**Certificate Course for Financial Statement Analysis & Reporting**

**COURSE OUTLINE :**

Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on.

**COURSE PLAN :**

Week 1 : Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies.

Week 2 : Content of annual reports, Quality of financial reporting, Reporting regulation in India, Reporting regulations for Partnership firms, Reporting regulations of Companies.

Week 3 : Nature & objectives of Financial Statements, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement, Income Statement.

Week 4 : Income Statement, Income Statement, Balance Sheet, Balance Sheet, Balance Sheet.

Week 5 : Balance Sheet, Cash Flow Statement, Sources of financial information, Tools and techniques of financial statement analysis, Tools and techniques of financial statement analysis.

Week 6 : Tools and techniques of financial statement analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis.

Week 7 : Ratio Analysis, Ratio Analysis, Cash flow statement, Cash flow statement, Cash flow statement.

Week 8 : Cash flow statement, Comparative Statement, Common Size Statement, Du-Pont Analysis, Concepts on sickness, distress.

Week 9 : Report preparation of financial statement analysis, Types of business combinations, Consolidated financial statements, Consolidated financial atements, Consolidated financial statements.

Week 10 : Inter-company transactions and profit confirmations, Inter-company transactions and profit confirmations, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings.

Week 11 : Balance Sheet Under Income Tax Act, Balance Sheet Under Income Tax Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act.

Week 12 : Window dressing, Window dressing, Recent scandals in financial reporting, Recent scandals in financial reporting, Recent scandals in financial reporting.

**Certificate Course in Innovation in Marketing & Marketing Inventions**

**COURSE OUTLINE :**

This course brings together the fields of marketing and innovation in an integrated subject that enables students, executives, entrepreneurs and all others who are inquisitive about innovation in marketing and marketing of innovation to develop an insight and to practically use it. It is curated to provide conceptual as well as practical knowledge of both ‘innovation in marketing’ and ‘marketing innovation’. The idea is to unfold the intricacies of innovation in the light of marketing and intricacies of marketing in the light of innovation.

**COURSE PLAN :**

Week 1: Innovation in Marketing  
• Need of innovation in Marketing?  
• What Is Marketing Innovation?  
• Innovative perspective about 4Ps for Innovation (Marketing Mix)

• The Innovators Dilemma  
• Go to market strategy  
• Innovative Marketing Strategies

Week 2: Innovation in Marketing Strategies  
• Targeting: Evolutionary Perspective  
• Changes in Consumer behavior  
• Innovation in positioning techniques. Perspective of positioning. • Case Study

Week 3: Innovation in Products and Services (Management of Product and Services) • Changing Concept in marketing of products and services  
• Innovation in Services Marketing  
• Innovation in other product elements and Marketing

• Innovation in Branding, Methods, Value Chain and Evaluation • Influence of product and services innovation on marketing mix

Week 4: Innovation in Pricing  
• What is innovation in Pricing?  
• Innovative Pricing strategies  
• Factors affecting Pricing Innovation  
• Influence of pricing innovation on marketing mix • Case Study

Week 5: Innovation in Delivering  
• Innovation in Distribution channels  
• Innovation in Channel Management  
• Innovation in Retailing  
• Influence of channel management innovation on marketing mix

Week 6: Innovation in Media and Marketing Communication

• Innovation in Marketing Communication  
• Innovation lead IMC  
• Advertising Trends

• Integrated Marketing Communication: Media Advertising, Direct Marketing, Sales Promotion, Public Relations, Telemarketing, Personal selling and other Support Medias.

