

St. Joseph's College of Commerce (Autonomous)

Department Of Training and Development

Offers

Professional Certificate Programs

For the Academic Year 2018-19

Professional Certificate Programs

The famous adage says ‘It is not the degrees but the skills that take you far’. Understanding the importance of skill development and value enhancement programmes, in consonance with Degree programmes, St. Joseph’s College of Commerce takes pride of a long history of initiating and incorporating the value added programmes in its curriculum. Each year the Institution strives to offer an array of courses designed to achieve a specific level of competency among students.

The short term courses are called *Honours Courses*, now popularly known as *Credit Certificate Courses* twinning with a streak of Professional adeptness. The knowledge enrichment courses provide students an opportunity to enhance their knowledge in selected areas and acquire additional skills which benefits them in the professional world.

The objective of the Certificate Programmes is to provide a wide spectrum of knowledge, skills and technological advances while fostering literacy in the broadest sense. They help to create a learner centric environment by maximizing academic learning for diverse learners. The courses create a flexible path to earn a specialized credential along with the Graduate Programme. These short duration knowledge enrichment courses provide students to build up skills in a specific area that relates to their field of interest.

Why should you enroll for Certificate Programmes?

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

The courses run concurrently with the Graduate Programme and are spread for over 60 hours of inclusive classroom instruction, practical work, assignments, projects, case studies and presentation.

The training pedagogies in these programmes aim at equipping students with contemporary concepts, perspectives, practices and approaches. The trainers, who offer these courses, are a perfect synthesis of experience, knowledge and training skills.

Classes are scheduled either before the regular college hours or post college hours. At the successful completion of the course, students are awarded Merit and Credit Certificates.

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

Duration of Each Course

Each of the below mentioned course is for 60 hours (45 Hours Theory + 15 Hours Practical) equivalent to 2 Credits.

Courses offered

SL. No	COURSE NAME	SALIENT FEATURES	FACULTY PROFILE	FEE	TIMINGS
1	Questions that Matter	The Course aims to expose its students to Radio Jockeying, Anchoring, Podcasting, Voice-overs, Public Speaking, Presentation Skills, Motivation Skills and Positive Thinking. The course gives an over view of Television and Radio industry	Mr Vinay K.S	3000	Wednesday 4 – 6 pm
2	Basics of Stock Market and Investments	Course is designed to emulate an academic course in stock market investment. There is more emphasis on why and how the market functions than on why one should personally put money into the markets.	Ms Rathi	3000	Friday 4 – 6 pm
3	IBPS	The training programme equips students for all the stages that involve in Campus Recruitments conducted at the college campus. The programme has different modules for written test or aptitude test, group discussions and personal interviews.	Ms Padmini	3000	Monday 4 – 6 pm
4	Entrepreneurship Development Programme	The subject Matter will comprise an in-depth study of entrepreneurship, Women Empowerment, Entrepreneurship Development programme, Microfinance and other similar topics.	Ms Rency/ Nikhath	3000	Friday 4 – 6 pm
5	Digital Marketing	Complete practical concept where students get hands on experience in digital	IMS Proschool	6000	Saturday 11am – 1pm

		marketing along with placement opportunities after completion of course.			
6	Theatre Arts (level 1- Actor Prepares)	It deals with human relations as existed at a particular age and mirrors it through the art form. Training of actors includes his/her native talent, training and practice as the three basic building materials in forming actor. Actors as part of their learning, open up to the many ideas and ideologies of world culture and experiences	Mr Lava kumar	3000	Monday 4 – 6 pm
7	Goods and Services Tax & E-Filing	Basic knowledge and important aspects in GST as Goods and Services Tax (GST) is a proposed system of indirect taxation in India merging most of the existing taxes into single system of taxation.	Ms Padmini	3000	Wednesday 4 – 6 pm
8	Business Analytics	Business analytics (BA) is the practice of iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis. Business analytics is used by companies committed to data-driven decision-making.	IMS Proschool	7500	Saturday 1 – 3 pm
9	Corporate Etiquette and Personality Development	The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants.	Ms Padmini	3000	Tuesday 11 – 1pm
10	Financial Modelling	In Financial Modelling you learn to gather historical information on companies and analyse company / industry performance on various financial parameters.	IMS Proschool	7500	Saturday 11 – 1 pm
11	Web Analytics	The Objective of the course is to understand the various web based tools and analyse the data accordingly and the about the statistics of online	Mr Ramesh Babu	3000	Wednesday 11 – 1pm

