



शिक्षण प्रसारक मंडळी, पुणे
R. A. Podar College of Commerce & Economics

AUTONOMOUS

Matunga, Mumbai - 400 019

An 'A+' Institution as Accredited by NAAC
Certified as 'Best College' by University of Mumbai

Tel.: 2414 3178 • Fax: 2414 1964 • E-mail: info@rapodar.ac.in
Website : www.rapodar.ac.in

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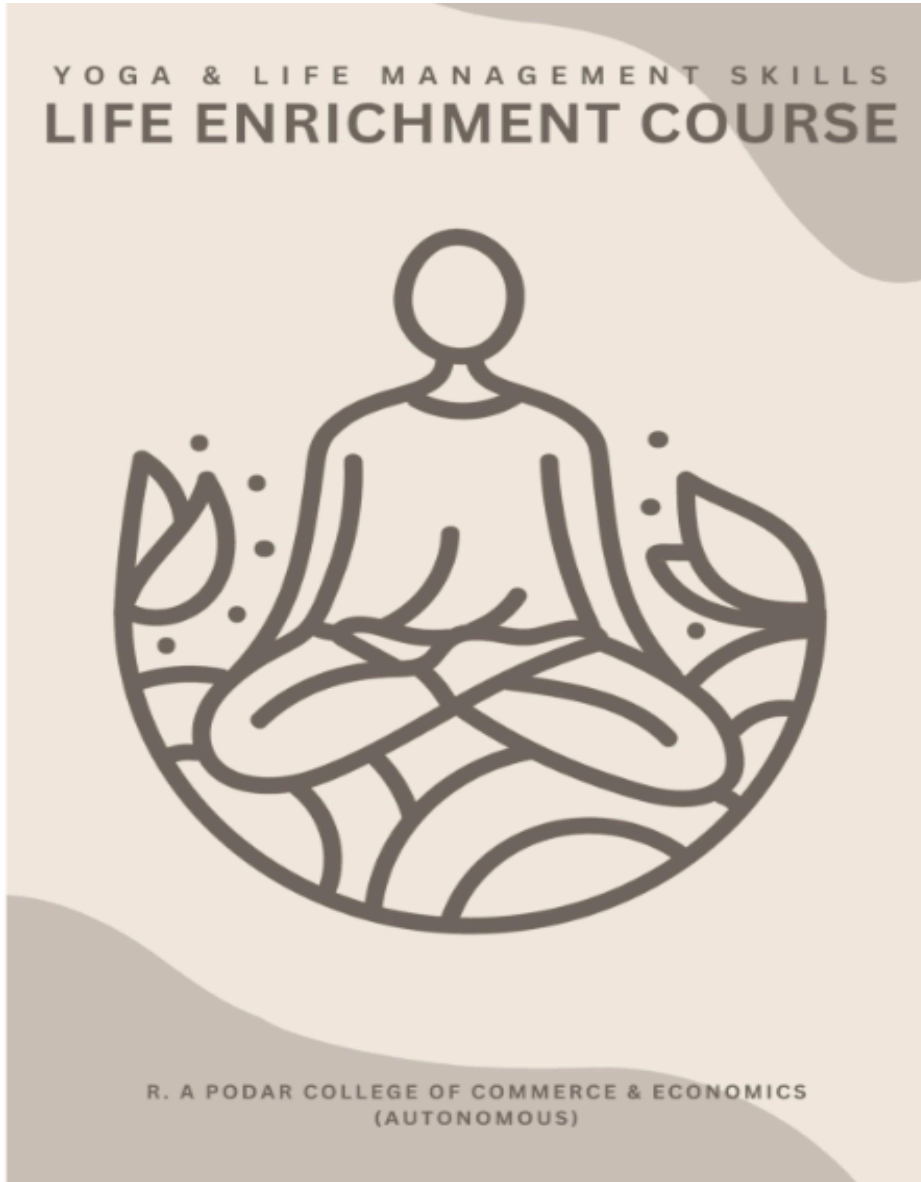
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Life Enrichment Course (LEC)



Podar : Nurturing Intellect, Creating Personalities.

Life Enrichment Course (LEC)

OUTLINE OF VALUE EDUCATION COURSE

SYLLABUS:

1. Swastha Dincharya
2. Human Excellence
3. Time Management
4. Leadership Skills
5. Relationship Management
6. Emotional Intelligence
7. Self-Introspection: Process & Techniques

Outline:

Topic 1- Swastha Dincharya & Techniques to have a Healthy Lifestyle

- What is Lifestyle (Dincharya)?
- Problems in a lifestyle
- Need of a healthy Lifestyle
- Techniques to have a healthy Lifestyle – (a) Yam-Niyama (b) Ahar (Diet) (c) Vihara (Living) (d)Sanyam (Controlling/stability)

Topic 2- Human Excellence

- Meaning of Being a Human
- Possibilities in our life
- Importance of Excellence in our life

Topic 3- Time Management

- What is Time Management
- Importance of Time Management
- How to improve Productivity, & Efficiency
- Benefits of Time Management

Topic 4- Leadership Skills

- Meaning of a Leader
- Characteristics of a good Leader
- Obstacles during good Leadership
- How to manage the Challenges
- Examples and statements of Great Personalities

Topic 5-Relationship Management

- What is a relation?
- What is Relation management?

- Need of a Relation in life
- Obstacles in a healthy Relation
- How to Manage the relationship conflicts

Topic 6- Emotional Intelligence

- What is an emotion?
- What is Emotional Intelligence?
- Four Attributes of emotional Intelligence
- Benefits of Emotional Intelligence

Topic 7- Self introspection: Process & Techniques

- Importance of thoughts in our life
- What is Self Introspection?
- Necessity of self Introspection
- Process of Self Introspection
- Techniques of self introspection

OUTLINE FOR YOGA SESSIONS

Syllabus

1. Introduction to Yogic techniques
2. Sukshma-vyayam & pranayama
3. Surya-namaskar
4. Yoga for gastrointestinal & GUT health
5. Yoga for Spinal health/nervous system
6. Yoga for weight management.

Outline:

Topic 1: Introduction to Yogic techniques

- Basic introduction to asanas & pranayama
- Yogic poses for beginners.
- Guidelines for daily yoga practice

Topic 2: Sukshma-vyayam & pranayama

- Preparatory movements for the entire body.
- Practice of all pranayamas.

Topic 3: Surya-namaskar

- What is Surya-namaskar
- Practice of all 12 asanas/poses with significance of each

- Awareness: physical & spiritual

Topic 4: Yoga for gastrointestinal & GUT health

- Yogic techniques to enhance digestive, excretory & reproductive systems
- To strengthen abdominal organs (stomach, liver, intestines, kidneys & reproductive organs)
- Yogasanas to be done in sitting & supine positions.

Topic 5: Yoga for Spinal health/nervous system

- Yogic techniques to enhance the brain health & nervous system
- To strengthen the nerves, spinal cord, & back
- Yogasanas to be done in supine & prone positions.

Topic 6: Yoga for Weight Management

- Yogic techniques to improve metabolism
- To manage weight related disorders
- Yogasanas to be done in standing, sitting, supine & prone positions.



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The Business of Urban Farming



S.P. MANDAL'S
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Introducing a Unique Industry created
Certificate Programme for Eco-Enthusiasts

THE BUSINESS OF URBAN FARMING



REGISTRATIONS NOW OPEN FOR THE
INAUGURAL ONLINE BATCH COMMENCING
1st June 2020 (4.30 PM - 6 PM THRICE A WEEK,
TOTAL 10 SESSIONS ENDING 22nd JUNE 2020)



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COURSE FEES :
Rs 2999/-
including GST

For More Information call:
9372776108

REGISTRATIONS CLOSE
30 MAY 2020, 12 NOON

**R.A. PODAR
STUDENTS WILL
EARN 3 CREDITS**

In Collaboration with



aries agro limited



**APPLY TO THIS UNIQUE ONLINE
PROGRAMME IF YOU WISH TO:**

- Understand the basics of Urban farming methods and techniques
- Create a business plan for setting up your own urban farm
- Learn how to price and market your urban farm output

BROAD PROGRAMME CURRICULUM :

- Good Urban Agricultural Practices
- Emerging Trends in Urban Farm Management
- Soil, Water, Nutrition and Pest Management
- Demand based Crop selection
- Post Harvest Processing, Storage, Packaging and Retail
- Cost Control and Pricing
- Branding and Communication
- Digitisation & Automation Techniques for urban farms
- Legislation, licencing and certifications

**A PRACTICAL, INTENSE PEDAGOGY
INCLUDING LECTURES BY INDUSTRY
EXPERTS, VIRTUAL FIELD VISIT AND LIVE
GROWING ASSIGNMENTS.**

The Business of Urban Farming

Course Coordinator: Dr. Vinita Pimpale

Objectives	To understand the basics of Urban farming methods and Techniques To create a business plan for setting up urban farms Learning how to price and market the urban farm output.
Key Learning Outcomes	Basic urban farming skills, such as terrace gardening Operation techniques of crop management. Commercial (accounting and pricing), Maintaining successful financial business plans for farms.
Course Content	Good Urban Agricultural Practices. Emerging Trends in Urban Farm Management. Soil, Water, Nutrition and Pest Management. Demand based crop selection. Post-Harvest processing, Storage, Packing and Retail. Cost control and Pricing. Branding and communication. Digitization Techniques for urban farms. Legislation, licensing and certifications
Evaluation	The programme will include online 10 Sessions with resource persons from industry partners, live growing assignments and virtual tours of urban farms. Project Cases and Live Growing Assignment End-semester examination.
Batch Size	30 Students



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Entrepreneurship Development Program

**LIMITED SEATS
APPLY NOW**



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**LIMITED SEATS
APPLY NOW**

'ENTREPRENEURIAL AVENUES IN FINANCIAL MARKETS'

3 CREDIT CERTIFICATE COURSE

FULLY SPONSORED BY
RUSA FOR STUDENTS OF R.A PODAR COLLEGE

| Registrations Closes: Sunday, 6th February 2022 at 12 noon
| Course Commences : Monday, 7th February 2022

REGISTER NOW !

<https://forms.gle/BM7rxxTd-et57tqbh7>

Podar : Nurturing Intellect, Creating Personalities.



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ENTREPRENEURSHIP DEVELOPMENT CELL
IN ASSOCIATION WITH **ENPOWER**
BRINGS YOU



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

3 CREDIT POINTS (90 HOURS)
FREE FOR ALL STUDENTS

**COURSE
CO-ORDINATOR:
MRS. DIVYA LALWANI**

**CONTACT INFO:
7021430114**

***The selection of the students would be on
the basis of the best answers received***

Entrepreneurship Development Program

Course Coordinator: Mrs Divya Lalwani

- Objectives**
- a) Exposure to entrepreneurship & entrepreneurial mindset
 - b) Ability to empathize with changes around us through observation & listening skills
 - c) Build ability to identify and articulate problems and convert them into 'opportunities'
 - d) Learn tools to think 'out-of-box' and build multiple ideas to solve one problem
 - e) Build self-reflection to identify one's drive & build inner conviction to start
 - f) Explore opportunities to build ventures in the area of their passion
 - g) Manage failures and learning from mistakes
 - h) Build collaborative skills for co-creating user centric solutions
 - i) Improve financial literacy
 - j) Nurture business acumen
 - k) Learn powerful tools for communication of ideas and pitches used by startups

- Key Learning Outcomes**
- Nurturing Entrepreneurial Mindset that can be helpful in shaping careers
1. Lifelong learning and openness to change;
 2. Engagement in a complex and uncertain world;
 3. Creative and innovative approaches to problem solving;
 4. Belief and confidence in one's own capacity and competency to be entrepreneurial;
 5. Desire, motivation and intention to practice entrepreneurship and behave entrepreneurially;
 6. Taking initiative and personal responsibility for actions;
 7. A pursuit of goal-attainment through personal mastery and value-creation;
 8. Recognising opportunities;
 9. Grit and perseverance in the face of challenges;
 10. Taking risks that lead to learning, growth and value; and
 11. A belief in one's ability to influence.

Course Content

TOPICS	Key Learning Objective
Building a change driver mindset	Conscious observation of changes around us. Understanding the genesis of changes. Understanding how different people react to changes & change adoption. Introduction of change drivers. Building changes the driver's mindset.

Introduction to Entrepreneurship

Define the concept of entrepreneurship.
Understanding how entrepreneurship is different from doing business.
Understanding various stages in the entrepreneurial life cycle.
Understanding how entrepreneurs drive changes in the world.

Introduction to Entrepreneurial Mindset

Define the concept of entrepreneurship.
Understanding how entrepreneurship is different from doing business.
Understanding various stages in the entrepreneurial life cycle.
Understanding how entrepreneurs drive changes in the world.
Introduction to entrepreneurial mindset.
Identifying entrepreneurial skills & attitude.
Difference between entrepreneurship & entrepreneurial mindset.
How an entrepreneurial mindset is effective in managing changes of the future.
How an entrepreneurial mindset helps in building successful careers.

Understanding Entrepreneurial Styles

Introduction to entrepreneurial styles.
Importance of styles during entrepreneurial stages.

Why Empathy is the Starting Point of a Good Entrepreneurial Journey?

Introduction to empathy.
Understanding how empathy leads to understanding user problems.
Learning to use observations, listening and questioning skills more effectively.
Building user empathy maps.
Understanding stakeholder mapping while empathizing with users.
Understanding individual & group empathy & their interconnect & dynamics.

Techniques of Problem Identification

Learning various user experience gathering techniques.
Learning information analysis & synthesis skills.
Skills of collating learnings to build themes and drawing insights.
Mapping various 'points of views'.