• Digital Marketing: Search Engine Marketing, Online Marketing, Web 2.0 and Web 3.0 Technologies, Viral Marketing, Mobile marketing, Search Advertising Marketing, Marketing in Virtual reality Environment (AR &VR)

• Website Development: Web Design, Building Site Traffic, Geo-Mapping • Influence of IMC innovation on marketing mix  
• Case Study

Week 7: Innovation in Value Creation  
• Co–creation of value and value co-creation

• Innovation and value chains  
• Beyond the business world  
• Case Study

**Certificate Course in Managing Change in Organizations**

**COURSE OUTLINE :**

The course aims to equip students to develop themselves into a critically reflective and capable scholar, practitioner, or a manager who can facilitate the change process in their organizations and can act as change leaders. The major objective of the course is to help students to understand why organizations need to change, how to scan the environment and find out the need for change, what are the various types of change taking place in organizations, and one can diagnose the kind of change organizations require? The course will offer students tools and framework for the diagnosis for organizational change which would enable them to understand the change process in order to better implement the change. The course will also discuss various approaches to change management, issues faced by change managers like barriers to change and how to overcome resistance to change, how to communicate change for better participation of people in the change process, and how to ensure that change is sustainable. Finally, we would relate change management with innovation and learning organization to show that how effective change management can help organizations to be more innovative, sustainable in the long run and compete in an ever changing environment

**COURSE PLAN :  
Week 1:** Nature of Organizational Change, Perspectives of Organizational Change, image of change managers, Type of change: Incremental vs. transformation  
**Week 2:** Identifying the need for change: external and internal pressure for change; Scope of change: culture, strategy, technology, people management system, structure  
**Week 3:** Diagnosing organizational change: models and frameworks for change; managing resistance to change  
**Week 4:** Implementing change: Organizational development approaches to change; contingency and process based approaches  
**Week 5:** Linking vision and mission with change; leading change, politics of change, factors affecting change  
**Week 6:** Communicating change, strategies for change communication, sustaining change; Evaluating change, the role of change agents  
**Week 7:** Organizational change and innovation, Linking change management with organizational learning and learning organizations **Week 8:** Case examples and successful change management efforts in Indian organizations, Turnaround strategies, strategic convergence and learning from change, organizational effectiveness and change

**Certificate Course in E-Business**

**COURSE OUTLINE :**

The Internet has changed the way companies carry out their businesses. The primary objective of this course is to introduce concepts, tools and approaches to electronic business to the post- graduate and undergraduate students. Further, the subject will help the students to develop skills to manage businesses in the digital world. The course will cover following aspects of E-Business Systems.

• Part 1: Foundations of E-Business systems  
• Part 2: Infrastructure  
• Part 3: Functional Areas  
• Part 4: Decision Support for E-Business Systems  
The course provides a balance approach including concepts from technology and management.

**COURSE PLAN :  
Week** 1: Introduction to E-Business

**Week** 2: Making Functional Areas E-Business Enabled : Value chain and supply chain, inter and intra organizational business processes, ERP

**Week** 3: Making Functional Areas E-Business Enabled : E-Procurement  
**Week**4:Making Functional Areas E-Business Enabled : E-marketing, E-Selling, E-Supply Chain

Management

**Week** 5: Technologies for E-Business: Internet and Web based system

**Week** 6: Technologies for E-Business: Security and payment systems

**Week** 7: Technologies for E-Business: Supply chain integration technologies (EDI, RFID, Sensors, IoT, GPS, GIS)

**Week** 8: Technologies for E-Business: Supply chain integration technologies (Web services and cloud) **Week** 9: Decision Support in E-Business: Web analytics  
**Week** 10: Decision Support in E-Business: Customer behavior modeling  
**Week** 11: Decision Support in E-Business: Auctions

**Week** 12: Decision Support in E-Business: Recommender systems

**Certificate Course in Financial Management for Managers**

**COURSE OUTLINE :**

Financial Management is an interesting area of learning for the management graduates, working professionals, chartered accountants and similar other professionals working in the related areas. Investment and financing decisions in the business are quite complex and risky and require a detailed analysis and investigations before finalizing any investment proposal by any existing or a new business organization/firm. Further, it involves complex capital structure related decisions, working out cost of capital and ways and means about maximizing the value of the firm. Finalizing any investment proposal, arranging for the required amount of funds from different sources of finance and deciding the optimum capital structure are some very complex and peculiar decisions that need a strong background of finance and financial management for the decision makers in the industry. Value maximization being the ultimate objective of any business, requires learning about rigorous and thorough investment decision making and evaluation process which may be facilitated after learning about the tools and techniques of financial management. In this subject I will discuss all about the investment, financing and dividend decisions process in the business firms and the process of value maximization of any business firm.

