

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****23VAC07 - E-Marketing****[A Value Added Course]***Offered By***Department of Management Studies**

A course on e-marketing, also known as digital marketing, is designed to provide individuals with an in-depth understanding of the marketing techniques and strategies used in the digital environment. A course on e-marketing may be offered by various institutions. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for professionals, marketers, and students who tested understanding the latest trends and techniques in e-marketing and its impact on businesses and consumers.

**OBJECTIVES**

To provide students with an understanding of the principles of digital marketing, including how to create an online presence, how to use social media and search engines for marketing purposes, and how to measure and analyze the effectiveness of digital marketing campaigns. To develop students' skills in e-commerce, including how to set up an online store, how to create effective product pages, and how to manage payments and shipping. To explore the role of content marketing in digital marketing.

Time: 3:30 to 5:30 p.m

Commence from: 10-05-2023

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****23VAC02 - PERSONALITY  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

Personality Development courses help individuals improve and enhance their personal characteristics, behaviours, attitudes, and overall outlook. The courses can be structured and typically involve a combination of lectures, interactive activities, and self-reflection exercises. The main goal of a Personality Development course is to help individuals identify and develop the skills and qualities they need to achieve their personal and professional goals. These courses focus on various topics, including communication skills, leadership, self-confidence, stress management, time management, and emotional intelligence.

**OBJECTIVES**

To help students develop self-awareness and emotional intelligence, including understanding their own strengths, weaknesses, and values, and learning how to manage their emotions and communicate effectively with others.

To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.

To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: 17-04-2023

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****23VAC17 - BASICS OF WEB  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Basics of Web Development is designed to provide individuals with an understanding of the fundamental concepts and techniques used in building websites. CIMAT offer a course on the Basics of Web Development. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in pursuing a career in web development or who want to understand the principles and techniques used in building websites.

**OBJECTIVES**

To provide students with a solid understanding of HTML and CSS, which are the basic building blocks of the web.

To develop students' front-end web development skills.

To provide students with a solid foundation for more advanced web development topics. This could include topics like server-side scripting, databases, and security.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: 31-03-2023

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****23VAC03 - BUSINESS ETHICS AND  
CORPORATE GOVERNANCE  
[A Value Added Course]***Offered By***Department of Management Studies**

Business ethics studies moral principles and values in the business environment. It involves understanding and applying ethical principles and standards to guide decision-making and behaviour in business operations. Ethical behaviour in business involves practices that are fair, honest, responsible, and respectful of stakeholders, including employees, customers, suppliers, investors, and the broader community. On the other hand, corporate governance refers to the system of processes, policies, and practices that organizations use to direct and control their operations. It encompasses power distribution, roles and responsibilities, accountability, transparency, and organizational ethical conduct. Good corporate governance ensures that an organization is managed in a responsible, transparent, and effective way that protects stakeholders' interests.

**OBJECTIVES**

To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.

To develop students' skills in ethical decision-making.

To explore the role of corporate governance in business. This could include understanding the legal and regulatory frameworks that govern business behavior, as well as examining the responsibilities and duties of boards of directors, executive management, and other key stakeholders. The course may also explore the impact of corporate governance on organizational performance and social responsibility.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: 24-03-2023

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****23VAC12 - EXECUTIVE  
COMMUNICATION****[A Value Added Course]***Offered By***Department of Management Studies**

A course on Executive Communication is designed to help individuals develop effective communication skills to communicate clearly, confidently, and persuasively in professional settings. CIMAT offer a course on Executive Communication. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit individuals looking to improve their communication skills and advance their careers in executive positions.

**OBJECTIVES**

To develop students' communication skills, including how to deliver persuasive presentations, how to communicate with clarity and confidence, and how to build rapport with stakeholders.

To enhance students' interpersonal skills, including how to build and maintain relationships with stakeholders, how to negotiate effectively, and how to manage conflict.

To explore the role of communication in leadership. This could include examining the characteristics of effective leaders and how they communicate, understanding the impact of communication on organizational culture and change management, and exploring the ethical and social responsibility considerations of executive communication.

**LEARNING OUTCOME**

Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.

Time: 3:30 to 5:30 p.m

Commence from: 03-03-2023

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****23VAC11 - CYBERSECURITY  
FUNDAMENTALS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Cybersecurity Fundamentals is designed to provide individuals with an understanding of the basic principles and best practices of cybersecurity. CIMAT offer a Cybersecurity Fundamentals course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in learning the basics of cybersecurity or considering a cybersecurity career.

**OBJECTIVES**

To provide students with an understanding of the basic principles of cybersecurity, including confidentiality, integrity, and availability.

To develop students' skills in cybersecurity practices by learning how to implement basic cybersecurity measures, such as secure passwords, firewalls, and antivirus software, as well as understanding how to respond to security incidents and breaches.

To explore the legal and ethical implications of cybersecurity by understanding the various laws and regulations that govern cybersecurity, such as data protection and privacy laws, as well as exploring the ethical considerations of cybersecurity, such as the importance of respecting user privacy and maintaining transparency.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: 01-02-2023

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC18 - STATISTICAL PACKAGE  
FOR THE SOCIAL SCIENCES (SPSS)  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Statistical Package for the Social Sciences (SPSS) is designed to provide individuals with an understanding of how to use SPSS software to analyze and interpret data in social science research. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals involved in social science research, including students, researchers, and professionals in psychology, sociology, and education.

**OBJECTIVES**

To help students understand statistical analysis and its application to social sciences research. This could include learning about different statistical techniques such as descriptive statistics, inferential statistics, correlation analysis, and regression analysis, as well as their practical use in social sciences research.

To help students develop skills in data management and analysis, including how to enter and organize data into SPSS, how to perform data cleaning and coding, and how to analyze and interpret data using different statistical techniques. To help students learn how to report and present research results using SPSS output.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: 26-12-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC09 - Corporate Skills for  
Executives****[A Value Added Course]***Offered By***Department of Management Studies**

A course on Corporate Skills for Executives is designed to help executives develop the skills and competencies necessary for success in the corporate world. CIMAT offer a Corporate Skills for Executives course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for executives, managers, and professionals interested in developing the skills and competencies required for success in the corporate world.

**OBJECTIVES**

To develop students' leadership skills, including the ability to inspire and motivate teams, communicate effectively, and make strategic decisions. To develop skills in networking, personal branding, and professional communication, as well as exploring strategies for career advancement and success. To build students' business acumen. This could include developing an understanding of financial statements, exploring business strategy and innovation, and understanding the competitive landscape of various industries.

Time: 3:30 to 5:30 p.m

Commence from: 28-11-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC01 - ADVANCED EXCEL  
[A Value Added Course]***Offered By***Department of Management Studies**

Advanced Excel uses advanced features and functions in Microsoft Excel, a popular spreadsheet software that can help users to manage, analyze, and visualize data in various contexts, from financial analysis to project management to scientific research. Advanced Excel includes multiple tools and techniques that allow users to manipulate, analyze, and visualize data in various ways. Excel consists of a range of data visualization tools, such as charts, graphs, and sparklines, which allow users to create visual representations of data to better understand trends and patterns.

**OBJECTIVES**

To improve a learner's understanding and proficiency in using Excel tools and features.

To help learners become more productive in their work.

To develop learners' critical thinking skills. By providing learners with real-world examples and scenarios, this course encourages learners to analyze data and solve problems using Excel's advanced tools and features. This can help learners become more effective problem-solvers and decision-makers in their work.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: 31-10-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC21 - GST & E-FILING  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on GST (Goods and Services Tax) is designed to provide individuals and businesses with an in-depth understanding of the GST regime in India. CIMAT offer a study on GST as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The method may suit professionals, business owners, and students interested in understanding India's GST regime and its impact on businesses.

**OBJECTIVES**

To provide students with a basic understanding of the Goods and Services Tax (GST) system, including its objectives, features, and benefits.

To develop students' skills in e-filing, including how to file GST returns, how to generate e-way bills, and how to manage GST invoices and payments.

To explore the impact of GST on business, including the impact on pricing and profitability, the impact on supply chain management, and the implications for small and medium-sized businesses.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas; Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: 10-10-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC20 - STRONG WORK ETHICS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Strong Work Ethics typically covers the principles and practices of developing and maintaining strong work ethics in the workplace. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various vital work ethics topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to develop and maintain strong work ethics, improve productivity and job satisfaction, and achieve success in their careers.

**OBJECTIVES**

To help students develop a strong work ethic, including attitudes and behaviors such as responsibility, accountability, dependability, punctuality, and a positive attitude towards work.

To help students enhance their professional skills and competencies, such as communication, teamwork, problem-solving, critical thinking, and adaptability.

To help students become ethical leaders who promote and embody strong work ethics in the workplace.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: 19-09-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC05 - INTERNET OF THINGS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Internet of Things (IoT) is designed to provide individuals with an in-depth understanding of the technology and applications of IoT. A study on IoT may be offered by CIMAT. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for professionals, engineers, and students interested in understanding IoT technology and its application's impact on businesses and society.

**OBJECTIVES**

To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.

To develop students' skills in IoT development and management, including how to design and build IoT systems, how to integrate IoT devices and sensors into existing systems, and how to manage and analyze IoT data.

To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development, and the opportunities and challenges of IoT innovation.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;10-01-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC19 - SALES FORCE  
MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Sales Force Management typically covers the principles and practices of managing a sales force to achieve organizational goals. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various sales force management topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to manage a sales force effectively and efficiently.

**OBJECTIVES**

To help students understand the role and importance of sales management in achieving organizational goals and objectives.

To help students develop skills in sales strategy and planning, including how to develop and implement a sales plan, how to identify and analyze sales opportunities and threats, and how to optimize sales performance and productivity.

To help students learn how to manage and motivate sales teams, including how to recruit and train sales personnel, how to develop and implement sales incentive programs, and how to monitor and improve sales team performance.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.



Time: 3:30 to 5:30 p.m

Commence from: 16-02-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC14 - GD AND PERSONAL  
INTERVIEW SESSIONS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Group Discussions (GD) and Personal Interviews (PI) is designed to help individuals prepare for the selection process of various competitive exams, job interviews, and higher education admissions. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit individuals preparing for competitive exams, job interviews, or higher education admissions who want to improve their communication and interpersonal skills.

**OBJECTIVES**

To develop students' communication and interpersonal skills, including how to articulate thoughts and ideas effectively, how to actively listen to others, and how to build rapport with interviewers and other candidates.

To prepare students for job interviews, including how to research companies and job positions, how to prepare effective resumes and cover letters, and how to answer common interview questions.

To help students understand group dynamics, including how to manage group discussions effectively, how to deal with conflict and differing opinions, and how to collaborate with others.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas; Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>25-01-2022

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC07 - E-MARKETING  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on E-Marketing typically covers the principles and practices of marketing in the digital age. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various e-marketing topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to develop and implement effective e-marketing strategies in a digital environment.

**OBJECTIVES**

To provide students with an understanding of the principles of digital marketing, including how to create an online presence, how to use social media and search engines for marketing purposes, and how to measure and analyze the effectiveness of digital marketing campaigns.

To develop students' skills in e-commerce, including how to set up an online store, how to create effective product pages, and how to manage payments and shipping.

To explore the role of content marketing in digital marketing.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>02-02-2022

Certificate after completion of Course



**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC13 - FUNDAMENTALS OF  
LOGISTICS****[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Fundamentals of Logistics is designed to provide individuals with an understanding of logistics management's fundamental principles and practices. CIMAT offer a course on the Fundamentals of Logistics. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in pursuing a career in logistics management or who want to improve their understanding of logistics operations.

**OBJECTIVES**

To provide students with an understanding of the basic principles of logistics, including the management of the flow of goods and services from point of origin to point of consumption.

To develop students' skills in logistics management, including how to plan and organize logistics operations, how to manage inventory and transportation, and how to measure and optimize logistics performance.

To explore the impact of logistics on business, including the importance of logistics in achieving business objectives, the impact of logistics on customer satisfaction and loyalty, and the role of logistics in sustainability and corporate social responsibility.

**LEARNING OUTCOME**

Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.

Time: 3:30 to 5:30 p.m

Commence from: 03-01-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****22VAC08 - TALLY FOR MANAGERS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Transactions Allowed in Linear Line Yards (Tally) for managers is designed to give managers an in-depth understanding of the Tally software and its applications in managing business transactions related to linear line yards. CIMAT offer a course on Tally for managers as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit managers, executives, and professionals interested in managing business transactions related to linear line yards using Tally software.

**OBJECTIVES**

To help managers understand the Tally system and its features, functions, and capabilities.

To help managers learn how to manage financial transactions using Tally. This could include creating and maintaining financial ledgers, recording and tracking invoices, receipts, and payments, generating financial reports and statements, and complying with tax and regulatory requirements.

To help managers improve operational efficiency by streamlining and automating key business processes using Tally.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.



Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;23-02-2022

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC02 - PERSONALITY  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

Personality Development courses help individuals improve and enhance their personal characteristics, behaviours, attitudes, and overall outlook. The courses can be structured and typically involve a combination of lectures, interactive activities, and self-reflection exercises. The main goal of a Personality Development course is to help individuals identify and develop the skills and qualities they need to achieve their personal and professional goals. These courses focus on various topics, including communication skills, leadership, self-confidence, stress management, time management, and emotional intelligence.

**OBJECTIVES**

To help students develop self-awareness and emotional intelligence, including understanding their own strengths, weaknesses, and values, and learning how to manage their emotions and communicate effectively with others.

To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.

To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;09-02-2021

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC01 - ADVANCED EXCEL  
[A Value Added Course]***Offered By***Department of Management Studies**

Advanced Excel uses advanced features and functions in Microsoft Excel, a popular spreadsheet software that can help users to manage, analyze, and visualize data in various contexts, from financial analysis to project management to scientific research. Advanced Excel includes multiple tools and techniques that allow users to manipulate, analyze, and visualize data in various ways. Excel consists of a range of data visualization tools, such as charts, graphs, and sparklines, which allow users to create visual representations of data to better understand trends and patterns.

**OBJECTIVES**

To improve a learner's understanding and proficiency in using Excel tools and features.

To help learners become more productive in their work.

To develop learners' critical thinking skills. By providing learners with real-world examples and scenarios, this course encourages learners to analyze data and solve problems using Excel's advanced tools and features. This can help learners become more effective problem-solvers and decision-makers in their work.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: 18-01-2021



**ONLINE MODE  
GOOGLE MEET**

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC23 - BLOCKCHAIN  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Blockchain typically covers the principles and practices of distributed ledger technology, including the technology's underlying architecture, security, and applications. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various blockchain topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to understand, develop, and apply blockchain technology in real-world scenarios.

**OBJECTIVES**

To provide students with a fundamental understanding of blockchain technology, including how it works, its advantages and limitations, and its potential applications.

To develop students' skills Solidity or other programming languages, as well as understanding how to interact with blockchain networks through APIs and web3.js.

To explore the business implications to create new business models and disrupt existing industries, as well as understanding the legal and regulatory challenges of implementing blockchain solutions.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: 12-08-2021

**Certificate after completion of Course**



**COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY**

**21VAC11 - CYBERSECURITY  
FUNDAMENTALS**

**[A Value Added Course]**

*Offered By*

**Department of Management Studies**

A course on Cybersecurity Fundamentals is designed to provide individuals with an understanding of the basic principles and best practices of cybersecurity. CIMAT offer a Cybersecurity Fundamentals course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in learning the basics of cybersecurity or considering a cybersecurity career.

**OBJECTIVES**

To provide students with an understanding of the basic principles of cybersecurity, including confidentiality, integrity, and availability.

To develop students' skills in cybersecurity practices by learning how to implement basic cybersecurity measures, such as secure passwords, firewalls, and antivirus software, as well as understanding how to respond to security incidents and breaches.

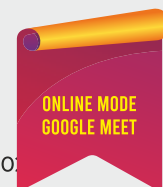
To explore the legal and ethical implications of cybersecurity by understanding the various laws and regulations that govern cybersecurity, such as data protection and privacy laws, as well as exploring the ethical considerations of cybersecurity, such as the importance of respecting user privacy and maintaining transparency.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>26-02-20



**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC03 - BUSINESS ETHICS AND  
CORPORATE GOVERNANCE  
[A Value Added Course]***Offered By***Department of Management Studies**

Business ethics studies moral principles and values in the business environment. It involves understanding and applying ethical principles and standards to guide decision-making and behaviour in business operations. Ethical behaviour in business involves practices that are fair, honest, responsible, and respectful of stakeholders, including employees, customers, suppliers, investors, and the broader community. On the other hand, corporate governance refers to the system of processes, policies, and practices that organizations use to direct and control their operations. It encompasses power distribution, roles and responsibilities, accountability, transparency, and organizational ethical conduct. Good corporate governance ensures that an organization is managed in a responsible, transparent, and effective way that protects stakeholders' interests.

**OBJECTIVES**

To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.

To develop students' skills in ethical decision-making.

To explore the role of corporate governance in business. This could include understanding the legal and regulatory frameworks that govern business behavior, as well as examining the responsibilities and duties of boards of directors, executive management, and other key stakeholders. The course may also explore the impact of corporate governance on organizational performance and social responsibility.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>02-03-2021

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC19 - SALES FORCE  
MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Sales Force Management typically covers the principles and practices of managing a sales force to achieve organizational goals. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various sales force management topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to manage a sales force effectively and efficiently.

**OBJECTIVES**

To help students understand the role and importance of sales management in achieving organizational goals and objectives.

To help students develop skills in sales strategy and planning, including how to develop and implement a sales plan, how to identify and analyze sales opportunities and threats, and how to optimize sales performance and productivity.

To help students learn how to manage and motivate sales teams, including how to recruit and train sales personnel, how to develop and implement sales incentive programs, and how to monitor and improve sales team performance.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.



Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;27-09-2021

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC09 - CORPORATE SKILLS FOR  
EXECUTIVES****[A Value Added Course]***Offered By***Department of Management Studies**

A course on Corporate Skills for Executives is designed to help executives develop the skills and competencies necessary for success in the corporate world. CIMAT offer a Corporate Skills for Executives course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for executives, managers, and professionals interested in developing the skills and competencies required for success in the corporate world.

**OBJECTIVES**

To develop students' leadership skills, including the ability to inspire and motivate teams, communicate effectively, and make strategic decisions.

To develop skills in networking, personal branding, and professional communication, as well as exploring strategies for career advancement and success.

