketing:
 - Learn the fundamentals of email marketing.
 - Design effective email campaigns and automation sequences.
7. Executing Successful PPC Campaigns:
 - Understand the principles of pay-per-click (PPC) advertising.
 - Create and manage Google Ads campaigns.
8. Data Analysis and Analytics:
 - Utilize tools like Google Analytics for data-driven decision-making.
 - Interpret key metrics and analytics related to digital marketing campaigns.
9. Incorporating Influencer Marketing:
 - Recognize the role of influencers in digital marketing.

Learning Outcomes:

Upon completing the digital marketing course, learners should be able to:

- **Apply Digital Marketing Strategies:** Develop and implement effective digital marketing strategies.
- **Optimize Online Presence:** Enhance website visibility through SEO and effective website optimization.
- **Execute Multichannel Campaigns:** Effectively run campaigns across various digital channels.
- **Create Engaging Content:** Produce compelling content that resonates with the target audience.
- **Utilize social media Effectively:** Harness the power of social media for brand building and engagement.
- **Master Email Marketing Techniques:** Design and execute successful email marketing campaigns.
- **Implement PPC Advertising:** Run and optimize pay-per-click advertising campaigns.
- **Analyse and Interpret Data:** Use analytics tools to measure and interpret campaign performance.

Learning Methodology:

- **Lectures and Presentations:** Theoretical concepts delivered through lectures and presentations.
- **Case Studies:** Analyzing real-world case studies to understand practical applications.
- **Hands-on Projects:** Engaging in hands-on projects to apply learned concepts.
- **Group Discussions:** Facilitating group discussions for collaborative learning.
- **Guest Speakers:** Inviting industry experts as guest speakers to share insights.
- **Interactive Workshops:** Conducting workshops for practical skill development.
- **Online Learning Platforms:** Utilizing online platforms for self-paced learning and resources.
- **Assessment and Feedback:** Regular assessments to evaluate understanding and provide feedback.

Prerequisites of Digital Marketing:

1. **Basic Computer Skills:** Comfort with using computers, browsing the internet, and basic file management.
2. **Understanding of Online Platforms:** Familiarity with various online platforms, including social media, search engines, and websites.
3. **Strong Communication Skills:** Effective written and verbal communication skills for content creation and marketing messages.
4. **Analytical Skills:** Ability to analyse data and draw insights from digital marketing metrics.
5. **Creativity:** Creative thinking for content creation, campaign ideas, and problem-solving.
6. **Basic Marketing Knowledge:** Understanding fundamental marketing principles and concepts.
7. **Customer Understanding:** Insight into customer behavior and preferences.
8. **Learning Enthusiasm:** A willingness to learn and stay updated on industry trends and tools.
9. **Educational Background:** While not mandatory, a background in marketing, business, communications, or a related field can be advantageous.

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	30 mks

30-hour certificate course in Digital Marketing

Module 1: Introduction to Digital Marketing (2 hours)

- Overview of Digital Marketing
- Importance and Benefits
- Evolution of Digital Marketing
- Digital Marketing vs Traditional Marketing

Module 2: Website Fundamentals (2 hours)

- Importance of a Website
- Website Planning and Design
- User Experience (UX) and User Interface (UI)
- Mobile Responsiveness

Module 3: Search Engine Optimization (SEO) (2 hours)

- Basics of SEO
- Keyword Research

:

- On-Page and Off-Page SEO
- SEO Tools and Analytics

Module 4: Social Media Marketing (2 hours)

- Introduction to Social Media
- Platforms Overview (Facebook, Instagram, Twitter, LinkedIn)
- Creating a Social Media Strategy
- Social Media Advertising

Module 5: Content Marketing (2 hours)

- Importance of Content Marketing
- Content Creation and Curation
- Blogging and Article Writing
- Visual Content (Images, Infographics, Videos)

Module 6: Email Marketing (2 hours)

- Building an Email List
- Creating Effective Email Campaigns
- Email Automation
- Metrics and Analytics

Module 7: Pay-Per-Click (PPC) Advertising (2 hours)

- Introduction to PPC
- Google Ads and Bing Ads
- Ad Copywriting
- Budgeting and Bidding Strategies

Module 8: Analytics and Data Analysis (2 hours)

- Importance of Analytics in Digital Marketing
- Google Analytics Overview
- Interpreting Data and Metrics
- Reporting and Decision Making

Module 9: Influencer Marketing (2 hours)

- Understanding Influencer Marketing
- Identifying and Partnering with Influencers

- Influencer Marketing Campaigns
- Measurement and ROI

Module 10: Digital Marketing Strategy and Planning (2 hours)

- Developing a Digital Marketing Plan
- Budgeting and Resource Allocation
- Case Studies and Best Practices
- Q&A and Course Review

Assessment and Certification (2 hours)

- Course Review and Recap
- Assessment (Exam or Project)
- Certification Presentation
- Networking and Further Learning Opportunities

Flyer:

International Institute of Management & Human Resource Development (W)
 Affiliated to Central Board of Secondary Education | Approved by AICTE, Ministry of HRD, Govt. of India.
 Accredited by MAAC | Choice Code: 52061/1/1/0

Value Added Course on Digital Marketing

❖ **Duration:- 25th July, 2022 to 5th August, 2022**

❖ **Duration of course:- 30 hours**

Eminent Faculty :- Dr. Abhay Mishra

DIGITAL MARKETING

NOTICE

20/7/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Marketing Analytics”** from 25th July 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Laxkar

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-11 Marketing Analytics

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Certificate Marketing Analytics (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives

1. Foundational Understanding:

- Objective: Gain a fundamental understanding of the role analytics plays in shaping marketing strategies.

2. Conceptual Mastery:

- Objective: Acquire key concepts and terminology essential for effective utilization of marketing analytics.

3. Practical Application:

- Objective: Explore and apply marketing analytics principles through real-world case studies for practical insight.

4. Data Competence:

- Objective: Develop skills in data collection, cleaning, preprocessing, and organization for effective marketing analysis.

5. Strategic Decision-Making:

- Objective: Master techniques in analysing campaign performance, A/B testing, and optimization for informed marketing strategies.

These five key learning objectives ensure a comprehensive journey through the course, covering

Key Learning Outcomes

1. Strategic Insight:

Outcome: Participants will comprehend the strategic significance of analytics in shaping effective marketing strategies.

2. Conceptual Proficiency:

Outcome: Attain familiarity with essential marketing analytics concepts and terminology for informed decision-making.

3. Practical Application Skills:

Outcome: Demonstrate the ability to apply theoretical knowledge to practical scenarios through real-world case studies.

4. Data Competence Mastery:

Outcome: Acquire proficiency in data collection, cleaning, preprocessing, and organization for effective marketing analysis.

5. Informed Decision-Making Skills:

Learning Methodologies:

1. Theoretical Foundations:

- **Description:** Provide foundational knowledge of marketing principles and introduce the role of analytics in marketing.
- **Methods:** Lectures, readings, and discussions.
- **Purpose:** Build a theoretical understanding of marketing concepts and the importance of analytics.

2. Practical Application of Tools:

- **Description:** Hands-on experience with marketing analytics tools such as Google Analytics, marketing automation platforms, and data visualization tools.
- **Methods:** Workshops, demonstrations, and practical exercises.
- **Purpose:** Develop practical skills in using relevant tools for marketing analytics.

3. Data Analysis Techniques:

- **Description:** Introduce statistical and analytical methods for extracting insights from marketing data.
- **Methods:** Hands-on exercises, practical applications, and discussions.

Prerequisites for Marketing Analytics Course:

1. Basic Marketing Knowledge:

- Participants should have a foundational understanding of marketing principles.

2. Statistical Familiarity (Beneficial):

- While not mandatory, familiarity with basic statistical concepts is beneficial for grasping certain course materials.

3. Data Types and Structures:

- A basic knowledge of different data types and structures will be advantageous for effective engagement with data-related topics.

4. Data Analysis Concepts:

- Familiarity with basic data analysis concepts will provide participants with a smoother learning experience.

5. Tool Familiarity (Beneficial):

- While not a requirement, familiarity with data visualization tools, such as Excel or Tableau, is beneficial for Module 3 on Data Analysis and Visualization.

Resource Person: Dr. Lokesh Arora

CERTIFICATE COURSE ON MARKETING ANALYTICS

Course Duration:30 Hours

Module 1: Introduction to Marketing Analytics (2 hours)

- Understanding the role of analytics in marketing.
- Key concepts and terminology in marketing analytics.
- Real-world applications and case studies.

Module 2: Data Collection and Management (2 hours)

- Data sources and collection methods in marketing.
- Data cleaning and preprocessing.
- Data storage and organization.

Module 3: Data Analysis and Visualization (6 hours)

- Exploratory data analysis (EDA) techniques.
- Data visualization tools and best practices.
- Case studies on visualizing marketing data.

Module 4: Customer Segmentation and Targeting (4 hours)

- Customer segmentation strategies.
- Targeting specific customer groups.
- Personalization and recommendation systems.

Module 5: Marketing Campaign Analysis (6 hours)

- Analyzing the performance of marketing campaigns.
- A/B testing and experimental design.
- Optimization of marketing strategies.

Module 6: Marketing Metrics and KPIs (4 hours)

- Key performance indicators (KPIs) in marketing.
- Tracking and measuring marketing success.
- Creating custom metrics for business goals.

Module 7: Marketing Attribution Models (2 hours)

- Attribution modeling in marketing.
- Understanding the customer journey.
- Attribution modeling techniques.

Module 8: Final Project (4 hours)

- Applying marketing analytics techniques to a real-world project.
- Presenting findings and recommendations.

Course review and wrap-up.