		presence by a particular user who visits the website.			
12	Lean Six Sigma	The students understand the concepts, implementation and objectives of total quality management. Since it is a people oriented management system it makes every member of the organization to maintain high work standards and therefore students should be aware of the same.	Ms Selvi	3000	Thursday 4 – 6 pm
13	Social Entrepreneurship	Understand and appreciate the role of (and need for) social entrepreneurship in building a sustainable society. Acquire the knowledge, skills, tools and techniques needed to become an entrepreneur in the social sector. Develop sustainable “business” model for building a social enterprise that can make a difference	Ms Tina	3000	Monday 4 – 6 pm
14	Leadership Skills	Enhance the skills required for a leadership position. Students handle the transition into a professional environment. Equip the students with various skills which include human skills, planning and handling responsibilities, effective communication and crisis management.	Ms Bindu	3000	Tuesday 11 – 1 pm
15	SAP	<ul style="list-style-type: none"> • Foundation • SAP FI • Business Transactions • Integration with other functions • Consulting methodology & best practices • Capstone project • Paperless • Hands-on experience • Activity based teaching • Career 	Connaissance	10000	Saturday 9 – 11 am
16	Youth Yoga	The aim of this course is to train and prepare students in the aspects of Yoga, which	Mr Rajashekar	3000	Wednesday 4 – 6 pm

		deals with the holistic development of oneself. It enables students to enhance their physical, mental, emotional, social, and spiritual health.			
17	Humanitarian Assistance and Disaster Management	<ul style="list-style-type: none"> • Preparedness plans for disaster response. • Monitoring and evaluation plan for disaster response • Mapping of Disaster area and get medical aid and support • Setting up of early warning systems for risk reductions 	Mr Gladson	3000	Wednesday 11 – 1 pm
18	Supply Chain & Logistics Management	The course aims at studying the basic principles to design and manage supply chain and logistics in a business environment. The provided content will strengthen learners' knowledge towards supply chain and logistics success.	Ms Deepika	3000	Thursday 4 – 6 pm

COURSES OPTED

TIME TABLE - PROFESSIONAL CERTIFICATE COURSES 2018 – 2019

Students of Batch I (7 am – 11 am)

Morning Batch Students (Morning slot)					
SL.No	Day	Course	Time	Room No	Faculty
1	Sat	Digital Marketing	11- 1 pm	404	IMS Proschool
2	Sat	Certificate in Financial Modelling	11- 1 pm	406	IMS Proschool
3	Tues	Leadership Skills	11 – 1pm	406	Ms.Bindhu
4	Wed	Web Analytics	11 - 1 pm	406	Mr.Ramesh Babu

Students of Batch II (11 am – 4 pm)

Afternoon Batch Students (Afternoon slots)					
S.no	DAY	COURSE	TIME	Room No	Faculty
1	Wed	Goods & Services Tax (GST)	4 - 6 pm	406 / LAB	Ms.Padmini

2	Wed	Examined Life	4 - 6 pm	114	Vinay. K.S
3	Mon	Theatre Arts	4 - 6 pm	304	Lava Kumar
4	Fri	Stock Market & Investment Analysis	4 - 6 pm	302	Rathi
5	Thu	Supply Chain Management	4 - 6 pm	112	Deepika
6	Fri	Course 100: Start –up Entrepreneur	4 - 6 pm	113	Rency/Nikhath
7	Mon	Social Entrepreneurship	4 – 6 pm	112	Ms.Tina
8	Sat	Certificate in Business Analytics	1 to 3	003 or Lab	IMS Proschool