To build students' business acumen. This could include developing an understanding of financial statements, exploring business strategy and innovation, and understanding the competitive landscape of various industries.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>05-02-2021

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC18 - STATISTICAL PACKAGE  
FOR THE SOCIAL SCIENCES (SPSS)  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Statistical Package for the Social Sciences (SPSS) is designed to provide individuals with an understanding of how to use SPSS software to analyze and interpret data in social science research. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals involved in social science research, including students, researchers, and professionals in psychology, sociology, and education.

**OBJECTIVES**

To help students understand statistical analysis and its application to social sciences research. This could include learning about different statistical techniques such as descriptive statistics, inferential statistics, correlation analysis, and regression analysis, as well as their practical use in social sciences research.

To help students develop skills in data management and analysis, including how to enter and organize data into SPSS, how to perform data cleaning and coding, and how to analyze and interpret data using different statistical techniques. To help students learn how to report and present research results using SPSS output.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;06-09-2021

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC20 - STRONG WORK ETHICS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Strong Work Ethics typically covers the principles and practices of developing and maintaining strong work ethics in the workplace. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various vital work ethics topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to develop and maintain strong work ethics, improve productivity and job satisfaction, and achieve success in their careers.

**OBJECTIVES**

To help students develop a strong work ethic, including attitudes and behaviors such as responsibility, accountability, dependability, punctuality, and a positive attitude towards work.

To help students enhance their professional skills and competencies, such as communication, teamwork, problem-solving, critical thinking, and adaptability.

To help students become ethical leaders who promote and embody strong work ethics in the workplace.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

**ONLINE MODE  
GOOGLE MEET**

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;01-07-2021

**Certificate after completion of Course**

**Brochure and Course content****ONLINE MODE  
GOOGLE MEET****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC22 - DATA SCIENCE  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Data Science typically covers the principles and practices of extracting insights and knowledge from large and complex data sets. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various data science topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to extract insights and knowledge from large and complex data sets and to apply data science principles and practices to real-world problems.

**OBJECTIVES**

To develop students' skills in data analysis, including how to collect, clean, and organize data, as well as how to analyze and interpret data using statistical and machine learning techniques.

To provide students with an understanding of the principles of data visualization, including how to create effective visual representations of data.

To explore the application of data science in various domains, such as business, healthcare, and social sciences.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;22-07-2021

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****21VAC08 - TALLY FOR MANAGERS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Transactions Allowed in Linear Line Yards (Tally) for managers is designed to give managers an in-depth understanding of the Tally software and its applications in managing business transactions related to linear line yards. CIMAT offer a course on Tally for managers as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit managers, executives, and professionals interested in managing business transactions related to linear line yards using Tally software.

**OBJECTIVES**

To help managers understand the Tally system and its features, functions, and capabilities.

To help managers learn how to manage financial transactions using Tally. This could include creating and maintaining financial ledgers, recording and tracking invoices, receipts, and payments, generating financial reports and statements, and complying with tax and regulatory requirements.

To help managers improve operational efficiency by streamlining and automating key business processes using Tally.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: 12-01-2021

Certificate after completion of Course



**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC02 - PERSONALITY  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

Personality Development courses help individuals improve and enhance their personal characteristics, behaviours, attitudes, and overall outlook. The courses can be structured and typically involve a combination of lectures, interactive activities, and self-reflection exercises. The main goal of a Personality Development course is to help individuals identify and develop the skills and qualities they need to achieve their personal and professional goals. These courses focus on various topics, including communication skills, leadership, self-confidence, stress management, time management, and emotional intelligence.

**OBJECTIVES**

To help students develop self-awareness and emotional intelligence, including understanding their own strengths, weaknesses, and values, and learning how to manage their emotions and communicate effectively with others.

To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.

To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;30-01-2020

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC01 - ADVANCED EXCEL  
[A Value Added Course]***Offered By***Department of Management Studies**

Advanced Excel uses advanced features and functions in Microsoft Excel, a popular spreadsheet software that can help users to manage, analyze, and visualize data in various contexts, from financial analysis to project management to scientific research. Advanced Excel includes multiple tools and techniques that allow users to manipulate, analyze, and visualize data in various ways. Excel consists of a range of data visualization tools, such as charts, graphs, and sparklines, which allow users to create visual representations of data to better understand trends and patterns.

**OBJECTIVES**

To improve a learner's understanding and proficiency in using Excel tools and features.

To help learners become more productive in their work.

To develop learners' critical thinking skills. By providing learners with real-world examples and scenarios, this course encourages learners to analyze data and solve problems using Excel's advanced tools and features. This can help learners become more effective problem-solvers and decision-makers in their work.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: 06-01-2020

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC17 - BASICS OF WEB  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Basics of Web Development is designed to provide individuals with an understanding of the fundamental concepts and techniques used in building websites. CIMAT offer a course on the Basics of Web Development. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in pursuing a career in web development or who want to understand the principles and techniques used in building websites.

**OBJECTIVES**

To provide students with a solid understanding of HTML and CSS, which are the basic building blocks of the web.

To develop students' front-end web development skills.

To provide students with a solid foundation for more advanced web development topics. This could include topics like server-side scripting, databases, and security.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: 13-08-2020

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC16 - BUSINESS  
SUSTAINABILITY MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Business Sustainability Management is designed to provide individuals with an understanding of how to incorporate sustainable practices into business operations. CIMAT offer a Business Sustainability Management course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in pursuing a career in sustainability or wanting to incorporate sustainable practices into their business operations.

**OBJECTIVES**

To provide students with an understanding of the principles of sustainability, including the triple bottom line (economic, social, and environmental sustainability).

To develop students' skills in sustainable business practices.

To explore the business case for sustainability also examine the ethical considerations of sustainability in business, and how companies can balance the interests of stakeholders while pursuing sustainability goals.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.



Time: 3:30 to 5:30 p.m

Commence from: 22-07-2020

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC03 - BUSINESS ETHICS AND  
CORPORATE GOVERNANCE****[A Value Added Course]***Offered By***Department of Management Studies**

Business ethics studies moral principles and values in the business environment. It involves understanding and applying ethical principles and standards to guide decision-making and behaviour in business operations. Ethical behaviour in business involves practices that are fair, honest, responsible, and respectful of stakeholders, including employees, customers, suppliers, investors, and the broader community. On the other hand, corporate governance refers to the system of processes, policies, and practices that organizations use to direct and control their operations. It encompasses power distribution, roles and responsibilities, accountability, transparency, and organizational ethical conduct. Good corporate governance ensures that an organization is managed in a responsible, transparent, and effective way that protects stakeholders' interests.

**OBJECTIVES**

To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.

To develop students' skills in ethical decision-making.

To explore the role of corporate governance in business. This could include understanding the legal and regulatory frameworks that govern business behavior, as well as examining the responsibilities and duties of boards of directors, executive management, and other key stakeholders. The course may also explore the impact of corporate governance on organizational performance and social responsibility.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>20-02-2020

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC11 - CYBERSECURITY  
FUNDAMENTALS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Cybersecurity Fundamentals is designed to provide individuals with an understanding of the basic principles and best practices of cybersecurity. CIMAT offer a Cybersecurity Fundamentals course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in learning the basics of cybersecurity or considering a cybersecurity career.

**OBJECTIVES**

To provide students with an understanding of the basic principles of cybersecurity, including confidentiality, integrity, and availability.

To develop students' skills in cybersecurity practices by learning how to implement basic cybersecurity measures, such as secure passwords, firewalls, and antivirus software, as well as understanding how to respond to security incidents and breaches.

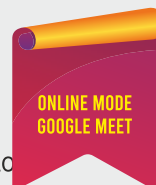
To explore the legal and ethical implications of cybersecurity by understanding the various laws and regulations that govern cybersecurity, such as data protection and privacy laws, as well as exploring the ethical considerations of cybersecurity, such as the importance of respecting user privacy and maintaining transparency.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;26-10-20

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC10 - STRESS AND ANGER  
MANAGEMENT****[A Value Added Course]***Offered By***Department of Management Studies**

A Stress and Anger Management course is designed to help individuals learn effective strategies for managing and coping with stress and anger in their personal and professional lives. CIMAT offer stress and anger management course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals struggling with stress and anger who want to learn effective strategies for managing these emotions personally and professionally.

**OBJECTIVES**

To help students understand the nature of stress and anger, including their causes, effects, and symptoms.

To help students develop coping strategies and techniques to manage stress and anger more effectively.

To help students build resilience to cope with stress and anger in a more positive and productive way. This could include learning how to set realistic goals and expectations, developing healthy lifestyle habits such as regular exercise and good sleep hygiene, and developing social support networks to provide emotional support and encouragement.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.



Time: 3:30 to 5:30 p.m

Commence from: 05-10-2020

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC06 - PUBLIC SPEAKING  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on public speaking is designed to help individuals develop the skills and confidence to communicate effectively in general settings. CIMAT offer a public speaking course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit professionals, executives, and students interested in developing their communication skills and enhancing their career prospects.

**OBJECTIVES**

To help students develop effective speaking skills, including how to organize their thoughts and ideas, how to use body language and vocal variety to engage an audience, and how to use visual aids to enhance their message.

To help students manage anxiety and build confidence when speaking in public, including how to manage nervousness, how to handle challenging questions or feedback, and how to project confidence and authority.

To help students understand audience needs and expectations, including how to identify and analyze different audience types, how to tailor their message and delivery to different contexts and situations, and how to anticipate and respond to audience feedback.

**LEARNING OUTCOME**

Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.

**Time: 3:30 to 5:30 p.m****Commence from: <START DATE>28-01-2020****Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC15 - WAREHOUSING AND  
INVENTORY MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A Warehousing and Inventory Management course is designed to provide individuals with an understanding of the basic principles and practices of managing inventory and warehousing operations. CIMAT offer a course on Warehousing and Inventory Management. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit individuals interested in pursuing a logistics or supply chain management career or who want to improve their understanding of warehousing and inventory management operations.

**OBJECTIVES**

To provide students with a foundational understanding of the concepts, principles, and best practices of warehousing and inventory management.

To help students develop practical skills and techniques for managing warehousing and inventory operations.

To help students understand how effective warehousing and inventory management can contribute to overall supply chain management.

**LEARNING OUTCOME**

Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.



Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;01-07-2020

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC05 - INTERNET OF THINGS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Internet of Things (IoT) is designed to provide individuals with an in-depth understanding of the technology and applications of IoT. A study on IoT may be offered by CIMAT. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for professionals, engineers, and students interested in understanding IoT technology and its application's impact on businesses and society.

**OBJECTIVES**

To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.

To develop students' skills in IoT development and management, including how to design and build IoT systems, how to integrate IoT devices and sensors into existing systems, and how to manage and analyze IoT data.

To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development, and the opportunities and challenges of IoT innovation.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: 06-01-2020

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****20VAC08 - TALLY FOR MANAGERS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Transactions Allowed in Linear Line Yards (Tally) for managers is designed to give managers an in-depth understanding of the Tally software and its applications in managing business transactions related to linear line yards. CIMAT offer a course on Tally for managers as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit managers, executives, and professionals interested in managing business transactions related to linear line yards using Tally software.

**OBJECTIVES**

To help managers understand the Tally system and its features, functions, and capabilities.

To help managers learn how to manage financial transactions using Tally. This could include creating and maintaining financial ledgers, recording and tracking invoices, receipts, and payments, generating financial reports and statements, and complying with tax and regulatory requirements.

To help managers improve operational efficiency by streamlining and automating key business processes using Tally.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: 18-02-2020

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC02 - PERSONALITY  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

Personality Development courses help individuals improve and enhance their personal characteristics, behaviours, attitudes, and overall outlook. The courses can be structured and typically involve a combination of lectures, interactive activities, and self-reflection exercises. The main goal of a Personality Development course is to help individuals identify and develop the skills and qualities they need to achieve their personal and professional goals. These courses focus on various topics, including communication skills, leadership, self-confidence, stress management, time management, and emotional intelligence.

**OBJECTIVES**

To help students develop self-awareness and emotional intelligence, including understanding their own strengths, weaknesses, and values, and learning how to manage their emotions and communicate effectively with others.

To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.

To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;07-02-2019

**Certificate after completion of Course**

**Brochure and Course content**



**COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY**

**19VAC01 - ADVANCED EXCEL  
[A Value Added Course]**

*Offered By*  
**Department of Management Studies**

Advanced Excel uses advanced features and functions in Microsoft Excel, a popular spreadsheet software that can help users to manage, analyze, and visualize data in various contexts, from financial analysis to project management to scientific research. Advanced Excel includes multiple tools and techniques that allow users to manipulate, analyze, and visualize data in various ways. Excel consists of a range of data visualization tools, such as charts, graphs, and sparklines, which allow users to create visual representations of data to better understand trends and patterns.

**OBJECTIVES**

To improve a learner's understanding and proficiency in using Excel tools and features.

To help learners become more productive in their work.

To develop learners' critical thinking skills. By providing learners with real-world examples and scenarios, this course encourages learners to analyze data and solve problems using Excel's advanced tools and features. This can help learners become more effective problem-solvers and decision-makers in their work.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: 17-01-2019

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC21 - GST & E-FILING  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on GST (Goods and Services Tax) is designed to provide individuals and businesses with an in-depth understanding of the GST regime in India. CIMAT offer a study on GST as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The method may suit professionals, business owners, and students interested in understanding India's GST regime and its impact on businesses.

**OBJECTIVES**

To provide students with a basic understanding of the Goods and Services Tax (GST) system, including its objectives, features, and benefits.

To develop students' skills in e-filing, including how to file GST returns, how to generate e-way bills, and how to manage GST invoices and payments.

To explore the impact of GST on business, including the impact on pricing and profitability, the impact on supply chain management, and the implications for small and medium-sized businesses.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas; Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>13-08-2019

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC04 - GST REGISTRATIONS AND  
RETURNS****[A Value Added Course]***Offered By***Department of Management Studies**

A course on GST (Goods and Services Tax) is designed to provide individuals and businesses with an in-depth understanding of the GST regime in India. CIMAT offer a study on GST as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The method may suit professionals, business owners, and students interested in understanding India's GST regime and its impact on businesses.

**OBJECTIVES**

To provide students with a basic understanding of the Goods and Services Tax (GST) system, including its objectives, features, and benefits.

To develop students' skills in e-filing, including how to file GST returns, how to generate e-way bills, and how to manage GST invoices and payments.

To explore the impact of GST on business, including the impact on pricing and profitability, the impact on supply chain management, and the implications for small and medium-sized businesses.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>07-01-2019

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC03 - BUSINESS ETHICS AND  
CORPORATE GOVERNANCE  
[A Value Added Course]***Offered By***Department of Management Studies**

Business ethics studies moral principles and values in the business environment. It involves understanding and applying ethical principles and standards to guide decision-making and behaviour in business operations. Ethical behaviour in business involves practices that are fair, honest, responsible, and respectful of stakeholders, including employees, customers, suppliers, investors, and the broader community. On the other hand, corporate governance refers to the system of processes, policies, and practices that organizations use to direct and control their operations. It encompasses power distribution, roles and responsibilities, accountability, transparency, and organizational ethical conduct. Good corporate governance ensures that an organization is managed in a responsible, transparent, and effective way that protects stakeholders' interests.

**OBJECTIVES**

To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.

To develop students' skills in ethical decision-making.

To explore the role of corporate governance in business. This could include understanding the legal and regulatory frameworks that govern business behavior, as well as examining the responsibilities and duties of boards of directors, executive management, and other key stakeholders. The course may also explore the impact of corporate governance on organizational performance and social responsibility.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>28-02-2019

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC07 - E-MARKETING  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on e-marketing, also known as digital marketing, is designed to provide individuals with an in-depth understanding of the marketing techniques and strategies used in the digital environment. A course on e-marketing may be offered by various institutions. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for professionals, marketers, and students who tested understanding the latest trends and techniques in e-marketing and its impact on businesses and consumers.

**OBJECTIVES**

To provide students with an understanding of the principles of digital marketing, including how to create an online presence, how to use social media and search engines for marketing purposes, and how to measure and analyze the effectiveness of digital marketing campaigns.

To develop students' skills in e-commerce, including how to set up an online store, how to create effective product pages, and how to manage payments and shipping.

To explore the role of content marketing in digital marketing.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>31-01-2019

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC09 - CORPORATE SKILLS FOR  
EXECUTIVES****[A Value Added Course]***Offered By***Department of Management Studies**

A course on Corporate Skills for Executives is designed to help executives develop the skills and competencies necessary for success in the corporate world. CIMAT offer a Corporate Skills for Executives course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for executives, managers, and professionals interested in developing the skills and competencies required for success in the corporate world.

**OBJECTIVES**

To develop students' leadership skills, including the ability to inspire and motivate teams, communicate effectively, and make strategic decisions.

To develop skills in networking, personal branding, and professional communication, as well as exploring strategies for career advancement and success.

To build students' business acumen. This could include developing an understanding of financial statements, exploring business strategy and innovation, and understanding the competitive landscape of various industries.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>09-09-2019

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC19 - SALES FORCE  
MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Sales Force Management typically covers the principles and practices of managing a sales force to achieve organizational goals. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various sales force management topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to manage a sales force effectively and efficiently.

**OBJECTIVES**

To help students understand the role and importance of sales management in achieving organizational goals and objectives.

To help students develop skills in sales strategy and planning, including how to develop and implement a sales plan, how to identify and analyze sales opportunities and threats, and how to optimize sales performance and productivity.

To help students learn how to manage and motivate sales teams, including how to recruit and train sales personnel, how to develop and implement sales incentive programs, and how to monitor and improve sales team performance.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;02-07-2019

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC20 - STRONG WORK ETHICS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Strong Work Ethics typically covers the principles and practices of developing and maintaining strong work ethics in the workplace. Throughout the course, students may be required to analyze case studies, participate in group projects, and give presentations on various vital work ethics topics. The ultimate goal of the course is to provide students with the knowledge and skills needed to develop and maintain strong work ethics, improve productivity and job satisfaction, and achieve success in their careers.

**OBJECTIVES**

To help students develop a strong work ethic, including attitudes and behaviors such as responsibility, accountability, dependability, punctuality, and a positive attitude towards work.

To help students enhance their professional skills and competencies, such as communication, teamwork, problem-solving, critical thinking, and adaptability.