Flyer:



The flyer is for a course titled "Value Added Course on Marketing Analytics" offered by the International Institute of Management & Human Resource Development (IIMHRD). The institute is affiliated with Swarthi Pathy Pooa University and is approved by AICTE, Ministry of HRD, Govt. of India. It is also accredited by NAAC with a Grade 'B' (A1) and a Unique Code of 02020110. The course duration is from 26th July, 2022, to 30th July, 2022, and it consists of 30 hours. The course is taught by Dr. Lokesh Arora, an eminent faculty member. The flyer features the logos of the institute and the university, along with a central graphic of a laptop displaying a line graph and a bar chart, surrounded by various marketing and analytics icons.

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Swarthi Pathy Pooa University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Unique Code: 02020110

Value Added Course on Marketing Analytics

❖ **Duration:- 26th July, 2022 to 30th July, 2022**

❖ **Duration of course:- 30 hours**

Eminent Faculty :- Dr. Lokesh Arora

NOTICE

12/3/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on SAP FICO”** from 1st April 2022.

All the Finance Specialization Students should register and attend the certification course.



Laxkar

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-5 SAP FICO

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: SAP FICO (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. Understanding SAP FICO Basics:
 - Define the basic concepts of SAP Financial Accounting and Control (FICO).
 - Explain the role of SAP FICO in enterprise financial processes.
2. Mastering SAP FICO Modules:
 - Gain proficiency in SAP FICO modules, including General Ledger (GL), Accounts Payable (AP), and Accounts Receivable (AR).
 - Navigate through SAP FICO interfaces and modules effectively.
3. Financial Transaction Processing:
 - Learn to process financial transactions using SAP FICO.
 - Understand how to record, track, and manage financial data in various SAP FICO modules.
4. Financial Reporting and Analysis:
 - Acquire skills in generating financial reports and analyses through SAP FICO.
 - Interpret financial data for decision-making and reporting purposes.
5. Integration with Other SAP Modules:

Learning Outcomes:

1. Practical Application of SAP FICO:
 - Apply SAP FICO concepts in real-world scenarios.
 - Demonstrate proficiency in executing financial transactions and generating reports.
2. Efficient Financial Management:
 - Enhance efficiency in financial management through the effective use of SAP FICO.
 - Optimize financial processes for streamlined operations.
3. Informed Decision-Making:
 - Make informed decisions based on accurate and up-to-date financial data provided by SAP FICO.
 - Utilize financial insights for strategic planning and resource allocation.
4. Cross-Functional Collaboration:
 - Collaborate seamlessly with other departments through the integration capabilities of SAP FICO.
 - Ensure a cohesive flow of information across various business functions.

Learning Methodologies:

Interactive Hands-On Practice:

Description: Provide hands-on experience with the SAP FICO software through practical exercises and simulations.

Methods: Virtual labs, case studies, and real-world scenarios.

Purpose: Develop proficiency in using SAP FICO tools and navigating the system.

Scenario-Based Learning:

Description: Present real-world business scenarios that require the application of SAP FICO concepts.

Methods: Case studies, role-playing, and problem-solving exercises.

Purpose: Enhance problem-solving skills and demonstrate the practical application of SAP FICO in business processes.

Collaborative Learning:

Description: Encourage collaboration among learners through group discussions, forums, and peer-to-peer learning.

Module 2: SAP FICO Organizational Structure (2 hours)

- Company, Company Code, and Business Area
- Chart of Accounts and Operating Concern
- Organizational Elements in SAP FICO

Module 3: General Ledger Accounting (6 hours)

- Chart of Accounts and GL Master Data:
- Creation and Maintenance of Chart of Accounts
- General Ledger (GL) Master Data Management
- Document Posting and Reversal:
- Posting Journal Entries in SAP
- Document Reversal Processes
- Special General Ledger Transactions:
- Managing Special Transactions (e.g., Down Payments)
- Handling Intercompany Transactions

Module 4: Accounts Payable (AP) (6 hours)

Vendor Master Data: Vendor Master Record Creation and Maintenance

Special Features in Vendor Master Data

Invoice Processing:

- Invoice Verification and Posting
- Handling Credit Memos and Debit Memos
- Payments and Automatic Payment Program:
- Configuring Payment Terms and Methods
- Executing the Automatic Payment Program (APP)

Module 5: Accounts Receivable (AR) (6 hours)

Customer Master Data:

- Customer Master Record Creation and Maintenance
- Special Features in Customer Master Data
- Sales Invoice and Receivables Processing:
- Sales Invoice Posting and Revenue Recognition
- Managing Customer Payments
- Dunning Process:
- Configuring and Executing Dunning
- Handling Overdue Receivables

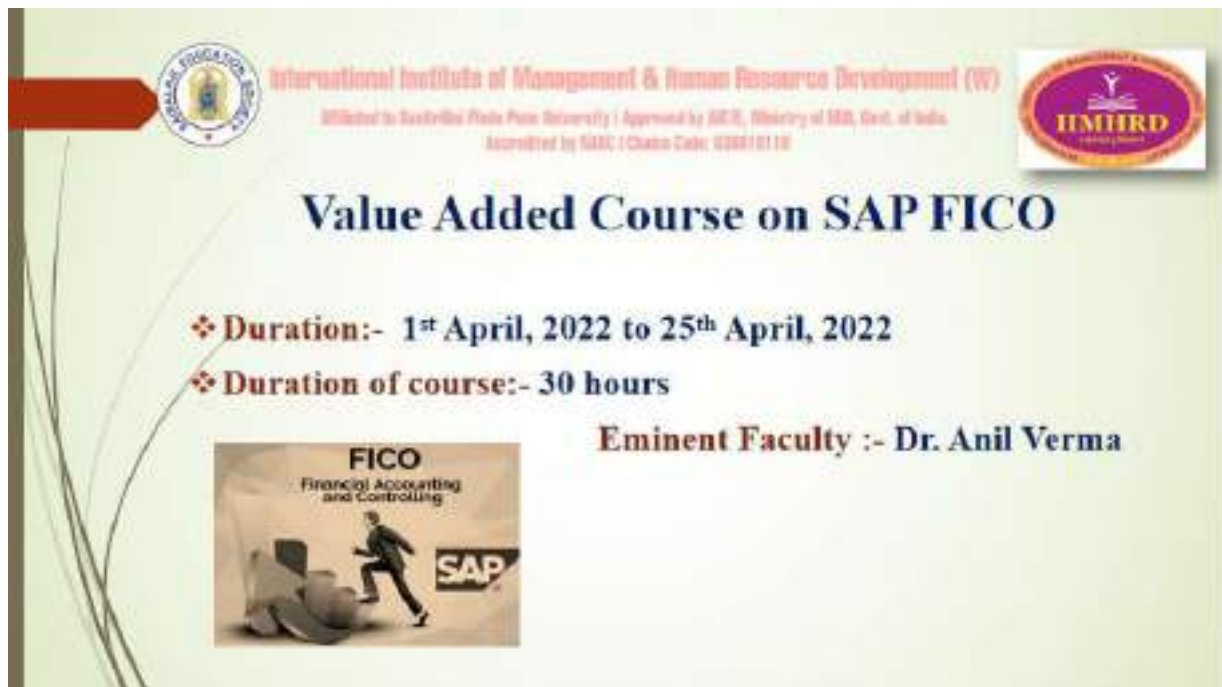
Module 6: Asset Accounting (4 hours)

- Asset Master Data:
- Asset Master Record Creation and Maintenance
- Asset Classes and Depreciation Areas
- Depreciation and Periodic Processing:
- Configuring and Executing Depreciation Runs
- Period-End Closing Activities in Asset Accounting

Module 7: Financial Reporting and Analysis (4 hours)

- Financial Statements:
- Generating Balance Sheets and Income Statements
- Customizing Financial Statements in SAP
- Internal and External Reporting:
- Management Reporting Tools in SAP
- Integrating SAP FICO with Business Intelligence (BI)
- Practical Application (2 hours)
- Case Studies: Applying SAP FICO Concepts in Real-world Scenarios
- Hands-on Exercises and Simulations

Flyer:



The flyer is for a course titled "Value Added Course on SAP FICO". It features the logo of the International Institute of Management & Human Resource Development (IIMHRD) at the top left and the IIMHRD logo at the top right. The text on the flyer includes:

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Swami Vivekananda University | Approved by AICTE, Ministry of HRD, Govt. of India
Accredited by NAAC | Grade: 'A' | UGC Code: 120010110

Value Added Course on SAP FICO

❖ **Duration:- 1st April, 2022 to 25th April, 2022**

❖ **Duration of course:- 30 hours**

Eminent Faculty :- Dr. Anil Verma

Below the text, there is a small image showing a person walking on a path with a laptop and a sign that says "SAP". The text "FICO Financial Accounting and Controlling" is also visible in the image.

NOTICE

12/3/2023

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on SAP HCM”** from 1st April 2022.

All the HR Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Laxkar

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-6 SAP HCM

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: SAP-HCM (CERTIFICATION COURSE)

Duration: 30 Hrs

Objective: -

- The SAP-HCM gives a hands-on experience on core HR and payroll
- Time and attendance
- Talent management, employee experience management, and people analytics to address your critical workforce transformation needs.

3

Learning Outcomes:-

1. Understand and perform Human resource process.
2. Use advanced functions and features of human resources related to organizational management and personnel administration in human resource management systems.

Learning Methodology: Lecture, Discussion, Case studies, practical.

Resource Persons:

- 1. Prof. Pooja Karekar**

Prerequisite of Courses : Before you start the SAP-HCM course you should be familiar with SAP S4 HANA system.