COURSE GUIDELINES

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

- ❖ Each course is scheduled for 60 hours equivalent to 2 Credits distributed as 30 hrs during odd semester (July – Sep 2018) with 1 credit and rest 30 hrs during even semester (Nov 2018 – Mar 2019) with 1 credit.
- ❖ Exams (ESE) will be formally conducted by the course trainer on completion of the course at the end of each semester. The scheme will be communicated to students shortly.
- ❖ Assignments, projects, presentations can be part of evaluation (CIA) for the final exams.
- ❖ Results will be included in the marks sheet of the candidate on successful completion of the course. Grading system is followed to represent the results scored by the candidate in the marks sheet as per CBCS.
- ❖ Courses offered by knowledge partners having official tie-up with college will provide certificates. Courses offered by in-house faculties don't fetch any certificate.
- ❖ Minimum of 75% attendance is required to appear for the exam in each course.
- ❖ Students are not allowed to shift, change the course or batch once after formal registration.
- ❖ Batch size includes 50 students in each course. Any course with less than 20 students will be dropped by default.
- ❖ Morning batch students will have the courses scheduled between 11 am to 1 pm as per time table.

- ❖ Afternoon batch students will have the some courses scheduled between 9 – 11 am and 4 pm to 6 pm as per time table.
- ❖ Each student can take only one course irrespective of the batch.
- ❖ Attendance will be credited for all the courses on ERP during the class.
- ❖ BBA entrepreneurship students (Sec 'D') can't opt for start-up entrepreneur course & social entrepreneurship course.
- ❖ Enrolment for BBA is open on 2nd & 3rd July, 2018 and for B.Com only on 4th July, 2018 in room no 108. (I Year students).

❖ Timings of enrolment:

Morning batch should enrol only between 11 am -1pm.

Afternoon batch should enrol only between 9 am -11am.

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

COURSES IN DETAIL

1. QUESTIONS THAT MATTER – AN ADVENTURE OF IDEAS

The Course aims to expose its students to Radio Jockeying, Anchoring, Podcasting, Voice-overs, Public Speaking, Presentation Skills, Motivation Skills and Positive Thinking. The course gives an over view of Television and Radio industry. The course will prepare the students on how to hold an audience's attention, and teaching them about voice and its functions. The course will also guide the students on recording voice over, digital recording and editing.

Highlights of the Course:

- After successful training the students can venture into any of the following careers of Radio Jockey, Webcaster, Podcaster, voice over Artiste, Narrator, Announcer, and News Reader.
- The course will prepare students for live events and television shows.
- The course will provide an anchor for those students who wish to get a break in media industry.

- Students get an opportunity to work on various voice over assignments.

2. BASICS OF STOCK TRADING & INVESTMENT

Course is designed to emulate an academic course in stock market investment. There is more emphasis on why and how the market functions than on why one should personally put money into the markets. It ensures that students when they wish to participate in the stock market have adequate knowledge of the stock exchange operations and to make informed stock investment decisions. The course also teaches about online stock trading and how to buy and sell stocks online.

Highlight of the Course:

- Daily News Analysis
 - Presentations by students on topics related to markets
 - Learning trading on Virtual Trading Portals
 - Recognize the reasons for price fluctuations through discussions on corporate decisions and market sentiment
 - A know how on methods of analysis of stocks
 - Live Monopoly Game incorporating events of markets and stocks
 - Stock price analysis using live data through Excel.

3. IPBS

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

Highlight of the Course:

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

4. Start-up Entrepreneur

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

Highlight of the Course:

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

5. DIGITAL MARKETING

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

Highlight of the Course:

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

- Video advertising

6. THEATRE ARTS (Level 1 – ACTOR PREPARES)

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

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

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

Highlight of the Course:

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

7. GOODS & SERVICES TAX & E-FILING (GST)

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

Highlight of the Course:

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

8. BUSINESS ANALYTICS

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

Highlight of the Course:

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

9. CORPORATE ETIQUETTE AND PERSONALITY DEVELOPMENT (CEPD)

Development is an enduring process of fostering, shaping and enhancing individuals' skills, knowledge and interests to ascertain their maximum efficacy and compliance. Development covers an assortment of activities, one of which is the knowledge of Corporate Etiquette and Personality Development. The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.

Highlight of the Course:

- The CEPD will enable participants in: n Projecting the Right.
- First Impression n Polishing manners to behave appropriately in social and professional.