To help students become ethical leaders who promote and embody strong work ethics in the workplace.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;23-07-2019

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC18 - STATISTICAL PACKAGE  
FOR THE SOCIAL SCIENCES (SPSS)  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Statistical Package for the Social Sciences (SPSS) is designed to provide individuals with an understanding of how to use SPSS software to analyze and interpret data in social science research. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals involved in social science research, including students, researchers, and professionals in psychology, sociology, and education.

**OBJECTIVES**

To help students understand statistical analysis and its application to social sciences research. This could include learning about different statistical techniques such as descriptive statistics, inferential statistics, correlation analysis, and regression analysis, as well as their practical use in social sciences research.

To help students develop skills in data management and analysis, including how to enter and organize data into SPSS, how to perform data cleaning and coding, and how to analyze and interpret data using different statistical techniques. To help students learn how to report and present research results using SPSS output.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;30-09-2019

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****19VAC08 - TALLY FOR MANAGERS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Transactions Allowed in Linear Line Yards (Tally) for managers is designed to give managers an in-depth understanding of the Tally software and its applications in managing business transactions related to linear line yards. CIMAT offer a course on Tally for managers as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit managers, executives, and professionals interested in managing business transactions related to linear line yards using Tally software.

**OBJECTIVES**

To help managers understand the Tally system and its features, functions, and capabilities.

To help managers learn how to manage financial transactions using Tally. This could include creating and maintaining financial ledgers, recording and tracking invoices, receipts, and payments, generating financial reports and statements, and complying with tax and regulatory requirements.

To help managers improve operational efficiency by streamlining and automating key business processes using Tally.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>21-02-2019

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC17 - BASICS OF WEB  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Basics of Web Development is designed to provide individuals with an understanding of the fundamental concepts and techniques used in building websites. CIMAT offer a course on the Basics of Web Development. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in pursuing a career in web development or who want to understand the principles and techniques used in building websites.

**OBJECTIVES**

To provide students with a solid understanding of HTML and CSS, which are the basic building blocks of the web.

To develop students' front-end web development skills.

To provide students with a solid foundation for more advanced web development topics. This could include topics like server-side scripting, databases, and security.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: 14-08-2018

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC16 - BUSINESS  
SUSTAINABILITY MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Business Sustainability Management is designed to provide individuals with an understanding of how to incorporate sustainable practices into business operations. CIMAT offer a Business Sustainability Management course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in pursuing a career in sustainability or wanting to incorporate sustainable practices into their business operations.

**OBJECTIVES**

To provide students with an understanding of the principles of sustainability, including the triple bottom line (economic, social, and environmental sustainability).

To develop students' skills in sustainable business practices.

To explore the business case for sustainability also examine the ethical considerations of sustainability in business, and how companies can balance the interests of stakeholders while pursuing sustainability goals.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>24-07-2018

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC03 - BUSINESS ETHICS AND  
CORPORATE GOVERNANCE  
[A Value Added Course]***Offered By***Department of Management Studies**

Business ethics studies moral principles and values in the business environment. It involves understanding and applying ethical principles and standards to guide decision-making and behaviour in business operations. Ethical behaviour in business involves practices that are fair, honest, responsible, and respectful of stakeholders, including employees, customers, suppliers, investors, and the broader community. On the other hand, corporate governance refers to the system of processes, policies, and practices that organizations use to direct and control their operations. It encompasses power distribution, roles and responsibilities, accountability, transparency, and organizational ethical conduct. Good corporate governance ensures that an organization is managed in a responsible, transparent, and effective way that protects stakeholders' interests.

**OBJECTIVES**

To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.

To develop students' skills in ethical decision-making.

To explore the role of corporate governance in business. This could include understanding the legal and regulatory frameworks that govern business behavior, as well as examining the responsibilities and duties of boards of directors, executive management, and other key stakeholders. The course may also explore the impact of corporate governance on organizational performance and social responsibility.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>26-02-2018

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC02 - PERSONALITY  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

Personality Development courses help individuals improve and enhance their personal characteristics, behaviours, attitudes, and overall outlook. The courses can be structured and typically involve a combination of lectures, interactive activities, and self-reflection exercises. The main goal of a Personality Development course is to help individuals identify and develop the skills and qualities they need to achieve their personal and professional goals. These courses focus on various topics, including communication skills, leadership, self-confidence, stress management, time management, and emotional intelligence.

**OBJECTIVES**

To help students develop self-awareness and emotional intelligence, including understanding their own strengths, weaknesses, and values, and learning how to manage their emotions and communicate effectively with others.

To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.

To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;01-02-2018

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC01 - ADVANCED EXCEL  
[A Value Added Course]***Offered By***Department of Management Studies**

Advanced Excel uses advanced features and functions in Microsoft Excel, a popular spreadsheet software that can help users to manage, analyze, and visualize data in various contexts, from financial analysis to project management to scientific research. Advanced Excel includes multiple tools and techniques that allow users to manipulate, analyze, and visualize data in various ways. Excel consists of a range of data visualization tools, such as charts, graphs, and sparklines, which allow users to create visual representations of data to better understand trends and patterns.

**OBJECTIVES**

To improve a learner's understanding and proficiency in using Excel tools and features.

To help learners become more productive in their work.

To develop learners' critical thinking skills. By providing learners with real-world examples and scenarios, this course encourages learners to analyze data and solve problems using Excel's advanced tools and features. This can help learners become more effective problem-solvers and decision-makers in their work.

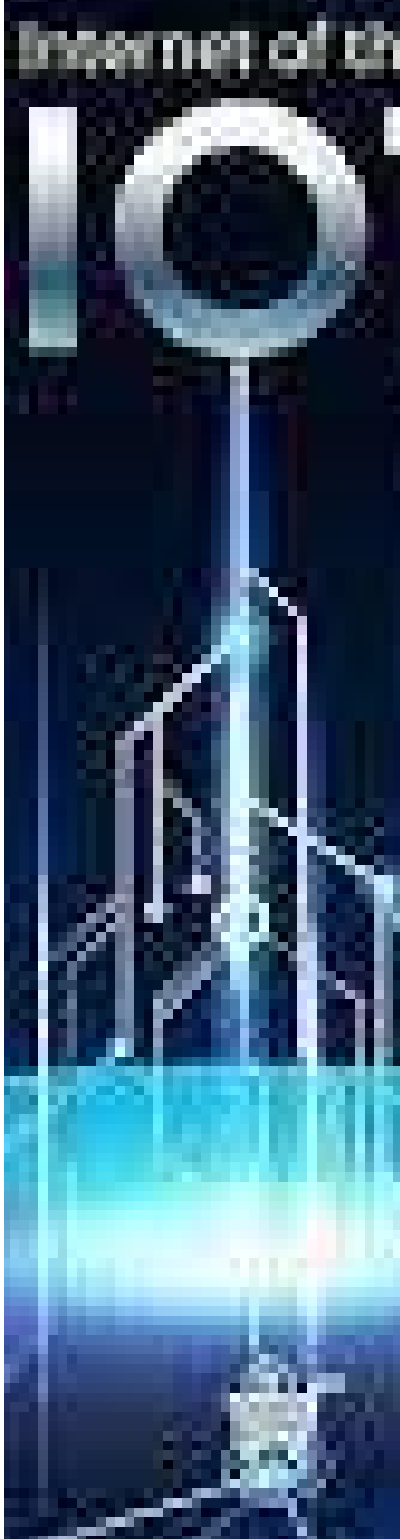
**LEARNING OUTCOME**

Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.

Time: 3:30 to 5:30 p.m

Commence from: 08-01-2018

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC05 - INTERNET OF THINGS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Internet of Things (IoT) is designed to provide individuals with an in-depth understanding of the technology and applications of IoT. A study on IoT may be offered by CIMAT. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for professionals, engineers, and students interested in understanding IoT technology and its application's impact on businesses and society.

**OBJECTIVES**

To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.

To develop students' skills in IoT development and management, including how to design and build IoT systems, how to integrate IoT devices and sensors into existing systems, and how to manage and analyze IoT data.

To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development, and the opportunities and challenges of IoT innovation.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: &lt;START DATE&gt;03-01-2018

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC10 - STRESS AND ANGER  
MANAGEMENT****[A Value Added Course]***Offered By***Department of Management Studies**

A Stress and Anger Management course is designed to help individuals learn effective strategies for managing and coping with stress and anger in their personal and professional lives. CIMAT offer stress and anger management course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals struggling with stress and anger who want to learn effective strategies for managing these emotions personally and professionally.

**OBJECTIVES**

To help students understand the nature of stress and anger, including their causes, effects, and symptoms.

To help students develop coping strategies and techniques to manage stress and anger more effectively.

To help students build resilience to cope with stress and anger in a more positive and productive way. This could include learning how to set realistic goals and expectations, developing healthy lifestyle habits such as regular exercise and good sleep hygiene, and developing social support networks to provide emotional support and encouragement.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: 20-02-2018

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC14 - GD AND PERSONAL  
INTERVIEW SESSIONS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Group Discussions (GD) and Personal Interviews (PI) is designed to help individuals prepare for the selection process of various competitive exams, job interviews, and higher education admissions. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit individuals preparing for competitive exams, job interviews, or higher education admissions who want to improve their communication and interpersonal skills.

**OBJECTIVES**

To develop students' communication and interpersonal skills, including how to articulate thoughts and ideas effectively, how to actively listen to others, and how to build rapport with interviewers and other candidates.

To prepare students for job interviews, including how to research companies and job positions, how to prepare effective resumes and cover letters, and how to answer common interview questions.

To help students understand group dynamics, including how to manage group discussions effectively, how to deal with conflict and differing opinions, and how to collaborate with others.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: 01-10-2018

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC15 - WAREHOUSING AND  
INVENTORY MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A Warehousing and Inventory Management course is designed to provide individuals with an understanding of the basic principles and practices of managing inventory and warehousing operations. CIMAT offer a course on Warehousing and Inventory Management. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit individuals interested in pursuing a logistics or supply chain management career or who want to improve their understanding of warehousing and inventory management operations.

**OBJECTIVES**

To provide students with a foundational understanding of the concepts, principles, and best practices of warehousing and inventory management.

To help students develop practical skills and techniques for managing warehousing and inventory operations.

To help students understand how effective warehousing and inventory management can contribute to overall supply chain management.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>03-07-2018

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC13 - FUNDAMENTALS OF  
LOGISTICS****[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Fundamentals of Logistics is designed to provide individuals with an understanding of logistics management's fundamental principles and practices. CIMAT offer a course on the Fundamentals of Logistics. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in pursuing a career in logistics management or who want to improve their understanding of logistics operations.

**OBJECTIVES**

To provide students with an understanding of the basic principles of logistics, including the management of the flow of goods and services from point of origin to point of consumption.

To develop students' skills in logistics management, including how to plan and organize logistics operations, how to manage inventory and transportation, and how to measure and optimize logistics performance.

To explore the impact of logistics on business, including the importance of logistics in achieving business objectives, the impact of logistics on customer satisfaction and loyalty, and the role of logistics in sustainability and corporate social responsibility.

**LEARNING OUTCOME**

Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.

Time: 3:30 to 5:30 p.m

Commence from: 10-09-2018

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****18VAC08 - TALLY FOR MANAGERS  
[A Value Added Course]**

*Offered By*  
**Department of Management Studies**

A course on Transactions Allowed in Linear Line Yards (Tally) for managers is designed to give managers an in-depth understanding of the Tally software and its applications in managing business transactions related to linear line yards. CIMAT offer a course on Tally for managers as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit managers, executives, and professionals interested in managing business transactions related to linear line yards using Tally software.

**OBJECTIVES**

To help managers understand the Tally system and its features, functions, and capabilities.

To help managers learn how to manage financial transactions using Tally. This could include creating and maintaining financial ledgers, recording and tracking invoices, receipts, and payments, generating financial reports and statements, and complying with tax and regulatory requirements.

To help managers improve operational efficiency by streamlining and automating key business processes using Tally.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>30-01-2018

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC02 - PERSONALITY  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

Personality Development courses help individuals improve and enhance their personal characteristics, behaviours, attitudes, and overall outlook. The courses can be structured and typically involve a combination of lectures, interactive activities, and self-reflection exercises. The main goal of a Personality Development course is to help individuals identify and develop the skills and qualities they need to achieve their personal and professional goals. These courses focus on various topics, including communication skills, leadership, self-confidence, stress management, time management, and emotional intelligence.

**OBJECTIVES**

To help students develop self-awareness and emotional intelligence, including understanding their own strengths, weaknesses, and values, and learning how to manage their emotions and communicate effectively with others.

To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.

To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.

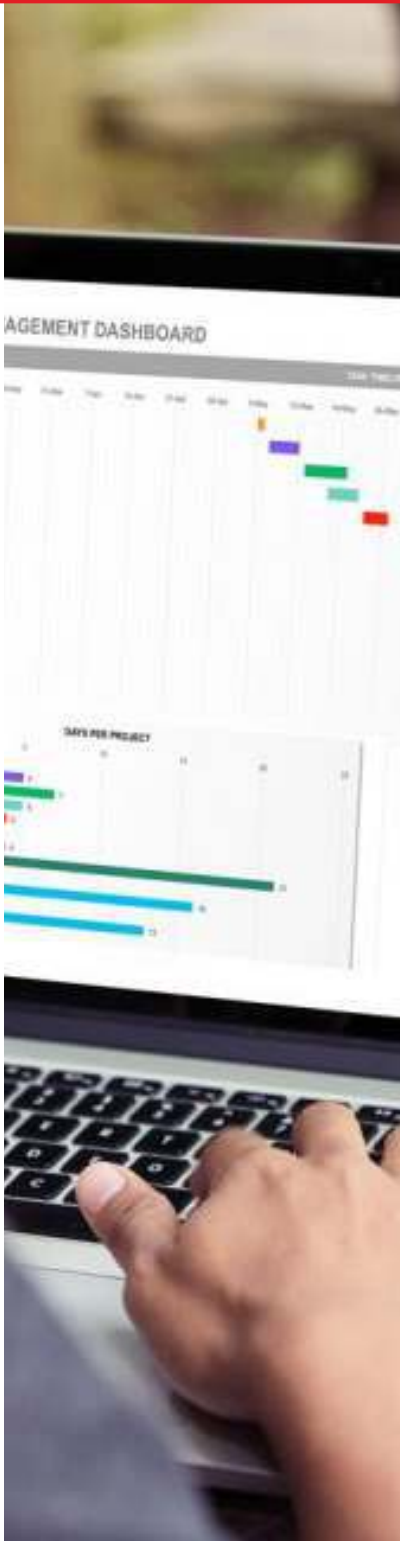
**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: 31-01-2017

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC01 - ADVANCED EXCEL  
[A Value Added Course]***Offered By***Department of Management Studies**

Advanced Excel uses advanced features and functions in Microsoft Excel, a popular spreadsheet software that can help users to manage, analyze, and visualize data in various contexts, from financial analysis to project management to scientific research. Advanced Excel includes multiple tools and techniques that allow users to manipulate, analyze, and visualize data in various ways. Excel consists of a range of data visualization tools, such as charts, graphs, and sparklines, which allow users to create visual representations of data to better understand trends and patterns.

**OBJECTIVES**

To improve a learner's understanding and proficiency in using Excel tools and features.

To help learners become more productive in their work.

To develop learners' critical thinking skills. By providing learners with real-world examples and scenarios, this course encourages learners to analyze data and solve problems using Excel's advanced tools and features. This can help learners become more effective problem-solvers and decision-makers in their work.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>07-01-2017

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC12 - EXECUTIVE  
COMMUNICATION****[A Value Added Course]***Offered By***Department of Management Studies**

A course on Executive Communication is designed to help individuals develop effective communication skills to communicate clearly, confidently, and persuasively in professional settings. CIMAT offer a course on Executive Communication. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit individuals looking to improve their communication skills and advance their careers in executive positions.

**OBJECTIVES**

To develop students' communication skills, including how to deliver persuasive presentations, how to communicate with clarity and confidence, and how to build rapport with stakeholders.

To enhance students' interpersonal skills, including how to build and maintain relationships with stakeholders, how to negotiate effectively, and how to manage conflict.

To explore the role of communication in leadership. This could include examining the characteristics of effective leaders and how they communicate, understanding the impact of communication on organizational culture and change management, and exploring the ethical and social responsibility considerations of executive communication.

**LEARNING OUTCOME**

Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.

Time: 3:30 to 5:30 p.m

Commence from: 16-08-2017

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC11 - CYBERSECURITY  
FUNDAMENTALS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Cybersecurity Fundamentals is designed to provide individuals with an understanding of the basic principles and best practices of cybersecurity. CIMAT offer a Cybersecurity Fundamentals course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals interested in learning the basics of cybersecurity or considering a cybersecurity career.

**OBJECTIVES**

To provide students with an understanding of the basic principles of cybersecurity, including confidentiality, integrity, and availability.

To develop students' skills in cybersecurity practices by learning how to implement basic cybersecurity measures, such as secure passwords, firewalls, and antivirus software, as well as understanding how to respond to security incidents and breaches.

To explore the legal and ethical implications of cybersecurity by understanding the various laws and regulations that govern cybersecurity, such as data protection and privacy laws, as well as exploring the ethical considerations of cybersecurity, such as the importance of respecting user privacy and maintaining transparency.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: 24-07-2017

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC03 - BUSINESS ETHICS AND  
CORPORATE GOVERNANCE  
[A Value Added Course]***Offered By***Department of Management Studies**

Business ethics studies moral principles and values in the business environment. It involves understanding and applying ethical principles and standards to guide decision-making and behaviour in business operations. Ethical behaviour in business involves practices that are fair, honest, responsible, and respectful of stakeholders, including employees, customers, suppliers, investors, and the broader community. On the other hand, corporate governance refers to the system of processes, policies, and practices that organizations use to direct and control their operations. It encompasses power distribution, roles and responsibilities, accountability, transparency, and organizational ethical conduct. Good corporate governance ensures that an organization is managed in a responsible, transparent, and effective way that protects stakeholders' interests.

**OBJECTIVES**

To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.

To develop students' skills in ethical decision-making.

To explore the role of corporate governance in business. This could include understanding the legal and regulatory frameworks that govern business behavior, as well as examining the responsibilities and duties of boards of directors, executive management, and other key stakeholders. The course may also explore the impact of corporate governance on organizational performance and social responsibility.