Contents

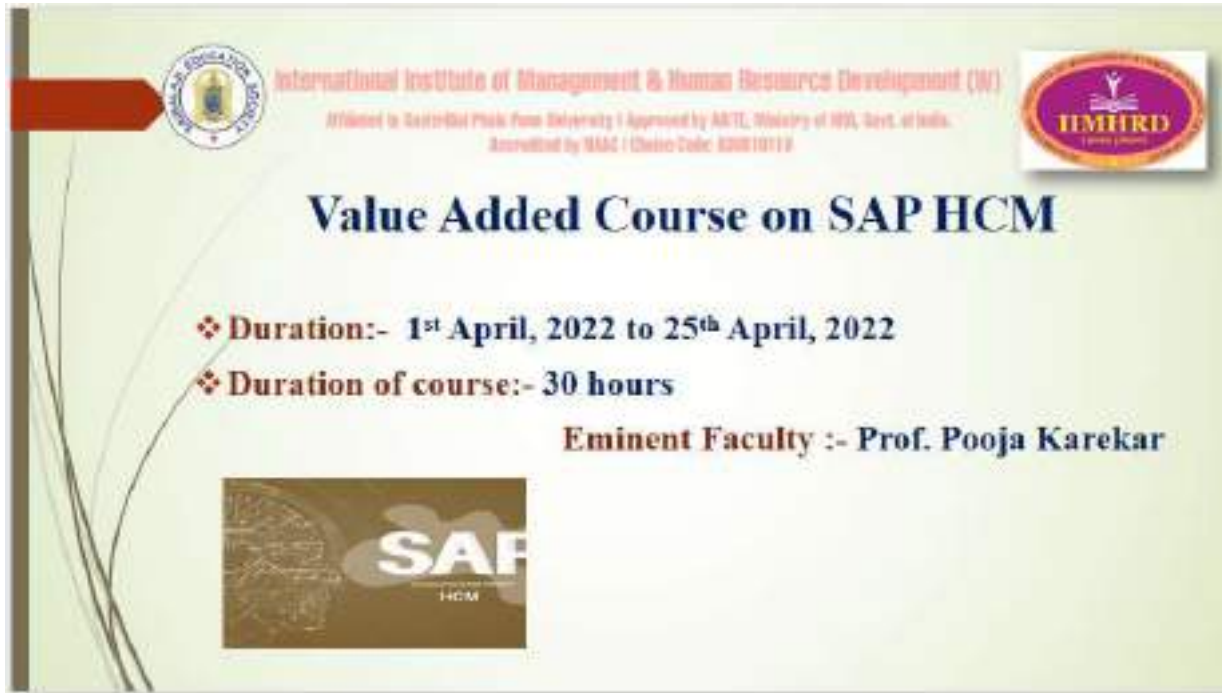
Unit	Details	Theory	Practical	Total Duration
1	Create positions	1 hr	1 hr	2 hr
2	Create Career		1 hr	1hr
3	Define Requirements		1 hr	1 hrs
4	Hire Employee		1 hr	1hr
5	Display Organizational Plan	1 hr	1 hr	2 hrs
6	Post Job Advertisement	1 hr	1 hr	2 hrs
7	Enter Applicant Master Data	1 hr	1 hr	2 hrs
8	Prepare Hiring	1 hr	1 hr	2hrs
9	Hiring Applicant		1 hr	1 hr
10	Proof Hiring	1 hr	1 hr	2 hr
11	Maintain Qualification Profile	1 hr	1 hr	1 hr
12	Execute Career Planning	1 hr	1 hr	2 hrs
13	Create an Event		1 hr	1 hr
14	Book Event	1 hr	1 hr	2 hrs
15	Follow up the event		1 hr	1 hr
16	Execute Career Planning	1 hr	1 hr	2 hrs
17	Prepare Appraisal	1 hr	1 hr	2 hrs
18	Perform Appraisal	1 hr	1 hr	2 hrs
19	Transfer of Employee		1 hr	1 hrs
Total Duration		12	18	30 hrs

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	50 mks

Resource Persons: Prof. Pooja Karekar

Flyer:




The flyer is for a Value Added Course on SAP HCM. It features a light green background with a decorative vertical line on the left side. At the top left is the logo of the Ministry of Education, Government of India. To its right is the text 'International Institute of Management & Human Resource Development (IIMHRD)' and 'Affiliated to Central Board of Secondary Education | Approved by AICTE, Ministry of HRD, Govt. of India. Accredited by NMAC | Unique Code: 820010112'. At the top right is the IIMHRD logo. The main title 'Value Added Course on SAP HCM' is centered in a large, bold, dark blue font. Below the title, two bullet points with diamond symbols provide course details: 'Duration:- 1st April, 2022 to 25th April, 2022' and 'Duration of course:- 30 hours'. To the right of these bullet points, the text 'Eminent Faculty :- Prof. Pooja Karekar' is displayed. At the bottom left, there is a small image of the SAP HCM logo, which consists of a brown square with a white 'SAP' logo and 'HCM' text below it.

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Central Board of Secondary Education | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NMAC | Unique Code: 820010112

Value Added Course on SAP HCM

- ❖ **Duration:- 1st April, 2022 to 25th April, 2022**
- ❖ **Duration of course:- 30 hours**

Eminent Faculty :- Prof. Pooja Karekar



NOTICE

12/3/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on SAP S&D”** from 1st April 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Larekar

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-15 SAP S&D

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: SAP S&D (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. Introduction to SAP Selling and Distribution (2 hours):
 - Define the scope and purpose of SAP Sales and Distribution (SD).
 - Understand the key components and functionalities of SAP SD.
2. Mastering SAP SD Processes (6 hours):
 - Explore order-to-cash processes, including sales order creation and delivery processing.
 - Understand pricing and billing in SAP SD.
 - Familiarize with materials management integration.
3. Customer Relationship Management (CRM) Integration (4 hours):
 - Integrate SAP SD with CRM for effective customer management.
 - Explore customer master data and order processing in CRM.
4. Advanced Sales Analytics (4 hours):
 - Implement advanced reporting and analytics in SAP SD.
 - Utilize tools for sales performance analysis.
5. SAP SD Customization (6 hours):
 - Understand customization options in SAP SD.
 - Learn to configure sales documents, pricing, and delivery processes.
6. Sales and Distribution Project Management (4 hours):
 - Apply project management principles to SAP SD implementations.
 - Understand the importance of change management.
7. Integration with Other SAP Modules (4 hours):
 - Explore integration points with other SAP modules such as Finance (FI) and

Learning Outcome:**Upon completion of the course, participants should be able to:**

1. Operational Mastery:
 - Demonstrate operational mastery of SAP SD processes, from order creation to billing.
2. Customer Management Proficiency:
 - Proficiently manage customer relationships through CRM integration.
3. Data Analysis and Reporting:
 - Effectively utilize advanced tools for data analysis and reporting within SAP SD.
4. Customization Skills:
 - Demonstrate the ability to customize and configure SAP SD based on organizational needs.
5. Project Management Capability:
 - Apply project management principles to SAP SD implementations, ensuring successful project outcomes.
6. Cross-Module Integration:
 - Understand how SAP SD integrates with other SAP modules, fostering a holistic view of

Resource Persons: Dr. Anil Varma**Prerequisite:**

Participants should have a basic understanding of:

- Business processes related to sales and distribution.
- Fundamental concepts of enterprise resource planning (ERP).
- Basic knowledge of SAP software and its user interface.
- This course is suitable for sales professionals, business analysts, and individuals interested in enhancing their proficiency in SAP Sales and Distribution processes.
- Familiarity with business processes and SAP concepts will enhance the learning experience.

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	30 mks

Learning Methodology

Course Introduction and Objectives:

- Provide an overview of the course, outlining its objectives and relevance in the context of Selling and Distribution in SAP.
- Set expectations for participants regarding the skills and knowledge they will acquire.

Theoretical Foundations:

- Deliver lectures covering fundamental concepts of SAP Selling and Distribution, including order processing, pricing, and inventory management.
- Provide reading materials, SAP documentation, and case studies to reinforce theoretical understanding.

Hands-On Practical Training:

- Facilitate hands-on training sessions using the SAP software.
- Guide participants through real-world scenarios and exercises to apply theoretical concepts in a practical setting.

Interactive Workshops and Case Studies:

- Conduct interactive workshops where participants engage in group activities, case studies, and problem-solving related to SAP Selling and Distribution.
- Showcase real-world examples and industry-specific case studies for practical insights.
- **Assessments and Evaluations:**
 - Implement regular assessments, quizzes, and exams to evaluate participants' understanding of SAP concepts.
 - Collect regular feedback from participants to assess the effectiveness of the course structure, content, and delivery.
 - Use feedback to make continuous improvements and updates to keep the course current and relevant.

Flyer:



The flyer is for a course titled "Value Added Course on SAP S&D". It features a light green background with a decorative vertical line on the left side. At the top left is the logo of the Government of Haryana. At the top center is the text "International Institute of Management & Human Resource Development (VI)" followed by "Affiliated to Swami Vivekananda University | Approved by AICTE, Ministry of HRD, Govt. of India." and "Recognized by NAAC (Choice Grade: A++(1))". At the top right is the logo of HIMRD. The main title "Value Added Course on SAP S&D" is in large, bold, blue letters. Below the title, the duration is listed as "Duration:- 1st April, 2022 to 25th April, 2022" and "Duration of course:- 30 hours". The faculty is listed as "Eminent Faculty :- Dr. Anil Verma". At the bottom center is a logo for SAP HCM.

NOTICE

15/7/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Financial Modelling”** from 27th July 2022.