- Enhancing the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette n Developing and maintaining a positive attitude.
- Mastering Cross Cultural Etiquette n Handling difficult situations with Grace, style, and professionalism.

10. FINANCIAL MODELLING

Financial Modelling is a key skill with application in several areas within banking and finance industry as well as within corporations. In Financial Modelling you learn to gather historical information on companies and analyse company / industry performance on various financial parameters. Analysis is then used to build a company's financial model, which in turn is key to projecting a future financial performance. Based on this model companies / investors can arrive at a suitable valuation for the companies.

Highlight of the Course:

- It enables analyst in examining an organisation's financial projections, competitor's projections and other dynamics to determine whether it is a smart or a risky investment.
- It helps Investment Banker in valuing the company by forecasting the revenues. On the basis of Valuation they recommend the buyer or seller on acquisition of new funds or investments in new funds respectively.
- It equips Credit Analysts in collecting historical information & , outstanding debts and forecasting future growth on excel sheet to determine the degree of risk factor , which helps him/her in giving rating
- It helps companies in assessing their own finances & build financial models for their on projects. & in creating a funding plan through debt and equity components.

11. WEB ANALYTICS

The Objective of the course is to understand the various web based tools and analyse the data accordingly and the about the statistics of online presence by a particular user who visits the website. There by the lead generation optimization mechanisms can be made in order to ta appropriate decision at the right time by the marketing department.

Highlight of the Course:

- Digital Marketing
- Social Media Marketing and its Significance
- Understanding Web Data
- Web Analytical Tools

- Google Analytical Tools and case studies.

12. LEAN SIX SIGMA

The students understand the concepts, implementation and objectives of total quality management. Since it is a people oriented management system it makes every member of the organization to maintain high work standards and therefore students should be aware of the same. Constant refinement and learning is needed especially in organisations which believes in the team work, this key element can be highlighted to the students.

Highlight of the Course:

- Sigma tools
- Dashboard
- Quality management
- DMAIC methodology
- Precision is required in all walks of life especially while we are employed in companies like healthcare, manufacturing, engineering, and teaching.

13. SOCIAL ENTREPRENEURSHIP

Understand and appreciate the role of (and need for) social entrepreneurship in building a sustainable society. Acquire the knowledge, skills, tools and techniques needed to become an entrepreneur in the social sector. Develop sustainable “business” model for building a social enterprise that can make a difference

Highlight of the Course:

- Students are able to understand the importance of various forms of Entrepreneurship
- They will witness the transformational journey of a social Entrepreneur
- They will encounter practicality and reality of setting up a social Enterprise with the help of Government support systems
- Discover Opportunities For Social Entrepreneurs and successful initiatives

14. LEADERSHIP SKILLS

Enhance the skills required for a leadership position. Students handle the transition into a professional environment. Equip the students with various skills which include human skills, planning and handling responsibilities, effective communication and crisis management. Facilitate students cope with the

transition from being a Team Member to Manager to successfully establish identify as a Manager.

Highlight of the Course:

- Meeting performance expectations
- Planning and organizing workflow
- Team building
- Conducting meetings
- Communication skills
- Coaching and mentoring skills
- crisis management
- Self-development

15. SAP

SAP (Systems, Applications & Products in data Processing) is the world's largest business software company – founded in 1972 and headquartered in Walldorf, Germany. Five maverick IBM employees left secure careers to pursue a vision: to create standardized software systems that help companies run better. Now after 44 years SAP has 3, 50,000 customers coming in all sizes and work in every industry and geographic region you can imagine. They include 87% of the Forbes Global 2000 and 98% of the world's top 100 most valued brands. Some are big household names, while others are small but ambitious start-ups that are just beginning to grow.

Highlight of the Course:

- Foundation
- SAP FI
- Business Transactions
- Integration with other functions
- Consulting methodology & best practices
- Capstone project
- Paperless
- Hands-on experience
- Activity based teaching
- Career

16. YOUTH YOGA CERTIFICATE

Yoga deals with holistic wellbeing of oneself. It is ancient form of practice evolved thousands of years back and is being practiced continuously since then. Yoga is well accepted and practiced worldwide. Yoga is merely perceived as a form of exercise or just stretching but it is much more than that. Basically Yoga is not only a form of exercise but it is an ancient wisdom for healthier, happier

and peaceful way of living. It helps students in holistic development. The aim of this course is to train and prepare students in the aspects of Yoga, which deals with the holistic development of oneself. It enables students to enhance their physical, mental, emotional, social, and spiritual health.