**LEARNING OUTCOME**

Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>21-02-2017

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC07 - E-MARKETING  
[A Value Added Course]**

*Offered By*  
**Department of Management Studies**

A course on e-marketing, also known as digital marketing, is designed to provide individuals with an in-depth understanding of the marketing techniques and strategies used in the digital environment. A course on e-marketing may be offered by various institutions. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for professionals, marketers, and students who tested understanding the latest trends and techniques in e-marketing and its impact on businesses and consumers.

**OBJECTIVES**

To provide students with an understanding of the principles of digital marketing, including how to create an online presence, how to use social media and search engines for marketing purposes, and how to measure and analyze the effectiveness of digital marketing campaigns.

To develop students' skills in e-commerce, including how to set up an online store, how to create effective product pages, and how to manage payments and shipping.

To explore the role of content marketing in digital marketing.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>17-02-2017

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC10 - STRESS AND ANGER  
MANAGEMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

A Stress and Anger Management course is designed to help individuals learn effective strategies for managing and coping with stress and anger in their personal and professional lives. CIMAT offer stress and anger management course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for individuals struggling with stress and anger who want to learn effective strategies for managing these emotions personally and professionally.

**OBJECTIVES**

To help students understand the nature of stress and anger, including their causes, effects, and symptoms.

To help students develop coping strategies and techniques to manage stress and anger more effectively.

To help students build resilience to cope with stress and anger in a more positive and productive way. This could include learning how to set realistic goals and expectations, developing healthy lifestyle habits such as regular exercise and good sleep hygiene, and developing social support networks to provide emotional support and encouragement.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>03-07-2017

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC06 - PUBLIC SPEAKING  
[A Value Added Course]**

*Offered By*  
**Department of Management Studies**

A course on public speaking is designed to help individuals develop the skills and confidence to communicate effectively in general settings. CIMAT offer a public speaking course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit professionals, executives, and students interested in developing their communication skills and enhancing their career prospects.

**OBJECTIVES**

To help students develop effective speaking skills, including how to organize their thoughts and ideas, how to use body language and vocal variety to engage an audience, and how to use visual aids to enhance their message.

To help students manage anxiety and build confidence when speaking in public, including how to manage nervousness, how to handle challenging questions or feedback, and how to project confidence and authority.

To help students understand audience needs and expectations, including how to identify and analyze different audience types, how to tailor their message and delivery to different contexts and situations, and how to anticipate and respond to audience feedback.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>27-01-2017

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC09 - CORPORATE SKILLS FOR  
EXECUTIVES****[A Value Added Course]***Offered By***Department of Management Studies**

A course on Corporate Skills for Executives is designed to help executives develop the skills and competencies necessary for success in the corporate world. CIMAT offer a Corporate Skills for Executives course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for executives, managers, and professionals interested in developing the skills and competencies required for success in the corporate world.

**OBJECTIVES**

To develop students' leadership skills, including the ability to inspire and motivate teams, communicate effectively, and make strategic decisions.

To develop skills in networking, personal branding, and professional communication, as well as exploring strategies for career advancement and success.

To build students' business acumen. This could include developing an understanding of financial statements, exploring business strategy and innovation, and understanding the competitive landscape of various industries.

**LEARNING OUTCOME**

Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>25-09-2017

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC05 - INTERNET OF THINGS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on the Internet of Things (IoT) is designed to provide individuals with an in-depth understanding of the technology and applications of IoT. A study on IoT may be offered by CIMAT. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may be suitable for professionals, engineers, and students interested in understanding IoT technology and its application's impact on businesses and society.

**OBJECTIVES**

To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.

To develop students' skills in IoT development and management, including how to design and build IoT systems, how to integrate IoT devices and sensors into existing systems, and how to manage and analyze IoT data.

To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development, and the opportunities and challenges of IoT innovation.

**LEARNING OUTCOME**

Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.

Time: 3:30 to 5:30 p.m

Commence from: 09-01-2017

Certificate after completion of Course

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****17VAC08 - TALLY FOR MANAGERS  
[A Value Added Course]***Offered By***Department of Management Studies**

A course on Transactions Allowed in Linear Line Yards (Tally) for managers is designed to give managers an in-depth understanding of the Tally software and its applications in managing business transactions related to linear line yards. CIMAT offer a course on Tally for managers as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The course may suit managers, executives, and professionals interested in managing business transactions related to linear line yards using Tally software.

**OBJECTIVES**

To help managers understand the Tally system and its features, functions, and capabilities.

To help managers learn how to manage financial transactions using Tally. This could include creating and maintaining financial ledgers, recording and tracking invoices, receipts, and payments, generating financial reports and statements, and complying with tax and regulatory requirements.

To help managers improve operational efficiency by streamlining and automating key business processes using Tally.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: <START DATE>04-09-2017

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****16VAC02 - PERSONALITY  
DEVELOPMENT  
[A Value Added Course]***Offered By***Department of Management Studies**

Personality Development courses help individuals improve and enhance their personal characteristics, behaviours, attitudes, and overall outlook. The courses can be structured and typically involve a combination of lectures, interactive activities, and self-reflection exercises. The main goal of a Personality Development course is to help individuals identify and develop the skills and qualities they need to achieve their personal and professional goals. These courses focus on various topics, including communication skills, leadership, self-confidence, stress management, time management, and emotional intelligence.

**OBJECTIVES**

To help students develop self-awareness and emotional intelligence, including understanding their own strengths, weaknesses, and values, and learning how to manage their emotions and communicate effectively with others.

To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.

To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.

**LEARNING OUTCOME**

Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.

Time: 3:30 to 5:30 p.m

Commence from: 28-09-2016

**Certificate after completion of Course**

**Brochure and Course content**



**COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY**

**16VAC01 - ADVANCED EXCEL  
[A Value Added Course]**

*Offered By*  
**Department of Management Studies**

Advanced Excel uses advanced features and functions in Microsoft Excel, a popular spreadsheet software that can help users to manage, analyze, and visualize data in various contexts, from financial analysis to project management to scientific research. Advanced Excel includes multiple tools and techniques that allow users to manipulate, analyze, and visualize data in various ways. Excel consists of a range of data visualization tools, such as charts, graphs, and sparklines, which allow users to create visual representations of data to better understand trends and patterns.

**OBJECTIVES**

To improve a learner's understanding and proficiency in using Excel tools and features.

To help learners become more productive in their work.

To develop learners' critical thinking skills. By providing learners with real-world examples and scenarios, this course encourages learners to analyze data and solve problems using Excel's advanced tools and features. This can help learners become more effective problem-solvers and decision-makers in their work.

**LEARNING OUTCOME**

Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.

Time: 3:30 to 5:30 p.m

Commence from: 05-09-2016

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****16VAC04 - GST REGISTRATIONS AND  
RETURNS****[A Value Added Course]***Offered By***Department of Management Studies**

A course on GST (Goods and Services Tax) is designed to provide individuals and businesses with an in-depth understanding of the GST regime in India. CIMAT offer a study on GST as a value-added course. The course duration is 3 weeks or 30 Hours, depending on the level of depth and coverage. The method may suit professionals, business owners, and students interested in understanding India's GST regime and its impact on businesses.

**OBJECTIVES**

To provide students with a basic understanding of the Goods and Services Tax (GST) system, including its objectives, features, and benefits.

To develop students' skills in e-filing, including how to file GST returns, how to generate e-way bills, and how to manage GST invoices and payments.

To explore the impact of GST on business, including the impact on pricing and profitability, the impact on supply chain management, and the implications for small and medium-sized businesses.

**LEARNING OUTCOME**

Exposure to new perspectives and ideas; Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.

Time: 3:30 to 5:30 p.m

Commence from: 26-07-2016

**Certificate after completion of Course**

**Brochure and Course content****COIMBATORE INSTITUTE OF  
MANAGEMENT AND TECHNOLOGY****16VAC03 - BUSINESS ETHICS AND  
CORPORATE GOVERNANCE  
[A Value Added Course]***Offered By***Department of Management Studies**

Business ethics studies moral principles and values in the business environment. It involves understanding and applying ethical principles and standards to guide decision-making and behaviour in business operations. Ethical behaviour in business involves practices that are fair, honest, responsible, and respectful of stakeholders, including employees, customers, suppliers, investors, and the broader community. On the other hand, corporate governance refers to the system of processes, policies, and practices that organizations use to direct and control their operations. It encompasses power distribution, roles and responsibilities, accountability, transparency, and organizational ethical conduct. Good corporate governance ensures that an organization is managed in a responsible, transparent, and effective way that protects stakeholders' interests.

**OBJECTIVES**

To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.

To develop students' skills in ethical decision-making.

To explore the role of corporate governance in business. This could include understanding the legal and regulatory frameworks that govern business behavior, as well as examining the responsibilities and duties of boards of directors, executive management, and other key stakeholders. The course may also explore the impact of corporate governance on organizational performance and social responsibility.

**LEARNING OUTCOME**

Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.

Time: 3:30 to 5:30 p.m

Commence from: 04-07-2016

**Certificate after completion of Course**

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15/11/2023  
Principal

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
16VAC01	ADVANCED EXCEL	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To improve a learner's understanding and proficiency using Excel tools and features.</li> <li>➤ To help learners become more productive in their work.</li> <li>➤ To develop learners' critical thinking skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.			

UNIT I	MODULE-1	10
What is a Spreadsheet? - Excel Rows and Columns - Enter Text and numbers in a cell - How to edit text in a cell - How to centre text and numbers - Font Formatting excel - How to change the color of a cell - How to save your work in excel - Currency symbols in excel - How to Merge cells		
UNIT II	MODULE-2	10
How to use Auto fill in excel - Adding Simple Addition formula - The Sum Function in excel - Copy and Paste - How to use Paste Special - How to Multiply in excel - How to add a comment to a cell - The SUM Function - How to multiply in excel - Subtract and Divide		
UNIT III	MODULE-3	10
How to Sort data in excel - Create an excel chart - Move and Resize your chart - Charts Styles and Layouts - Chart Titles and Series Titles - Chart Layout Panel in Excel & The Format chart Panel - Create Pie chart in Excel - Add Lables to a Pie Chart & Format your Axis titles - Format Pie chart segments - Create a 2D line Chart in Excel		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
16VAC02	PERSONALITY DEVELOPMENT	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop self-awareness and emotional intelligence</li> <li>➤ To help students improve their interpersonal skills, including how to build relationships</li> <li>➤ To enhance students' professional skills and confidence</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
The concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development - The concept of success and failure - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - What is failure and its Causes - SWOT analysis.		
UNIT II	MODULE-2	10
Attitude- Concept & Significance - Factors affecting attitudes - Positive attitude and its Advantages - Negative attitude and its Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude - Concept and Significance of motivation - Internal and external motives - Importance of self- motivation - Factors leading to de-motivation		
UNIT III	MODULE-3	10
Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader - Character building - Team-work - Time management - Good manners and etiquette - Resume building 1 Facing the Personal (HR & Technical) Interview		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
16VAC03	BUSINESS ETHICS AND CORPORATE GOVERNANCE	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of ethical theories</li> <li>➤ To explore the role of corporate governance in business.</li> <li>➤ To explore the impact of corporate governance on organizational performance and social responsibility.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
An Understanding of Ethics - Meaning of Ethics and Definiton of Ethics - Ethical Performance - Types of Ethics - Sources of Ethics and Importance of Ethics - Factors Influencing Business Ethics - Morality and Ethical Codes - Ethical Dilemmas - Managing Ethics - Ethical Activities		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Ethical decision making - Factors influencing ethical decision making - Application in Marketing - Advertising Finance - Tax Evasion - Lack of Transparency - Preparing False Financial Statement - Speculation and Insider Trading - Application in HR Mare alike Compensation - Work Place Harassment of Employees		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Concept and Need for Corporate Governance - Parties of Corporate Governance - Agency Theory - Stewardship - Role and Composition of the Board - Remuneration of Directors and Senior Executives - Rights and responsibilities of shareholders - Ownership of Independent Directors - Corporate governance rating - Introduction to CSR Advantages and Scope		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
16VAC04	GST REGISTRATIONS AND RETURNS	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a basic understanding of the Goods and Services Tax (GST) system,</li> <li>➤ To develop students' skills in e-filing, including how to file GST returns, generate e-way bills, and manage GST invoices and payments.</li> <li>➤ To explore the impact of GST on business, including the effect on pricing and profitability, the impact on supply chain management</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

UNIT I	MODULE-1	10
Indirect tax structure in India - Introduction to Goods and Service Tax (GST) - Key Concepts - Phases of GST - GST Council - Taxes under GST Cess - Threshold for Registration - Regular Tax Payer - Composition Tax Payer Casual Taxable Person Non-Resident Taxable Person - Unique Identification Number Registration Number Format		
UNIT II	MODULE-2	10
Supply under GST - Place of Supply - Interstate Supply - Export of Service Export of Goods - Import of Service Import of Goods - Valuation of Supply - Input tax credit process - Negative List for Input tax credit - Input Tax Credit Utilization and Input Tax Credit Reversal - Types of GST returns and their due dates late filing late fee and interest		
UNIT III	MODULE-3	10
Definitions of certain terms relating to the custom act - custom tariff act - Levy and types of custom duties - Indirect taxation applicable to few commodities levied by either Central or State Government - GST Rate slab - Input Tax credit - Eligibility Conditions and Provisions for availing ITC Documents for claiming - Apportionment of credit and Blocked credits - Non availability of ITC - Reversal and reclaim of ITC		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC01	ADVANCED EXCEL	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To improve a learner's understanding and proficiency using Excel tools and features.</li> <li>➤ To help learners become more productive in their work.</li> <li>➤ To develop learners' critical thinking skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.			

UNIT I	MODULE-1	10
Understanding IoT fundamentals - Definitions & Characteristics of IoT - History of IoT - IOT Architecture and protocols - Physical & Logical Design of IoT - Various Platforms for IoT - Enabling Technologies in IoT - Real time Examples of IoT - Overview of IoT components and IoT Communication Technologies - Challenges in IoT		
UNIT II	MODULE-2	10
About Things in IoT - The Identifiers in IoT - About the Internet in IoT - IoT frameworks - IoT and M2M - Applications of IoT- Home Automation Smart Cities Energy Retail Management Logistics Agriculture Health and Lifestyle Industrial IoT - Legal challenges - IoT design Ethics - IoT in Environmental Protection - Basics of Wireless Networking		
UNIT III	MODULE-3	10
Data Handling& Analytics: Introduction Bigdata Types of data Characteristics of Big data - Data handling Technologies - Flow of data - Data acquisition Data Storage - Introduction to data Analytics - Types of Data analytics - Local Analytics - Cloud analytics and applications - Virtualization concepts and Cloud Architecture - Study of IOT Cloud platforms		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC02	PERSONALITY DEVELOPMENT	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop self-awareness and emotional intelligence, including understanding their strengths, weaknesses, and values and learning how to manage their emotions and communicate effectively with others.</li> <li>➤ To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.</li> <li>➤ To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
The Process of Communication - Speech Apprehension - Effective Delivery of Verbal and Nonverbal Communication - Audience Adaptation and Speech Goals - Listening and Critical Thinking Skills when Responding to Oral Presentations - The Narrative Speech - The Outline: Organizing Main Ideas and Supporting Information - The Informative Speech - Appropriate Use of Audio/Visual Aids - The Persuasive Speech		
UNIT II	MODULE-2	10
Basic Communication Theory - Introductions - Becoming a Public Speaker - Preparing your Speech - Ethical Public Speaking - Managing Speech Anxiety - Introductory Speeches - Anxiety Inventory - The Informative Speech - Selecting a Topic and Purpose		
UNIT III	MODULE-3	10
Analyzing the Audience - Organizing the Speech - Types of Organizational Arrangements - Outlining the Speech - Developing the Introduction - Developing the Conclusion - Developing Supporting Material - Locating Supporting Material - Using the Internet to Support your Speech - Using Presentation Aids in the Speech Designing Presentations Aids Using Presentation Software		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC03	BUSINESS ETHICS AND CORPORATE GOVERNANCE	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.</li> <li>➤ To develop students' skills in ethical decision-making.</li> <li>➤ To explore the role of corporate governance in business.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Introduction to E-Marketing - E-marketing Strategic Analysis - E-Marketing Plan - Exposure to E-Commerce Portals for Portal Design - E-Commerce Vs E-Business - Internet Economy. - Website Design - Domain Name Branding - Understanding Market Segments and Targeting - Differentiating and Positioning Strategies		
UNIT II	MODULE-2	10
E-Marketing Mix- Online Product Offer - Pricing to Deliver Online Value - Internet for Distribution and Promotion - The 4Ps in E-Marketing - Additional 3Ps in E-Marketing Services - Viral Marketing - Social Networking Marketing - Customer Relationship Management - Pay-per-Click Advertising (PPC) Model - Content Management Systems		
UNIT III	MODULE-3	10
Overview of Global E-Marketing Issues - Country and Market Opportunity Analysis - Technological Readiness Influences Marketing - Wireless Internet Access - The Digital Divide Ethical and Legal Issues - Privacy - Digital Property - Online Expression - Cyber Security - Cyber Crime		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC05	INTERNET OF THINGS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.</li> <li>➤ To develop students' skills in IoT development and management, including designing and building IoT systems, integrating IoT devices and sensors into existing systems, and managing and analyzing IoT data.</li> <li>➤ To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development and the opportunities and challenges of IoT innovation.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