Redefining problem statement.

<p>Identification & Assessment of Entrepreneurial Opportunity</p>	<p>Learning techniques to assess & convert problems into 'opportunities'. Exploring factors affecting problem solving. Introduction to risk and payoffs. Approach to minimize risk in problem solving. Learning opportunities shortlist techniques.</p>
<p>Shortlisting opportunity for 'me' through self-reflection</p>	<p>Introduction to self-reflection techniques to understand one's passion & drive. Understanding how to set larger goals and build plans to achieve them. SWOT analysis. Learning frameworks to integrate dream, passion & drive.</p>
<p>Alignment of opportunity to purpose of life</p>	<p>Learning IKEGAI. Building capabilities to derive a mission statement to own's life Understanding how successful entrepreneurs have aligned their entrepreneurial outcomes to the purpose of their lives.</p>
<p>Techniques of innovative thinking & complex problem solving</p>	<p>Introduction to innovation & innovative thinking process. Learning ideation techniques. Building a habit of working on multiple ideas. Introduction to complex problem solving techniques.</p>
<p>Assessment of Entrepreneurial potential of ideas</p>	<p>Learning a framework of shortlisting ideas. Understanding the economic potential of ideas. Building linkages with user feedback and their level of satisfaction. Understanding product development stages.</p>
<p>Converting ideas into products & services</p>	<p>Learning to convert user benefits into product attributes and features. Building product heatmaps How to validate product features using user feedback.</p>
<p>Understanding user mapping</p>	<p>Introduction to consumers and customers. Introduction to customer mapping. Understanding customer decision making process and their influencers: Building detailed customer profiles.</p>

Solution prototyping	<p>Introduction to normal prototyping and its importance.</p> <p>How & why prototyping is different from building the final product?</p> <p>Resource management for prototyping.</p> <p>Learning the process of prototyping</p> <p>Introduction to rapid prototyping.</p>
Building value proposition	<p>Introduction to the value proposition of products.</p> <p>How entrepreneurs build and articulate value propositions of their solutions?</p> <p>How value proposition helps to sharpen the entrepreneurial journey?</p>
Introduction to business modeling	<p>What is business modeling?</p> <p>Learning how great companies have leveraged business modeling tools to build larger businesses.</p> <p>Understanding how to map product ecosystems.</p> <p>Learning business modeling techniques.</p> <p>Learning revenue modeling and its integration with business modeling.</p> <p>1. Introduction to business model canvas.</p>
Lean startup techniques	<p>Introduction to Lean start up.</p> <p>Why lean startup and Agile framework helps you to build great ideas?</p> <p>Lean model canvas.</p> <p>Learning pivoting of business.</p>
Importance of Brand Communication	<p>Importance of brand communication.</p> <p>Components of brand communication & their alignment.</p> <p>How effective brands are built?</p> <p>Considerations to make effective brand communication.</p>
Understanding Product Value & Price Determinants	<p>Learning to capture value of the offering in price.</p> <p>Introduction to product price determinants and their influencers.</p> <p>Understanding Demand forecasting.</p> <p>Understanding supply constraints.</p> <p>Understanding price pay offs through awareness, availability & affordability matrix.</p>
Financial & Resource Modelling	<p>Understanding entrepreneurship economics.</p> <p>Building breakeven businesses.</p>

Stakeholders Management	<p>Learning product costing techniques. Building costs of all resources and their optimization. Building business projections templates.</p> <p>Understanding all stakeholders involved their roles & responsibilities. Learning to articulate a business measurement matrix. Understanding use of technology & how to leverage tech enablers.</p>
How to build Minimum Viable product (MVP)	<p>Introduction to Minimum Viable Product. How MVPs help entrepreneurs to get user feedback quickly and accurately? Precautions to be taken while building MVP. Building first communication.</p>
Starting my own venture	<p>Grit & perseverance. How to deal with the first set of customers? How to overcome early rejections & assimilate learnings? Important know how to scale the venture. Risk mitigation while scaling the venture.</p>

Evaluation Written exam / MCQ at the end of the course.

Batch Size Minimum of 60 students

Start Date 16th August 2021

Time Commitment 90 Hours

Credits 03



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Python for Data Analytics and Business Intelligence

About the course

Python is an object-oriented high-level programming language with applications in many areas including data science, web development, automation and artificial intelligence.

Python has gained a lot of popularity recently. Easy readability, large standard library, support for multiple paradigms and its ability to create cutting edge programs with fewer lines of code, have been the main reasons for its widespread adoption.

In 2018, Python rose to take the #1 spot for the most popular programming language in the world.

Python programming is intended for budding software engineers, IT students, data analysts. Even Commerce students can benefit from learning this language as it has uses in fields of Accounts, Statistics and even Economics.

Today all small and large employers are looking for engineers who can code in Python.



R. A. PODAR COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

under the aid of

RASHTRIYA UCHCHATAR SHIKSHA ABHIYAN (RUSA)

Organizing a FREE

Online Training Program on

Python for Data Analytics and Business Intelligence

by *Develearn Technologies*

Orientation Session link:

https://youtu.be/FvBz_IQ5MGA?t=196



ONLINE PLATFORM



Google Classroom

REGISTRATIONS OPEN TILL
28TH JULY 2021

Registration Link

<https://forms.gle/VUNJMnRcNuRWDMhv5>

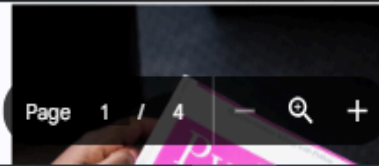
COURSE DETAILS

Date

19th July to 25th August, 2021

Days

Monday to Saturday



TOPICS TO BE COVERED:

Module 1

Python Fundamentals &
Essential tools

Python for Data Analytics and Business Intelligence

A comprehensive program for beginners to become skilled developers, focusing on popular libraries like NumPy, Pandas, and Django, enabling practical data analysis and web development.

Content:

- Introduction to Python
- Basic Syntax, Operator
- Data Types
- Conditional Statements
- Loops
- Functions & Recursion
- Object Oriented Programming
- File Handling
- Exception Handling
- Web Scraping
- Libraries
- Database Connectivity
- Statistics & Machine Learning



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Mind Storming



**S. P. Mandali's R. A. Podar College of
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With
Chinmaya Mission, Mumbai
Presents a Certified Course





MIND STORMING

(Storm to Perform)

Inauguration & orientation on 21st July 2017, Friday.
Time: 10.30am to 11.30am
Venue: G1 Seminar Hall, Podar College
Course will be conducted on Saturdays same time
(approx 12 credit hours)

No cost for this course
Registration is necessary
Only 40 seats are available
Contact Prof Amitha Sehgal for details

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Students Induction Programme



Dr. Mrs. Shobana Vasudevan

Principal

We cultivate students with love and sincerity



S.P. MANDAL'S

R. A. Podar College
of Commerce & Economics (Autonomous)



Student Induction Programme



Email

studentinductionprogram@gmail.com



Prof. Vinita Pimpale



Mrs. Karishma Khadiwala

Faculty Co-ordinators

Podar : Nurturing Intellect, Creating Personalities.

Student Induction Programme

The student induction programme is a welcoming and supportive experience for new students and is conducted to provide a coherent and effective introduction to College life.

The programme will contain social activities each other and to become acquainted with the College, the location of key staff, facilities and services.

Students can earn 3 credits from SIP.



OBJECTIVES

1. Familiarizing the students to the new environment, while they rediscover themselves and bringing out their best.
2. Inculcate those human values which will enrich their personality, making them an asset for the society.

Outcomes

- Sense of belonging
- Sensitivity towards various issues of social relevance
- Connect with community, world of work and global society
- Human values to become better citizens
- Well-designed induction programs help both teachers and students for setting pace of fruitful teaching learning experiences
- Knowing their peers well



List of some Activities

- Fun and learn with drama
- Cultural and Values image Collage
- Expert Lecture
- Learn from Documentary films
- Outdoor Excursion
- Gratitude Journal
- Quiz



Students Induction Programme

Credit course: Student Induction Program (03 credits)

Course Coordinators: Dr. Vinita Pimpale and Ms. Karishma Khadiwala

The **Student Induction Program** is a warm, welcoming and supportive experience for students and is scheduled to provide a coherent and effective introduction to College life. The programme contains social activities that encourage students to get to know each other and to become acquainted with the College, the location of key staff, facilities and services.

- Objectives**
- Familiarizing the students to the new environment, while helping them rediscover themselves and bringing out their best.
 - Inculcate those human values which will enrich their personality, making them an asset for the society.

- Key Learning Outcomes**
- Sense of belonging
 - Sensitivity towards various issues of social relevance
 - Connect with community, world of work and global society
 - Human values to become better citizens
 - Well-designed induction programs help both teachers and students for setting pace of fruitful teaching learning experiences.

Process: Phase One: Orientation

Mentor will cover the following points:

- About the Autonomy (132 credits = 120 + 12) + 4 Mandatory Credits
- College infrastructure/facilities (Library, Main hall, Gym and green gym, Self-development center, conference and seminar hall, girls' common room, language labs etc.)
- Curriculum and examination rules and regulations
- Do's and don'ts (regular attendance, wearing Identity cards, appropriate dressing, overall discipline, website and App)
- Electronic attendance system
- Remedial and intensive coaching
- Announcement of library orientation
- Information about credit courses, Extra Curricular activities and Extra Curricular Credits (ECC), NCC, NSS, Extensions and Sports.

Phase Two: Student Induction

The students will be engaged in various activities such as –

1. Playing a game or any activity where everyone can give their short introduction to the whole class. This is basically done to get them familiar with each other.

2. Dividing the students into groups of 10 or 11 by using any activity of forming groups.
3. Each group then would be assigned the topic on which they all have to present. They would be given enough time to discuss with each other and come up with unique ideas of presentation.
4. Presentation can be in the form of story, Role play etc.
5. They can add humor, make jingles, add music, make use of any prop etc. Students will be given full freedom to come up with their creativity.
6. All the members then must enact with members of the group participating in the cast. It is to be noted here that it is compulsory for each student to be a part of Role play.
7. After each presentation the facilitator will ask the audience as to what the learning outcome was and add her viewpoints and discuss with students.
8. Topics would be related to: - Awareness about issues that exists regarding anti-ragging, prevention of sexual harassment, SwachhBharat Abhiyaan, anti-intoxicants awareness etc. (Only selected items are taken in the induction Programme.)
9. Topics to be discussed by the facilitator would also include: Emerging career opportunities and challenges, Introduction and importance of subjects/courses of study selected by the students etc.
10. The head of ICC then will make them aware about the role and functions of the Internal Complaints Committee and explain to them about Gender Sensitization.
11. The head of WDC would then talk to girl students about the Role of WDC and the etiquettes to be followed by them.

Phase three: Submission of Report

Each student then must submit the descriptive report mentioning their learnings, and observation.

Phase Four: Online meet

Interaction between class Mentor and Mentee

Counselor talk (1-hour session and Q&A)

Phase Five:

Ppt of 5 slides (changes in students' behavior and interpersonal relations etc.)

Evaluation Report writing and PPT

Credits 03



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Responsible Citizenship (RC)

S.P. Mandali's
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(Autonomous)



Credit Course in Responsible Citizenship (2 credits)

Organized by

City Institute of Disaster Management (MCGM)

Objectives:

- To make the students more responsible in terms of social, environmental and overall conduct.
- Imbibing in them the ethics required for overall, holistic development

Learning outcome:

- Students should emerge as responsible citizens.
- Students should be able to help their fellowmen in all aspects.
- Students should be contributing to the nation development.
- Students will be having a complete personality development which should inspire others.

Syllabi/outline:

Social responsibility, environmental responsibility, civic sense, disaster management, road safety, tax paying and voting responsibility, organisational behaviour, crisis management, ethical values, role in nation development, global citizenship, etc.

No. of hours of learning:

60 hours

Minimum/maximum learners per batch for the course:

Per batch 40/60 students approx.

Or as per suggested by the resource person

Venue:

City Institute of Disaster Management (MCGM), Sai baba Marg, Next to Kalpataru habitat, Opp Finlay's Mills, Lalbaug-Parel:- 400012 (Land Mark-Opp. Monorail pillar no. 1C-43)

Contact Details:

Mahendra Khambalekar
9702214549.

Akshita Tambe
9619413216.

Podar : Nurturing Intellect, Creating Personalities.

Responsible Citizenship (RC)

Nature of the course:

- This course is at TY level only.
- This is a non-academic mandatory course.
- It comprises theory and practical sessions.
- Evaluation will be done at the end.

Objectives of the course:

- To make students responsible in terms of social, environmental and overall conduct.
- Imbibing in them the ethics required for overall, holistic development.
- Sensitizing them regarding social and environmental issues and inspire them to work towards these issues.

Learning outcomes:

- Students should emerge as responsible citizens.
- Students should be able to help their fellowmen when required.
- Students should be having complete personality development which should inspire others.
- Students should be contributing to nation development and well-being.

Course Module

Module I:

Disaster Management course (02 days DM training sessions)

To be conducted by Experts at City Institute for Disaster Management, MCGM, Mumbai.

A detailed report on the course attended and the topics learned to be submitted by the students.

Module II:

An assignment on any one topic from the following.

(Student can also write about their own experience or any such matter happened with them, in relation to any of the following topics)

1. Individual Social Responsibility.
2. Environmental ethics in daily life.
3. Tax paying responsibility of citizens.
4. Voting responsibility of citizens.
5. Organizational behavior for employees.
6. Crisis management in any organization.
7. Role of citizens nation development.
8. Concept of global citizenship.
9. Role of citizens in road safety.
10. Consumer rights and redressal of consumer issues.