All the Finance Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Laxkar

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-08 Financial Modelling

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Financial Modelling (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. To develop Proficiency in Financial Modeling.
2. To apply Financial Modeling to Real-world Scenarios
3. To enhance Decision-Making Skills
4. To master Excel and Other Tools.
5. To gain Insight into Valuation Techniques
6. To analyse Risk and Uncertainty

3

Learning Outcomes:

Upon completing this financial modeling course, participants will be able to:

1. Create comprehensive financial models for businesses and investments.
2. Apply financial modeling techniques to make informed investment and financing decisions.
3. Construct accurate financial forecasts and projections.
4. Evaluate the financial health of a company and assess its value.
5. Perform sensitivity analysis and scenario planning to understand the impact of

Learning Methodology:

- **Interactive Lectures:** Engage in interactive lectures where key concepts are explained, and real-world examples are provided.
- **Practical Exercises:** Apply theoretical knowledge through hands-on exercises and financial modeling projects.
- **Case Studies:** Analyse and solve real-life financial problems by studying case scenarios.
- **Group Discussions:** Collaborate with peers to discuss financial modeling techniques and challenges.
- **Guest Speakers:** Learn from industry experts who share insights and practical experiences.
- **Online Resources:** Access supplementary materials, video tutorials, and financial modeling templates.
- **Final Project:** Complete a comprehensive financial modeling project to

Resource Persons: Resource Person: Dr. Lavakush Singh-Head of Department-Faculty of Finance

Prerequisite of Courses:

Participants are expected to have:

1. **Basic Financial Knowledge:** A fundamental understanding of financial concepts such as time value of money, financial statements, and investment principles.
2. **Proficiency in Excel:** Basic knowledge of spreadsheet software and a willingness to learn advanced Excel functions.
3. **Mathematics and Statistics:** A solid foundation in mathematics and statistics is helpful but not mandatory.
4. **Desire to Learn:** A strong motivation to learn and apply financial modeling concepts.

Flyer:

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Jammu & Kashmir State University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NMAC | Choice Code: 2202101119

**Value Added Course on
Financial Modelling & Fintech**

❖ **Duration:- 1st April, 2022 to 25th April, 2022**
❖ **Duration of course:- 30 hours**

Eminent Faculty :- Dr. Luvkush Singh

NOTICE

2/1/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled “**Certification Course on Advanced Excel**” from 16th January 2022.

All the Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD



Contents

Module No	Details	Theory	Practical	Total duration in Hours
1	Introduction to Financial Modeling <ul style="list-style-type: none"> •Overview of Financial Modeling •Importance of Financial Modeling in Decision-Making •Basic Concepts and Terminologies •Introduction to Microsoft Excel and Other Tools 	2	1	03
2.	Financial Statements and Analysis <ul style="list-style-type: none"> • Understanding Financial Statements (Income Statement, Balance Sheet, Cash Flow Statement) • Financial Ratios and Their Significance • Analyzing Company Performance • Case Study: Analyzing Financial Statements 	1	3	04
3	Module 3: Forecasting and Budgeting <ul style="list-style-type: none"> • Sales and Revenue Forecasting • Expense Forecasting • Capital Expenditure Planning • Cash Flow Forecasting • Building a Monthly/Quarterly/Annual Forecast 	1	3	4
4	Module 4: Valuation Techniques <ul style="list-style-type: none"> • Introduction to Valuation Methods • Discounted Cash Flow (DCF) Analysis • Comparable Company Analysis (Comps) • Case Study: Valuing a Business Using DCF 	1/2	2.30	03
5	Module 5: Risk Analysis and	1	03	04

	Sensitivity <ul style="list-style-type: none"> • Introduction to Risk Analysis • Incorporating Risk Factors in Models • Sensitivity Analysis • Scenario Planning • Case Study: Assessing Investment Risks 			
6	Module 6: Excel for Financial Modeling (5 hours) <ul style="list-style-type: none"> • Advanced Excel Functions and Formulas • Data Validation and Data Tables • Goal Seek and Solver • PivotTables for Financial Reporting • Building Efficient Financial Models in Excel 	1	4	05
7	Module 7: Real-world Applications Industry-specific Financial Models (e.g., Real Estate, Technology, Healthcare) <ul style="list-style-type: none"> • Case Studies: Creating Real-world Financial Models • Guest Speaker Session: Industry Expert Insights 	1/2	2.30	03
8	Module 8: Final Project <ul style="list-style-type: none"> • Participants will work on a comprehensive financial modeling project. • Application of learned concepts and tools. • Presentation of the final project to peers and instructors. 	0	03	04
9	Module 9: Communication and Reporting <ul style="list-style-type: none"> • Effective Communication of Financial Models • Preparing Reports and Presentations • Peer Review and Feedback 	1/2	1.30	02
10	Module 10: Course Review and Certification <ul style="list-style-type: none"> • Review of Key Concepts and Skills • Final Assessment and Certification 	1/2	1.30	02
Total		8	22	30

Value Added Course VAD-19 Advanced Excel

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM



Certificate Course ON

“Advanced Ms-Excel”

Course Duration 32 Hrs

Course Description: This course is designed to deepen your knowledge and skills in Microsoft Excel, focusing on advanced features and functions that can help students to become a power user. Student will learn how efficiently manage and analyze data, create complex formulas and functions, and automate tasks using macros and VBA (Visual Basic for Applications).

Syllabus:

Week 1: 4 Hrs

Data Analysis and Management

- Advanced data sorting and filtering
- PivotTables and PivotCharts
- Data validation and drop-down lists
- Advanced data cleaning and manipulation
- Data consolidation and linking between workbooks

Week 2: 5 Hrs

Advanced Formulas and Functions

- Complex IF statements and logical functions
- Lookup and reference functions (VLOOKUP, HLOOKUP, INDEX-MATCH)
- Text functions for data manipulation
- Date and time functions
- Array formulas and functions

Week 3: 6 Hrs

Data Visualization and Reporting

- Advanced charting techniques
- Sparklines and data bars
- Creating dynamic dashboards
- Conditional formatting for data visualization
- Using slicers and timelines

Week 4: 5 Hrs

Macros and Automation

- Introduction to macros and the VBA environment

- Recording and editing macros
- Writing VBA code
- Creating custom functions and add-ins
- Automating repetitive tasks

Week 5: 4 Hrs

Data Analysis Tools

- Goal Seek and Solver for optimization problems
- Scenario Manager and Data Tables
- Analysis ToolPak for statistical analysis
- Power Query for data transformation
- Power Pivot for data modeling

Week 6: 3 Hrs

Collaboration and Data Sharing

- Sharing workbooks and protecting data
- Tracking changes and comments
- Version control and collaboration features
- Importing and exporting data
- Excel Online and cloud collaboration

Week 7: 5 Hrs

Advanced Tips and Tricks

- Keyboard shortcuts and productivity hacks
- Customizing the Excel environment
- Troubleshooting common issues
- Excel best practices and performance optimization
- Excel resources and further learning

Resources:

- Course textbook or online learning materials.
- Microsoft Excel documentation and tutorials on chart creation and customization.
- Online galleries showcasing effective data visualization examples.

Software:

- Microsoft Excel (version specified if applicable)

Resource Persons: Prof. Ayushi Srivastava

Prerequisite of Courses:

1. The students must have Willingness to Learn.
2. Access to Microsoft Excel software is essential for practicing and applying the concepts learned.

Learning Methodology:

Start with Basics, lectures, Discuss the short cut keys, class based assignment & live projects.



Session Plan

Table of Contents

Unit	Details	Theory	Practical	Total duration
1	Data Analysis and Management <ul style="list-style-type: none"> • Advanced data sorting and filtering • PivotTables and PivotCharts • Data validation and drop-down lists • Advanced data cleaning and manipulation • Data consolidation and linking between workbooks 	1	3	4 Hrs
2	Advanced Formulas and Functions <ol style="list-style-type: none"> 1. Complex IF statements and logical functions 2. Lookup and reference functions (VLOOKUP, HLOOKUP, INDEX-MATCH) 3. Text functions for data manipulation 4. Date and time functions 5. Array formulas and functions. 	2	3	5 Hrs
3	Data Visualization and Reporting <ol style="list-style-type: none"> 1. Advanced charting techniques 2. Sparklines and data bars 3. Creating dynamic dashboards 4. Conditional formatting for data visualization 5. Using slicers and timelines 	1	3	4 Hrs

4	Macros and Automation <ul style="list-style-type: none"> • Introduction to macros and the VBA environment • Recording and editing macros • Writing VBA code • Creating custom functions and add-ins • Automating repetitive tasks 	2	3	5 Hrs
5	Data Analysis Tools <ul style="list-style-type: none"> • Goal Seek and Solver for optimization problems • Scenario Manager and Data Tables • Analysis ToolPak for statistical analysis • Power Query for data transformation • Power Pivot for data modeling 	2	3	5 Hrs
6	Collaboration and Data Sharing <ul style="list-style-type: none"> • Sharing workbooks and protecting data • Tracking changes and comments • Version control and collaboration features • Importing and exporting data • Excel Online and cloud collaboration 	2	2	4 Hrs
7	Advanced Tips and Tricks <ul style="list-style-type: none"> • Keyboard shortcuts and productivity hacks • Customizing the Excel environment • Troubleshooting common issues • Excel best practices and performance optimization • Excel resources and further learning 	2	3	5 Hrs
Total Duration				32 Hours