UNIT I	MODULE-1	10
Basics of Accounting - Introduction of Tally - Meaning of company creation and opening accounting in Tally - Opening a ledger account and how to create a voucher - How to modify a company or industry detail - How to set the features of a company - Selecting the cost category and cost center - How to create a godown and how to maintain an inventory - How to set price list and the budget - How to produce profit and loss balance sheet from accounting		
UNIT II	MODULE-2	10
Introduction to VAT - Calculation of VAT - Introduction to TDS - Calculation of TDS - How to add excise duty and customs duty - Essentials of Taxation - Service Tax - Excise (Dealers) - Excise(Manufacturer) - Payroll and Advanced Features		
UNIT III	MODULE-3	10
Accounting & Inventory Management Getting Started with Tally.ERP 9 & Fundamental Features - Creating Masters in Tally.ERP 9 Voucher Entry & Invoicing - Bill – is Details Credit Limits - Basics of Banking Interest Calculation Simple Interest Calculation - Cost Centres and Cost Categories - Reports in - Tally.ERP 9 - Order Processing & Pre-closure of orders - Price Levels & Price Lists Point of Sale (POS) Zero-Valued Entries - Bill of Materials		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC06	PUBLIC SPEAKING	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop practical speaking skills, including organizing their thoughts and ideas, using body language and vocal variety to engage an audience, and using visual aids to enhance their message.</li> <li>➤ To help students manage anxiety and build confidence when speaking in public, including controlling nervousness, handling challenging questions or feedback, and projecting confidence and authority.</li> <li>➤ To help students understand audience needs and expectations, including identifying and analyzing different audience types, tailoring their message and delivery to different contexts and situations, and anticipating and responding to audience feedback.</li> </ul>			
<b>LEARNING OUTCOME:</b> Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
Positive thinking & Attitude - Motivation - Character Building - Self Esteem - Goal Setting - English Conversation - Pronunciation Voice Modulation - Stressing and stretching Accent Improvisation - Facial Expressions Body language - Writing skills.		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Business Etiquettes - Office Etiquettes - Phone Etiquettes - Dining Etiquettes - Party Etiquettes - Office Wear - Meetings/Interviews - Business Presentations - Writing a profile (Personal/ Company) - Group Discussion		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Facing an Interview - Business Presentation Skills - Interpersonal Relationship - Leadership Qualities - Time Management - Stress Management - Problem solving creativity innovation steps of analytical problem solving - Building relationship Skills for developing positive interpersonal communication - Team building - Empowering and delegating		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC07	E-MARKETING	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the principles of digital marketing, including how to create an online presence, how to use social media and search engines for marketing purposes, and how to measure and analyze the effectiveness of digital marketing campaigns.</li> <li>➤ To develop students' skills in e-commerce, including how to set up an online store, create compelling product pages, and manage payments and shipping.</li> <li>➤ To explore the role of content marketing in digital marketing.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Understanding Anger - The Cycle of Anger - Understanding Fight or Flight - Common Myths About Anger - Do's and Don'ts - Unhelpful Ways of Dealing with Anger - Helpful Ways of Dealing with Anger - A Word of Warning - Using Coping Thoughts		
UNIT II	MODULE-2	10
Using Relaxation Techniques - Blowing Off Some Steam - Separate the People from the Problem - Objective vs. Subjective Language - Identifying the Problem - Using "I" Statements - Working on the Problem - Using Constructive Disagreement - Negotiating Tips - Building Consensus		
UNIT III	MODULE-3	10
Identifying Solutions - Solving the Problem - Choosing a Solution - Making a Plan - Getting it Done - Personal Plan - Understanding Hot Buttons - Identifying Your Hot Buttons - A Personal Anger Log - Understanding the Energy Curve and When to Back Away and What to do Next		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC08	TRANSACTIONS ALLOWED IN LINEAR LINE YARDS (TALLY) FOR MANAGERS	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help managers understand the Tally system's features, functions, and capabilities.</li> <li>➤ To help managers learn how to manage financial transactions using Tally.</li> <li>➤ To help managers improve operational efficiency by streamlining and automating critical business processes using Tally.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
What is a Spreadsheet? - Excel Rows and Columns - Enter Text and numbers in a cell - How to edit text in a cell - How to centre text and numbers - Font Formatting excel - How to change the color of a cell - How to save your work in excel - Currency symbols in excel - How to Merge cells		
UNIT II	MODULE-2	10
How to use Auto fill in excel - Adding Simple Addition formula - The Sum Function in excel - Copy and Paste - How to use Paste Special - How to Multiply in excel - How to add a comment to a cell - The SUM Function - How to multiply in excel - Subtract and Divide		
UNIT III	MODULE-3	10
How to Sort data in excel - Create an excel chart - Move and Resize your chart - Charts Styles and Layouts - Chart Titles and Series Titles - Chart Layout Panel in Excel & The Format chart Panel - Create Pie chart in Excel - Add Lables to a Pie Chart & Format your Axis titles - Format Pie chart segments - Create a 2D line Chart in Excel		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC09	CORPORATE SKILLS FOR EXECUTIVES	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To develop students' leadership skills, including inspiring and motivating teams, communicating effectively, and making strategic decisions.</li> <li>➤ To build networking, personal branding, and professional communication skills and explore strategies for career advancement and success.</li> <li>➤ To build students' business acumen. This could include understanding financial statements, exploring business strategy and innovation, and understanding the competitive landscape of various industries.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

UNIT I	MODULE-1	10
The concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development - The concept of success and failure - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - What is failure and its Causes - SWOT analysis.		
UNIT II	MODULE-2	10
Attitude- Concept & Significance - Factors affecting attitudes - Positive attitude and its Advantages - Negative attitude and its Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude - Concept and Significance of motivation - Internal and external motives - Importance of self- motivation - Factors leading to de-motivation		
UNIT III	MODULE-3	10
Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader - Character building - Team-work - Time management - Good manners and etiquette - Resume building 1 Facing the Personal (HR & Technical) Interview		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC10	STRESS AND ANGER MANAGEMENT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand the nature of stress and anger, including their causes, effects, and symptoms.</li> <li>➤ To help students develop coping strategies and techniques to manage stress and anger more effectively.</li> <li>➤ To help students build resilience to cope with stress and anger more positively and productively.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
An Understanding of Ethics - Meaning of Ethics and Definition of Ethics - Ethical Performance - Types of Ethics - Sources of Ethics and Importance of Ethics - Factors Influencing Business Ethics - Morality and Ethical Codes - Ethical Dilemmas - Managing Ethics - Ethical Activities		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Ethical decision making - Factors influencing ethical decision making - Application in Marketing - Advertising Finance - Tax Evasion - Lack of Transparency - Preparing False Financial Statement - Speculation and Insider Trading - Application in HR Mare alike Compensation - Work Place Harassment of Employees		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Concept and Need for Corporate Governance - Parties of Corporate Governance - Agency Theory - Stewardship - Role and Composition of the Board - Remuneration of Directors and Senior Executives - Rights and responsibilities of shareholders - Ownership of Independent Directors - Corporate governance rating - Introduction to CSR Advantages and Scope		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC11	CYBERSECURITY FUNDAMENTALS	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the basic principles of cybersecurity, including confidentiality, integrity, and availability.</li> <li>➤ To develop students' skills in cybersecurity practices by learning how to implement basic cybersecurity measures, such as secure passwords, firewalls, and antivirus software, as well as understanding how to respond to security incidents and breaches.</li> <li>➤ To explore the legal and ethical implications of cybersecurity by understanding the various laws and regulations that govern cybersecurity, such as data protection and privacy laws, as well as exploring the ethical considerations of cybersecurity, such as the importance of respecting user privacy and maintaining transparency.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

UNIT I	MODULE-1	10
Cyber security basics - GRC and IT Controls - Building the Security Program - Access Control - Telecommunications and Network Security - Information Security Governance and Risk Management. - Software Development Security - Cryptography - Operations Security - Security Architecture and Design		
UNIT II	MODULE-2	10
Business Continuity and Disaster Recovery Planning - Legal Regulations Investigations and Forensics - Physical (Environmental) Security - Emerging Technologies - The Reality of Soft Skills - Compromising Security Programs - Essential components of cyber security - Cyber security threat landscape - Cyber crime and its types - Remedial and mitigation measures		
UNIT III	MODULE-3	10
Reporting of Cyber Crime - Cyber Law - Data Privacy and Security - E-Commerce Digital Payments and its Security - Overview of Social Media and its Security - Cyber Security of Digital Devices - Tools and Technology for Cyber Security - Cyber Security Plan and Crisis Management - Security Controls - Platforms to Report and Combat Cyber Crime		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
17VAC12	EXECUTIVE COMMUNICATION	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To develop students' communication skills, including delivering persuasive presentations, communicating clearly and confidently, and building rapport with stakeholders.</li> <li>➤ To enhance students' interpersonal skills, including how to develop and maintain relationships with stakeholders, how to negotiate effectively, and how to manage conflict.</li> <li>➤ To explore the role of communication in leadership.</li> </ul>			
<b>LEARNING OUTCOME:</b> Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.			

UNIT I	MODULE-1	10
Communication - Meaning and significance for management - Types of communication - Media - Barriers to communication - Principles of effective communication - Norms for Business letters - Letter for different kinds of situations - Personalized standard letters enquiries customers complaints - collection letters and sales promotion letters		
UNIT II	MODULE-2	10
Report Writing - Structure of Reports - Long & Short Reports - Formal & Informal Reports - Writing Research Reports - Technical Reports - Norms for Including Exhibits & Appendices - Non-Verbal Communication - personal appearance - Posture Body Language		
UNIT III	MODULE-3	10
Use of Charts Diagrams & Tables - Audio Visual Aids for Communication - Dyadic Communication: Face to Face Communication - Telephonic Conversation - Conducting Meetings : Procedure - Preparing Agenda Minutes and Resolutions - Conducting Seminars and Conferences - Procedure of Regulating speech - Evaluating Oral Presentation - Group Discussion - Drafting speech		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC01	ADVANCED EXCEL	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To improve a learner's understanding and proficiency using Excel tools and features.</li> <li>➤ To help learners become more productive in their work.</li> <li>➤ To develop learners' critical thinking skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.			

UNIT I	MODULE-1	10
Logistics Role on the Economy/Organization - Logistics and Customer Service - Procurement and Outsourcing - Inventory Role & Importance of Inventory - Inventory Management - Materials Management - Transportation - Warehousing/Distribution - Packaging and Materials Handling - Global Logistics		
UNIT II	MODULE-2	10
Introduction to physical distribution - Modern Concepts in Logistics - Inbound and outbound supply chain management - Container types - Different types of cargo - Introduction to Multimodal Transport - Carriage By Air Sea Road and Rail - Types of Vessels - Outsourcing of Logistics Services - Shipping Intermediaries and Formalities		
UNIT III	MODULE-3	10
Definition Nature and Scope of Commercial Geography - Role of Industries in Economic Development - Major Industrial Regions of India - Need and importance of transportation in Commercial Development - Geographical factors affecting International Trade - Major logistics routes in India - Major trade routes in world - International logistics and economic development - Role of intermediaries in international trade - Multilateral transport agreements		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC02	PERSONALITY DEVELOPMENT	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop self-awareness and emotional intelligence, including understanding their strengths, weaknesses, and values and learning how to manage their emotions and communicate effectively with others.</li> <li>➤ To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.</li> <li>➤ To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
What is a Group Discussion? - How does Group Discussion differ from a Debate? - Importance of Group Discussion - The objective of a selection in GD - Subject Knowledge - Oral Communication Skills - Listening Skill - Clarity of thought and expression - Apt Language - Proper non verbal clues		
UNIT II	MODULE-2	10
Team behavior - Leadership Skill - Roles in a Structured GD - Expectations of the Panel - Phases in a GD - What to do in a GD? - Process of GD - Types of GD - Ways to Organize a GD - Do's and Don'ts		
UNIT III	MODULE-3	10
Types-Unstructured informal interview Structured standardised interview Depth Interviews Telephone Interviews - Conducting the Interviews - Interview approach in the field - Interview introduction - Overcoming apprehension - Language - Length of Interview - Confidentiality - Closing interview - Respondent induced bias		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC03	BUSINESS ETHICS AND CORPORATE GOVERNANCE	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.</li> <li>➤ To develop students' skills in ethical decision-making.</li> <li>➤ To explore the role of corporate governance in business.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Understanding IoT fundamentals - Definitions & Characteristics of IoT - History of IoT - IOT Architecture and protocols - Physical & Logical Design of IoT - Various Platforms for IoT - Enabling Technologies in IoT - Real time Examples of IoT - Overview of IoT components and IoT Communication Technologies - Challenges in IoT		
UNIT II	MODULE-2	10
About Things in IoT - The Identifiers in IoT - About the Internet in IoT - IoT frameworks - IoT and M2M - Applications of IoT- Home Automation Smart Cities Energy Retail Management Logistics Agriculture Health and Lifestyle Industrial IoT - Legal challenges - IoT design Ethics - IoT in Environmental Protection - Basics of Wireless Networking		
UNIT III	MODULE-3	10
Data Handling& Analytics: Introduction Bigdata Types of data Characteristics of Big data - Data handling Technologies - Flow of data - Data acquisition Data Storage - Introduction to Data Analytics - Types of Data Analytics - Local Analytics - Cloud Analytics and Applications - Virtualization Concepts and Cloud Architecture - Study of IOT Cloud Platforms		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC05	INTERNET OF THINGS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.</li> <li>➤ To develop students' skills in IoT development and management, including designing and building IoT systems, integrating IoT devices and sensors into existing systems, and managing and analyzing IoT data.</li> <li>➤ To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development, and the opportunities and challenges of IoT innovation.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

UNIT I	MODULE-1	10
Basics of Accounting - Introduction of Tally - Meaning of company creation and opening accounting in Tally - Opening a ledger account and how to create a voucher - How to modify a company or industry detail - How to set the features of a company - Selecting the cost category and cost center - How to create a godown and how to maintain an inventory - How to set price list and the budget - How to produce profit and loss balance sheet from accounting		
UNIT II	MODULE-2	10
Introduction to VAT - Calculation of VAT - Introduction to TDS - Calculation of TDS - How to add excise duty and customs duty - Essentials of Taxation - Service Tax - Excise (Dealers) - Excise(Manufacturer) - Payroll and Advanced Features		
UNIT III	MODULE-3	10
Accounting & Inventory Management Getting Started with Tally.ERP 9 & Fundamental Features - Creating Masters in Tally.ERP 9 Voucher Entry & Invoicing - Bill – is Details Credit Limits - Basics of Banking Interest Calculation Simple Interest Calculation - Cost Centres and Cost Categories - Reports in - Tally.ERP 9 - Order Processing & Pre-closure of orders - Price Levels & Price Lists Point of Sale (POS) Zero-Valued Entries - Bill of Materials		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC08	TRANSACTIONS ALLOWED IN LINEAR LINE YARDS (TALLY) FOR MANAGERS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help managers understand the Tally system's features, functions, and capabilities.</li> <li>➤ To help managers learn how to manage financial transactions using Tally.</li> <li>➤ To help managers improve operational efficiency by streamlining and automating critical business processes using Tally.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Introduction to inventory management - advantage and disadvantage - Replenishment strategy /Reorder point - Economic order quantity /Economic production quantity - Single period inventory / Safety stock - Inventory management performance measurement - Material requirement planning - Type of warehouse - Warehouse ownership - Warehouse location		
UNIT II	MODULE-2	10
Warehouse space - Storage system - Warehouse layout - Inventory record system - Activity in warehouse - Safety security hygiene in warehouse - Material handling equipment - Warehouse management performance measurement - Transportation Warehousing and Freight Management - Foreign Trade Procedure and Documentation		
UNIT III	MODULE-3	10
Inventory Management Strategy - Characteristics of poor inventory - Methods for improved inventory management - Export inventory management - Inventory Management models - Supply chain Inventory Management - Reasons for carrying inventory - Supply chain wastes and their effects on inventory investment - Measures to eliminate supply chain waste - Supply chain inventory planning and controlling		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC10	STRESS AND ANGER MANAGEMENT	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand the nature of stress and anger, including their causes, effects, and symptoms.</li> <li>➤ To help students develop coping strategies and techniques to manage stress and anger more effectively.</li> <li>➤ To help students build resilience to cope with stress and anger more positively and productively.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

UNIT I	MODULE-1	10
Understanding Anger - The Cycle of Anger - Understanding Fight or Flight - Common Myths About Anger - Do's and Don'ts - Unhelpful Ways of Dealing with Anger - Helpful Ways of Dealing with Anger - A Word of Warning - Using Coping Thoughts		
UNIT II	MODULE-2	10
Using Relaxation Techniques - Blowing Off Some Steam - Separate the People from the Problem - Objective vs. Subjective Language - Identifying the Problem - Using "I" Statements - Working on the Problem - Using Constructive Disagreement - Negotiating Tips - Building Consensus		
UNIT III	MODULE-3	10
Identifying Solutions - Solving the Problem - Choosing a Solution - Making a Plan - Getting it Done - Personal Plan - Understanding Hot Buttons - Identifying Your Hot Buttons - A Personal Anger Log - Understanding the Energy Curve and When to Back Away and What to do Next		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC13	FUNDAMENTALS OF LOGISTICS	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the basic logistics principles, including managing the flow of goods and services from the point of origin to the end of consumption.</li> <li>➤ To develop students' skills in logistics management, including how to plan and organize logistics operations, manage inventory and transportation, and measure and optimize logistics performance.</li> <li>➤ To explore the impact of logistics on business, including the importance of logistics in achieving business objectives, the impact of logistics on customer satisfaction and loyalty, and the role of logistics in sustainability and corporate social responsibility.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
What is a Spreadsheet? - Excel Rows and Columns - Enter Text and numbers in a cell - How to edit text in a cell - How to centre text and numbers - Font Formatting excel - How to change the color of a cell - How to save your work in excel - Currency symbols in excel - How to Merge cells		
UNIT II	MODULE-2	10
How to use Auto fill in excel - Adding Simple Addition formula - The Sum Function in excel - Copy and Paste - How to use Paste Special - How to Multiply in excel - How to add a comment to a cell - The SUM Function - How to multiply in excel - Subtract and Divide		
UNIT III	MODULE-3	10
How to Sort data in excel - Create an excel chart - Move and Resize your chart - Charts Styles and Layouts - Chart Titles and Series Titles - Chart Layout Panel in Excel & The Format chart Panel - Create Pie chart in Excel - Add Lables to a Pie Chart & Format your Axis titles - Format Pie chart segments - Create a 2D line Chart in Excel		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC14	GROUP DISCUSSIONS AND PERSONAL INTERVIEW SESSIONS	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To develop students' communication and interpersonal skills, including articulating thoughts and ideas effectively, actively listening to others, and building rapport with interviewers and other candidates.</li> <li>➤ To prepare students for job interviews, including researching companies and job positions, designing effective resumes and cover letters, and answering common interview questions.</li> <li>➤ To help students understand group dynamics, including managing discussions effectively, dealing with conflict and differing opinions, and collaborating with others.</li> </ul>			
<b>LEARNING OUTCOME:</b> Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
The concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development - The concept of success and failure - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - What is failure and its Causes - SWOT analysis.		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Attitude- Concept & Significance - Factors affecting attitudes - Positive attitude and its Advantages - Negative attitude and its Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude - Concept and Significance of motivation - Internal and external motives - Importance of self- motivation - Factors leading to de-motivation		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader - Character building - Team-work - Time management - Good manners and etiquette - Resume building 1 Facing the Personal (HR & Technical) Interview		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC15	WAREHOUSING AND INVENTORY MANAGEMENT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a foundational understanding of warehousing and inventory management concepts, principles, and best practices.</li> <li>➤ To help students develop practical skills and techniques for managing warehousing and inventory operations.</li> <li>➤ To help students understand how effective warehousing and inventory management can contribute to supply chain management.</li> </ul>			
<b>LEARNING OUTCOME:</b> Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
An Understanding of Ethics - Meaning of Ethics and Definiton of Ethics - Ethical Performance - Types of Ethics - Sources of Ethics and Importance of Ethics - Factors Influencing Business Ethics - Morality and Ethical Codes - Ethical Dilemmas - Managing Ethics - Ethical Activities		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Ethical decision making - Factors influencing ethical decision making - Application in Marketing - Advertising Finance - Tax Evasion - Lack of Transparency - Preparing False Financial Statement - Speculation and Insider Trading - Application in HR Mare alike Compensation - Work Place Harassment of Employees		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Concept and Need for Corporate Governance - Parties of Corporate Governance - Agency Theory - Stewardship - Role and Composition of the Board - Remuneration of Directors and Senior Executives - Rights and responsibilities of shareholders - Ownership of Independent Directors - Corporate governance rating - Introduction to CSR Advantages and Scope		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC16	BUSINESS SUSTAINABILITY MANAGEME NT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of sustainability principles, including the triple bottom line (economic, social, and environmental sustainability).</li> <li>➤ To develop students' skills in sustainable business practices.</li> <li>➤ To explore the business case for sustainability also examines the ethical considerations of sustainability in business and how companies can balance stakeholders' interests while pursuing sustainability goals.</li> </ul>			
<b>LEARNING OUTCOME:</b> Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.			