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AUTONOMOUS

Matunga, Mumbai - 400 019

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Certified as 'Best College' by University of Mumbai

Tel.: 2414 3178 • Fax: 2414 1964 • E-mail: info@rapodar.ac.in
Website : www.rapodar.ac.in

Dear Learners,

At Podar, we believe in the power of language as a bridge to connect diverse cultures and open new horizons. We are happy to introduce our upcoming language courses that promise to enrich your global communication skills.

1. French Conversational Course:

Embark on a journey into the captivating world of French language and culture. Our French Conversational Course is designed for all levels, offering interactive sessions to enhance your speaking, listening, and comprehension skills. Dive into the beauty of French expression and connect with French-speaking communities around the globe.

2. Functional German I:

Discover the fundamentals of German with our Functional German I course. Tailored for beginners, this course covers essential grammar, vocabulary, and everyday expressions. Immerse yourself in practical language use through real-life scenarios, laying the foundation for effective communication in German-speaking environments.

3. Functional German II:

Take your German language proficiency to the next level with Functional German II. Building upon the basics, this course delves deeper into complex sentence structures, expands your vocabulary, and engages you in more advanced conversations. Ideal for those who have completed Functional German I or possess a basic understanding of the language.

Learners can earn credit points by enrolling and successfully completing the above course.

For further queries contact Vice Principal Mrs. Kavita Jajoo in M8.

- Mrs. Kavita Jajoo

Chairperson- Credit Course Committee

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CONVERSATIONAL FRENCH COURSE – I

Course Coordinator: Ms. Ruchi SAVLA

Objectives	Learn to converse and interact in an immediate environment.
Key Learning Outcomes	To be well versed in the lingua-franca of culture, cuisine, fashion of Europe
Course Content	Salutations General vocabulary Information exchange Simulated dialogues Role plays Understanding French clichés and stereotypes



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Functional German I

Course Coordinator: Mr. Milind Sant

Objectives	To arouse and sustain students' interest in German language and enable him/her to communicate in everyday situations on familiar topics. Students who do not have previous knowledge of the language can acquire basic communication skills in the language.
Key Learning Outcomes	Learners can understand and use very frequently used everyday expressions as well as simple phrases to meet immediate needs. Learner can introduce himself/ herself and others and can ask and answer questions about personal details such as where he/she lives, things he/she has and people he/she knows. Learner can interact in a simple way provided the other person talks slowly and clearly and is prepared to cooperate.
Course Content	Greeting Talking about one's origin In hotel Smalltalk Talking about traveling Introducing others Food and drinks Talking about the past events
Evaluation	Continuous and comprehensive evaluation through participation and discussion
Batch Size	30 Students



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Functional German – II

Course Coordinator: Mr. Milind Sant

Objectives	To arouse and sustain students' interest in German language and enable him/her to communicate in everyday situations on familiar topics.			
Key Learning Outcomes	Students can understand simple messages and conversations, can gather the main information from advertisements and descriptions and write brief personal messages, can understand and use familiar, everyday expressions.			
Course Content	Module	Language Activities	Language Focus	Learning Strategies
	1	<ul style="list-style-type: none"> Booking a ticket Getting around Telling the time of day 	<ul style="list-style-type: none"> Plurals of Nouns Verbs of going Separate verbs The dative case 	<ul style="list-style-type: none"> Spotting case/ gender patterns
	2	<ul style="list-style-type: none"> Listening/ reading and understanding Telling the time (completed) Specifying dates with years 	<ul style="list-style-type: none"> Vocabulary: verbs, adjectives, nouns Present tense patterns 	<ul style="list-style-type: none"> Looking for regular/ irregular forms
	3	<ul style="list-style-type: none"> Describing yourself Expressing general likes and dislikes Stating your age Asking 'what sort of?' 	<ul style="list-style-type: none"> Nationalities and professions 'dative' prepositions Erst 	
	4	Talking about the past	<ul style="list-style-type: none"> Past participles 	

- 5
- Describing your background
 - Talking about the weather
 - Questioning
- Auxiliary verbs: haben and sein
 - Adverbs
 - Word order in statements
 - How to say how often
 - More possessive pronouns: our his her etc

Evaluation Regular homework and examination at the end of the course.

Batch Size 90 Students

Start Date January 2020

Time Commitment 60 Hours



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Online courses

Learners can enroll in any online course to enhance their skills.

The students could also earn credit points by completing any of the following approved online Courses -

1. [Swayam](https://swayam.gov.in/explorer) - <https://swayam.gov.in/explorer>
2. [UDEMY](https://www.udemy.com/) - <https://www.udemy.com/>
3. [Coursera](https://www.coursera.org/browse) - <https://www.coursera.org/browse>
4. TCS ION- http://coolapp.in/rapodar/public/upload/news/pdf/TCS_online_3_credits.pdf
5. An online International course on Communication skills at Mumbai University - http://coolapp.in/rapodar/public/upload/news/pdf/Revised_Communication_skills_course_at_MU..pdf

The students can also earn Credits by completing any online courses other than those mentioned above after seeking approval for the same from the college.

The college follows the process given below for enrolment and assessment in online courses.

1. The students are required to fill a "Online Credit Course application (Pre-Approval form)". Click on the link given below for filling in the form.
2. Every Friday/Saturday, the list of approval status will be displayed on the credit courses page of the college's website.
3. After receiving the approval, the students can commence the approved online course.
4. On completion of the online course, the student has to fill the "Submission form" (Link given below).
5. The learners are required to submit their report, certificate, powerpoint presentation or any other evaluation certificate (if available) while filling the form.
6. It is strongly advised for the learner to fill the Online Credit Course Completion Form only after they have completed all the Online credit courses they intend to complete in an academic year (For TY learner- at the end of the V Semester), to earn the requisite credit points they have earmarked for earning through online credit courses.

Note:

- a. No approval shall be given through creditcourse2019 @ rapodar.ac.in from 20th June 2021.
- b. The students who had undertaken the credit course on "Make your own mask" are required to upload the images of the mask along with the reports in the form.

Ready Reckoner- Credit points you can earn from online courses:

Sr. No	Course	Mode of Conduct	No of credits	Prior approval	Post completion of course	Supporting documents to be uploaded while filling the Course Completion form
1	TCS IoN	Online	3	Not required	Fill the google form on the college website	1.Certificate of completion 2.PPT 3.Report
2	An online International course on Communication skills at Mumbai University -	Online	3	Not required	Fill the google form on the college website	1.Certificate of completion 2.PPT 3.Report
3	Mask for all	Online	1	Not required	Fill the google form on the college website	1.Report 2.Photos as given in the notice
4	Any other online course	Online	NA	Fill the pre approval form on the website (https://forms.gle/uFc5DpGN18rNJcms9)	Fill the google form on the college website	1.Certificate of completion 2.PPT 3.Report

[Online Credit Course application \(Pre approval form\)](#)



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TCS ION Career Edge- Young Professional

- Module 1** DAY 1: Communicate to Impress
- Enhance your verbal and non-verbal communication skills
- Module 2** DAY 2: Deliver Presentations with Impact
- Learn how to prepare and make engaging and effective presentations
- Module 3** DAY 3: Develop Soft Skills for the Workplace
- Know the importance of soft skills to achieve better results
- Module 4** DAY 4: Gain Guidance from Career Gurus
- Receive strategic insights from TCS business experts to make a head start in your career
- Module 5** DAY 5: Write a Winning Resume and Cover Letter
- Understand how to create a strong resume and cover letter
- Module 6** DAY 6: Stay Ahead in Group Discussions
- Know why group discussions are conducted and learn to participate actively
- Module 7** DAY 7: Ace Corporate Interviews
- Understand how to attend and excel in corporate interviews
- Module 8** DAY 8: Learn Corporate Etiquette
- Learn common business etiquette followed in a corporate setting
- Module 9** DAY 9: Write Effective Emails
- Craft a professional email with impactful content and a strong subject line

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- Module 10** DAY 10: Learn Corporate Telephone Etiquette
- Understand etiquette to be followed during a work related telecall
- Module 11** DAY 11: Understand Accounting Fundamentals
- Understand the principles and concepts of accounting with an overview of financial statements
- Module 12** DAY 12: Gain Foundational Skills in IT
- Develop your foundational IT skills by listening to TCS tech experts
- Module 13** DAY 13: Understand Artificial Intelligence (AI) - Part 1
(Source: NPTEL (National Programme on Technology Enhanced Learning))
- Understand the history and definition of AI and the different approaches to AI
- Module 14** DAY 14: Understand Artificial Intelligence (AI) - Part 2
(Source: NPTEL (National Programme on Technology Enhanced Learning))
- Understand what are agents specifically intelligent agents and rational agents, the concept of bounded rationality and various agent architectures
- Module 15** Day 15 Assessment



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TCS- SAMSKRITA SAMHASHANAM

Objectives:

1. Communication Skills: Develop the ability to communicate effectively in Sanskrit, including speaking and understanding spoken Sanskrit.
2. Grammar and Vocabulary: Enhance knowledge of Sanskrit grammar rules and expand vocabulary for practical use in conversations.
3. Cultural Understanding: Gain insights into the cultural and historical context of Sanskrit, which can contribute to a deeper understanding of the language.
4. Practical Application: Apply Sanskrit language skills in real-life scenarios, such as daily conversations, professional settings, or cultural interactions.

Key Learning:

1. Interactive Learning: Emphasis on interactive and participatory learning methods to enhance practical language skills.
2. Progressive Learning: Structured curriculum designed to gradually build upon foundational concepts.
3. Cultural Sensitivity: Integrating cultural understanding into language learning for a holistic experience.
4. Real-Life Application: Practical application of language skills to ensure learners can use Sanskrit in various contexts.
5. Assessment: Regular assessments to track progress and identify areas for improvement.

Course Content:

Module 1: Introduction to Sanskrit: Basics of Sanskrit script, pronunciation, and fundamental grammar rules.

Module 2: Vocabulary Building: Common words and phrases used in everyday conversations.

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Grammar Lessons: Detailed study of Sanskrit grammar, including sentence structure, verb conjugation, and case usage.

Module 3: Listening and Speaking Exercises: Practice listening to spoken Sanskrit and engaging in conversational exercises.

Module 4: Cultural and Historical Context: Explore the rich cultural and historical aspects associated with Sanskrit language and literature.

Module 5: Role Plays and Simulations: Simulate real-life scenarios to apply language skills in practical situations.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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Basics of Financial Markets

Course Coordinator: Mrs Divya Lalwani

Objectives	a) To impart basic knowledge on the functionality of the Financial Markets for the young adults b) To help the learners identify career options in Financial Markets. c) To encourage the learners to make the right decisions for trading and investments with use of strategies. d) To acquaint the learners with the various techniques involved in trading.	
Key Learning Outcomes	a) The learner understands how stock markets function in a live market environment. b) The learner would have executed trades in live market / mock conditions. c) The learner will be able to take initial baby steps in trading / investing independently d) The learner can relate to theoretical concepts of equities, derivatives and options.	
Course Content		
	TOPICS	DETAILS
	Introduction to Financial planning	Fixed deposit, money instruments, commodities, real estate, equities and insurance.
	Introduction to Financial markets	Capital & derivative, mutual funds, debt and bonds.
	Equity markets - theory	Market participants - IPO / exchanges / brokers/ SEBI. Operations - pay in / payout / Dmat / contract notes.
	Equity markets - live markets - view only	Exposure to capital markets in live trading sessions.

	Equity markets - live markets	Participation by selecting scripts and paper trading.
	Noise around equity markets	Newspapers / TV channels /broker reports / tips.
	Technical analysis	Introduction to basic concepts of technical analysis.
	Trading strategies - capital markets	Various learning & earning techniques.
	Introduction to derivative markets	Concepts
	Introduction to options	Introduction to 'Call and Put'.
	Option strategies with sums	Learning of various option strategies.
	Derivative markets - live markets	View + operations (but no trading).
Evaluation	Written exam / MCQ at the end of the course	
Batch Size	60 students	
Start Date	6 th August 2021	
Time Commitment	90 Hours	
Credits	03	



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IIDE Social Media Marketing

World of Social Media

- What is social media and why is it popular?
- Leading social media apps and what makes them popular
- Social media rules and regulations
- Measurement of performance in social media
- Algorithms of various social media platforms
- Difference between organic and paid social media marketing

Introduction to Facebook, Twitter, Instagram, Pinterest, LinkedIn and Snapchat

- Difference between a page and account
- Setting up a social media page and best practices
- Types of content trending on each platform
- How to choose the right hashtags for your content

Introduction to Facebook Ads and Instagram Marketing

- Detailed walkthrough of Facebook Ads Manager
- Learn how Facebook & Instagram use your data
- Understand how to run a Facebook campaign

Building a Quality Customer Base Online from Scratch

- How to target your existing customer database
- Target customers who will interact with your ads

Audience Targeting Options – Demographics, Interests, and Behaviour

- Learn to target customers basis age, gender & more
- Learn how broad & narrow audiences are different

Facebook and Instagram Ad Placement and Budgeting Options

- Learn how to place Instagram & Facebook Ads
- Budget correctly to achieve 3x return Ad spend

Various types of Ad Formats on Facebook and Instagram

- Learn about Facebook image ads, video ads, & more
- Make your first Facebook and Instagram ads

Importance of Landing Pages and Remarketing

- Know the essentials of a Landing page
- Find how to reach previous buyers with ads

Deeper Understanding of Facebook and Instagram Ads

- Learn about Sales Funnel, lead forms, & more
- Learn how to analyze Facebook Ads' performance

Setting up Ads on Twitter and LinkedIn

- Leveraging Twitter Ads with various formats
- Learn to generate quality leads through LinkedIn Ads



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Public speaking Course: Saylor.org Academy

- Course Introduction
- Unit 1: Why Public Speaking Matters Today
- Unit 2: Speaking Confidently
- Unit 3: The Importance of Listening
- Unit 4: Audience Analysis
- Unit 5: Finding a Purpose and Selecting a Topic
- Unit 6: Researching Your Speech
- Unit 7: Supporting Ideas and Building Arguments
- Unit 8: The Body of a Speech
- Unit 9: Introductions and Conclusions
- Unit 10: Outlining
- Unit 11: The Importance of Language
- Unit 12: Delivering the Speech
- Unit 13: Presentation Aids: Design and Usage
- Unit 14: Speaking to Inform and Entertain
- Unit 15: Persuasive Speaking
- Course Feedback Survey
- Certificate Final Exam



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Fundamentals of Digital Marketing:

About this course

Master the basics of digital marketing with our free course accredited by Interactive Advertising Bureau Europe and The Open University. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.