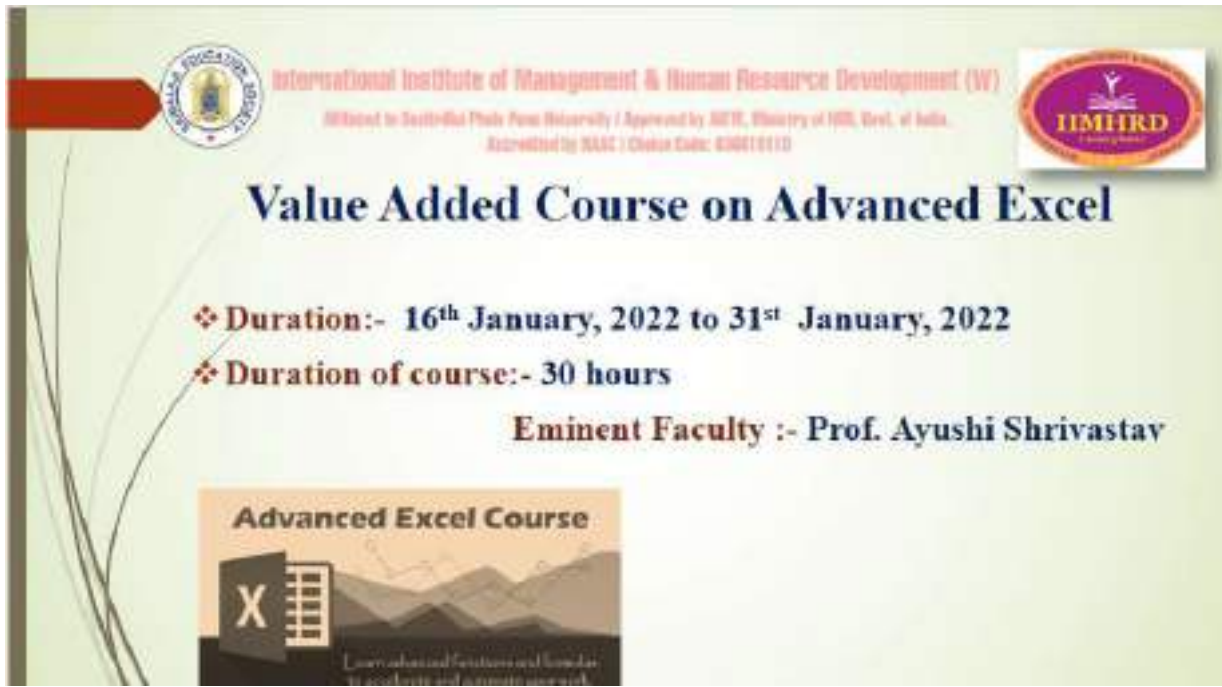
Evaluation Mechanism

Sl. No.	Assessment Mode	Marks
1	End Course Test (MCQ/ Online Quiz)	20/30/50
2.	Gather sales data from various sources (CRM, order forms, invoices) and consolidate it into a single master spreadsheet.	30
3	Project based on an interactive dashboard to communicate insights from a real-world dataset.	50

Resource Persons:

1) Prof. Ayushi Srivastava

Flyer:



The flyer is for a course titled "Value Added Course on Advanced Excel" offered by the International Institute of Management & Human Resource Development (IIMHRD). The background is a light green color with a decorative vertical line on the left side. At the top left, there is a circular logo for the Ministry of Education, Government of India. To its right, the text reads "International Institute of Management & Human Resource Development (IIMHRD)", "Affiliated to Central Board of Secondary Education / Approved by AICTE, Ministry of HRD, Govt. of India", and "Accredited by NAAC / Choice Code: 430010110". At the top right, there is a purple and gold logo for IIMHRD. The main title "Value Added Course on Advanced Excel" is centered in a large, bold, dark blue font. Below the title, two bullet points with diamond symbols provide course details: "Duration:- 16th January, 2022 to 31st January, 2022" and "Duration of course:- 30 hours". The faculty name "Eminent Faculty :- Prof. Ayushi Shrivastav" is listed below the bullet points. At the bottom left, there is a small graphic for the "Advanced Excel Course" featuring an Excel spreadsheet icon, a line graph, and the text "Learn advanced features and formulas to analyze and communicate with".

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Central Board of Secondary Education / Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC / Choice Code: 430010110

Value Added Course on Advanced Excel

- ❖ **Duration:- 16th January, 2022 to 31st January, 2022**
- ❖ **Duration of course:- 30 hours**

Eminent Faculty :- Prof. Ayushi Shrivastav

Advanced Excel Course
Learn advanced features and formulas to analyze and communicate with

NOTICE

2/4/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Retail operations”** from 5th April 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Signature

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-10 Retail Operations

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: SAP S&D (CERTIFICATION COURSE)

Duration: 30 Hrs

Course Title: Retail Operations

Course Duration:30 hours

Course Outline:

1. Introduction to Retail Operations (3 hours)

- Overview of the retail industry.
- Types of retail formats (brick-and-mortar, e-commerce, omnichannel).
- Key retail functions and roles.

2. Retail Inventory Management (4 hours)

- Principles of inventory control and management.
- Techniques for stock control and rotation.
- Inventory ordering and replenishment processes.

3. Merchandising and Visual Presentation (4 hours)

- Basics of merchandising and its impact on sales.
- Visual merchandising techniques and store layout planning.
- Analyzing merchandising data and making adjustments.

4. Retail Sales and Customer Service (4 hours)

- Sales techniques and strategies.
- Customer relationship management (CRM) practices.
- Handling customer complaints and providing excellent service.

5. Retail Financial Management (3 hours)

- Budgeting and financial planning for retail stores.
- Pricing strategies and cost control.
- Profitability analysis and financial reporting.

6. Retail Staff Management and Leadership (4 hours)

- Recruitment, training, and retention of retail staff.
- Effective leadership and team management.
- Motivating and evaluating employees for improved performance.

7. Technology in Retail Operations (3 hours)

- Overview of modern retail technology and trends.
- Point-of-sale (POS) systems and their applications.
- Online and omnichannel retailing strategies.

8. Retail Security and Loss Prevention (2 hours)

- Understanding retail theft and fraud.
- Loss prevention strategies and best practices.
- Implementing security measures and protocols.

9. Legal and Ethical Considerations in Retail (2 hours)

- Overview of relevant laws and regulations.
- Ethical practices in retail operations.
- Handling data privacy and protection.

10. Capstone Project (1 hour)

- Participants will work on a retail operations project that integrates the knowledge and skills acquired throughout the course.
- This project may involve creating a business plan, improving existing retail operations, or developing a new retail strategy

ADD ON Course Details

Add On Course Name: Retail Operations (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives:

1. Understand the fundamental concepts of retail operations.
2. Learn how to manage retail inventory and merchandising effectively.
3. Gain insights into retail sales strategies and customer service best practices.
4. Acquire practical skills in managing retail staff and financial aspects of retail businesses.
5. Understand the importance of technology in modern retail operations.

Learning Methodology:

1. Lectures: Instructors will provide foundational knowledge and insights into retail operations.
2. Interactive Discussions: Encourage participants to share experiences and insights.
3. Case Studies: Analyze real-world examples to understand best practices and challenges in retail.
4. Group Activities: Collaborative projects to apply course concepts in practical scenarios.
5. Guest Speakers: Invite industry experts to provide perspectives on various retail topics.
6. Capstone Project: Participants will work on a practical project to demonstrate their understanding and application of course concepts.

Learning Outcomes:

Upon completing the course, participants will be able to:

- **Demonstrate Comprehensive Knowledge of Retail Operations:** Understand the various aspects of retail, including operations, inventory management, and customer service.
- **Apply Practical Skills in Retail Settings:** Utilize learned skills to manage inventory, merchandise stores, and implement sales strategies.
- **Effectively Manage Retail Staff:** Recruit, train, and motivate retail staff for optimal performance and customer satisfaction.
- **Leverage Technology for Efficient Operations:** Utilize modern retail technologies such as POS systems and e-commerce platforms.
- **Conduct Financial Management and Planning:** Develop and manage budgets, perform financial analyses, and make pricing decisions for retail stores.
- **Implement Loss Prevention and Security Measures:** Apply strategies to minimize theft and fraud in retail settings.
- **Understand Legal and Ethical Aspects of Retail:** Navigate legal considerations and maintain ethical practices in retail operations.
- **Execute a Capstone Project:** Design and present a capstone project that integrates all course learnings and demonstrates their ability to handle retail operations effectively.

These learning objectives, methodology, and outcomes ensure that participants gain a thorough understanding of retail operations and are well-prepared to apply their knowledge and skills in real-world retail environments.

Flyer:



The flyer is for a course titled "Value Added Course on Retail Operations" offered by the International Institute of Management & Human Resource Development (IIMHRD). The institute is affiliated with Central Board of Secondary Education (CBSE) and is approved by AICTE, Ministry of HRD, Govt. of India. It is also accredited by NAAC with a 'B' grade. The course duration is from 5th April, 2022, to 25th April, 2022, and it consists of 20 hours. The course is taught by Dr. Rakesh Pathak, an eminent faculty member. A diagram titled "Retail Operations" shows a flow from Product to Marketing, then to Sales, and finally to Customer Satisfaction. Another diagram shows a flow from Marketing to Sales, then to Customer Satisfaction, and finally to Profitability.

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Central Board Secondary Education | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Chain Code: 000030119

Value Added Course on Retail Operations

❖ **Duration:- 5th April, 2022 to 25th April, 2022**

❖ **Duration of course:- 20 hours**

Eminent Faculty :- Dr. Rakesh Pathak

Retail Operations



```
graph LR; subgraph "Retail Operations"; direction LR; P[Product] --> M[Marketing]; M --> S[Sales]; S --> CS[Customer Satisfaction]; end; subgraph "Marketing to Profitability"; direction LR; M2[Marketing] --> S2[Sales]; S2 --> CS2[Customer Satisfaction]; CS2 --> P2[Profitability]; end;
```

NOTICE

20/3/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled “**Certification Course on Python**” from 25th September 2022.