UNIT I	MODULE-1	10
Business Environmental and Human Development - Rationale and Benefits of Sustainable Business - Global Business Models - Sustainable Business Concepts - Natural Capital and Public Goods - Environmental Externalities - Sustainable Business Trends - Sustainable Business Trade - Sustainable Business Industry and Jobs - Sustainable Business Consumption		
UNIT II	MODULE-2	10
Planning Policy - Sustainable Governance - Sustainable Business Strategies - Key Sectors - Policy Assessment - Stakeholders Engagement - Policy and Regulatory Tools - International Policies - International Policy Developments - Global Development Framework		
UNIT III	MODULE-3	10
Sustainable supply chain management and Manufacturing - Green supply chain management - Benchmarking and performance measurement across the supply chain-scormodel - Reverse logistics - Emergence of closed-loop - Techniques of management innovation - strategic planning - Reengineering - TQM benchmarking team management - Sustainability reporting		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
18VAC17	BASICS OF WEB DEVELOPMENT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a solid understanding of HTML and CSS, which are the basic building blocks of the web.</li> <li>➤ To develop students' front-end web development skills.</li> <li>➤ To provide students with a solid foundation for more advanced web development topics.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Protocols Servers and their Functions - Internet Clients - Network Security - Internet Development - Design Functional Internet site & Business Concepts - Fundamentals/ Basic HTML - Text formatting on Web Pages Incorporate images - Creating hyperlinks complex image maps tables and nested tables Inserting web page - Setting & modifying field properties - Validating HTML		
UNIT II	MODULE-2	10
Introduction - Designing with Style Sheets - Style Sheet Syntax ID - Class Contextual Selectors - Cascading Order and Properties - Absolute and Relative Positioning - Layering Elements using Z-Index - Animating objects - Application Development Environment - Media Customizing & Extending		
UNIT III	MODULE-3	10
Introduction to JavaScript - Variables and Objects - Decision Making Statement - Loops - Arrays - Functions & Prototypes - Core JavaScript Objects - DOM Introduction - Event Model - Function		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC01	ADVANCED EXCEL	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To improve a learner's understanding and proficiency using Excel tools and features.</li> <li>➤ To help learners become more productive in their work.</li> <li>➤ To develop learners' critical thinking skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.			

UNIT I	MODULE-1	10
Introduction to SPSS - SPSS Environment: data editor output viewer syntax editor - Data view window - SPSS Syntax - Data creation - Importing data - Variable types in SPSS and Defining variables - Creating a Codebook in SPSS - Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode		
UNIT II	MODULE-2	10
Rank Cases - Sorting Data - Grouping or Splitting Data - Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure - Descriptives - Compare Means - Frequencies for Categorical Data		
UNIT III	MODULE-3	10
Inferential Statistics for Association: Pearson Correlation Chi-square Test of Independence - Inferential Statistics for Comparing Means: One Sample t Test PairedSamples T Test - Independent Samples T Test One-Way ANOVA - Bivariate linear regression and correlation - Multiple linear regression and correlation - Model building and selection - Power Analysis for correlation and regression - One-way ANOVA & Kruskal-Wallis Test - Two-way ANOVA & Friedman Test - Analysis of Covariance		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC02	PERSONALITY DEVELOPMENT	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop self-awareness and emotional intelligence, including understanding their strengths, weaknesses, and values and learning how to manage their emotions and communicate effectively with others.</li> <li>➤ To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.</li> <li>➤ To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Introduction to Sales the Sales Process & Sales Management - Types/Kinds of Sales and Why People Buy - Issues in Sales Management - Sales Force Planning - Forecasting - Compensation - Strategic Sales Issues - Situations where Personal Selling is more Effective than Advertising - Types of Selling Situations - Types of Salespersons		
UNIT II	MODULE-2	10
Process of Personal Selling - Process of Effective Selling - Prospecting - Pre-approach - Approach - Presentation and Demonstration - Handling the Objections - Closing the Sales - Post sale Activities - Qualities of a Successful Salesperson		
UNIT III	MODULE-3	10
Sales Forecasting - Sales Budget Sales Quotes - Sales Territories - Sales Controlling - Sales Cost Analysis - Performance Appraisal of Sales Personnel - Emerging Issues in Selling Aspects - Ethical and Legal Aspects of Selling - Measure for Making Selling an Attractive Career - Recent Trends in Selling		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC03	BUSINESS ETHICS AND CORPORATE GOVERNANCE	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.</li> <li>➤ To develop students' skills in ethical decision-making.</li> <li>➤ To explore the role of corporate governance in business.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Introduction to E-Marketing - E-marketing Strategic Analysis - E-Marketing Plan - Exposure to E-Commerce Portals for Portal Design - E-Commerce Vs E-Business - Internet Economy. - Website Design - Domain Name Branding - Understanding Market Segments and Targeting - Differentiating and Positioning Strategies		
UNIT II	MODULE-2	10
E-Marketing Mix- Online Product Offer - Pricing to Deliver Online Value - Internet for Distribution and Promotion - The 4Ps in E-Marketing - Additional 3Ps in E-Marketing Services - Viral Marketing - Social Networking Marketing - Customer Relationship Management - Pay-per-Click Advertising (PPC) Model - Content Management Systems		
UNIT III	MODULE-3	10
Overview of Global E-Marketing Issues - Country and Market Opportunity Analysis - Technological Readiness Influences Marketing - Wireless Internet Access - The Digital Divide Ethical and Legal Issues - Privacy - Digital Property - Online Expression - Cyber Security - Cyber Crime		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC04	GST REGISTRATIONS AND RETURNS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a basic understanding of the Goods and Services Tax (GST) system, including its objectives, features, and benefits.</li> <li>➤ To develop students' skills in e-filing, including how to file GST returns, generate e-way bills, and manage GST invoices and payments.</li> <li>➤ To explore the impact of GST on business, including the effect on pricing and profitability, the impact on supply chain management, and the implications for small and medium-sized enterprises.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
Basics of Accounting - Introduction of Tally - Meaning of company creation and opening accounting in Tally - Opening a ledger account and how to create a voucher - How to modify a company or industry detail - How to set the features of a company - Selecting the cost category and cost center - How to create a godown and how to maintain an inventory - How to set price list and the budget - How to produce profit and loss balance sheet from accounting		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Introduction to VAT - Calculation of VAT - Introduction to TDS - Calculation of TDS - How to add excise duty and customs duty - Essentials of Taxation - Service Tax - Excise (Dealers) - Excise(Manufacturer) - Payroll and Advanced Features		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Accounting & Inventory Management Getting Started with Tally.ERP 9 & Fundamental Features - Creating Masters in Tally.ERP 9 Voucher Entry & Invoicing - Bill – is Details Credit Limits - Basics of Banking Interest Calculation Simple Interest Calculation - Cost Centres and Cost Categories - Reports in - Tally.ERP 9 - Order Processing & Pre-closure of orders - Price Levels & Price Lists Point of Sale (POS) Zero-Valued Entries - Bill of Materials		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC07	E-MARKETING	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the principles of digital marketing, including how to create an online presence, how to use social media and search engines for marketing purposes, and how to measure and analyze the effectiveness of digital marketing campaigns.</li> <li>➤ To develop students' skills in e-commerce, including how to set up an online store, create compelling product pages, and manage payments and shipping.</li> <li>➤ To explore the role of content marketing in digital marketing.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Meaning Requirement of Ethics in Business - Nature and Essence of Ethics - Concepts of Ethics - Moral Vs Ethics - Issues involved in Ethics - How to Handle the Issue - Professional Ethics - Role of Individual Morale and Standards in defining Workplace Ethics - Benefits of Business Ethics - Guidelines for MANaging Ethics in the Workplace		
UNIT II	MODULE-2	10
Organizational moral standards and the ethical dilemmas of decision-making - Importance and Fundamental Principles of of Ethics in the Context of Finance and Accounts - Creating an Ethical Account Environment - Anti-corruption behavior - Reasons for Unethical Behaviour - Threats Faced by the Auditor - Threats Faced by Consultant - Threats Faced by an Employee - Safegaurds to Overcome Threats		
UNIT III	MODULE-3	10
Ethical Issues Involved in Marketing - Need for Ethical Guidance - Competition and Consumer Behaviour - Grey Marketing - Consumer Protecting Council in India - Consumer Interest Vs Public Interest - Ethics in Advertisement - Business Etiquettes - Dinning Manners - Dress code and Etiquettes in Delivery of Speeches		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGOR Y
19VAC08	TRANSACTIONS ALLOWED IN LINEAR LINE YARDS (TALLY) FOR MANAGERS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help managers understand the Tally system's features, functions, and capabilities.</li> <li>➤ To help managers learn how to manage financial transactions using Tally.</li> <li>➤ To help managers improve operational efficiency by streamlining and automating critical business processes using Tally.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Positive thinking & Attitude - Motivation - Character Building - Self Esteem - Goal Setting - English Conversation - Pronunciation Voice Modulation - Stressing and stretching Accent Improvisation - Facial Expressions Body language - Writing skills.		
UNIT II	MODULE-2	10
Business Etiquettes - Office Etiquettes - Phone Etiquettes - Dining Etiquettes - Party Etiquettes - Office Wear - Meetings/Interviews - Business Presentations - Writing a profile (Personal/ Company) - Group Discussion		
UNIT III	MODULE-3	10
Facing an Interview - Business Presentation Skills - Interpersonal Relationship - Leadership Qualities - Time Management - Stress Management - Problem solving creativity innovation steps of analytical problem solving - Building relationship Skills for developing positive interpersonal communication - Team building - Empowering and delegating		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC09	CORPORATE SKILLS FOR EXECUTIVES	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To develop students' leadership skills, including inspiring and motivating teams, communicating effectively, and making strategic decisions.</li> <li>➤ To build networking, personal branding, and professional communication skills and explore strategies for career advancement and success.</li> <li>➤ To build students' business acumen.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

UNIT I	MODULE-1	10
What is a Spreadsheet? - Excel Rows and Columns - Enter Text and numbers in a cell - How to edit text in a cell - How to centre text and numbers - Font Formatting excel - How to change the color of a cell - How to save your work in excel - Currency symbols in excel - How to Merge cells		
UNIT II	MODULE-2	10
How to use Auto fill in excel - Adding Simple Addition formula - The Sum Function in excel - Copy and Paste - How to use Paste Special - How to Multiply in excel - How to add a comment to a cell - The SUM Function - How to multiply in excel - Subtract and Divide		
UNIT III	MODULE-3	10
How to Sort data in excel - Create an excel chart - Move and Resize your chart - Charts Styles and Layouts - Chart Titles and Series Titles - Chart Layout Panel in Excel & The Format chart Panel - Create Pie chart in Excel - Add Lables to a Pie Chart & Format your Axis titles - Format Pie chart segments - Create a 2D line Chart in Excel		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC18	STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES (SPSS)	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand statistical analysis and its application to social sciences research.</li> <li>➤ To help students develop data management and analysis skills, including how to enter and organize data into SPSS, perform data cleaning and coding, and analyze and interpret data using different statistical techniques.</li> <li>➤ To help students learn how to report and present research results using SPSS output.</li> </ul>			
<b>LEARNING OUTCOME:</b> Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
The concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development - The concept of success and failure - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - What is failure and its Causes - SWOT analysis.		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Attitude- Concept & Significance - Factors affecting attitudes - Positive attitude and its Advantages - Negative attitude and its Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude - Concept and Significance of motivation - Internal and external motives - Importance of self- motivation - Factors leading to de-motivation		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader - Character building - Team-work - Time management - Good manners and etiquette - Resume building 1 Facing the Personal (HR & Technical) Interview		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC19	SALES FORCE MANAGEMENT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand the role and importance of sales management in achieving organizational goals and objectives.</li> <li>➤ To help students develop sales strategy and planning skills, including creating and implementing a sales plan, identifying and analyzing sales opportunities and threats, and optimizing sales performance and productivity.</li> <li>➤ To help students learn how to manage and motivate sales teams, including recruiting and training sales personnel, developing and implementing sales incentive programs, and monitoring and improving sales team performance.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
An Understanding of Ethics - Meaning of Ethics and Definiton of Ethics - Ethical Performance - Types of Ethics - Sources of Ethics and Importance of Ethics - Factors Influencing Business Ethics - Morality and Ethical Codes - Ethical Dilemmas - Managing Ethics - Ethical Activities		
UNIT II	MODULE-2	10
Ethical decision making - Factors influencing ethical decision making - Application in Marketing - Advertising Finance - Tax Evasion - Lack of Transparency - Preparing False Financial Statement - Speculation and Insider Trading - Application in HR Mare alike Compensation - Work Place Harassment of Employees		
UNIT III	MODULE-3	10
Concept and Need for Corporate Governance - Parties of Corporate Governance - Agency Theory - Stewardship - Role and Composition of the Board - Remuneration of Directors and Senior Executives - Rights and responsibilities of shareholders - Ownership of Independent Directors - Corporate governance rating - Introduction to CSR Advantages and Scope		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC20	STRONG WORK ETHICS	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop a strong work ethic, including attitudes and behaviours such as responsibility, accountability, dependability, punctuality, and a positive attitude towards work.</li> <li>➤ To help students enhance their professional skills and competencies, such as communication, teamwork, problem-solving, critical thinking, and adaptability.</li> <li>➤ To help students become ethical leaders who promote and embody strong work ethics in the workplace.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

UNIT I	MODULE-1	10
Indirect tax structure in India - Introduction to Goods and Service Tax (GST) - Key Concepts - Phases of GST - GST Council - Taxes under GST Cess - Threshold for Registration - Regular Tax Payer - Composition Tax Payer Casual Taxable Person Non-Resident Taxable Person - Unique Identification Number Registration Number Format		
UNIT II	MODULE-2	10
Supply under GST - Place of Supply - Interstate Supply - Export of Service Export of Goods - Import of Service Import of Goods - Valuation of Supply - Input tax credit process - Negative List for Input tax credit - Input Tax Credit Utilization and Input Tax Credit Reversal - Types of GST returns and their due dates late filing late fee and interest		
UNIT III	MODULE-3	10
Definitions of certain terms relating to the custom act - custom tariff act - Levy and types of custom duties - Indirect taxation applicable to few commodities levied by either Central or State Government - GST Rate slab - Input Tax credit - Eligibility Conditions and Provisions for availing ITC Documents for claiming - Apportionment of credit and Blocked credits - Non availability of ITC - Reversal and reclaim of ITC		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
19VAC21	GST & E-FILING	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a basic understanding of the Goods and Services Tax (GST) system, including its objectives, features, and benefits.</li> <li>➤ To develop students' skills in e-filing, including how to file GST returns, generate e-way bills, and manage GST invoices and payments.</li> <li>➤ To explore the impact of GST on business, including the effect on pricing and profitability, the impact on supply chain management, and the implications for small and medium-sized enterprises.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

UNIT I	MODULE-1	10
What is GST in India? - Advantages of GST - Components of GST - Overview of GST Act - Meaning and Scope of Supply of Goods & Services - Registration – Persons liable for Registration under the Act - Role of GSTN - Filing of Returns - Types of Returns and Formats - Input Tax Credit and its matching		
UNIT II	MODULE-2	10
Overview of IGST Act - Place of Supply of Goods and Services - Cross-utilisation of IGST & Funds Transfer - Time of Supply & Valuation of Supply of Goods & Services - Input Tax Credit and ISD - Electronic Commerce and Job work - Tax Invoice Credit / Debit Notes & Payments - Transitional Provisions - Compensation to States under GST - Demands Recovery and Refund		
UNIT III	MODULE-3	10
GST Levy - GST Time of Supply and GST Place of Supply - Transitional problems - Input Tax Credit - GST Valuation - GST Returns - GST Registration - GST Payment - GST Assessment - GST Refund		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC01	ADVANCED EXCEL	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To improve a learner's understanding and proficiency using Excel tools and features.</li> <li>➤ To help learners become more productive in their work.</li> <li>➤ To develop learners' critical thinking skills. This course encourages learners to analyze data and solve problems using Excel's advanced tools and features by providing real-world examples and scenarios.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.			