Syllabus:

Module 1	Take a business online <ul style="list-style-type: none"> ● The online opportunity ● Your first step in online success ● Build your web presence ● Plan your online business strategy 	Duration 15 mins 30 mins 40 mins 30 mins
Module 2	Make it easy for people to find a business on the web <ul style="list-style-type: none"> ● Get started with search ● Get discovered with search ● Make search work for you ● Be noticed with search ads ● Improve your search campaigns 	45 mins 35 mins 25 mins 25 mins 30 mins
Module 3	Reach more people locally, on social media or on mobile <ul style="list-style-type: none"> ● Get noticed locally ● Help people nearby find you online ● Get noticed with social media ● Deep dive into social media ● Discover the possibilities of mobile ● Make mobile work for you ● Get started with content marketing 	20 mins 25 mins 30 mins 30 mins 20 mins 35 mins 35 mins
Module 4	Reach more customers with advertising <ul style="list-style-type: none"> ● Connect through email ● Advertise on other websites 	30 mins 25 mins

	<ul style="list-style-type: none"> • Deep dive into display advertising • Make the most of video 	25 mins 55 mins
Module 5	Track and measure web traffic Get started with analytics Find success with analytics Turn data into insights	30 mins 30 mins 30 mins
Module 6	Sell products or services online Build your online shop Sell more online	25 mins 35 mins
Module 7	Take a business global Expand internationally	1.2 hrs
	Final Assessment	



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Small Business Management

Module 1	Managers v/s Leaders <ul style="list-style-type: none">● Managers v/s Leaders- Learning Outcome● Who are Managers?● Leadership, Entrepreneurship and Strategy● Lesson Summary
Module 2	Leading People and Organizations <ul style="list-style-type: none">● Leading People and Organizations- Learning Outcome● Trait Approaches to Leadership● Behavioral Approaches to Leadership● Contingency Approaches to Leadership● Contemporary Approaches to Leadership● Developing your Leadership Skills● Lesson Summary
Module 3	Emotions and Succession Planning <ul style="list-style-type: none">● Emotions and /succession Planning Learning Outcomes● Emotions at the workplace● Emotional Labor● Designing a high-performance work system● Improving organizational performance● Emotions and succession planning- Lesson Summary
Module 4	Recruitment and Training <ul style="list-style-type: none">● Recruitment and Training- Learning Outcome● Hiring your First Employee● Selecting and Managing your team● Lesson Summary
Module 5	Managing Groups and Teams <ul style="list-style-type: none">● Managing Groups and Teams- Lesson Outcomes

	<ul style="list-style-type: none"> ● Type of Teams ● Group Dynamics ● Understanding Team Design Characteristics ● Management of Teams ● Managing Groups and Teams- Lesson Summary
Module 6	Business Planning <ul style="list-style-type: none"> ● Business Planning- Learning Outcomes ● Do's and Don'ts of writing a business plan ● Developing a Business Plan ● Writing, Organization and Formatting ● Identifying potential investors ● Contingency planning and Risk ● Lesson Summary
Module 7	Business Plan Outline <ul style="list-style-type: none"> ● Business Plan Outline- Learning Outcomes ● Small Business Plan Outline ● Business Operations ● Lesson Summary
Module 8	Management Costs <ul style="list-style-type: none"> ● Management and Cost- Learning Outcome ● Developing a management plan ● Calculating Start-up Costs ● The Franchise Route ● Management and Cost – Lesson Summary
Module 9	What is Marketing? <ul style="list-style-type: none"> ● What is Marketing?- Learning Outcome ● Defining Marketing ● Who does marketing? ● Why study marketing? ● Lesson Summary
Module 10	Market Research <ul style="list-style-type: none"> ● Market Research- Lesson Outcome ● Primary and Secondary Research ● Marketing Information Systems ● Define the problem ● Design the Research ● Form Design and Specifying Samples ● Data Collection and Analysis ● Lesson Summary

Module 11	<p>Growth Potential</p> <ul style="list-style-type: none"> ● Growth Potential- Learning Outcomes ● Market Demands ● Product Life Cycle ● External Factor and Selecting Target Markets ● Lesson Summary
Module 12	<p>The Marketing Plan</p> <ul style="list-style-type: none"> ● The Marketing Plan- Learning Outcome ● Introducing the Marketing plan ● Functions of the Marketing Plan ● Making Forecasts ● The Marketing Plan- Lesson Summary
Module 13	<p>Strategic Planning</p> <ul style="list-style-type: none"> ● Strategic Planning- Learning Outcome ● Components of Strategic Planning ● Organizational Objectives and Strategies ● Strategic portfolio planning Approaches ● Lesson Summary
Module 14	<p>Financing and Exit Strategies</p> <ul style="list-style-type: none"> ● Financing And Exit Strategies- Learning Outcome ● Personal Financial Statements ● Funding and Financing ● Exit Strategies ● Lesson Summary
Module 15	<p>Course Assessment</p>



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Management Leadership

Course Description

Learn effective management and leadership techniques, with topics including leadership theory, change management, decision making, and the distinction between leadership and management.

Course Introduction

All managers are leaders. All leaders are managers. Which of these statements is true? Neither. The words are often confused, even in academic settings, because we think that both leaders and managers are in charge of a specific task or group of people. However, there are many differences between the two. One such distinction is that a manager may not be in charge of people at all. For example, a manager may be in charge of data, including its acquisition, analysis, and dissemination. Or consider the fact that a leader may have no formal power; many of history's greatest leaders only had power "earned" from their peers instead of power granted by another individual or group. Think of our country's founding fathers, like Thomas Jefferson, who went against the British government to draft the Declaration of Independence – the situation created the "team", and from that, the recognized leaders emerged. All of these distinctions will be explored in this course.

Not only will this course distinguish between managers and leaders, but it will provide you with some of the resources to be both a competent manager and a good leader. Whether you want to run a doctor's office or a company with thousands of employees, management, and leadership skills are the keys that open those doors. Many believe that the highest positions are given to those that know the most about the business, but in reality, those positions are reserved for leaders whose leadership skills transcend business acumen. These skills are difficult to teach in any setting, so it is important to study them carefully and look for real-world situations in which to practice them.

The structure of this course focuses mostly on leadership because a good portion of management skills are reserved for technical knowledge in a position. This course will begin with an introduction that will help further the distinction between leadership and management, and then you will be introduced to major theories and models of leadership and leadership development from a variety of perspectives. Next, you will be introduced to the process of decision-making in a variety of leadership settings. You will then study the processes of leading independently, or without direct authority. The final

unit will focus on managing groups and teams. You may not be a leader after concluding this course, but you certainly will have a better understanding of the qualities of leadership. Perhaps you will discover there is a leader right at your fingertips.

This course includes the following units:

- Unit 1: Introduction
- Unit 2: Leadership Theory
- Unit 3: Change Management and Decision-Making
- Unit 4: Leading Without Formal Authority
- Unit 5: Managing Groups and Teams

Course Learning Outcomes

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

- distinguish the concept of leadership from the concept of management;
- compare and contrast the major theories of leadership;
- analyze the decision-making process and change management;
- assess the skills necessary to exert power and influence in a non-authoritative leadership role; and
- evaluate the qualities necessary to effectively manage or lead in a team/group environment.

Throughout this course, you will also see learning outcomes in each unit. You can use those learning outcomes to help organize your studies and gauge your progress.

Course Materials

The primary learning materials for this course are articles, lectures, and videos. All course materials are free to access and can be found in each unit of the course. Pay close attention to the notes that accompany these course materials, as they will tell you what to focus on in each resource, and will help you to understand how the learning materials fit into the course as a whole. You can also see a list of all the learning materials in this course by clicking on [Resources](#) in the navigation bar.

Evaluation and Minimum Passing Score

Only the final exam is considered when awarding you a grade for this course. In order to pass this course, **you will need to earn a 70% or higher on the final exam.** Your score on the exam will be calculated as soon as you complete it. If you do not pass the exam on your first try, you may take it again as many times as you want, with a 7-day waiting period between each attempt. Once you have successfully passed the final exam you will be awarded a free [Course Completion Certificate](#).

There are also **end-of-unit assessments** in this course. These are designed to help you study, and **do not factor into your final course grade.** You can take these as many times as you want until you understand the concepts and material covered. You can see all of these assessments by clicking on [Quizzes](#) in the course's navigation bar.



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Common Yoga Protocol

Nature of the course:

- This is a non-academic mandatory course.
- It comprises theory and practical sessions.
- Evaluation will be done at the end.

Objectives of the course:

- Promotion of positive awareness for the healthy body and healthy mind.
- To inculcate the teaching ability for conducting yoga sessions and offer various techniques to promote healthy living.
- To create yoga professionals of high caliber who know the concepts, techniques and can do the needful for social wellbeing.
- To create yoga experts with in-depth knowledge based on yogic texts.
- To establish holistic health, social harmony and world peace by training them to be good citizens who can offer yogic way of right living.

Learning outcomes:

- To introduce yoga education, its principles and practices for holistic growth of students
- To create yoga experts with in-depth knowledge based on yogic texts.
- To establish holistic health, social harmony and world peace by training them to be good citizens who can offer social wellbeing.
- The ability to synthesize the acquired knowledge, understanding and experience for a better and improved comprehension of the physical and psychological problems in human existence and to promote yogic lifestyle for their possible solutions.

Course Content

Yoga for young minds

- Introduction
- Introduction of CYP
- Loosening Practice
- Yama & Niyama

Podar : Nurturing Intellect, Creating Personalities.

- Standing Postures Practice
- Explanation of Asana
- Sitting Postures Practice
- Explanation of Pranayama
- Prone and Supine Postures Practice
- Explanation of Pratyahar
- Kapalbhata, Pranayama and Dhyana Practice
- Explanation of Dharana, Dhyana and Samadhi
- Common Yoga Protocol Practice

EVALUATION: Quizzes and Project

TIME COMMITMENT: 45 hours



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Human Resource Management (HRM)

Nature of the course:

- This course is at TY level only.
- This is a non-academic mandatory course.
- It comprises theory and practical sessions.
- Evaluation will be done at the end.

Objectives of the course:

- Understanding how important HR Management related business decisions are taken in an organization.
- Leveraging Data/Analytics to complement Management decisions.
- Deriving key insights using HR Management and Analytics to take crucial business decisions.
- Learning from case studies of HR Management and Analytics.
- Accelerating your career with the latest concepts in HR.
- Transitioning to a Managerial role with solutions to complex business problems.
- Understanding the importance of HR Management and Analytics across all industries.

Learning outcomes:

- Students will understand recruitment and selection procedure.
- Students will be able to develop and implement performance management systems, including setting performance goals, conducting appraisals, and providing constructive feedback to enhance individual and organizational performance.

Course Module

Module I:

Introduction to HR Analytics

- Understand the basic concepts of Human Resource Management and examine the role of analytics in Human Resource Management. –
- Fundamentals & Strategic role of HR
- People Analytics - Basics

Podar : Nurturing Intellect, Creating Personalities.

- Basics of Statistics
- Framework for Problem Solving
- Critical Stages of Talent Life Cycle

Module II:

HR Practices and Benchmarking

1. Understanding Important HR Metrics tracked across the Overall Employee Journey
2. HR Valuations
3. Dashboarding of KPIs (Tableau, Excel)
4. Performance and Goal Setting

Module III

Talent Acquisition & Development Analytics.

- Key Factors in Selection that Determine Quality of Hire
- Predicting Performance
- Measures to Track
- Employee Training and Development Analytics

Module IV

Talent Analytics - Performance, Potential and Rewards.

Evaluate the key factors that play a role in analyzing employee performance and how rewards are considered

- Jobs, Roles and Competencies
- Performance vs Potential
- Rewards - Key Considerations

Module V

Employee Wellness - Health and Safety

Learn about the importance of employees, the best practices involved and how analytics can be used to optimize it. –

- What is Employee Wellness?
- Why care about Employee Wellness? –
- Employee Wellness Program Best Practices

EVALUATION: Quizzes and Project

TIME COMMITMENT: 40 hours



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Principles of Human Communication

Nature of the course:

- This is a non-academic mandatory course.
- It comprises theory and practical sessions.
- Evaluation will be done at the end.