Highlight of the Course:

- To impart the basic knowledge about Yoga, its basis and applications.
- To promote the awareness of positive health, personality development and psycho-spiritual evolution.
- To educate students on 5 levels (Pancha Kosha) of wellbeing – Physical, Mental, Social, Emotional and Spiritual.
- To teach effective breathing exercises (Pranayama) to manage their energy levels.
- To increase flexibility through various postures (Asanas).
- To lead students through guided meditation and cyclic meditation to increase concentration and manage stress.

17. HUMANITARIAN ASSISTANCE AND DISASTER MANAGEMENT

The aim of this course is to provide knowledge of Humanitarian assistance before and after disaster and approaches to disaster and risk reduction and to enhance the knowledge by providing, realistic models in risk reduction, promote prevention and preparedness for disaster, undertake mitigation and risk reduction steps and prioritize rescue, relief, rehabilitation and reconstruction.

Highlight of the Course:

- Preparedness plans for disaster response.
- Monitoring and evaluation plan for disaster response
- Mapping of Disaster area and get medical aid and support
- Setting up of early warning systems for risk reductions

18. SUPPLY CHAIN AND LOGISTICS MANAGEMENT

The course aims at studying the basic principles to design and manage supply chain and logistics in a business environment. The provided content will strengthen learners' knowledge towards supply chain and logistics success. It will give students insights on know-how to operate resources and manage them in an efficient and effective manner for competitive advantage of an organization.

Highlight of the Course:

- Develop the concept of supply chain & logistics management.
- Discuss the designing of supply chain network to meet demand.
- Understand the various modes of transportation and their selection in diverse situation.
- Focus on contemporary practices in management of supply chain and logistics.

CHALLAN FOR RS 6000

Sl. No. **36667**

St. Joseph's College of Commerce
(AUTONOMOUS)
163, Brigade Road, Bangalore - 560 025.

FEE RECEIPT

S. B. A/C No. **9875** Date :.....

Name :.....

Class :..... Reg. No.

DESCRIPTIONS	AMOUNT	
	Rs.	Ps.
Administrative / Exam Fee		
Parking Fee		
Fine		
T.C. / M.C. / P.D.C.		
Convocation		
Certificate Course ✓	6000	
Certificate		
Miscellaneous		

Amount in words..... *Six thousand only*

Amount to be paid in **BANK OF BARODA**
Brigade Road, Bangalore - 25
(Payment through Cash / Demand Draft only)

Signature of the Receiving Authority Signature of the remitter

(COLLEGE COPY)

Sl. No. **36667**

St. Joseph's College of Commerce
(AUTONOMOUS)
163, Brigade Road, Bangalore - 560 025.

FEE RECEIPT

S. B. A/C No. **9875** Date :.....

Name :.....

Class :..... Reg. No.

DESCRIPTIONS	AMOUNT	
	Rs.	Ps.
Administrative / Exam Fee		
Parking Fee		
Fine		
T.C. / M.C. / P.D.C.		
Convocation		
Certificate Course ✓	6000	
Certificate		
Miscellaneous		

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(BANK COPY)

Sl. No. **36667**

St. Joseph's College of Commerce
(AUTONOMOUS)
163, Brigade Road, Bangalore - 560 025.

FEE RECEIPT

S. B. A/C No. **9875** Date :.....

Name :.....

Class :..... Reg. No.

DESCRIPTIONS	AMOUNT	
	Rs.	Ps.
Administrative / Exam Fee		
Parking Fee		
Fine		
T.C. / M.C. / P.D.C.		
Convocation		
Certificate Course ✓	6000	
Certificate		
Miscellaneous		

Amount in words..... *Six thousand only*

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(Payment through Cash / Demand Draft only)

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(STUDENT COPY)