UNIT I	MODULE-1	10
Understanding IoT fundamentals - Definitions & Characteristics of IoT - History of IoT - IOT Architecture and protocols - Physical & Logical Design of IoT - Various Platforms for IoT - Enabling Technologies in IoT - Real time Examples of IoT - Overview of IoT components and IoT Communication Technologies - Challenges in IoT		
UNIT II	MODULE-2	10
About Things in IoT - The Identifiers in IoT - About the Internet in IoT - IoT frameworks - IoT and M2M - Applications of IoT- Home Automation Smart Cities Energy Retail Management Logistics Agriculture Health and Lifestyle Industrial IoT - Legal challenges - IoT design Ethics - IoT in Environmental Protection - Basics of Wireless Networking		
UNIT III	MODULE-3	10
Data Handling & Analytics: Introduction Bigdata Types of data Characteristics of Big data - Data handling Technologies - Flow of data - Data acquisition Data Storage - Introduction to data Analytics - Types of Data analytics - Local Analytics - Cloud analytics and applications - Virtualization concepts and Cloud Architecture - Study of IOT Cloud platforms		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC02	PERSONALITY DEVELOPMENT	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop self-awareness and emotional intelligence, including understanding their strengths, weaknesses, and values and learning how to manage their emotions and communicate effectively with others.</li> <li>➤ To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.</li> <li>➤ To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
The Process of Communication - Speech Apprehension - Effective Delivery of Verbal and Nonverbal Communication - Audience Adaptation and Speech Goals - Listening and Critical Thinking Skills when Responding to Oral Presentations - The Narrative Speech - The Outline: Organizing Main Ideas and Supporting Information - The Informative Speech - Appropriate Use of Audio/Visual Aids - The Persuasive Speech		
UNIT II	MODULE-2	10
Basic Communication Theory - Introductions - Becoming a Public Speaker - Preparing your Speech - Ethical Public Speaking - Managing Speech Anxiety - Introductory Speeches - Anxiety Inventory - The Informative Speech - Selecting a Topic and Purpose		
UNIT III	MODULE-3	10
Analyzing the Audience - Organizing the Speech - Types of Organizational Arrangements - Outlining the Speech - Developing the Introduction - Developing the Conclusion - Developing Supporting Material - Locating Supporting Material - Using the Internet to Support your Speech - Using Presentation Aids in the Speech Designing Presentations Aids Using Presentation Software		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC03	BUSINESS ETHICS AND CORPORATE GOVERNANCE	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.</li> <li>➤ To develop students' skills in ethical decision-making.</li> <li>➤ To explore the role of corporate governance in business.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Cyber security basics - GRC and IT Controls - Building the Security Program - Access Control – Telecommunications and Network Security - Information Security Governance and Risk Management. - Software Development Security - Cryptography - Operations Security - Security Architecture and Design		
UNIT II	MODULE-2	10
Business Continuity and Disaster Recovery Planning - Legal Regulations Investigations and Forensics - Physical (Environmental) Security - Emerging Technologies - The Reality of Soft Skills - Compromising Security Programs - Essential components of cyber security - Cyber security threat landscape - Cyber crime and its types - Remedial and mitigation measures		
UNIT III	MODULE-3	10
Reporting of Cyber crime - Cyber Law - Data privacy and security - E-Commerce Digital payments and its security - Overview of Social media and its security - Cyber security of digital devices - Tools and technology for cyber security - Cyber security plan and crisis management - Security controls - Platforms to report and combat cyber crime		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC05	INTERNET OF THINGS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.</li> <li>➤ To develop students' skills in IoT development and management, including designing and building IoT systems, integrating IoT devices and sensors into existing systems, and managing and analyzing IoT data.</li> <li>➤ To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development, and the opportunities and challenges of IoT innovation.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

UNIT I	MODULE-1	10
Basics of Accounting - Introduction of Tally - Meaning of company creation and opening accounting in Tally - Opening a ledger account and how to create a voucher - How to modify a company or industry detail - How to set the features of a company - Selecting the cost category and cost center - How to create a godown and how to maintain an inventory - How to set price list and the budget - How to produce profit and loss balance sheet from accounting		
UNIT II	MODULE-2	10
Introduction to VAT - Calculation of VAT - Introduction to TDS - Calculation of TDS - How to add excise duty and customs duty - Essentials of Taxation - Service Tax - Excise (Dealers) - Excise(Manufacturer) - Payroll and Advanced Features		
UNIT III	MODULE-3	10
Accounting & Inventory Management Getting Started with Tally.ERP 9 & Fundamental Features - Creating Masters in Tally.ERP 9 Voucher Entry & Invoicing - Bill – is Details Credit Limits - Basics of Banking Interest Calculation Simple Interest Calculation - Cost Centres and Cost Categories - Reports in - Tally.ERP 9 - Order Processing & Pre-closure of orders - Price Levels & Price Lists Point of Sale (POS) Zero-Valued Entries - Bill of Materials		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC06	PUBLIC SPEAKING	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop practical speaking skills, including organizing their thoughts and ideas, using body language and vocal variety to engage an audience, and using visual aids to enhance their message.</li> <li>➤ To help students manage anxiety and build confidence when speaking in public, including controlling nervousness, handling challenging questions or feedback, and projecting confidence and authority.</li> <li>➤ To help students understand audience needs and expectations, including identifying and analyzing different audience types, tailoring their message and delivery to different contexts and situations, and anticipating and responding to audience feedback.</li> </ul>			
<b>LEARNING OUTCOME:</b> Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
Introduction to inventory management - advantage and disadvantage - Replenishment strategy /Reorder point - Economic order quantity /Economic production quantity - Single period inventory / Safety stock - Inventory management performance measurement - Material requirement planning - Type of warehouse - Warehouse ownership - Warehouse location		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Warehouse space - Storage system - Warehouse layout - Inventory record system - Activity in warehouse - Safety security hygiene in warehouse - Material handling equipment - Warehouse management performance measurement - Transportation Warehousing and Freight Management - Foreign Trade Procedure and Documentation		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Inventory Management Strategy - Characteristics of poor inventory - Methods for improved inventory management - Export inventory management - Inventory Management models - Supply chain Inventory Management - Reasons for carrying inventory - Supply chain wastes and their effects on inventory investment - Measures to eliminate supply chain waste - Supply chain inventory planning and controlling		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC08	TRANSACTIONS ALLOWED IN LINEAR LINE YARDS (TALLY) FOR MANAGERS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help managers understand the Tally system's features, functions, and capabilities.</li> <li>➤ To help managers learn how to manage financial transactions using Tally.</li> <li>➤ To help managers improve operational efficiency by streamlining and automating critical business processes using Tally.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Understanding Anger - The Cycle of Anger - Understanding Fight or Flight - Common Myths About Anger - Do's and Don'ts - Unhelpful Ways of Dealing with Anger - Helpful Ways of Dealing with Anger - A Word of Warning - Using Coping Thoughts		
UNIT II	MODULE-2	10
Using Relaxation Techniques - Blowing Off Some Steam - Separate the People from the Problem - Objective vs. Subjective Language - Identifying the Problem - Using "I" Statements - Working on the Problem - Using Constructive Disagreement - Negotiating Tips - Building Consensus		
UNIT III	MODULE-3	10
Identifying Solutions - Solving the Problem - Choosing a Solution - Making a Plan - Getting it Done - Personal Plan - Understanding Hot Buttons - Identifying Your Hot Buttons - A Personal Anger Log - Understanding the Energy Curve and When to Back Away and What to do Next		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC10	STRESS AND ANGER MANAGEMENT	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand the nature of stress and anger, including their causes, effects, and symptoms.</li> <li>➤ To help students develop coping strategies and techniques to manage stress and anger more effectively.</li> <li>➤ To help students build resilience to cope with stress and anger more positively and productively.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

UNIT I	MODULE-1	10
What is a Spreadsheet? - Excel Rows and Columns - Enter Text and numbers in a cell - How to edit text in a cell - How to centre text and numbers - Font Formatting excel - How to change the color of a cell - How to save your work in excel - Currency symbols in excel - How to Merge cells		
UNIT II	MODULE-2	10
How to use Auto fill in excel - Adding Simple Addition formula - The Sum Function in excel - Copy and Paste - How to use Paste Special - How to Multiply in excel - How to add a comment to a cell - The SUM Function - How to multiply in excel - Subtract and Divide		
UNIT III	MODULE-3	10
How to Sort data in excel - Create an excel chart - Move and Resize your chart - Charts Styles and Layouts - Chart Titles and Series Titles - Chart Layout Panel in Excel & The Format chart Panel - Create Pie chart in Excel - Add Lables to a Pie Chart & Format your Axis titles - Format Pie chart segments - Create a 2D line Chart in Excel		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC11	CYBERSECURITY FUNDAMENTALS	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the basic principles of cybersecurity, including confidentiality, integrity, and availability.</li> <li>➤ To develop students' skills in cybersecurity practices by learning how to implement basic cybersecurity measures, such as secure passwords, firewalls, and antivirus software, as well as understanding how to respond to security incidents and breaches.</li> <li>➤ To explore the legal and ethical implications of cybersecurity by understanding the various laws and regulations that govern cybersecurity, such as data protection and privacy laws, as well as exploring the ethical considerations of cybersecurity, such as the importance of respecting user privacy and maintaining transparency.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
The concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development - The concept of success and failure - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - What is failure and its Causes - SWOT analysis.		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Attitude- Concept & Significance - Factors affecting attitudes - Positive attitude and its Advantages – Negative attitude and its Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude - Concept and Significance of motivation - Internal and external motives - Importance of self- motivation - Factors leading to de-motivation		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader - Character building - Team-work - Time management - Good manners and etiquette - Resume building 1 Facing the Personal (HR & Technical) Interview		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC15	WAREHOUSING AND INVENTORY MANAGEMENT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a foundational understanding of warehousing and inventory management concepts, principles, and best practices.</li> <li>➤ To help students develop practical skills and techniques for managing warehousing and inventory operations.</li> <li>➤ To help students understand how effective warehousing and inventory management can contribute to supply chain management.</li> </ul>			
<b>LEARNING OUTCOME:</b> Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.			

UNIT I	MODULE-1	10
An Understanding of Ethics - Meaning of Ethics and Definition of Ethics - Ethical Performance - Types of Ethics - Sources of Ethics and Importance of Ethics - Factors Influencing Business Ethics - Morality and Ethical Codes - Ethical Dilemmas - Managing Ethics - Ethical Activities		
UNIT II	MODULE-2	10
Ethical decision making - Factors influencing ethical decision making - Application in Marketing - Advertising Finance - Tax Evasion - Lack of Transparency - Preparing False Financial Statement - Speculation and Insider Trading - Application in HR Mare alike Compensation - Work Place Harassment of Employees		
UNIT III	MODULE-3	10
Concept and Need for Corporate Governance - Parties of Corporate Governance - Agency Theory - Stewardship - Role and Composition of the Board - Remuneration of Directors and Senior Executives - Rights and responsibilities of shareholders - Ownership of Independent Directors - Corporate governance rating - Introduction to CSR Advantages and Scope		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC16	BUSINESS SUSTAINABILITY MANAGEME NT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of sustainability principles, including the triple bottom line (economic, social, and environmental sustainability).</li> <li>➤ To develop students' skills in sustainable business practices.</li> <li>➤ To explore the business case for sustainability also examines the ethical considerations of sustainability in business and how companies can balance stakeholders' interests while pursuing sustainability goals.</li> </ul>			
<b>LEARNING OUTCOME:</b> Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
Business Environmental and Human Development - Rationale and Benefits of Sustainable Business - Global Business Models - Sustainable Business Concepts - Natural Capital and Public Goods - Environmental Externalities - Sustainable Business Trends - Sustainable Business Trade - Sustainable Business Industry and Jobs - Sustainable Business Consumption		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Planning Policy - Sustainable Governance - Sustainable Business Strategies - Key Sectors - Policy Assessment - Stakeholders Engagement - Policy and Regulatory Tools - International Policies - International Policy Developments - Global Development Framework		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Sustainable supply chain management and Manufacturing - Green supply chain management - Benchmarking and performance measurement across the supply chain-scormodel - Reverse logistics - Emergence of closed-loop - Techniques of management innovation - strategic planning - Reengineering - TQM benchmarking team management - Sustainability reporting		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
20VAC17	BASICS OF WEB DEVELOPMENT	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a solid understanding of HTML and CSS, which are the basic building blocks of the web.</li> <li>➤ To develop students' front-end web development skills.</li> <li>➤ To provide students with a solid foundation for more advanced web development topics.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
Protocols Servers and their Functions - Internet Clients - Network Security - Internet Development - Design Functional Internet site & Business Concepts - Fundamentals/ Basic HTML - Text formatting on Web Pages - Incorporate images Creating hyperlinks complex image maps tables and nested tables Inserting web page - Setting & modifying field properties - Validating HTML		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Introduction - Designing with Style Sheets - Style Sheet Syntax ID - Class Contextual Selectors - Cascading Order - Properties - Absolute and Relative Positioning - Layering Elements using Z-Index - Animating objects - Introduction to XML		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Introduction to SQL & MySQL & its Versions - Administration & Query Browser - Creating Databases & Tables - Using keys - Types of Table in MySQL - Data Types - Deleting databases and tables - Inserting Retrieving Updating & Deleting data - User Accounts - Access Control & documentation		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC01	ADVANCED EXCEL	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To improve a learner's understanding and proficiency using Excel tools and features.</li> <li>➤ To help learners become more productive in their work.</li> <li>➤ To develop learners' critical thinking skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.			

UNIT I	MODULE-1	10
Introduction to Data Science - Mathematical and Statistical Skills - Machine Learning - Artificial Intelligence - Coding - Applied Mathematics and Informatics - Machine Learning Algorithms - Data Warehousing - Data Mining - Data Visualization		
UNIT II	MODULE-2	10
Cloud Computing - Data Structures - Scientific Computing - Scholastic Models - Project Deployment Tools - Predictive Analytics and Segmentation - Exploratory Data Analysis - Big Data - Business Intelligence - Machine Learning		
UNIT III	MODULE-3	10
Problem-Solving - Programming Languages - Statistics - Data Handling and Visualization - Information Security and Privacy - Scientific Computing - Machine Learning Basic - Optimization Techniques - Optimization Techniques - Data Acquisition		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC02	PERSONALITY DEVELOPMENT	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop self-awareness and emotional intelligence, including understanding their strengths, weaknesses, and values and learning how to manage their emotions and communicate effectively with others.</li> <li>➤ To help students improve their interpersonal skills, including how to build relationships, how to communicate effectively, and how to manage conflicts.</li> <li>➤ To enhance students' professional skills and confidence, including developing leadership skills, building a personal brand, and improving their networking and job search skills.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Introduction to SPSS - SPSS Environment: data editor output viewer syntax editor - Data view window - SPSS Syntax - Data creation - Importing data - Variable types in SPSS and Defining variables - Creating a Codebook in SPSS - Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode		
UNIT II	MODULE-2	10
Rank Cases - Sorting Data - Grouping or Splitting Data - Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure - Descriptives - Compare Means - Frequencies for Categorical Data		
UNIT III	MODULE-3	10
Inferential Statistics for Association: Pearson Correlation Chi-square Test of Independence - Inferential Statistics for Comparing Means: One Sample t Test PairedSamples T Test - Independent Samples T Test One-Way ANOVA - Bivariate linear regression and correlation - Multiple linear regression and correlation - Model building and selection - Power Analysis for correlation and regression - One-way ANOVA & Kruskal-Wallis Test - Two-way ANOVA & Friedman Test - Analysis of Covariance		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC03	BUSINESS ETHICS AND CORPORATE GOVERNANCE	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of ethical theories, such as utilitarianism and deontology, and how they apply to business decision-making.</li> <li>➤ To develop students' skills in ethical decision-making.</li> <li>➤ To explore the role of corporate governance in business.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Introduction to Sales the Sales Process & Sales Management - Types/Kinds of Sales and Why People Buy - Issues in Sales Management - Sales Force Planning - Forecasting - Compensation - Strategic Sales Issues - Situations where Personal Selling is more Effective than Advertising - Types of Selling Situations - Types of Salespersons		
UNIT II	MODULE-2	10
Process of Personal Selling - Process of Effective Selling - Prospecting - Pre-approach - Approach - Presentation and Demonstration - Handling the Objections - Closing the Sales - Post sale Activities - Qualities of a Successful Salesperson		
UNIT III	MODULE-3	10
Sales Forecasting - Sales Budget Sales Quotes - Sales Territories - Sales Controlling - Sales Cost Analysis - Performance Appraisal of Sales Personnel - Emerging Issues in Selling Aspects - Ethical and Legal Aspects of Selling - Measure for Making Selling an Attractive Career - Recent Trends in Selling		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGOR Y
21VAC08	TRANSACTIONS ALLOWED IN LINEAR LINE YARDS (TALLY) FOR MANAGERS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help managers understand the Tally system's features, functions, and capabilities.</li> <li>➤ To help managers learn how to manage financial transactions using Tally.</li> <li>➤ To help managers improve operational efficiency by streamlining and automating critical business processes using Tally.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Basics of Accounting - Introduction of Tally - Meaning of company creation and opening accounting in Tally - Opening a ledger account and how to create a voucher - How to modify a company or industry detail - How to set the features of a company - Selecting the cost category and cost center - How to create a godown and how to maintain an inventory - How to set price list and the budget - How to produce profit and loss balance sheet from accounting		
UNIT II	MODULE-2	10
Introduction to VAT - Calculation of VAT - Introduction to TDS - Calculation of TDS - How to add excise duty and customs duty - Essentials of Taxation - Service Tax - Excise (Dealers) - Excise(Manufacturer) - Payroll and Advanced Features		
UNIT III	MODULE-3	10
Accounting & Inventory Management Getting Started with Tally.ERP 9 & Fundamental Features - Creating Masters in Tally.ERP 9 Voucher Entry & Invoicing - Bill – is Details Credit Limits - Basics of Banking Interest Calculation Simple Interest Calculation - Cost Centres and Cost Categories - Reports in - Tally.ERP 9 - Order Processing & Pre-closure of orders - Price Levels & Price Lists Point of Sale (POS) Zero-Valued Entries - Bill of Materials		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC09	CORPORATE SKILLS FOR EXECUTIVES	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To develop students' leadership skills, including inspiring and motivating teams, communicating effectively, and making strategic decisions.</li> <li>➤ To build networking, personal branding, and professional communication skills and explore strategies for career advancement and success.</li> <li>➤ To build students' business acumen.</li> </ul>			
<b>LEARNING OUTCOME:</b> Development of lifelong learning skills: Participants will develop the skills and motivation needed to continue learning and growing beyond the course, supporting their ongoing personal and professional development.			