Objectives of the course:

- Understand Communication Principles:
- Apply Communication Theories.
- Explore Diverse Communication Settings
- Recognize the Impact of Communication on Relationships

Learning outcomes:

- Students will gain a solid understanding of fundamental communication principles, including the key components of the communication process, basic principles, and relevant theories.
- Students will learn to explore specific applications of human communication in different settings, such as interpersonal communication, small group communication, decision-making, and organizational communication.
- Students will understand how effective communication contributes to the success of personal and professional relationships, and apply this understanding to enhance the quality of interactions in diverse settings

Module I:

Foundation of human communication

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

- define the major components of the human communication process;
- recognize the impact of diversity and culture on interpersonal communication and group communication;
- explain the functions of verbal and nonverbal communication;
- demonstrate the ability to use language accurately, expressively, and appropriately in communication settings;
- explain the perception of self and others;
- list the ethical responsibilities of communicators in a diverse society; and identify and apply communication theories.

Module II:

Interpersonal Communication

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

- identify competencies in interpersonal communication;
- demonstrate the ability to use language accurately, expressively, and appropriately in communication settings;
- identify relationship development, both personally and professionally;
- list the components of conflict and identify strategies for conflict management;
- explain the role of critical and active listening in various communication climates; and list barriers to effective listening and strategies to improve critical listening.

Module III

Group Communication

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

- identify specific competencies of the interpersonal communication process used in facilitating small group communication;
- identify the stages of small group development;
- identify typical setting for small group communication;
- explain the roles of people in small groups;
- apply the theories of communication to the small group setting; and
- identify ethical and unethical applications of communication in small groups

Module IV

Organizational communication

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

- identify the characteristics of organizations;
- identify competencies in interpersonal communication that occurs in organizations;
- describe the interpersonal relationships between coworkers and their supervisors;
- explain the differences between informal and formal messages;
- define the concept of information overload; and
- list ethical concerns regarding organizational communication.

Module V

Mass Communication

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

- identify the characteristics of mass media and mass communication;
- identify the effects of mass communication on human communication;
- explain a number of different mass communication theories; and
- list ethical concerns regarding mass communication.

EVALUATION: Exam at the end of course

TIME COMMITMENT: 56 hours



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Communication Skill

Objectives of the course:

- Understanding the basics of how communication works, and to acquire the knowledge and skills to put it to the best use in your academic and social life as well as in your career development.

Learning outcomes:

- Students will understand recruitment and selection procedures.
- Students will be able to develop and implement performance management systems, including setting performance goals, conducting appraisals, and providing constructive feedback to enhance individual and organizational performance.

Course Module

Communication Skills-I (Essential)	
I	<ul style="list-style-type: none">• Global and local• Digital and online• Supplementary and complementary• Basic and expanding:• Incentive for further learning activities:
Communication Skills-II (Intermediate)	
II	<ul style="list-style-type: none">• Communication Foundation:• Language Components:• Confidence Building\• Progressive Skill Development:
Communication Skills-III (Advance)	
III	<ul style="list-style-type: none">• Emphasis on Language Proficiency:• Building Confidence in Communication:• Progressive Skill Assessment:• Opportunity for Language Competence Check

EVALUATION: Quizzes and Project

TIME COMMITMENT: 40 hours



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Principles of Management

Objectives of the course:

- The course provides an overview of management and its evolution.
- It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization.
- It discusses necessary skills and functions required for an efficient manager in a contemporary business environment.

Learning outcomes:

- Students will learn to analyze and understand changing business environment,
- Students will learn role of ethics
- Students will learn to take social responsibility and environmental issues in a contemporary business environment.

Course Module

Week 1	Introduction to Management: Management – An Emerging Profession, Definition, Nature, Scope, Purpose, and characteristics of Management, Functions, roles, skills of an effective Manager
Week 2	Evolution of Management Thought : Classical Theory, Scientific Management , Management Process or Administrative Management, Bureaucracy, Behavioural Science Approach, Quantitative Approach, Systems Approach, Contingency Approach, Operational Approach
Week 3	Planning : Types of Plans, Planning Process, Introduction to Strategic Management, Types of Strategies, Understanding environment of business: Environmental appraisal – Industry Analysis - Porter's Model of competitive advantage, analysis of organizational resources and capabilities
Week 4	Forecasting and Premising : Introduction to Forecasting, Essential Components in Business Forecasting, Determinants of Business Forecasts, Benefits of Forecasting, Techniques of Forecasting, Limitations of Forecasting
Week 5	Decision-making : Introduction, Components of Decision-making, Decision-making Process, Group Decision-making, Creativity Problem-solving
Week 6	Management by Objectives and Styles of Management : Core Concepts of MBO, Characteristics of Management by Objectives, Process of MBO, Defining the Goal, Action Plan, Final Review, Benefits of Management by Objectives, Limitations of Management by Objectives, Styles of Management, American Style of Management, Japanese Style of Management, Indian Style of Management

Week 7	Organizing and Directing: Introduction, Organizational Design, Hierarchical Systems , Organization Structure, Types of Organization Structure, Formal and Informal Organization, Factors Determining Span of Management, Centralization and Decentralization, Span of control, Understanding authority and responsibility, Principles of Delegation, Authority, Developing a culture of Innovation and performance
Week 8	Staffing and Coordination: Introduction, Human Resource Management, Recent Trends in HRM, Technology in HRM, Economic Challenges, Workforce Diversity, Concept of Coordination, Need for Coordination, Importance of Coordination, Principles of Coordination, Coordination Process, Types of Coordination, Issues and Systems Approach to Coordination, Techniques of Coordination
Week 9	Career Development Strategy: Introduction, Concept and Elements of Career, Overview of Career Development, Significance and Advantages of Career Development, Objectives of Career Development, Types of Career Development Programmes, Different Stages or Cycles of Career Development Process, Career Anchors, Steps in the Career Planning Process
Week 10	Leadership styles of Managers: Leadership Concept, Nature, Importance, Attributes of a leader, Role of a leader in demonstrating awareness of legal, personnel, and strategic issues relating to globalization, culture and gender diversity in an organization, Role of leader in conflict resolution and negotiations
Week 11	Organizational Communication: Communication in Organizations: Introduction, Importance of Communication in the Workplace; Understanding Communication Process, Barriers to Communication, Use of tone, language and styles in Communication, Role of Perception in influencing communication, Role of culture in communication
Week 12	Change management: Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological, organizational, Developing a climate for learning, Concept of learning organizations Challenges of Contemporary Business: Role of Ethics, Corporate social responsibility, and environmental issues

EVALUATION: Average assignment score = 25% of average of best 8 assignments out of the total 12 assignments given in the course.

Exam score = 75% of the proctored certification exam score out of 100

Final score = Average assignment score + Exam score

TIME COMMITMENT: 36 hours (12 week – 3 hours per week)



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Introduction to Business

Objectives of the course:

- Determine content that resonates with consumers and how businesses can differentiate themselves in competitive markets with that content.
- Utilize critical financial information to help run and grow a business while managing cash flow and expenses.
- Explore business growth best practices, including the basics of management, employee leadership development, and strategic planning.

Learning outcomes:

- Students will learn to apply the key fundamentals of leadership to developing a superior team.
- Students will learn to identify strategy and strategic options.
- Students will learn to analyze and implement financial information to maximize business growth and efficiency.
- Students will learn to develop Forecasts and budgets to create scenarios for expense control and managing cash flow and use tools such as ratios and analysis to develop business profitability.

Course Module

Unit-I	This unit covers the basic concepts that give context to a business. We explore economic and historical information governments use to make decisions, which provides a foundation for future decision-making. You will learn about productivity, the business cycle, the impact of business on society, economic trends and policies, and elements of global business. We will examine the financial meltdown of 2008, including the government bailout of AIG and General Motors, and the collapse of Lehman Brothers, which provide teachable moments in economic policy and business cycles.
Unit-II	In this unit, we explore various forms of ownership (sole proprietorship, partnerships, and corporations) that affect how businesses are taxed, how profits are distributed, and what regulations must be followed. The form of ownership you choose corresponds to the growth, taxation, and future of your company. We also examine some techniques business owners use to analyze profitability. We review the

	characteristics of successful entrepreneurs, how small businesses impact the economy, and the role of the Small Business Administration in the United States.
Unit-III	Marketing encompasses more than simple advertising and selling. It describes the activity businesses engage in to create, communicate, deliver, and exchange their products to their customers, clients, partners, and society. Business owners not only aim to provide customers with the goods and services they want and need, but they also need to convince them to make a purchase and come back for more. It involves the product, price, distribution, and promotion in the form of advertisements, publicity, public relations, and sales promotion. We will explore e-commerce, e-business, and the use of social media marketing.
Unit-IV	Every day, business owners make financial decisions that will affect every phase of the business operation, such as payroll, cash flow, and projecting future growth. A thorough understanding of accounting and financial management allows business owners to find the best sources and use of funds. For example, you can derive an accurate measure of the health of your business from the income statement, balance sheets, and financial ratios. We investigate financing options, how to analyze credit, and the time value of money. We also examine how banks, such as the U.S. Federal Reserve Bank, affect the ability of businesses to obtain financing.
Unit-V	The management practices that a business adopts will inform how well it can achieve its goals and respond to changes in the workplace. For-profit and nonprofit companies achieve their goals through the four steps of management: planning, organizing, controlling, and leading. Technical, conceptual, and interpersonal skills are essential to the management process. It also involves using human, financial, and informational resources. In this unit, we explore how successful business management requires teamwork, communication, creating a clear corporate mission and culture, following good business ethics, and committing to social responsibility.

EVALUATION: Students will need to earn a grade of 70% or higher on this final exam
TIME COMMITMENT: 62 hours



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Introduction to Psychology

Objectives of the course:

- Education and Personal Growth Through Understanding
- Explore your own thoughts, emotions, and behaviors, gaining a deeper understanding of what makes you tick.
- Improve your ability to reason and regulate emotional responses
- Techniques for changing habits, improving motivation, and enhancing performance.
- Raise your mind like a philosopher and interpret life's events accurately.

Learning outcomes:

- Students will learn to identify the motivating factors behind all patterns of human behavior.
- Learn to make smarter, more calculated decisions by learning from your past.
- Students will learn to make more well-informed judgments that are in line with their priorities.
- Students will understand the separate behavior and personality from the heart of human identity.
- Students can learn to build stronger connections and more genuine relationships with people.

Course Module

Section -I	Introduction to psychology Exploring greater questions of life, Psychological flexibility and rigidity, A guide to critical thinking, Developing healthy mindset for reflective study , The five different levels of human experience, Contemplating the meaning of life, Structuralism: The beginning of psychological study, Functionalism: The evolutionary process of thought, Psychological thought
Section -II	Introducing the Behavioral Psychology Section The 'Monkey See-Monkey Do' Effect, The Behavioural Socialization Process The Three Main Types of Behavioural Conditioning Pavlovian Psychology & Classical Conditioning The Formation of Memories & Behavioral Responses Associated Learning & Behavioral Responses Symbolic Representations (The Structure of...) Operant Conditioning and the Behavior of Organisms

	<p>Operant Conditioning: Further Distinctions</p> <p>Behaviorism: The Three Forms of Social Learning , The Pygmalion Effect (Self Fulfilling Prophecy)</p> <p>Frankl, Logotherapy and Man's Search for Meaning, The Stimulus-Response Quadrant</p> <p>IKIGAI: Your Reason For Being</p> <p>Albert Ellis' Fourteen IRRATIONAL Beliefs</p> <p>What Restrictions are there on the Mind's Capacity to Learn?</p> <p>What is the Relationship Between Perception and Behavior?</p>
Section -III	<p>Psychoanalysis as a Conceptual Model of the World</p> <p>The Iceberg Model of Sigmund Freud</p> <p>How Limiting Beliefs Are Constructed</p> <p>Looking Inside: A Stimulus for Introspection</p> <p>Freud's ID, Ego & Superego</p> <p>Freud's ID, Ego & Superego: Further Distinctions</p> <p>A Psychoanalytically Focused Discussion</p> <p>Deconstructing The Psychoanalytically Focused Discussion</p> <p>Learning to Eliminate the Unconscious Facade</p> <p>The Johari Window: Model of Personal Insight</p> <p>Tying Everything Together So Far</p> <p>Making Wise Choices of Maturity and Character</p> <p>Self-Esteem - Versus - Self-Concept</p> <p>The Timeline of Belief Development</p> <p>The Defence Mechanisms of Anna Freud</p> <p>An Analysis of Irresponsibility Strategies (Defence Mechanisms)</p> <p>Relationship Habits: Transference and Countertransference</p> <p>Demonstrating Transference and Countertransference</p> <p>Neisser's Five Levels of Self-Awareness</p> <p>1 The Evaluative Process of Psychoana</p>
Section -IV	<p>Introducing the Developmental Psychology Section</p> <p>Piaget's Stages of Cognitive Development</p> <p>Kohlberg's Five Stages of Moral Development</p> <p>Erikson's Eight Stages of Human Development</p> <p>Questions to Evaluate our Ongoing Development</p> <p>The H. Eysenck Model of Personality & Development (Part 1)</p> <p>Questions To Reflect Upon Your Own Personality</p> <p>Further Distinctions: Transference & Countertransference</p> <p>The 12 Jungian Archetypes/ Ego Types (Part 1)</p> <p>The 12 Jungian Archetypes/ Ego Types (Part 2)</p> <p>Visiting Transference & Countertransference Once Again</p> <p>The 12 Jungian Archetypes Workbook</p> <p>Presuppositions of Developmental Thinkers (Part 1)</p> <p>The Four Domains of Developmental Intelligence</p> <p>The Kain Ramsay 'Core Identity' Model</p> <p>Core Identity...Then What?</p> <p>The Collective Unconscious: by Carl Jung</p>