**COURSE PLAN :**

Week 1 : Financial management-an overview, Financial decisions in the firms, the fundamental principles of finance, goals of financial management, building blocks of modern finance.

Week 2 : Risk-return trade off, Organization of finance functions, Emerging role of financial managers’ in India, Over view of financial statements – Income statement, Balance Sheet, Cash flow statement, Analysis of financial statements

Week 3 : Financial Planning & forecasting, Tools & techniques of Financial Planning & Forecasting, Sources of finance.

Week 4 : Time Value of Money, Future value of a single amount, Present value of a single amount, Future value of Annuity, Present value of Annuity & Perpetuity

Week 5 : Capital Budgeting –Concept and overview, Capital budgeting process, Project classification, Techniques of capital budgeting, Investment criteria

Week 6 : Net present value, internal rate of return, Modified Internal rate of return, Benefit cost ratio, Pay-back period method

Week 7 : Accounting rate of return, Investment appraisal in practice, Estimation of project cash flows – overview, Estimation of project cash flows-tools & techniques, Estimation of project cash flows-tools & techniques

Week 8 : Accounting rate of return, Investment appraisal in practice, Estimation of project cash flows – overview, Estimation of project cash flows-tools & techniques, Estimation of project cash flows-tools & techniques

Week 9 : Break-even analysis, some other models and tools of risk analysis, Project selection under risk, cost of Capital-Overview, Cost of debt & preference capital.

Week 10 : Cost of equity, Determining the proportions, WACC, WA Marginal cost of capital, Determining the optimum capital budget

Week 11 : Capital structure of firms-An overview, Net income approach, Net operating income approach, Traditional proposition, MM Proposition

Week 12 : Dividend decisions-An overview, Relevance of dividend, Dividend policy formulation, Dimensions of divined policy, Legal & procedural aspects of dividend decisions

**Certificate Course in Business Development: From Start to Scale**

**Course Outline:**

This 12-week, 60 lecture course titled "Business Development: From Start to Scale" equips the learners with various concepts and frameworks for establishing and growing businesses. Focusing on customers and markets, the course covers the foundational as well as advanced constructs of business development. Multiple practical examples and case studies are provided. This versatile course will be useful for students and working professionals, and relevant for startups and entrepreneurial firms as well as established small, medium, and large companies for crafting and executing their growth journey. This course, in addition, will be an ideal next-step course for those who would complete the Entrepreneurship course.

**COURSE PLAN :**

Week 1: Business Fundamentals Understanding Business Development Marketing and Business Development Markets and Marketing Strategy Formulation Business Development Cases

Week 2: Business Development Strategies Successful Businesses Industry and Market  
Vision, Mission and Strategy Goals Case Studies of Business Development Excellence

Week 3: Industry Structure and Company Analysis Industry and Business Porter’s Five Forces Theory Industrial Transformations Competitive Strategies Company Analysis

Week 4: Market and Competitor Analysis Industry, Market and Business Industry and Market Analysis Market Structures  
Demand Forecasting Competitor Analysis

Week 5: Connecting with Customers Customer Characteristics Customer Typologies  
Market Research and Design Thinking Customer bonding  
Customer Relationship Management

Week 6: Business and Market Segments Market and Market Descriptors Market and Product Segmentation  
Product-Market Segmentation  
Segmentation Deep Dive  
Market Attractiveness and Competitive Positioning

Week 7: Branding and Pricing Branding Brand Organisation  
Advertising and Communication Servitization  
Pricing

Week 8: Corporate Development A New IT Start-up An FMCG Start-up  
A Logistics Start-up  
A Nutraceuticals Start-up A Telecom Fightback

Week 9: Business Development Structures Collaborations Strategic Alliances  
Joint Ventures Subsidiaries  
Mergers and Acquisitions

Week 10: Business Development Competencies Value Chain Competencies Functional Competencies Negotiation Skills Cultural Skills  
Leadership Attributes