UNIT I	MODULE-1	10
Meaning Requirement of Ethics in Business - Nature and Essence of Ethics - Concepts of Ethics - Moral Vs Ethics - Issues involved in Ethics - How to Handle the Issue - Professional Ethics - Role of Individual Morale and Standards in defining Workplace Ethics - Benefits of Business Ethics - Guidelines for Managing Ethics in the Workplace		
UNIT II	MODULE-2	10
Organizational moral standards and the ethical dilemmas of decision-making - Importance and Fundamental Principles of Ethics in the Context of Finance and Accounts - Creating an Ethical Account Environment - Anti-corruption behavior - Reasons for Unethical Behaviour - Threats Faced by the Auditor - Threats Faced by Consultant - Threats Faced by an Employee - Safegaurds to Overcome Threats		
UNIT III	MODULE-3	10
Ethical Issues Involved in Marketing - Need for Ethical Guidance - Competition and Consumer Behaviour - Grey Marketing - Consumer Protecting Council in India - Consumer Interest Vs Public Interest - Ethics in Advertisement - Business Etiquettes - Dinning Manners - Dress code and Etiquettes in Delivery of Speeches		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC11	CYBERSECURITY FUNDAMENTALS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the basic principles of cybersecurity, including confidentiality, integrity, and availability.</li> <li>➤ To develop students' skills in cybersecurity practices by learning how to implement basic cybersecurity measures, such as secure passwords, firewalls, and antivirus software, as well as understanding how to respond to security incidents and breaches.</li> <li>➤ To explore the legal and ethical implications of cybersecurity by understanding the various laws and regulations that govern cybersecurity, such as data protection and privacy laws, as well as exploring the ethical considerations of cybersecurity, such as the importance of respecting user privacy and maintaining transparency.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

<b>UNIT I</b>	<b>MODULE-1</b>	<b>10</b>
Positive thinking & Attitude - Motivation - Character Building - Self Esteem - Goal Setting - English Conversation - Pronunciation Voice Modulation - Stressing and stretching Accent Improvisation - Facial Expressions Body language - Writing skills.		
<b>UNIT II</b>	<b>MODULE-2</b>	<b>10</b>
Business Etiquettes - Office Etiquettes - Phone Etiquettes - Dining Etiquettes - Party Etiquettes - Office Wear - Meetings/Interviews - Business Presentations - Writing a profile (Personal/ Company) - Group Discussion		
<b>UNIT III</b>	<b>MODULE-3</b>	<b>10</b>
Facing an Interview - Business Presentation Skills - Interpersonal Relationship - Leadership Qualities - Time Management - Stress Management - Problem solving creativity innovation steps of analytical problem solving - Building relationship Skills for developing positive interpersonal communication - Team building - Empowering and delegating		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC18	STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES (SPSS)	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand statistical analysis and its application to social sciences research.</li> <li>➤ To help students develop data management and analysis skills, including how to enter and organize data into SPSS, perform data cleaning and coding, and analyze and interpret data using different statistical techniques.</li> <li>➤ To help students learn how to report and present research results using SPSS output.</li> </ul>			
<b>LEARNING OUTCOME:</b> Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.			

UNIT I	MODULE-1	10
What is a Spreadsheet? - Excel Rows and Columns - Enter Text and numbers in a cell - How to edit text in a cell - How to centre text and numbers - Font Formatting excel - How to change the color of a cell - How to save your work in excel - Currency symbols in excel - How to Merge cells		
UNIT II	MODULE-2	10
How to use Auto fill in excel - Adding Simple Addition formula - The Sum Function in excel - Copy and Paste - How to use Paste Special - How to Multiply in excel - How to add a comment to a cell - The SUM Function - How to multiply in excel - Subtract and Divide		
UNIT III	MODULE-3	10
How to Sort data in excel - Create an excel chart - Move and Resize your chart - Charts Styles and Layouts - Chart Titles and Series Titles - Chart Layout Panel in Excel & The Format chart Panel - Create Pie chart in Excel - Add Lables to a Pie Chart & Format your Axis titles - Format Pie chart segments - Create a 2D line Chart in Excel		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC19	SALES FORCE MANAGEMENT	I	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand the role and importance of sales management in achieving organizational goals and objectives.</li> <li>➤ To help students develop sales strategy and planning skills, including creating and implementing a sales plan, identifying and analyzing sales opportunities and threats, and optimizing sales performance and productivity.</li> <li>➤ To help students learn how to manage and motivate sales teams, including recruiting and training sales personnel, developing and implementing sales incentive programs, and monitoring and improving sales team performance.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
The concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development - The concept of success and failure - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - What is failure and its Causes - SWOT analysis.		
UNIT II	MODULE-2	10
Attitude- Concept & Significance - Factors affecting attitudes - Positive attitude and its Advantages - Negative attitude and its Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude - Concept and Significance of motivation - Internal and external motives - Importance of self- motivation - Factors leading to de-motivation		
UNIT III	MODULE-3	10
Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader - Character building - Team-work - Time management - Good manners and etiquette - Resume building 1 Facing the Personal (HR & Technical) Interview		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC20	STRONG WORK ETHICS	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students develop a strong work ethic, including attitudes and behaviours such as responsibility, accountability, dependability, punctuality, and a positive attitude towards work.</li> <li>➤ To help students enhance their professional skills and competencies, such as communication, teamwork, problem-solving, critical thinking, and adaptability.</li> <li>➤ To help students become ethical leaders who promote and embody strong work ethics in the workplace.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

UNIT I	MODULE-1	10
An Understanding of Ethics - Meaning of Ethics and Definiton of Ethics - Ethical Performance - Types of Ethics - Sources of Ethics and Importance of Ethics - Factors Influencing Business Ethics - Morality and Ethical Codes - Ethical Dilemmas - Managing Ethics - Ethical Activities		
UNIT II	MODULE-2	10
Ethical decision making - Factors influencing ethical decision making - Application in Marketing - Advertising Finance - Tax Evasion - Lack of Transparency - Preparing False Financial Statement - Speculation and Insider Trading - Application in HR Mare alike Compensation - Work Place Harassment of Employees		
UNIT III	MODULE-3	10
Concept and Need for Corporate Governance - Parties of Corporate Governance - Agency Theory - Stewardship - Role and Composition of the Board - Remuneration of Directors and Senior Executives - Rights and responsibilities of shareholders - Ownership of Independent Directors - Corporate governance rating - Introduction to CSR Advantages and Scope		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC22	DATA SCIENCE	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To develop students' skills in data analysis, including how to collect, clean, and organize data and analyze and interpret data using statistical and machine learning techniques.</li> <li>➤ To provide students with an understanding of the principles of data visualization, including how to create compelling visual representations of data.</li> <li>➤ To explore the application of data science in various domains, such as business, healthcare, and social sciences.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased knowledge and understanding: Participants will gain a deeper understanding of the subject matter covered in the course, including key concepts, theories, and practical applications.			

UNIT I	MODULE-1	10
Cyber security basics - GRC and IT Controls - Building the Security Program - Access Control – Telecommunications and Network Security - Information Security Governance and Risk Management. - Software Development Security - Cryptography - Operations Security - Security Architecture and Design		
UNIT II	MODULE-2	10
Business Continuity and Disaster Recovery Planning - Legal Regulations Investigations and Forensics - Physical (Environmental) Security - Emerging Technologies - The Reality of Soft Skills - Compromising Security Programs - Essential components of cyber security - Cyber security threat landscape - Cyber crime and its types - Remedial and mitigation measures		
UNIT III	MODULE-3	10
Reporting of Cyber Crime - Cyber Law - Data Privacy and Security - E-Commerce Digital Payments and its Security - Overview of Social Media and its Security - Cyber Security of Digital Devices - Tools and Technology for Cyber Security - Cyber Security Plan and Crisis Management - Security Controls - Platforms to Report and Combat Cyber Crime		

**Total Hours: 30**

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
21VAC23	BLOCKCHAIN	III	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a fundamental understanding of blockchain technology, including how it works, its advantages and limitations, and its potential applications.</li> <li>➤ To develop students' skills in Solidity or other programming languages and understand how to interact with blockchain networks through APIs and web3.js.</li> <li>➤ To explore the business implications to create new business models, disrupt existing industries, and understand the legal and regulatory challenges of implementing blockchain solutions.</li> </ul>			
<b>LEARNING OUTCOME:</b> Enhanced professional development: Participants can apply the knowledge and skills gained in the course to their current or future work, contributing to their professional development.			

UNIT I	MODULE-1	10
Introduction to Blockchain - Introduction to cryptography & cryptocurrencies - Digital Money - Distributed Ledgers - Design Primitives of Blockchain - Blockchain Consensus: network models - Corruption tolerance - Sybil resistance - Large Scale Consensus Requirements for the consensus protocols - Consensus protocols for Permissioned Blockchains		
UNIT II	MODULE-2	10
Hyperledger Fabric - Benefits of Hyperledger Fabric - Characteristics of Hyperledger Fabric - Decomposing the consensus process - Hyperledger fabric components and its description - Beyond Chaincode: fabric SDK and Front End - Hyperledger composer tool - Industry Applications of Hyperledger Fabric - Ethereum and decentralized application - Ethereum blockchain		
UNIT III	MODULE-3	10
Decentralized finance and economics - Stablecoins and oracles - Decentralized exchange - Lending systems - Legal aspects and regulation - Privacy on a public blockchain - De-anonymizing the blockchain and mixing - Blockchain interoperability - Miner extractable value (MEV) and governance - The future of blockchains		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
22VAC05	INTERNET OF THINGS	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with a basic understanding of the IoT ecosystem, including the technologies, platforms, and applications that make up the IoT.</li> <li>➤ To develop students' skills in IoT development and management, including designing and building IoT systems, integrating IoT devices and sensors into existing systems, and managing and analyzing IoT data.</li> <li>➤ To explore the impact of IoT on society and business, including the ethical and social implications of IoT adoption, the impact of IoT on industry and economic development, and the opportunities and challenges of IoT innovation.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved academic performance: For courses taken within an educational setting, participants may see improvements in their academic performance due to the knowledge and skills gained in the course.			

UNIT I	MODULE-1	10
Logistics Role on the Economy/Organization - Logistics and Customer Service - Procurement and Outsourcing - Inventory Role & Importance of Inventory - Inventory Management - Materials Management - Transportation - Warehousing/Distribution - Packaging and Materials Handling - Global Logistics		
UNIT II	MODULE-2	10
Introduction to physical distribution - Modern Concepts in Logistics - Inbound and outbound supply chain management - Container types - Different types of cargo - Introduction to Multimodal Transport - Carriage By Air Sea Road and Rail - Types of Vessels - Outsourcing of Logistics Services - Shipping Intermediaries and Formalities		
UNIT III	MODULE-3	10
Definition Nature and Scope of Commercial Geography - Role of Industries in Economic Development - Major Industrial Regions of India - Need and importance of transportation in Commercial Development - Geographical factors affecting International Trade - Major logistics routes in India - Major trade routes in world - International logistics and economic development - Role of intermediaries in international trade - Multilateral transport agreements		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
22VAC07	E-MARKETING	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the principles of digital marketing, including how to create an online presence, how to use social media and search engines for marketing purposes, and how to measure and analyze the effectiveness of digital marketing campaigns.</li> <li>➤ To develop students' skills in e-commerce, including how to set up an online store, create compelling product pages, and manage payments and shipping.</li> <li>➤ To explore the role of content marketing in digital marketing.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
What is a Group Discussion? - How does Group Discussion differ from a Debate? - Importance of Group Discussion - The objective of a selection in GD - Subject Knowledge - Oral Communication Skills - Listening Skill - Clarity of thought and expression - Apt Language - Proper non verbal clues		
UNIT II	MODULE-2	10
Team behavior - Leadership Skill - Roles in a Structured GD - Expectations of the Panel - Phases in a GD - What to do in a GD? - Process of GD - Types of GD - Ways to Organize a GD - Do's and Don'ts		
UNIT III	MODULE-3	10
Types-Unstructured informal interview Structured standardised interview Depth Interviews Telephone Interviews - Conducting the Interviews - Interview approach in the field - Interview introduction - Overcoming apprehension - Language - Length of Interview - Confidentiality - Closing interview - Respondent induced bias		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
22VAC08	TRANSACTIONS ALLOWED IN LINEAR LINE YARDS (TALLY) FOR MANAGERS	II	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help managers understand the Tally system's features, functions, and capabilities.</li> <li>➤ To help managers learn how to manage financial transactions using Tally.</li> <li>➤ To help managers improve operational efficiency by streamlining and automating critical business processes using Tally.</li> </ul>			
<b>LEARNING OUTCOME:</b> Improved skills and abilities: Participants will develop new skills and abilities related to the course content, such as critical thinking, problem-solving, communication, or technical skills.			

UNIT I	MODULE-1	10
Understanding IoT fundamentals - Definitions & Characteristics of IoT - History of IoT - IOT Architecture and protocols - Physical & Logical Design of IoT - Various Platforms for IoT - Enabling Technologies in IoT - Real time Examples of IoT - Overview of IoT components and IoT Communication Technologies - Challenges in IoT		
UNIT II	MODULE-2	10
About Things in IoT - The Identifiers in IoT - About the Internet in IoT - IoT frameworks - IoT and M2M - Applications of IoT- Home Automation Smart Cities Energy Retail Management Logistics Agriculture Health and Lifestyle Industrial IoT - Legal challenges - IoT design Ethics - IoT in Environmental Protection - Basics of Wireless Networking		
UNIT III	MODULE-3	10
Data Handling & Analytics: Introduction Bigdata Types of data Characteristics of Big data - Data handling Technologies - Flow of data - Data acquisition Data Storage - Introduction to data Analytics - Types of Data analytics - Local Analytics - Cloud analytics and applications - Virtualization concepts and Cloud Architecture - Study of IOT Cloud platforms		

**Total Hours: 30**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
22VAC13	FUNDAMENTALS OF LOGISTICS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To provide students with an understanding of the basic logistics principles, including managing the flow of goods and services from the point of origin to the end of consumption.</li> <li>➤ To develop students' skills in logistics management, including how to plan and organize logistics operations, manage inventory and transportation, and measure and optimize logistics performance.</li> <li>➤ To explore the impact of logistics on business, including the importance of logistics in achieving business objectives, the impact of logistics on customer satisfaction and loyalty, and the role of logistics in sustainability and corporate social responsibility.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Basics of Accounting - Introduction of Tally - Meaning of company creation and opening accounting in Tally - Opening a ledger account and how to create a voucher - How to modify a company or industry detail - How to set the features of a company - Selecting the cost category and cost center - How to create a godown and how to maintain an inventory - How to set price list and the budget - How to produce profit and loss balance sheet from accounting		
UNIT II	MODULE-2	10
Introduction to VAT - Calculation of VAT - Introduction to TDS - Calculation of TDS - How to add excise duty and customs duty - Essentials of Taxation - Service Tax - Excise (Dealers) - Excise(Manufacturer) - Payroll and Advanced Features		
UNIT III	MODULE-3	10
Accounting & Inventory Management Getting Started with Tally.ERP 9 & Fundamental Features - Creating Masters in Tally.ERP 9 Voucher Entry & Invoicing - Bill – is Details Credit Limits - Basics of Banking Interest Calculation Simple Interest Calculation - Cost Centres and Cost Categories - Reports in - Tally.ERP 9 - Order Processing & Pre-closure of orders - Price Levels & Price Lists Point of Sale (POS) Zero-Valued Entries - Bill of Materials		

**Total Hours: 36**

**Brochure and Course content**
**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
22VAC14	GROUP DISCUSSIONS AND PERSONAL INTERVIEW SESSIONS	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To develop students' communication and interpersonal skills, including articulating thoughts and ideas effectively, actively listening to others, and building rapport with interviewers and other candidates.</li> <li>➤ To prepare students for job interviews, including how to research companies and job positions, how to craft effective resumes and cover letters, and how to answer common interview questions.</li> <li>➤ To help students understand group dynamics, including managing discussions effectively, dealing with conflict and differing opinions, and collaborating with others.</li> </ul>			
<b>LEARNING OUTCOME:</b> Exposure to new perspectives and ideas: Participants will be exposed to new ideas and perspectives they may not have encountered otherwise, which can broaden their understanding and enhance their critical thinking skills.			


UNIT I	MODULE-1	10
Introduction to E-Marketing - E-marketing Strategic Analysis - E-Marketing Plan - Exposure to E-Commerce Portals for Portal Design - E-Commerce Vs E-Business - Internet Economy. - Website Design - Domain Name Branding - Understanding Market Segments and Targeting - Differentiating and Positioning Strategies		
UNIT II	MODULE-2	10
E-Marketing Mix- Online Product Offer - Pricing to Deliver Online Value - Internet for Distribution and Promotion - The 4Ps in E-Marketing - Additional 3Ps in E-Marketing Services - Viral Marketing - Social Networking Marketing - Customer Relationship Management - Pay-per-Click Advertising (PPC) Model - Content Management Systems		
UNIT III	MODULE-3	10
Overview of Global E-Marketing Issues - Country and Market Opportunity Analysis - Technological Readiness Influences Marketing - Wireless Internet Access - The Digital Divide Ethical and Legal Issues - Privacy - Digital Property - Online Expression - Cyber Security - Cyber Crime		

**Brochure and Course content**

**SYLLABUS – VALUE-ADDED COURSES**

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
22VAC19	SALES FORCE MANAGEMENT	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand the role and importance of sales management in achieving organizational goals and objectives.</li> <li>➤ To help students develop sales strategy and planning skills, including creating and implementing a sales plan, identifying and analyzing sales opportunities and threats, and optimizing sales performance and productivity.</li> <li>➤ To help students learn how to manage and motivate sales teams, including recruiting and training sales personnel, developing and implementing sales incentive programs, and monitoring and improving sales team performance.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Introduction to Sales the Sales Process & Sales Management - Types/Kinds of Sales and Why People Buy - Issues in Sales Management - Sales Force Planning - Forecasting - Compensation - Strategic Sales Issues - Situations where Personal Selling is more Effective than Advertising - Types of Selling Situations - Types of Salespersons		
UNIT II	MODULE-2	10
Process of Personal Selling - Process of Effective Selling - Prospecting - Pre-approach - Approach - Presentation and Demonstration - Handling the Objections - Closing the Sales - Post sale Activities - Qualities of a Successful Salesperson		
UNIT III	MODULE-3	10
Sales Forecasting - Sales Budget Sales Quotes - Sales Territories - Sales Controlling - Sales Cost Analysis - Performance Appraisal of Sales Personnel - Emerging Issues in Selling Aspects - Ethical and Legal Aspects of Selling - Measure for Making Selling an Attractive Career - Recent Trends in Selling		

  
 15/11/2023  
 Principal