	<p>The Six Levels of Conscious Awareness The Eight Stages of Human Connection Kubler Ross Change Curve for Growth and Development The Kubler Ross Change Curve: Further Distinctions The Multiple Expressions of Intelligence Fixed - Vs - Growth Mindset</p>
Section -V	<p>Introduction to the Cognitive School of Thought Understanding the Human Cognitive Experience The Four Levels of Human Communication Dialogue: "A Conversation On Marriage" The Ladder of Inference According to the Pattern of Human Behaviour The Human Experiential Model Circle of Concern - Versus - Circle of Control The Karpman 'Victim' Drama Triangle The Purpose of Cognitive Psychology Albert Ellis' Barriers to Effective Listening Noam Chomsky's Cognitive Biases Daniel Kahneman's Cognitive Biases Six Steps to Facilitate Cognitive Change Demonstration: Six Steps to Facilitate Cognitive Change Fifteen Common Cognitive Distortions (Part 1) Investigating Perceptual Position Demonstration: Perceptual Positions The ABC of Cognitive Psychology Defining the Actual Cause of the Effect Demonstration: Defining the True Cause of an Effect The A,B,C,D, & E's of CBT (and REBT) The Socratic Questioning Process Demonstration: The Socratic Questioning Process</p>
Section -VI	<p>Introducing Section Six: The Humanistic School of Thought Operation Hearts & Minds Humanistic Philosophy in Perspective Eric Fromm: Humanistic Psychoanalysis Developing an Understanding of the 'Self' The Exploration of Self-Concept The Characteristics of a Fully Functioning Person (Part 1) The Characteristics of a Fully Functioning Person (Part 2) Discussion: Becoming A Fully Functioning Person The Core Conditions for Effective Therapeutic Interventions Nineteen Propositions Underpinning Carl Rogers' Theory abraham Maslow's Hierarchy of Needs Characteristics of a Self-Actualised Person Adapted Version of Maslow's Hierarchy Humanistic Thinking: Self-Reflection Questions The 'Good Enough' Principle The Relationship Between Goals, Fears and Values Schwartz Theory of Basic Human Values</p>

	<p>The Humanistic Human Givens Approach The Spider Web of Human Values The Archaeology Core Values Workbook Evaluation of Humanistic Psychology and Section 6 Summary</p>
Section -VII	<p>Introducing the School of Social Psychology (and Influence) The Main Questions in Social Psychology\ The Social Psychological Perspective Questions for Psychologically Social Thinking Socio-Cultural Learning (Part 1) Socio-Cultural Learning (Part 2) How Confirmation Bias Works Exercise: Become A Social Psychologist The Scales of Hypocrisy and Discrimination Factors That Determine How We Judge People The Hierarchy of Discrimination and Intolerance (Part 1) The Hierarchy of Discrimination and Intolerance (Part 2) The Choice Theory of William Glasser An Overview of Attribution Theory The Scale of Social Conformity Conformity and Obedience Research Stanley Milgram's Agency Theory Different Types of Social Conformity The 'Influence of Minority' Groups The 'Elaboration and Likelihood' Model In What Ways Are You Socially Influenced? The Levels of Relatability The Individual Inside of Social Structure (Part 1) The Individual Inside of Social Structure (Part 2) The Purpose of Modern Applied Psychology Identifying Opportunities for Personal Growth Evaluating Social Psychology & End of Section Summary</p>

EVALUATION: Quizzes and Project

TIME COMMITMENT: 55 hours



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Public relations

Nature of the course:

The nature of the course is likely to be practical and hands-on. Participants may be encouraged to apply theoretical concepts through case studies, simulations, and practical exercises.

The course may be suitable for beginners with little or no prior knowledge of public relations, as well as professionals looking to enhance their skills in the field.

Objectives of the course:

- The objective of a public relations course on UdeMy is to provide participants with a comprehensive understanding of the principles, strategies, and tools used in the field of public relations.
- The course aims to equip learners with the skills and knowledge needed to effectively manage communication between an organization and its target audience, clients, investors, and the public.

Learning outcomes:

- Understanding of Public Relations:
 - Define the concept of public relations and its role in organizational communication.
 - Identify key stakeholders and understand the importance of building and maintaining relationships with them.
- Strategic Planning:
 - Learn how to develop a strategic public relations plan that aligns with organizational goals.
 - Understand the importance of setting measurable objectives and key performance indicators (KPIs) in PR campaigns.
- Media Relations:
 - Explore techniques for building positive relationships with the media.
 - Learn how to effectively pitch stories and manage media inquiries.

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Course Module

- Introduction to Public Relations
- PR Strategies and Planning
- Media Relations and Communication Skills
- Crisis Communication
- Social Media and Digital PR
- Writing for Public Relations
- Measurement and Evaluation in PR
- Case Studies and Real-world Examples

EVALUATION: Quizzes and Project
TIME COMMITMENT: 40 hours



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Introduction to Financial Accounting

Nature of the course:

- This course is at TY level only.
- This is a non-academic mandatory course.
- The course is likely to be foundational and designed for individuals who have limited or no background in financial accounting.
- It will aim to provide participants with a solid understanding of the basic principles, concepts, and practices in financial accounting.

Objectives of the course:

- Foundational Understanding:
 - Provide participants with a foundational understanding of financial accounting concepts and principles.
 - Introduce the basic terminology and language used in accounting.
- Financial Statement Analysis:
 - Teach participants how to read and interpret financial statements, including the balance sheet, income statement, and cash flow statement.
 - Develop skills in analyzing financial data to assess an organization's financial health.
- Accounting Standards and Regulations:
 - Familiarize participants with accounting standards and regulations that guide financial reporting.
 - Understand the importance of compliance and ethical considerations in financial accounting.
- Recording Transactions:
 - Teach the process of recording financial transactions using the double-entry accounting system.
 - Cover the accounting equation and its application.

Learning outcomes:

- Basic Financial Analysis Skills:

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- Develop the ability to analyze financial statements to assess an organization's performance and financial position.
- Understanding Accounting Principles:
 - Gain a clear understanding of fundamental accounting principles and concepts.
- Preparation of Basic Financial Statements:
 - Acquire the skills to prepare basic financial statements.
- Compliance Awareness:
 - Understand the importance of compliance with accounting standards and regulations.
- Recording Transactions:
 - Be proficient in recording financial transactions using the double-entry accounting system.

Course Module

- Introduction to Financial Accounting:
 - Overview of financial accounting and its role in business.
- Accounting Principles:
 - Introduction to Generally Accepted Accounting Principles (GAAP) or International Financial Reporting Standards (IFRS).
- Financial Statements:
 - Understanding the balance sheet, income statement, and cash flow statement.
- Recording Transactions:
 - Basics of the double-entry accounting system.
- Asset and Liability Management:
 - Classification and management of assets and liabilities.
- Revenue and Expense Recognition:
 - Principles of recognizing revenue and expenses.
- Ethics in Accounting:
 - Overview of ethical considerations in financial accounting.
- Financial Analysis:
 - Techniques for analyzing financial statements.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 40 hours



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Business Law

Nature of the course:

- This course is at TY level only.
- This is a non-academic mandatory course.
- It comprises theory and practical sessions.
- Evaluation will be done at the end.

Objectives of the course:

- Legal Literacy:
 - Develop a foundational understanding of key legal concepts relevant to business operations.
- Risk Management:
 - Equip participants with the knowledge to identify and manage legal risks associated with business activities.
- Compliance:
 - Understand the legal requirements and regulations that businesses must adhere to in various jurisdictions.
- Contractual Understanding:
 - Gain insight into the principles of contract law and the drafting of legally enforceable agreements.
- Dispute Resolution:
 - Learn about methods for resolving business disputes, including litigation, arbitration, and mediation.

Learning outcomes:

- Legal Awareness:
 - Develop a heightened awareness of legal issues and considerations in the business environment.
- Contractual Competence:

- Acquire skills to draft and understand contracts, ensuring they align with legal requirements.
- Risk Mitigation:
 - Be able to identify and mitigate legal risks that businesses may encounter.
- Ethical Decision-Making:
 - Understand the ethical implications of legal decisions and integrate ethical considerations into business practices.

Course Module

- Introduction to Business Law:
 - Overview of the legal system and its application to business activities.
- Contract Law:
 - Principles of contract formation, interpretation, and enforcement.
- Torts and Business Liability:
 - Understanding civil wrongs and their implications for businesses.
- Agency Law:
 - Principles governing the relationships between principals and agents.
- Business Organizations:
 - Legal structures of businesses, including partnerships, corporations, and limited liability companies.
- Commercial Paper and Sales:
 - The legal aspects of negotiable instruments and the sale of goods.
- Intellectual Property:
 - Protection of intellectual property rights, including patents, trademarks, and copyrights.
- Regulatory Compliance:
 - Overview of regulations affecting business operations, such as antitrust laws and consumer protection laws.
- Employment Law:
 - Legal aspects of employer-employee relationships, including labor laws and anti-discrimination laws.
- International Business Law:
 - Legal considerations in the context of international business transactions.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 50 hours

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Project Management

Nature of the course:

- This course is at TY level only.
- This is a non-academic mandatory course.
- It comprises theory and practical sessions.
- Evaluation will be done at the end.

Objectives of the course:

- foundational Understanding:
 - Provide participants with a foundational understanding of project management principles, methodologies, and best practices.
- Project Initiation:
 - Enable participants to initiate a project by defining its scope, objectives, and stakeholders.
- Project Planning:
 - Teach participants how to develop comprehensive project plans, including work breakdown structures, schedules, budgets, and resource plans.
- Risk Management:
 - Equip participants with the skills to identify, assess, and manage risks throughout the project life cycle.

Learning outcomes:

- Project Planning and Execution:
 - Develop the ability to create detailed project plans and execute them efficiently.
- Risk Management Skills:
 - Acquire skills to identify, analyze, and manage risks to ensure successful project delivery.
- Effective Communication:

- Enhance communication and collaboration skills to facilitate effective team interactions.
- Stakeholder Engagement:
 - Understand how to identify, analyze, and engage stakeholders to ensure project success.
- Quality Assurance:
 - Implement and manage processes to ensure the quality of project deliverables.
- Adaptability and Flexibility:

Course Module:

- introduction to Project Management:
 - Definition, principles, and benefits of project management.
- Project Life Cycle:
 - Phases of a project and their characteristics.
- Project Initiation:
 - Defining project scope, objectives, and stakeholders.
- Project Planning:
 - Work breakdown structure (WBS), project scheduling, budgeting, and resource planning.
- Risk Management:
- Identifying, assessing, and managing project risks.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 56 hours



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Management Information System (MIS)

Nature of the course:

This course is at TY level only.

This is a non-academic mandatory course.

It comprises theory and practical sessions.

Evaluation will be done at the end.

Objectives of the course:

- Understanding of MIS Fundamentals:
 - Provide a foundational understanding of the principles and concepts of Management Information Systems.
 - Introduce key terminology and components of information systems.
- Role of MIS in Organizations:
 - Explore the role of MIS in supporting organizational goals and decision-making processes.
 - Understand how information systems contribute to organizational efficiency and effectiveness.
- Information Technology (IT) Infrastructure:
 - Familiarize students with the basic components of IT infrastructure.
 - Explore hardware, software, networks, and databases used in MIS.
- Data Management and Database Systems:
 - Introduce principles of data management.
 - Explore database systems, including design, implementation, and maintenance.

Learning outcomes:

- Proficiency in MIS Concepts:
 - Students should demonstrate a solid understanding of fundamental MIS concepts and terminology.
- Analytical Skills:
 - Develop analytical skills to assess business processes and determine information system requirements.
- System Design and Implementation:
 - Gain the ability to design and implement information systems that align with organizational objectives.
- Problem-Solving in Business Context:
 - Apply MIS concepts to solve business problems and improve decision-making processes.

Course Module

- Introduction to Management Information Systems
- Information Technology Infrastructure
- Data Management and Database Systems
- Business Processes and Systems Integration
- Decision Support Systems and Business Intelligence
- Cybersecurity and Risk Management
- E-Business and E-Commerce
- Emerging Technologies in MIS
- Case Studies and Practical Applications

EVALUATION: Quizzes and Project**TIME COMMITMENT: 60 hours**



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Operating System (OS)

Nature of the course:

This course is at TY level only.

This is a non-academic mandatory course.

It comprises theory and practical sessions.

Evaluation will be done at the end.

Objectives of the course:

- Understanding Operating System Fundamentals:
 - Provide a comprehensive understanding of the basic concepts and functionalities of operating systems.
 - Introduce students to the role of an operating system in managing computer resources.
- Operating System Components:
 - Explore the major components of an operating system, including the kernel, file system, and device drivers.
 - Understand the interaction between hardware and software components.
- Processes and Threads:
 - Introduce the concepts of processes and threads.
 - Explore process scheduling and management in a multi-tasking environment.

Learning outcomes:

- Proficiency in Operating System Concepts:
 - Demonstrate a solid understanding of operating system principles and components.
- Problem-Solving Skills:
 - Develop the ability to analyze and solve problems related to operating system functionalities and performance.
- Programming and Implementation Skills:

- Gain practical programming skills for implementing and troubleshooting operating system-related tasks.
- Critical Thinking and Analysis:
 - Develop critical thinking skills to assess the impact of operating system design choices on system performance and reliability.