All the Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-11 Introduction to Python

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

**ADD ON Course Details Add On Course Name: Certificate Course on Python
(CERTIFICATION COURSE)**

Duration: 30 Hrs

Learning Objectives:

1. **Understand Python:** Introduce students to Python as a high-level programming language and its applications.
2. **Environment Setup:** Guide students in setting up a Python development environment on their computers.
3. **Basic Syntax:** Teach the fundamental syntax and structure of Python code.
4. **Data Types:** Introduce Python's data types, including numbers, strings, lists, and dictionaries

Learning Outcomes: By the end of the course, students should be able to:

1. Explain the purpose and importance of Python in the programming world.
2. Set up a Python development environment on their own.
3. Write and understand basic Python code, including variables, data types, and simple operations.
4. Use Python data types to store and manipulate information effectively.

Learning Methodology:

- **Lectures:** Provide detailed explanations of Python concepts, syntax, and data types.
- **Hands-on Practice:** Offer practical coding exercises and assignments to reinforce learning.
- **Code Examples:** Share real-world examples to illustrate Python usage.
- **Interactive Demonstrations:** Conduct interactive demonstrations of coding practices.

Q&A Sessions: Allow students to ask questions and seek clarification on topics.

Prerequisites:

- No prior programming experience is required.
- Basic computer literacy and a willingness to learn.

This "Introduction to Python" course is designed to provide students with a solid foundation in Python programming, making it accessible to beginners with no prior coding experience.

Resource Person: Prof. Ayushi Shrivastava

Certificate Course on Python

Course Duration:30 Hours

Week 1: Introduction to Python (4 hours)

- Hour 1: What is Python?
- Hour 2: Setting up the Python environment.
- Hour 3: Basic Python syntax and data types.
- Hour 4: Hands-on practice and exercises.

Week 2: Control Structures and Functions (6 hours)

- Hour 5: Conditional statements (if, elif, else).
- Hour 6: Loops (for and while).
- Hour 7: Iterations and control flow.
- Hour 8: Defining and using functions.
- Hour 9: Function parameters and return values.
- Hour 10: Scope and lifetime of variables.

Week 3: Data Structures and File Handling (5 hours)

- Hour 11: Lists, tuples, and dictionaries.
- Hour 12: Working with data collections.
- Hour 13: List comprehensions.
- Hour 14: Reading and writing to files.
- Hour 15: File I/O operations.

Week 4: Object-Oriented Programming (OOP) and Exception Handling (6 hours)

- Hour 16: Classes and objects.
- Hour 17: Inheritance and polymorphism.
- Hour 18: Encapsulation and abstraction.
- Hour 19: Handling errors and exceptions.
- Hour 20: Using try, except, and finally.
- Hour 21: Hands-on practice and exercises.

Week 5: Modules, Libraries, and Advanced Topics (7 hours)

- Hour 22: Importing and using Python modules.
- Hour 23: Overview of commonly used libraries.
- Hour 24: Regular expressions.
- Hour 25: Database connectivity (e.g., using SQLite or other databases).
- Hour 26: Web scraping with Python.
- Hour 27: GUI development (e.g., Tkinter).
- Hour 28: Hands-on practice and exercises.

Week 6: Final Project and Review (2 hours)

- Hour 29: Working on a final Python project.
- Hour 30: Project presentations and evaluation.

This breakdown provides a structured schedule for a 30-hour Python course, allowing students to focus on specific topics during each week. Keep in mind that the actual schedule may vary depending on the institution or online platform offering the course. Additionally, the number of hours allocated to each topic can be adjusted to fit the course's depth and the pace of learning.

Evaluation Mechanism

SN	Assessment Mode	Marks
1	End Course Test (MCQ)	30 mks

Flyer:

International Institute of Management & Human Resource Development (IIMHRD)
Affiliated to Swami Vivekananda University & Approved by AICTE, Ministry of HRD, Govt. of India
Accredited by NAAC | Choice Code: 400341111

Value Added Course on Python

❖ **Duration:- 1st April, 2022 to 15th April, 2022**

❖ **Duration of course:- 20 hours**

Eminent Faculty :- Prof. Ayushi Shrivastav

NOTICE

20/8/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on IT Literacy”** from 1st September 2022.

All the Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD

Certificate Course on “IT Literacy”

Course Duration 32 Hrs

Course Description: This course is designed to deepen your knowledge and skills in Microsoft Excel, focusing on basic features and functions that can help students to become a power user. Student will learn how efficiently manage and analyze data, create complex formulas and functions, and automate tasks using macros and VBA (Visual Basic for Applications).

Syllabus

Unit 1: Data Analysis and Management(4 Hrs)

1. Advanced data sorting and filtering
2. PivotTables and PivotCharts
3. Data validation and drop-down lists
4. Advanced data cleaning and manipulation
5. Data consolidation and linking between workbooks

Unit 2: Advanced Formulas and Functions(4 Hrs)

1. Complex IF statements and logical functions
2. Lookup and reference functions (VLOOKUP, HLOOKUP, INDEX-MATCH)
3. Text functions for data manipulation
4. Date and time functions
5. Array formulas and functions

Unit 3: Data Visualization and Reporting(5 Hrs)

1. Advanced charting techniques
2. Sparklines and data bars
3. Creating dynamic dashboards
4. Conditional formatting for data visualization
5. Using slicers and timelines

Unit 4: Macros and Automation(4 Hrs)

1. Introduction to macros and the VBA environment
2. Recording and editing macros
3. Writing VBA code
4. Creating custom functions and add-ins
5. Automating repetitive tasks

Unit 5: Data Analysis Tools(5 hrs)

1. Goal Seek and Solver for optimization problems
2. Scenario Manager and Data Tables
3. Analysis ToolPak for statistical analysis
4. Power Query for data transformation
5. Power Pivot for data modeling

6.

Unit 6: Collaboration and Data Sharing(4 Hrs)

1. Sharing workbooks and protecting data
2. Tracking changes and comments
3. Version control and collaboration features
4. Importing and exporting data
5. Excel Online and cloud collaboration

Unit 7: Advanced Tips and Tricks(4 Hrs)

1. Keyboard shortcuts and productivity hacks
2. Customizing the Excel environment
3. Troubleshooting common issues
4. Excel best practices and performance optimization.

Unit 8: Ms-Excel Project Creation(2 Hrs)

1. Hands-on practice and exercises.
2. Working on a final MS-Excel project.
3. Project presentations and evaluation.

This breakdown provides a structured schedule for a 32-hour basic MS-Excel course, allowing students to focus on specific topics during each week. Keep in mind that the actual schedule may vary depending on the institution or online platform offering the course. Additionally, the number of hours allocated to each topic can be adjusted to fit the course's depth and the pace of learning.

Resources:

- Course textbook or online learning materials.
- Microsoft Excel documentation and tutorials on chart creation and customization.
- Online galleries showcasing effective data visualization examples.

Software:

- Microsoft Excel (version specified if applicable)

Resource Persons:

1. Prof. Ayushi Srivastava

Prerequisite of Courses:

3. The students must have Willingness to Learn.
4. Access to Microsoft Excel software is essential for practicing and applying the concepts learned.

Learning Methodology:

Start with Basics, lectures, Discuss the short cut keys, class based assignment & live projects.

Session Plan

Table of Contents

Unit	Details	Theory	Practical	Total duration
1	Data Analysis and Management(4 Hrs) 1. Advanced data sorting and filtering 2. PivotTables and PivotCharts 3. Data validation and drop-down lists 4. Advanced data cleaning and manipulation 5. Data consolidation and linking between workbooks	1	3	4 Hrs
2	Advanced Formulas and Functions 6. Complex IF statements and logical functions 7. Lookup and reference functions (VLOOKUP, HLOOKUP, INDEX-MATCH) 8. Text functions for data manipulation 9. Date and time functions 10. Array formulas and functions	2	2	4 Hrs
3	Data Visualization and Reporting 6. Advanced charting techniques 7. Sparklines and data bars 8. Creating dynamic dashboards 9. Conditional formatting for data visualization 10. Using slicers and timelines	1	3	4 Hrs
4	Macros and Automation 1. Introduction to macros and the VBA environment 2. Recording and editing macros 3. Writing VBA code 4. Creating custom functions and add-ins 5. Automating repetitive tasks	2	2	4 Hrs

5	Data Analysis Tools 1. Goal Seek and Solver for optimization problems 2. Scenario Manager and Data Tables 3. Analysis ToolPak for statistical analysis 4. Power Query for data transformation 5. Power Pivot for data modeling	2	3	5 Hrs
6	Collaboration and Data Sharing 1. Sharing workbooks and protecting data 2. Tracking changes and comments 3. Version control and collaboration features 4. Importing and exporting data 5. Excel Online and cloud collaboration	2	2	4 Hrs
7	Advanced Tips and Tricks 1. Keyboard shortcuts and productivity hacks 2. Customizing the Excel environment 3. Troubleshooting common issues 4. Excel best practices and performance optimization.	2	2	4 Hrs
8	Ms-Excel Project Creation 1. Hands-on practice and exercises. 2. Working on a final MS-Excel project. 3. Project presentations and evaluation.	1	1	2 Hrs
Total Duration				32 Hours