Week 11: Strategies for Markets and Industries Growth Strategies Growth Examples  
Fragmented Industries and Emerging Industries Mature Industries and Declining Industries Global Industries and New Businesses

Week 12: Business Development Case Studies Business Transformation Strategic Alliances for Growth Business Turbulence  
Creating Value  
From Start to Scale In Closing

**Certificate Course in Chromatgraphy**

**Course Outline:**

* Define and explain principles of basic chromatography and Spectroscopy.
* Explain and compare types of Chromatographic and spectroscopic techniques used in drug evaluation.
* Describe and illustrate Detailed hardware and working of analytical techniques like HPLC, GC, Flame Photometry and AAS.
* Analyse and understand practical application of all he mentioned techniques

**COURSE PLAN :**

|  |  |  |
| --- | --- | --- |
| Sr. No | Name of Instrument | Content |
| 1 | High Performance Liquid Chromatography (HPLC) | Introduction on Instrument – Its Principle, instrumentation, working, Software, Applications, Advantage, Disadvantage, Troubleshooting, Simple egs, and explanation in detail.  Working demonstration of instruments  Hands on Training (practical Performance) on Instrument and Software handling |
| 2 | Gas Chromatography (GC) |
| 3 | Flame Photometer |
| 4 | Atomic Absorption Spectrophotometer (AAS) |

**Certificate Course in Discovery Secrets In Trading & Investment**

**Course Outline:**

* Practical Knowledge of Trading: Gained the ability to conduct trades, understand market fluctuations, and use trading platforms effectively.
* Investment Strategies: Developed the capacity to create personalized investment portfolios, understanding risk and return.
* Financial Decision-Making: Acquired analytical skills to make informed

**COURSE PLAN :**

* Understanding Market Fundamentals: To introduce students to the basics of financial markets, trading platforms, and various investment vehicles.
* Enhancing Trading Skills: To teach students trading strategies, risk management techniques, and tools used for analysing market trends.
* Investment Planning: To enable students to develop investment strategies that align with their financial goals and risk tolerance.
* Real-World Applications: To provide hands-on experience through simulations or practical assignments that allow students to apply trading and investment skills in real-world scenarios.

**Certificate Course in E-Filing of Income Tax Returns**

**Course Outline:**

* To equip students to be self employed by giving them training on E-Filing of Income Tax Returns
* To enhance entrepreneurial skills amongst students inclined towards Accounting & Taxation
* To give hands on training to the students for filing Income Tax Returns of small business & individuals

**Course Plan:**

* Introduction to Direct & Indirect Tax
* Computation of Gross Total Income & E-Filing of Income Tax Returns

1. Income from salaries
2. Income from house property
3. Income from business/profession
4. Capital Gains
5. Deductions & Exemptions
6. ITR & Filing of Returns

**Certificate Course in EHS Concerns related to Analytical Laboratories**

**Course Outline:**

* Define and explain importance of Environment, Health and Safety
* Explain standards of laboratory safety.
* Describe and illustrate procedure for Environment audit.
* Analyse and understand importance and calculations of carbon credits and footprints for any industry

**Course Plan:**

1. Strategies to reduce environmental impact of Bioanalytical laboratory

2. Standards of Laboratory Safety (Including Biosafety Levels)

3. Overview of guidelines for laboratories handing Radioactive substances

4. Introduction to ISO 14001 and OSHAS 18001.

5. Introduction to Environment Impact Assessment & Reporting

6. Biodiversity: Red Data Book, Endemic and endangered Medicinal Plant

7. Species, Conservation and sustainable use of medicinal raw materials,

8. Introduction to Wildlife Act of India & CITES

9. Carbon footprints and Carbon credits.

**Certificate Course in Power BI**

**Course Outline:**

This course will gives fundamentals of Power BI, a powerful business intelligence (BI) tool from Microsoft. You will learn how to import and connect to data from various sources, create dashboards and reports, and perform data analysis using Power BI. By the end of this course, you will be able to use Power BI to create insightful visualizations and reports to support data-driven decision making.