Course Module

- Introduction to Operating Systems
- Operating System Architecture
- Processes and Threads
- Memory Management
- File Systems
- Input/Output Systems
- Concurrency and Synchronization
- Security and Protection
- Distributed Operating Systems
- Case Studies and Practical Applications

EVALUATION: Quizzes and Project

TIME COMMITMENT: 40 hours



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Strategic Management (SM)

Nature of the course:

This course is at TY level only.

This is a non-academic mandatory course.

It comprises theory and practical sessions.

Evaluation will be done at the end.

Objectives of the course:

- Understanding Strategic Management:
 - Provide a foundational understanding of the concept of strategic management.
 - Introduce students to the importance of strategy in organizational success.
- Strategic Analysis:
 - Develop skills in analyzing the internal and external environments of organizations.
 - Understand tools and frameworks for conducting SWOT analysis, PESTEL analysis, and industry analysis.
- Formulating Strategic Objectives:
 - Learn how to formulate clear and specific strategic objectives for an organization.
 - Understand the process of goal-setting and aligning objectives with organizational vision and mission.
- Strategy Formulation and Choice:
 - Explore various strategic options and alternatives.
 - Understand the process of making strategic choices based on organizational capabilities and environmental factors.

Learning outcomes:

- Strategic Thinking Skills:

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- Develop the ability to think strategically and analyze complex business situations.
- Decision-Making Skills:
 - Enhance decision-making skills related to strategy formulation and implementation.
- Communication Skills:
 - Improve communication skills to effectively articulate and convey strategic plans and objectives.
- Leadership Skills:
 - Develop leadership skills essential for guiding organizations through strategic changes.

Course Module

- Introduction to Strategic Management
- External Environment Analysis
- Internal Analysis and Organizational Resources
- SWOT Analysis and Strategy Formulation
- Strategy Implementation and Execution
- Strategic Control and Evaluation
- Corporate Social Responsibility and Ethics
- Innovation and Change Management
- Global Strategic Management
- Case Studies and Practical Applications

EVALUATION: Quizzes and Project

TIME COMMITMENT: 40 hours



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Microsoft Excel

Nature of the course:

This course is at TY level only.

This is a non-academic mandatory course.

It comprises theory and practical sessions.

Evaluation will be done at the end.

Objectives of the course:

- Basic Excel Skills:
 - Develop foundational skills in using Microsoft Excel.
 - Learn to navigate the Excel interface and understand basic functionalities.
- Data Entry and Formatting:
 - Gain proficiency in entering and formatting data in Excel.
 - Understand how to use various formatting options for cells, text, and numbers.
- Formulas and Functions:
 - Learn to create formulas for basic mathematical operations.
 - Understand common Excel functions for calculations, such as SUM, AVERAGE, and IF.
- Data Analysis and Visualization:
 - Explore tools for data analysis, including sorting and filtering.
 - Learn to create charts and graphs to visually represent data.

Learning outcomes:

- Proficiency in Excel Basics:
 - Demonstrate proficiency in basic Excel skills, including navigation and data entry.
- Data Analysis Skills:
 - Develop the ability to analyze data using Excel's built-in tools and functions.
- Advanced Formula Proficiency:

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- Become proficient in using advanced formulas and functions for complex calculations.
- Visualization Skills:
 - Create effective charts and graphs to visually represent data.
- PivotTable Mastery:
 - Master the creation and manipulation of PivotTables for data analysis.

Course Module

- Introduction to Excel and Basic Navigation
- Data Entry and Formatting
- Basic Formulas and Functions
- Data Analysis and Visualization
- Data Validation and Error Checking
- Advanced Formulas and Functions
- PivotTables and PivotCharts
- Data Management and Analysis Tools
- Automating Tasks with Macros
- Collaboration and Sharing in Excel

EVALUATION: Quizzes and Project
TIME COMMITMENT: 55 hours



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Basic in Financial Markets

Syllabus

Module 1 - Welcome to the course! In this opening module, you will learn the basics of financial markets, insurance, and CAPM (Capital Asset Pricing Model). This module serves as the foundation of this course.

Module 2 - In this next module, dive into some details of behavioral finance, forecasting, pricing, debt, and inflation.

Module 3 - Stocks, bonds, dividends, shares, market caps; what are these? Who needs them? Why? Module 3 explores these concepts, along with corporation basics and some basic financial markets history.

Module 4 - Take a look into the recent past, exploring recessions, bubbles, the mortgage crisis, and regulation.

Module 5 - Options and bond markets are explored in module 5, important components of financial markets.

Module 6 - In module 6, Professor Shiller introduces investment banking, underwriting processes, brokers, dealers, exchanges, and new innovations in financial markets.

Module 7 - Professor Shiller's final module includes lectures about nonprofits and corporations, and your career in finance.



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ICAI- Skill Enhancement Course

Syllabus

The course develops an understanding for use of Information Technology in the field of accounting and auditing and uniform theoretical and practical knowledge to all the aspiring CA students. The training components of the course focus on use of Application Software relevant for Accounting, Auditing and allied areas related to the CA profession. The training would focus on knowledge of Electronic SpreadSheet, Database Management System, Computer Assisted Audit Technique (CAAT) and Accounting Package etc.

The highlights of the ICITSS - Course on Information Technology are as follows:

1. The classes are scheduled for a minimum of 6 hour per day in 15 working days.
2. A student is required to have minimum 90% attendance to successfully complete the Course on Information Technology (ICITSS).
3. The fee shall be Rs. 6500 (Six Thousand Five Hundred only) per student on nonresidential basis, inclusive of course material and tea/refreshment.
4. The accredited ITT center issues certificate to students who attended 90% classes and successfully completed the Course on Information Technology (ICITSS)



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Corporate Communication

Syllabus

1. Introduction to Business Communication
2. Delivering Your Message
3. Understanding Your Audience
4. Effective Business Writing
5. Developing and Delivering Effective Presentations
6. Negative News and Crisis Communication
7. Intrapersonal and Interpersonal Communication
8. Intercultural and International Communication
9. Group Communication, Teamwork, and Leadership



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Principles of Finance

Syllabus

1. Introduction to Finance
2. Financial Statement and Financial Analysis
3. Working Capital Management
4. Time value of money
5. Stocks, Bonds and Financial Markets
6. Capital budgeting techniques
7. Risk return and CAPM
8. Corporate Capital Structure



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Principles of Microeconomics

Syllabus

1. Introduction to Economics
2. Supply and demand
3. Markets and Individual Maximizing Behavior
4. The Consumer
5. The Producer
6. Market Structure: Competitive and Non- Competitive Markets
7. Public finance, public choice and the environment



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Negotiations Conflicts Management

Syllabus

1. Negotiation strategy
2. Managing Business Negotiations
3. Conflict in the workplace
4. Conflict resolution strategies
5. International and cross cultural negotiation



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English for Career Development

Syllabus

1. Entering the Job Market
2. Resumes
3. Writing a Cover letter
4. Networking
5. Interviewing for a job



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Organizational Behavior

Syllabus

1. Organizations in Business
2. Managing Individuals, personalities and motivation
3. Managing groups and teams
4. Leadership, influence and leveraging power
5. Conflict management and negotiations
6. Organizational culture, diversity and managing change



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Intermediate Macroeconomics

Syllabus

1. Gross Domestic Product and Decisions under Uncertainty
2. Output, Employment, and Unemployment
3. Consumption, Savings, Capital, and Investment
4. Fiscal Policy
5. Monetary Policy



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OPEN LEARN BEGINNERS SPANISH

Syllabus

Session	Content
1	Arte y ciencia
2	Monumentos y edificios famosos
3	Visita a Santiago y Montevideo
4	Espacios públicos
5	Espacios públicos
6	El centro deportivo
7	Perdido en Barcelona
8	Hoteles con alma
9	Repaso
10	A prueba!



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COURSERA EVERYDAY EXCEL PART 1

Syllabus

1. Navigating Excel
2. Expression Entry and Common Excel
3. More Excel functions
4. Managing Data
5. Plotting, Importing Data, and Converting to Other file types.



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COURSERA FIRST STEP KOREAN

Objectives: To gain Skills such as Grammar, writing korean language, and speech

KEY LEARNING: This is an elementary-level Korean language course, consisting of 5 lessons with 4 units, and covers 4 skills: reading, writing, listening and speaking. The main topics include basic expressions used in everyday life, such as greetings, introducing yourself, talking about your family and daily life and so on. Each lesson covers dialogues, pronunciation, vocabulary, grammar, quizzes and role-plays.

OUTCOMES:

After completing this course, you will be able to

1. read and write Korean alphabet.
2. communicate in Korean with basic expressions.
3. learn basic knowledge on Korean culture.

COURSE CONTENT:

Module 1: Introduction

Module 2: In this module, you will learn the Korean alphabet or Korean writing system called 'Hangul'. After completing the lessons, you will be able to understand the principles of how each letter was invented. Also, you will be able to read and write Hangeul.

Module 3: In this module, you will learn how to greet, ask someone's nationality, jobs and answer those questions in Korean. After completing the lessons, you will be able to

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introduce yourself, greet a person and talk about someone's nationalities and occupations.

Module 4: In this module, you will learn the expressions about family. After completing the lessons, you will be able to talk about the family members and learn how to count numbers.

Module 5: In this module, you will learn about time and date in Korean. And you will also say the days of the week as well. After completing the lessons, you will be able to ask and respond time & date using Korean numbers.

Module 6: In this module, you will learn various Korean vocabulary regarding your daily lives. After completing the lessons, you will be able to utilize informal sentence endings, ask and answer about your everyday life.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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COURSERA EXCEL SKILLS FOR BUSINESS: ESSENTIALS

Objectives: To gain skills in Graph, Spreadsheet, Microsoft and charts

KEY LEARNING: This course is part of the Excel Skills for Business Specialization

When you enroll in this course, you'll also be enrolled in this Specialization.

- Learn new concepts from industry experts
- Gain a foundational understanding of a subject or tool
- Develop job-relevant skills with hands-on projects
- Earn a shareable career certificate

OUTCOMES:

In this first course of the specialization Excel Skills for Business, you will learn the essentials of Microsoft Excel. Within six weeks, you will be able to expertly navigate the Excel user interface, perform basic calculations with formulas and functions, professionally format spreadsheets, and create visualizations of data through charts and graphs.

Course content:

Module 1: Critical core of excel: In this module, you will learn about key foundational features of Excel: The Excel user interface, basic Excel terminology, how to operate essential navigational controls in Excel and how to perform basic data entry with Excel spreadsheets.

Module 2: Performing calculations: The syntax of formulas is very important in Excel. In this module, you will get introduced to formulas and functions - learn how to write them, use them to perform calculations and understand the different cell references.

Module 3: Formatting: Formatting helps to highlight key messages and make the data presentable. This module covers several formatting tools like font formatting, borders, alignment, number formatting, as well as the Excel styles and themes.

Module 4: Working with data: This module is all about working with data – and making it easy to work with. This week you will learn how you can manage your spreadsheets – find data with Filter and Sort, retrieve and change data using Find and Replace, and use Conditional Formatting to highlight specific data.

Module 5: Printing: Sometimes you need to print your spreadsheets and this module will help you with that. Learn how you can optimize your spreadsheet for printing by managing margins, orientation, headers & footers, and more.

Module 6: Charts: Charts are one of the most common ways to present data visually. This module walks you through creating and modifying charts in Excel.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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INTERMEDIATE FRENCH

Objectives: Intermediate French: Understanding spoken French, is aimed at intermediate learners of French with an interest in language and culture. It is designed to develop your understanding of spoken French through six video portraits of people living in the Touraine region in France and in Brussels in Belgium. It introduces you to naturally spoken language, and gives clear advice on how to use authentic video resources as a useful and enjoyable learning tool. Through completing various activities you will improve your active use of the language, and develop the confidence to access further audio-visual resources and take your French studies to a higher level.

OUTCOMES:

After studying this course, you should be able to understand French spoken at natural speed, use strategies for understanding video resources in French and give personal information in French employ strategies to enhance listening comprehension skills.

Course content:

- 1. Introducing the course:** Before you start the course, watch the following video which gives useful hints and tips when trying to improve your understanding of spoken French.
- 2. Using knowledge of the topic and context:** In this section: you will meet Peggy. When you hear someone presenting themselves for the first time, you already have certain ideas about the kind of information they are likely to give. The first activity in this

course will focus on how relying on your prior knowledge can help your listening comprehension.

3 Using visual clues: In this section, you will meet Mohammed. One of the significant advantages that watching a video clip offers you is visual support. You will practice using this to support your listening in the next activities.

4 Using your understanding of why you are listening: In this section, you will meet Lionel. Understanding *why* you are listening will help you decide *what* to focus on as you listen. This is what you will practice in the next activities.

5 Using your knowledge of features of spoken French: In this section, you will meet Franz. Naturally-occurring speech is often quite fast. As a result, some sounds tend to be inaudible, and others merge into each other. As you will see in the next series of activities, being aware of some of the features of authentic spoken French can help you develop your listening skills.

6 Using knowledge about languages: In this section, you will meet Yann. You will reflect on how you can use your existing knowledge of French (and perhaps other languages too) to make sense of a language you have not yet learned, and to build your vocabulary.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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R. A. Podar College of Commerce & Economics

AUTONOMOUS

Matunga, Mumbai - 400 019

An 'A+' Institution as Accredited by NAAC
Certified as 'Best College' by University of Mumbai

Tel.: 2414 3178 • Fax: 2414 1964 • E-mail: info@rapodar.ac.in
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OPEN LEARN- EFFECTIVE COMMUNICATION AT WORKPLACE

Objectives: Effective communication in the workplace, explores the importance of communication as a skill in the workplace. It aims to increase your understanding of communication skills and to help you to consider how your communication could be perceived by others. You'll cover areas such as verbal and non-verbal communication, written communication and using your communication skills in challenging and diverse situations. You'll also look at possible scenarios for communication in the future, ranging from remote working to virtual reality.