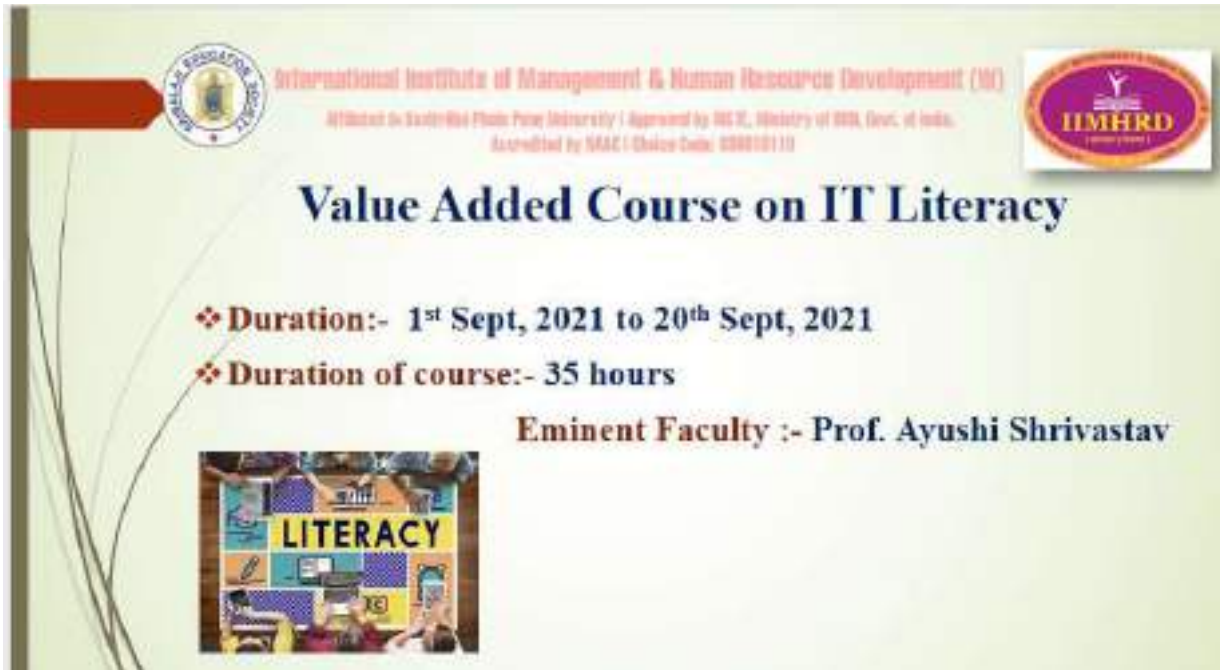
Evaluation Mechanism

Sl. No.	Assessment Mode	Marks
1	End Course Test (MCQ/ Online Quiz)	20/30/50
2.	Using different Charts to represent different data into interactive way	30
3.	Projects based on Different formulae in Ms-Excel	50


Resource Persons:


1) Prof. Ayushi Srivastava

Flyer:



The flyer is for a Value Added Course on IT Literacy. It features a light green background with a decorative vertical line on the left. At the top left is the logo of the University of Rajasthan. At the top center is the text 'International Institute of Management & Human Resource Development (IIMHRD)' with its affiliation and accreditation details. At the top right is the IIMHRD logo. The main title 'Value Added Course on IT Literacy' is in a large, bold, blue font. Below the title are two bullet points: 'Duration:- 1st Sept, 2021 to 20th Sept, 2021' and 'Duration of course:- 35 hours'. To the right of these points is the text 'Eminent Faculty :- Prof. Ayushi Shrivastav'. At the bottom left is a small image of a classroom with a sign that says 'LITERACY'.


 **International Institute of Management & Human Resource Development (IIMHRD)**
Affiliated to Swatara Panchajanya University / Approved by UGC, Ministry of HRD, Govt. of India.
Accredited by NAAC (Choice Grade: 3B/101/19)



Value Added Course on IT Literacy

- ❖ **Duration:- 1st Sept, 2021 to 20th Sept, 2021**
- ❖ **Duration of course:- 35 hours**

Eminent Faculty :- Prof. Ayushi Shrivastav





List of Value Add-on Courses conducted during the year 2021-2022

Sr. No.	Name of Add on /Certificate programs offered	Period (from date - to date)	Duration of course	Faculty Name
1	Certification on soft skill communication	6/9/21 to 25/9/21	30 hours	Prof. Neha Agrawal
2	Value Added Course on Event time Management	8/8/21 to 10/9/21	30 hours	Dr Luvkush Singh
3	Value Added Course on Digital Marketing	25/7/22 to 5/8/22	30 hours	Dr. Abhay Mishra
4	Value Added Course on Marketing Analytics	26/7/22 to 30/7/22	30 hours	Dr Lokesh Arora
5	Certification course on SAP FICO	1/4/22 to 25/4/22	30 hours	Dr. Anil Verma
6	Certification course on SAP HCM	1/4/22 to 25/4/22	30 hours	Prof Pooja Karekar
7	Certification course on SAP S&D	1/4/22 to 25/4/22	30 hours	Dr. Anil Verma
8	Value Added Course on Financial Modelling & Fin Tech	25/7/22 to 10/8/22	30 hours	Dr. Lavkush Singh
9	Value Added Course on Advance Excel	16/1/22 to 31/1/22	30 hours	Prof. Ayushi Shrivastav
10	Value Added Course on Retail Operations	5/4/22 to 25/4/22	20 Hours	Dr Rakesh Pathak
11	Value Added Course on Python	1/4/22 to 15/4/22	30 hours	Prof. Ayushi Shrivastav
12	Value added course on IT literacy	1/9/21 to 20/9/21	35 Hours	Ayushi Shrivastav
13	Value Addition on " SWOT analysis, Resume Writing, Aptitude Test & GD"	20/4/22 to 30/4/22	42 Hours	Prof Pooja Karekar

NOTICE

20/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled “**Certification Course on Soft skill Commnication**” from 25th September 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-01 Employability Skills Program

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Employability Skill Program (CERTIFICATION COURSE)

Duration: 40 Hrs

Objective: -

- The Employability Skill Program imparts one with the required skills to gain a competitive edge in any job market.
- This program, with an emphasis on hands on training, uses techniques like role play, business communication, team leadership.
- It focusses on the overall development of the participant and seeks to provide a deeper understanding of various aspects of human relations, social awareness, presentation of self, working with a team while learning to negotiate.
- Managing conflicts while at the same time encouraging independent thinking and decision making.

Learning Outcomes:-

1. Communication and Interpersonal Skills.
2. Problem-Solving Skills.
3. Self-Motivation.
4. Working under Pressure.
5. Organizational skills.
6. Team Spirit.
7. Learning Skills.
8. Number and Data Skills.

Learning Methodology: Lecture, Discussion, Case studies, observations, presentation, guest lectures

Resource Persons:

Prerequisite of Courses : Students who have completed graduation.



Contents

Sr.no	Details	Designation	Topic	Date	Hours
1	Mr. Pravin Paritkar	Director, Karve Finishing School, Entrepreneur & Consultant -HR & Skill Development, Academic Governance, National Apprenticeship Promotion Scheme Consultant	Personality Development- Tips and Tricks	10 th September 2022	1.5 hrs
2	Mr. Sanket Kolhe	Motivational Speaker, Corporate Trainer, Software Engineer-TCS	Future and Growth of Management students	10 th September 2022	1.5 hrs
3	Mr. Govinda Sharma	Regional Sales Manager at Uniform Junction, Motivational Speaker/Corporate Trainer/International Speaker	“Corporate Expectations from Management Professionals”	17 th September 2022	1.5 hrs
4	Mr. Sudhir Mateti	Head of Human Resources, Syntel Telecom & Enkay Converged, Life Coach, Motivational Speaker, Counselor	“The Success Mantra”	17 th September 2022	1.5 hrs
5	Ms. Deepali Kamble	News Anchor, Keynote Speaker, Actor, Voice over artist, Motivational speaker, counselor	Break through- Rise, Shine and Win	24 th September 2022	1.5 hrs
6	Mr. Sachin Wadekar	Motivational Speaker, Corporate trainer, Career Consultant, Business Coach.	Importance of Attitude and perception development	24 th September 2022	1.5 hrs
7	Dr. Smita Sevani	Friend, Philosopher, Guide Mentor	Vision Board	1 st October 2022	1.5 hrs
8	Mr. Sameer Bhalerao	Co-Founder of Royal Indian Foods	Success Story- Entrepreneurship	1 st October 2022	1.5 hrs
9	Ms. Keerti Bhalerao	Co-Founder of Royal Indian Foods	Success Story- Entrepreneurship	1 st October 2022	1.5 hrs
10	Mr. Harish Naidu	Keynote speaker, Motivational Speaker	Entrepreneurship- Vision And Strategy	8 th October 2022	1.5 hrs

11	Mr.Sagar Paygude	Motivational Speaker, Entrepreneur, Director-U Mpharma, Founder-Unity Medicare	Sincerity always pays-Be zealous to work hard and focused	8 th October 2022	1.5 hrs
12	Ms. Neha Ratnakar	Founder Splendid Consultants, Image Consultant, Dale Carnegie trained corporate trainer	The ultimate you	3 rd December 2022	1.5 hrs
13	Mr. Yashpal Gupta	Business Consulting-EY	Building Leadership Skills	3 rd December 2022	2 hrs
14	Ms. Tanu Chaurasia	Soft Skills Trainer, Communication trainer Image consultant, finger print analyst	Ace Your Impression	17 th December 2022	1.5 hrs
15	Mr. Vishal Goswami	Director of operations at TEIM, Motivational Speaker and Corporate Trainer	Role of Marketing analytics in todays business environment	17 th December 2022	1.5 hrs
16	Mr. Neeraj Kumar Gupta	Director HR Administration HSE at KNORR-BREMSE technologies	Career Growth and opportunities	7 th Jan 2023	1.5 hrs
17	Ms. Sheetal Ingle	Director at 5D Solutions India Pvt ltd	Importance of management skills	7 th Jan 2023	1.5 hrs
18	Mr. Netesh Rajdeo	CEO at Spoonbell	Practical insights of FMCG and retail sector	14 th January 2023	1.5 hrs
19	Ms. Sherin Mathew	Behavioral Skills trainer, Techenabler, Founder-The upskill studio, Pune	Thought lab designing your emotional flex	14 th January 2023	1.5 hrs
20	Mr. Santosh Jagtap	Sales head GS&T, FMCG sales & marketing, Surya foods and Agro ltd	Sales and Distribution	21 st January 2023	1.5 hrs
21	Mr. Himanshu Shekhar	Advises business leaders and individuals, Ted X speaker	Unleash the inner you	21 st January 2023	1.5 hrs
22	Mr. Rahul Deshmukh	Principal Advisor -Supply chain and Logistics, Amazon USA	Transforming your Career and Creating Sustainable Competitive advantage	23 rd Jan 2023	2 hrs
23	Ms. Gauri Gole	Founder Design and Delivery Client relationship man	Being Resilient	28 th Jan 2023	1.5 hrs
24	Mr. Ravindra Adhan	Process Lead IT (Retail Credit) John Deere Financial India Pvt Ltd	Time to act	28 th Jan 2023	1.5 hrs
25	Mr. Darshan Patel	Country head-Incture Mexico	Learn Share & Grow	30 th Jan 2023	1.5 hrs
26	Ms. Rama Shivkumar	Senior Business Leader-TCS UK	Online International Guest Lecture	1 st February 2023	1.5 hrs
Total Duration					40 hrs