**Course Plan:**

Unit 1: Foundational Concepts

Introduction to Business Intelligence (BI) and Data Visualization, Understanding the concept of BI and its role in decision-making. Importance of data visualization and its impact on communication. Benefits and applications of BI and data visualization in various industries. Introduction to the data analysis lifecycle.

Installing and Configuring Power BI Desktop : Downloading and installing Power BI Desktop. System requirements and software compatibility. Configuring settings and preferences for optimal use of Connecting to Data Sources in Power BI, Exploring various data sources supported by Power BI (e.g., Excel, databases, cloud storage).

Introduction to the Power BI Interface

Navigating the Power BI Desktop workspace (Report, Data, Modelling views). Familiarizing with key elements like visuals, fields, filters, and slicers. Understanding the basic functionalities of the Power BI interface.

Unit 2: Power BI for Data Analysis and Visualization

Identifying and handling common data quality issues (missing values, inconsistencies). Techniques for data cleaning and transformation (filtering, sorting, removing duplicates). Shaping data for optimal analysis and visualization.

Creating Calculated Columns and Measures:

Extending data with calculated columns for new insights. Developing measures to summarize and analyze data effectively. Understanding DAX (Data Analysis Expressions) for creating calculations.

Data Visualization with Power BI

Selecting appropriate chart types based on data and intended message. Building effective visualizations using various charts and graphs in Power BI. Formatting and customizing visuals for enhanced impact and clarity.

Creating Interactive Dashboards

Designing dashboards to present key performance indicators (KPIs). Arranging visuals and elements for a cohesive and user-friendly experience. Adding interactivity to dashboards with filters, slicers, and drill-down features. Sharing and Publishing Power BI Reports and Dashboards Sharing reports and dashboards with colleagues securely within an organization. Publishing reports to Power BI Service for broader accessibility. Understanding access controls and collaboration features.

Case Studies and Best Practices

Exploring real-world applications of Power BI in various industries. Discussing best practices for data visualization, dashboard design, and storytelling with data. Learning from success stories and common pitfalls in BI implementations.

**Certificate Course in Food Safety**

**Course Outline:**

* To Increase awareness related to food safety and hygiene among industry operators and workers.
* To educate students about common food adulterants and their detection.
* To introduce students to food safety and standardization acts.
* To make students skilled in food adulteration testing.

**Course Plan:**

Theory

Unit-I Food safety management systems

Importance and application of food regulation in the Indian and Global context, responsibilities for maintaining and enforcing food safety FSSAI, Food Safety Training and Certification (FOSTAC), CODEX, HACCP, ISO 22000 series, TQM and GMP. Auditing and accreditation (BIS, AGMARK etc).

UNIT-II Food Adulteration Practices

Adulteration-Definition; types-Intentional, incidental, metallic, and packaging hazard. Causes and methods of food adulteration. General Impact on Human Health. Detection and Prevention of Food Adulteration. Mitigation measures for addressing food adulteration.

Practicals

1. Composition and adulterant detection in the following Foods- Milk, Edible Oil, Sugar, Spices, honey, flours, Ghee, clove, black pepper.

2. To detect the adulterants like artificial colour, Clay, chicory, azo dye from tea and coffee.

3. To detect the presence of adulterants like water, proteins, urea, formalin, detergent, sugar, and starch in the milk. To check quality of milk using MBRT and RRT

4. To detect the adulteration of insoluble substance, chalk powder and washing soda in sugar.

5. To detect the adulteration of red lead salts/brick powder in chilli powder, yellow lead salts/ coloured saw dust in turmeric and dried papaya seeds in pepper.

6. To detect sugar as an adulterant in honey.

7. Detection of rhodamine dye, sudan III in given food samples

8. Categorize the hazards as type physical, chemical and biological- The identification of hazards must be precise and detailed and preferably refer to type, source, process step and whether it is a biological, chemical, or physical hazard.

PHYSICAL: Foreign matter like glass, hairs, metal piece, stones, piece of wood etc. CHEMICAL: Cleaning chemicals/detergents, oils, grease, insecticides, chemicals used. BIOLOGICAL: Bacteria, Fungi, viruses.

9. Visit to Food company