KEY LEARNING: Enrolling on the course will give you the opportunity to earn an Open University digital badge. Badges are not accredited by The Open University but they're a great way to demonstrate your interest in the subject and commitment to your career, and to provide evidence of continuing professional development. Once you are signed in, you can manage your digital badges online from My OpenLearn. In addition, you can download and print your OpenLearn statement of participation—which also displays your Open University badge.

OUTCOMES:

After studying this course, you should be able to:

describe different types of communication and how they are used in the workplace, recognize the skills required for effective communication, understand the impact that communication can have on how people are perceived by others, identify how effective communication can overcome challenges in the workplace reflect on current personal communication skills and how these can be developed and used more successfully.

Course content:

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Module 1: Importance of communication at workplace.

Module 2: Communication skills.

Module 3: Understanding non-verbal communication.

Module 4: Verbal communication at workplace

Module 5: Written communication skills for the workplace.

Module 6: Dealing with challenging situations

Module 7: Communication and diversity

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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INSTITUTE OF LANGUAGES- JLPT-N5

Objectives: JLPT N5 course specially designed for beginners. Students will be taught to read and understand typical expressions and sentences written in hiragana, katakana, and basic kanji used in everyday life and also to listen and comprehend basic conversations. 100 kanji At the N5 level, the JLPT expects you to know about 100 kanji to pass. These kanji can change slightly between tests, but you can generally expect to see the 100 most common kanji for verbs, numbers, time, places, people, basic adjectives, and directions. The JLPT N5 is the easiest of the tests. It corresponds to the old level 4 test. It is where you will probably want to start when you are first studying. It only requires about 100 hours of classroom work to pass.

KEY LEARNING:

Best in class Learning experiences.

- Competitive Value Packages
- Flexible Timings
- JLPT Instructors
- Well defined Standard courses to pass JLPT (Japanese Language Proficiency Test)

Course Content:

Module 1: Vocabulary

Module 2: Grammar

Module 3: Kanji

Module 4: Listening comprehension

Module 5: Speaking and sample topics

EVALUATION: Quizzes and Project

TIME COMMITMENT: 170 hours

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UDEMY-CORPORATE FINANCE

Objectives: In this course, we will provide an in-depth exploration of the key concepts and tools used in corporate finance. We will start with an introduction to financial statements, covering the balance sheet, income statement, and cash flow statement. You will learn how to analyze these statements to assess a company's financial performance and make informed decisions.

KEY LEARNING: Evaluate the impact of dividend policy on shareholder wealth and the company's financial stability.

Examine convertible bonds and warrants as financial instruments for corporate financing strategies.

Understand the process of corporate acquisitions and post-acquisition integration for effective business expansion

Evaluate the impact of foreign currency on financial statements in international operations and assess exchange rate risk.

Apply financial analysis techniques to assess profitability and financial performance in foreign markets.

Course Content:

1. Introduction to Corporate Finance:

- Overview of the role and importance of corporate finance.
- The goal of financial management in a corporate setting.

2. Financial Statements and Analysis:

- Understanding financial statements (income statement, balance sheet, cash flow statement).

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- Financial ratio analysis for assessing company performance.
3. Time Value of Money:
- Future value and present value concepts.
 - Time value of money calculations and applications.
4. Capital Budgeting:
- Methods for evaluating and selecting investment projects.
 - Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period.
5. Mergers and Acquisitions:
- Evaluating mergers and acquisitions.
 - Financial and strategic considerations.
6. International Finance:
- Global financial markets.
 - Exchange rates and international investment.

OUTCOMES:

- Accounting professionals seeking to enhance their financial analysis skills.
- Business owners and managers who want to make informed decisions based on financial statements.
- Finance professionals and analysts looking to deepen their understanding of corporate finance.
- Students pursuing a degree in accounting, finance, or business administration.
- Individuals interested in learning how to analyze financial statements and make informed investment decisions.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 164 hours



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BASICS IN FINANCIAL MARKETING

Objectives: Learners will be able to understand the

- Meaning of Financial Markets
- Scope of Financial Markets
- Types of Financial Markets
- Role of Financial Markets
- Functions of Financial Markets

OUTCOMES: one will be able to know financial markets and the role of the financial markets in daily life.

KEY LEARNING:

- Understanding Financial Products
- Target Audience Analysis
- Compliance and Regulations
- Branding in Finance

Course content:

By enrolling in this course, you will learn

- 1) Meaning of Financial Market
- 2) Scope of Financial Market
- 3) Types of Financial Markets
- 4) Role of Financial Markets
- 5) Functions of Financial Markets

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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COURSE ON PAYROLL

Objectives:

- Basic concepts in payroll processing
- Functions in payroll processing
- Responsibilities of a payroll department
- Objectives of efficient payroll processing

KEY LEARNING:

- Understanding Payroll Basics
- Legal and Regulatory Compliance
- Payroll Processes and Systems
- Calculating Gross and Net Pay
- Taxation and Reporting

OUTCOMES:

- **Competency in Payroll Processing:** Learners should be proficient in processing payroll, including calculating gross and net pay, handling deductions, and understanding tax implications.
- **Understanding of Legal and Regulatory Compliance:** Participants should be familiar with labor laws, tax regulations, and other legal requirements affecting payroll, ensuring compliance with applicable legislation.
- **Proficiency in Payroll Systems:** Graduates of the course should be able to navigate and effectively use payroll systems and software, understanding how to input and retrieve relevant data.
- **Knowledge of Benefits Administration:** Learners should be equipped to administer employee benefits, calculate deductions, and manage benefit-related payroll processes.

Course content:

Module 1: Introduction to Payroll

Overview of Payroll

Payroll Department Structure

Module 2: Legal and Regulatory Framework

Labor Laws and Payroll

Tax Regulations

Module 3: Payroll Processes and Systems

Payroll Cycle

Payroll Systems and Software

Module 4: Calculating Pay

Gross Pay Calculations

Deductions and Net Pay

Module 5: Taxation and Reporting

Payroll Taxes

Reporting Requirements

Module 6: Benefits Administration

Employee Benefits

Module 7: Recordkeeping and Documentation

Importance of Recordkeeping

Documentation for Audits

Module 8: Case Studies and Practical Applications

Real-world Scenarios

Applying knowledge to solve practical payroll challenges.

Case studies and group discussions.

Module 9: Final Assessment and Certification

- Comprehensive Exam
- Testing knowledge on key concepts.
- Practical application exercises.
- Certification
- Awarding certificates upon successful completion.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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ENGLISH COMPOSITION

Objectives:

Developing Writing Skills:

- Enhance participants' ability to express ideas clearly and coherently in writing.
- Improve overall writing proficiency, focusing on grammar, syntax, and style.

Critical Thinking and Analysis:

- Foster critical thinking skills through analyzing and responding to diverse texts.
- Encourage thoughtful examination of different perspectives and ideas.

Research and Citation Proficiency:

- Introduce effective research techniques and citation methods.
- Ensure participants can integrate sources appropriately into their writing.

Revision and Editing Techniques:

- Teach strategies for self-editing and revising written work.
- Provide constructive feedback for peer review.

Genre Awareness:

- Introduce participants to various writing genres (e.g., essays, reports, narratives).
- Develop the ability to adapt writing style to different rhetorical situations.

Digital Literacy:

- Incorporate digital tools for writing and editing.
- Promote responsible online research and citation practices.

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Outcome: Upon completing the course, participants should be able to:

- Write clear and well-organized essays across different genres.
- Demonstrate critical thinking skills in analyzing and responding to texts.
- Conduct effective research, integrate sources, and cite them appropriately.
- Revise and edit written work for improved clarity and coherence.
- Adapt writing style to various rhetorical situations and audiences.
- Utilize digital tools for writing, editing, and online research.
- Apply professional and academic writing conventions.
- Communicate ideas effectively in both written and verbal forms.

Content:

Module 1: Introduction to English Composition

- Importance of effective writing skills.
- Introduction to key writing concepts.

Module 2: Critical Thinking and Analysis

- Strategies for close reading.
- Analyzing rhetorical devices in texts.

Module 3: Research and Citation

- Conducting online and offline research.
- Evaluating sources for credibility.

Module 4: Revision and Editing

- Techniques for revising and improving one's own writing.
- Common grammatical and structural issues.

Module 5: Final Project

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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STRATEGY OF CONTENT MARKETING

Objectives:

- Understanding Content Marketing
- Audience Identification
- Content Strategy Development
- Content Creation and Optimization
- Distribution Channels and Promotion

KEY LEARNING:

This course is a partnership between the leading content marketing authority, Copyblogger, and UC Davis Continuing and Professional Education. In this course, you will learn the core strategies content marketers use to acquire and retain customers profitably. Specifically, you will learn how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build your professional brand and authority through content marketing. You will also learn how to put the ideas presented to you into action and build your own personal brand through content marketing.

OUTCOMES:

Skills you'll gain

- Management
- Writing
- Content Marketing
- Copywriting

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Course content:

Module 1: Content marketing ecosystem

Module 2: Strategic context

Module 3: Mapping the journey

Module 4: Strategic types of content

Module 5: Managing your content

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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DATA ANALYTICS AND CONFIDENTIALITY

Objectives:

- Understanding Data Analysis
- Data Collection and Preparation
- Exploratory Data Analysis (EDA)
- Statistical Analysis Techniques

KEY LEARNING:

- Understand and apply the principles of data analysis.
- Collect and prepare data for analysis effectively.
- Conduct exploratory data analysis using visualization techniques.
- Apply basic statistical methods for data interpretation.

OUTCOMES: Upon completing the course, participants should be able to:

- Recognize the importance of data confidentiality and ethical considerations.
- Navigate legal frameworks related to data protection and confidentiality.
- Implement protocols for securing and handling sensitive data.
- Apply anonymization and de-identification techniques appropriately.
- Conduct data privacy impact assessments to ensure confidentiality.
- Effectively communicate analytical results in a clear and transparent manner.

Course content

Module 1: Introduction to Data Analysis

- Overview of data analysis and its applications.
- Introduction to the data analysis process.

Module 2: Data Collection and Preparation

- Introduction to different data collection techniques.
- Best practices for collecting accurate and reliable data.

Module 3: Exploratory Data Analysis (EDA)

- Visualization techniques (scatter plots, histograms, etc.).
- Summary statistics for initial data exploration.

Module 4: Statistical Analysis Techniques

- Measures of central tendency and variability.
- Interpreting descriptive statistics.

Module 5: Data Privacy Impact Assessments

- Step-by-step guide to conducting DPIAs.
- Practical exercises in assessing potential privacy risks.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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ELEMENTS OF AI

Objectives:

- Introduction to Artificial Intelligence
- AI Problem-Solving Approaches
- Computer Vision
- Natural Language Processing (NLP)

KEY LEARNING:

- Understand the foundational concepts and history of artificial intelligence.
- Apply problem-solving approaches and algorithms in AI.
- Identify and explain various machine learning algorithms.

OUTCOMES:

This course structure aims to provide participants with a comprehensive understanding of the key elements of artificial intelligence, including problem-solving approaches, machine learning fundamentals, neural networks, ethical considerations, and applications like natural language processing and computer vision. The combination of theoretical concepts, practical exercises, and real-world applications ensures a well-rounded learning experience.

Course content:

Module 1: Introduction to Artificial Intelligence

- Historical overview and evolution of AI.
- Key concepts and terminology.

Module 2: AI Problem-Solving Approaches

- Overview of AI problem-solving approaches.
- Role of algorithms in AI.
- Introduction to algorithmic thinking and its importance.

- Practical exercises in algorithmic problem-solving.

Module 3: Understanding Neural Networks

- Structure and components of neural networks.
- Activation functions and learning in neural networks.
- Role of neural networks in solving complex problems.
- Practical examples of neural network applications.

Module 4: AI Ethics and Responsible AI

- Importance of ethical AI development and deployment.
- Case studies on ethical challenges in AI.
- Guidelines for responsible AI development.
- Ensuring fairness and transparency in AI.

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours



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MYCAPTAIN STOCK MARKET IN FINANCE

Objectives:

- Understanding Financial Markets
- Introduction to Stock Market
- Fundamental Analysis
- Technical Analysis

KEY LEARNING:

Market Dynamics:

- Understanding supply and demand in financial markets.
- Factors influencing stock prices and market trends.

Analytical Skills:

- Developing skills to analyze financial statements and market data.
- Using both fundamental and technical analysis tools.

Risk Assessment:

- Identifying and managing various types of investment risks.
- Constructing a well-diversified portfolio.

Investment Decision Making:

- Applying investment strategies based on market conditions.
- Making informed decisions about buying, holding, or selling investments.

OUTCOMES:

It's important to note that the effectiveness of the outcomes can depend on the quality of the course, the engagement of participants, and the relevance of the content to real-world financial situations. Additionally, participants may benefit from applying the knowledge gained in the course to their own investment activities or seeking further education and practical experience in the field.

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Course content:

Module 1: Introduction to the Financial Market.

Module 2: Basics of Stock Market

Module 3: Equity Analysis and Valuation

Module 4: Bond Markets and Fixed Income Securities

Module 5: Derivatives and Options

Module 6: Fundamental Analysis

Module 7: Technical Analysis

Module 8: Risk Management

Module 9: Investment Strategies

Module 10: Portfolio Management

Module 11: Regulatory Environment

EVALUATION: Quizzes and Project

TIME COMMITMENT: 30 hours