List of Value Add-on Courses conducted during the year 2018-2019 Year 5

Sr. No.	Course Code	Name of Add on /Certificate programs offered	Period (from date - to date)	Duration of course	Faculty Name
1	VAD 01	Value Added Course on Ordinary to Extra Ordinary	5/12/18 to 21/2/19	30 hours	Prof Pooja Karekar
2	VAD 02	Value Added Course on Marketing Analytics	5/12/18 to 4/1/20	30 hours	Dr Abhay Mishra
3	VAD 03	Certification on soft skill competency	6/10/18 to 3/11/18	30 hours	Prof Neha Agrawal
4	VAD 04	Value Added Course on Event Management	10/11/18 to 8/12/18	30 hours	Dr Luvkush Singh

NOTICE

20/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Marketing Analytics”** from 25th September 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-11 Marketing Analytics

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Certificate Marketing Analytics (CERTIFICATION COURSE)

Duration: 30 Hrs

Learning Objectives

1. Foundational Understanding:

- Objective: Gain a fundamental understanding of the role analytics plays in shaping marketing strategies.

2. Conceptual Mastery:

- Objective: Acquire key concepts and terminology essential for effective utilization of marketing analytics.

3. Practical Application:

- Objective: Explore and apply marketing analytics principles through real-world case studies for practical insight.

4. Data Competence:

- Objective: Develop skills in data collection, cleaning, preprocessing, and organization for effective marketing analysis.

5. Strategic Decision-Making:

- Objective: Master techniques in analysing campaign performance, A/B testing, and optimization for informed marketing strategies.

These five key learning objectives ensure a comprehensive journey through the course, covering foundational knowledge, practical application, data competence, and strategic decision-making in marketing analytics.

Key Learning Outcomes

1. Strategic Insight:

Outcome: Participants will comprehend the strategic significance of analytics in shaping effective marketing strategies.

2. Conceptual Proficiency:

Outcome: Attain familiarity with essential marketing analytics concepts and terminology for informed decision-making.

3. Practical Application Skills:

Outcome: Demonstrate the ability to apply theoretical knowledge to practical scenarios through real-world case studies.

4. Data Competence Mastery:

Outcome: Acquire proficiency in data collection, cleaning, preprocessing, and organization for effective marketing analysis.

5. Informed Decision-Making Skills:

Outcome: Develop skills in analyzing marketing campaign performance, conducting A/B testing, and optimizing strategies for data-driven decision-making.

Learning Methodologies:

1. Theoretical Foundations:

- **Description:** Provide foundational knowledge of marketing principles and introduce the role of analytics in marketing.
- **Methods:** Lectures, readings, and discussions.
- **Purpose:** Build a theoretical understanding of marketing concepts and the importance of analytics.

2. Practical Application of Tools:

- **Description:** Hands-on experience with marketing analytics tools such as Google Analytics, marketing automation platforms, and data visualization tools.
- **Methods:** Workshops, demonstrations, and practical exercises.
- **Purpose:** Develop practical skills in using relevant tools for marketing analytics.

3. Data Analysis Techniques:

- **Description:** Introduce statistical and analytical methods for extracting insights from marketing data.
- **Methods:** Hands-on exercises, practical applications, and discussions.
- **Purpose:** Enable learners to analyze and interpret marketing data effectively.

Prerequisites for Marketing Analytics Course:

1. Basic Marketing Knowledge:

- Participants should have a foundational understanding of marketing principles.

2. Statistical Familiarity (Beneficial):

- While not mandatory, familiarity with basic statistical concepts is beneficial for grasping certain course materials.

3. Data Types and Structures:

- A basic knowledge of different data types and structures will be advantageous for effective engagement with data-related topics.

4. Data Analysis Concepts:

- Familiarity with basic data analysis concepts will provide participants with a smoother learning experience.

5. Tool Familiarity (Beneficial):

- While not a requirement, familiarity with data visualization tools, such as Excel or Tableau, is beneficial for Module 3 on Data Analysis and Visualization.

Resource Person: Dr. Lokesh Arora

CERTIFICATE COURSE ON MARKETING ANALYTICS

Course Duration:30 Hours

Module 1: Introduction to Marketing Analytics (2 hours)

- Understanding the role of analytics in marketing.
- Key concepts and terminology in marketing analytics.
- Real-world applications and case studies.

Module 2: Data Collection and Management (2 hours)

- Data sources and collection methods in marketing.
- Data cleaning and preprocessing.
- Data storage and organization.

Module 3: Data Analysis and Visualization (6 hours)

- Exploratory data analysis (EDA) techniques.
- Data visualization tools and best practices.
- Case studies on visualizing marketing data.

Module 4: Customer Segmentation and Targeting (4 hours)

- Customer segmentation strategies.
- Targeting specific customer groups.
- Personalization and recommendation systems.

Module 5: Marketing Campaign Analysis (6 hours)

- Analyzing the performance of marketing campaigns.
- A/B testing and experimental design.
- Optimization of marketing strategies.

Module 6: Marketing Metrics and KPIs (4 hours)

- Key performance indicators (KPIs) in marketing.
- Tracking and measuring marketing success.
- Creating custom metrics for business goals.

Module 7: Marketing Attribution Models (2 hours)

- Attribution modeling in marketing.
- Understanding the customer journey.
- Attribution modeling techniques.

Module 8: Final Project (4 hours)

- Applying marketing analytics techniques to a real-world project.
- Presenting findings and recommendations.
- Course review and wrap-up.

Flyer:



International Institute of Management & Human Resource Development (W)
Affiliated to Savitribai Phule Pune University | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by AACSB | Choice Code: 030610110



Certification on Digital Marketing

- ◆ **Duration:- 5th December, 2018 to 4th January, 2019**
- ◆ **Duration of course:- 30 hours**

Eminent Faculty :-Dr Abhay Mishra

NOTICE

20/9/2022

This is to inform the students of SEM-III of the Batch 21-23 that we have scheduled **“Certification Course on Soft skill Program”** from 25th September 2022.

All the Marketing Specialization Students should register and attend the certification course.

Certificate will be issued after successful completion and assessment.



Sarekore

Thanks, And Regards

Director

IIMHRD

Value Added Course VAD-01 Soft Skills Program

Date:

Total Students in Class:

Total students attended the addon Course:

Certificate Issued:

Index

Sr.No	Particulars
1	Course Syllabus with Learning Objectives
2	Session Plan
3	Notice/Circular
4	List Of Activities Report
5	Attendance With Students Sign
6	Student Evaluation/Assessment Sheet
7	Certificate Issued to students
8	Photographs
9	Student Feedback
10	Profile of Expert /Resource Person
11	Value Added Course Approval in CDC MOM

ADD ON Course Details

Add On Course Name: Soft Skill Program (CERTIFICATION COURSE)

Duration: 40 Hrs

Objective: -

- The Employability Skill Program imparts one with the required skills to gain a competitive edge in any job market.
- This program, with an emphasis on hands on training, uses techniques like role play, business communication, team leadership.
- It focusses on the overall development of the participant and seeks to provide a deeper understanding of various aspects of human relations, social awareness, presentation of self, working with a team while learning to negotiate.
- Managing conflicts while at the same time encouraging independent thinking and decision making.

Learning Outcomes:-

1. Communication and Interpersonal Skills.
2. Problem-Solving Skills.
3. Self-Motivation.
4. Working under Pressure.
5. Organizational skills.
6. Team Spirit.
7. Learning Skills.
8. Number and Data Skills.

Learning Methodology: Lecture, Discussion, Case studies, observations, presentation, guest lectures

Resource Persons:

Prerequisite of Courses : Students who have completed graduation.

Flyer



The flyer is for a certification course. At the top left is the logo of Central Board of Secondary Education (CBSE). To its right is the text 'International Institute of Management & Human Resource Development (IIMHRD)'. Below this text are two lines of smaller text: 'Affiliated to Central Board Secondary Education | Approved by AICTE, Ministry of HRD, Govt. of India.' and 'Accredited by NAAC | Choice Code: 030210110'. At the top right is the IIMHRD logo. The main title 'Certification on Soft Skill Competency' is centered in a large, bold, blue font. Below the title are two bullet points: 'Duration:- 6th October, 2018 to 3rd November, 2018' and 'Duration of course:- 30 hours'. At the bottom right, the text 'Eminent Faculty :-Prof Neha Agrawal' is displayed.

 **International Institute of Management & Human Resource Development (IIMHRD)**
Affiliated to Central Board Secondary Education | Approved by AICTE, Ministry of HRD, Govt. of India.
Accredited by NAAC | Choice Code: 030210110



Certification on Soft Skill Competency

- ◆ **Duration:- 6th October, 2018 to 3rd November, 2018**
- ◆ **Duration of course:- 30 hours**

Eminent Faculty :-Prof Neha Agrawal